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BOB GOLDBERG
NATIONAL ASSOCIATION OF REALTORS®
CHIEF EXECUTIVE OFFICER

Bob Goldberg is chief executive officer of the National Association of REALTORS®. In his two-year tenure, Goldberg has transformed the organization, leading a culture shift to bring NAR staff closer to the needs of REALTORS®. Working with the association's volunteer leadership, Goldberg has introduced a staff culture focused on putting members first, leading change, communication, collaboration, and giving respect. He has made transparency a watchword of the organization, using video, Facebook Live events, and personal visits to communicate directly with NAR's 1.37 million members.

Under Goldberg's leadership, in 2019, the association launched a successful advertising campaign, ["That's Who We R,"](#) that racked up nearly 1 billion impressions in its first three months; initiated the [REALTOR® Safety Network](#), a national alert system that strengthens NAR's existing REALTOR® Safety Program; and created an innovative, self-directed program for REALTORS® to encourage professional development, the [Commitment to Excellence](#). Since the launch of C2EX in November 2018, more than 20,000 members have begun the program.

Other initiatives Goldberg has launched are an [Innovation, Technology, and Investment Summit](#); an [Executive Outreach Program](#); and "[Day in the Life of a REALTOR®](#)," a program that puts every NAR staff person into the field to better understand the work of REALTORS® and local associations. In addition, NAR remains one of the nation's most influential advocacy groups, working with legislators and regulators every day on issues — such as flood insurance, housing affordability, and tax — that affect real estate professionals and property owners.

In addition to his role as NAR CEO, Goldberg is president of NAR's investment arm, [Second Century Ventures](#), as well as the highly ranked [REACH®](#) technology accelerator. Through those entities, NAR holds positions in a range of technology companies, driving innovation for the benefit of the industry and NAR members. In addition, he is president and CEO for the REALTORS® Information Network (RIN), a for profit, wholly-owned subsidiary of NAR, where he's responsible for oversight of the [realtor.com®](#) operating agreement with Move Inc.

A 24-year veteran of NAR and a recent inductee into the [REALTORS® Political Action Committee](#) Hall of Fame, Goldberg previously served as an NAR senior vice president, overseeing a wide portfolio that included sales, marketing, business development, and strategic investments. Before joining NAR, he was a





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senior vice president with PRC Realty Systems, the nation's leading provider of computer-based real estate information.

In January 2019, Goldberg was named No. 7 on the Swanepoel Power 200, a list of the most powerful and influential executives in real estate, produced annually by consulting firm T3 Sixty. In addition, he was named No. 1 on this list for the Association/Multiple Listing Service category.