

WHY HOLD A BROKER'S SUMMIT?

Part of NAR's mission is to empower REALTORS® and one of the most effective ways to accomplish this is to bring brokers together under one roof. Brokers are leaders in our industry and helping them gain insight, acquire new knowledge, and keep up with the latest trends and technologies is essential to them as well as to your association.

Though the educational aspect is invaluable, the real magic of a summit is in the people. The networking, exchange of ideas and collaborations that occur can impact everything from a broker's bottom line to legislation that changes the way business is done. Attendees come away armed with fresh information, new ideas, diverse viewpoints, creative solutions and practical tools that they take back to their brokerages and agents, creating a ripple effect that benefits all and helps set them up for success in today's fast-paced, highly competitive marketplace.

We created this Broker Summit Toolkit to help you get started on planning your association's event. We hope you find it a useful resource and we look forward to hearing about your event!

EXCITING OPPORTUNITY FOR ASSOCIATIONS

APPLY FOR A BROKER ENGAGEMENT GRANT OF UP TO \$5,000!

The Broker Engagement Grant allows local and state associations to create broker activities which align with the Broker Engagement Committee's and Broker Engagement Council's purpose: increase broker engagement, representation and feedback regarding NAR's programs, services and strategic priorities. The grant review committee is looking to see:

- How does the event tie into the criteria of broker recruitment, retention, education and engagement?
- How many brokers and agents will be reached?
- What is the follow-up plan for the event?
- How much time is devoted to brokers?

APPLICATION DUE DATES FOR 2020:

March 15 | June 15 | September 15



For more information, visit
realtorparty.realtor/member-consumer/brokers
Contact Penelope Evans at 312-329-8267

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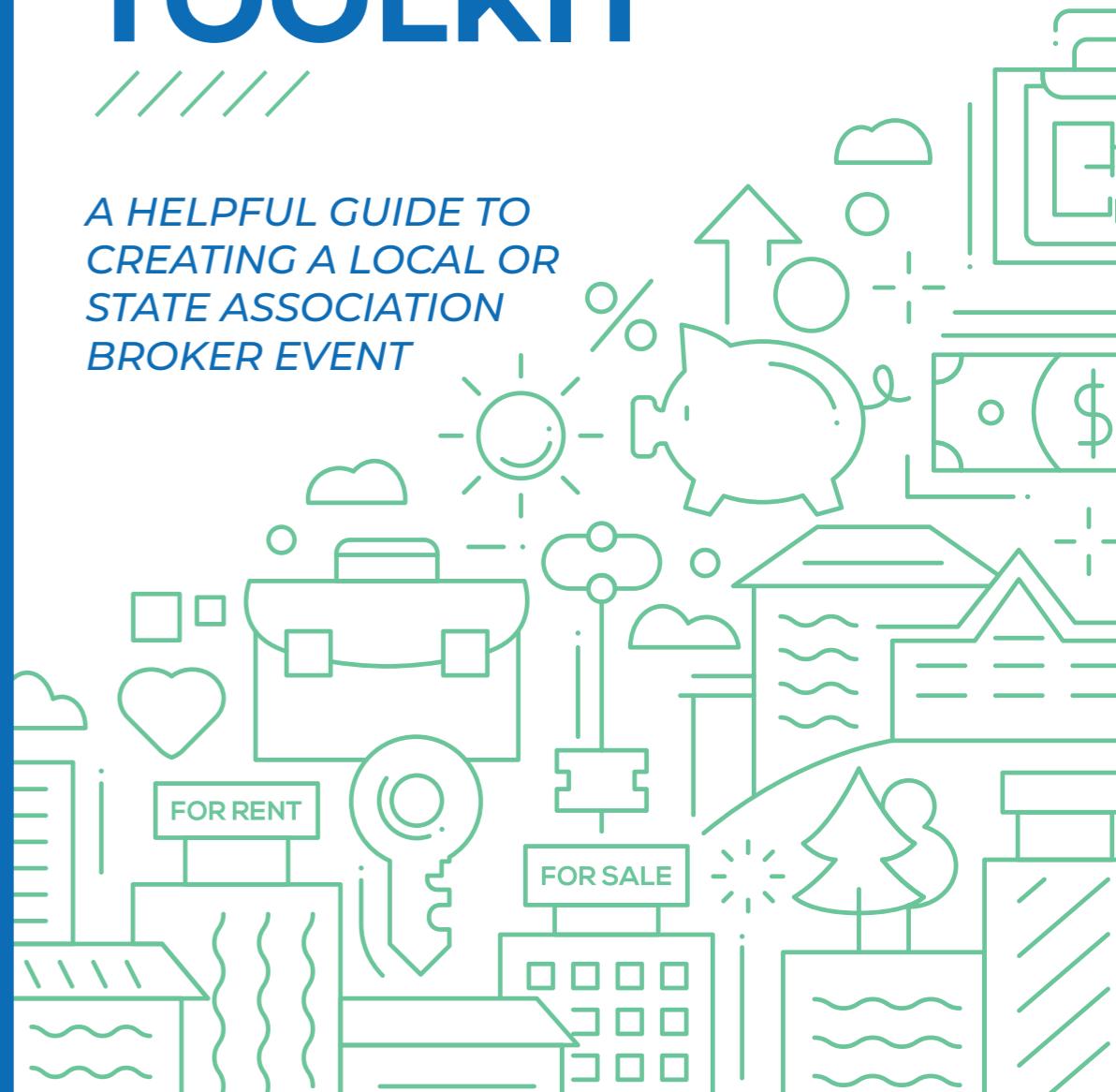


NATIONAL
ASSOCIATION OF
REALTORS®



BROKER SUMMIT TOOLKIT

A HELPFUL GUIDE TO CREATING A LOCAL OR STATE ASSOCIATION BROKER EVENT



BROUGHT TO YOU BY THE NATIONAL ASSOCIATION OF REALTORS®
BROKER ENGAGEMENT COMMITTEE AND BROKER ENGAGEMENT COUNCIL

A WORD FROM OUR 2020 CHAIRS



We know that our brokers are our lifeline. They are the direct conduit to our 1.4 million members. They are our “boots on the ground.” When they get together, they collaborate and share their insights and experiences that directly affect their day-to-day businesses.

In Idaho, we now hold smaller summits in each of our four districts twice a year. And what we've discovered is that through those shared experiences, our brokers have suggested changes that our state real estate commission has actually been able to utilize in presenting new legislation and in refining our state licensing rules. It's been exciting to watch our brokers make a direct impact on helping our Idaho members be more successful and protect our Idaho consumers as well.

Tracy Kasper, Broker Engagement Committee Chair



The Broker Engagement Council is committed to sharing the National Association of REALTORS® many resources to help brokers and their agents become more knowledgeable and engaged in the real estate profession. The Broker Summit is a key tool in sharing information with all brokers through a variety of events at the state and local levels. This toolkit is designed to make the planning process and implementation of a Broker Summit easier, resulting in greater engagement and a higher level of professionalism among REALTORS®.

Kim Dawson, Broker Engagement Council Chair



PLANNING YOUR BROKER SUMMIT DETAILS TO CONSIDER

THEME AND TOPICS

When choosing a theme and topics, think about the most interesting and pressing issues specific to your broker members and your region. To get you started, here are some ideas that have been effective at other summits:

- Fair Housing – Focus on recent developments and trends
- Legal Hot Topics – Discuss issues like wire fraud and copyright infringement
- General Counsel – How can brokers protect themselves?
- What's Next? – Address industry trends and changes in the marketplace
- Technology Topics – Cover subjects like new tech startups, data security and privacy, social media, net neutrality, drones
- C2EX, or Commitment to Excellence, Program – Encourage brokers to take advantage of this valuable NAR endorsement to elevate every single aspect of their skills, strengths and standards
- Center for REALTOR® Financial Wellness – Inform brokers about this member benefit to improve profitability and production
- Legislation and Advocacy – Cover topics like local legislation that impacts brokerages, relevant issues in the courts, how brokers can get involved in advocacy, etc.
- Agent Recruitment and Retention – Tips and tools to help brokers
- NAR's Research Department Information – Use their extensive data to take a closer look at anything from risk management or local market reports to consumer confidence or housing statistics



AGENDA

When planning your agenda, consider what format will work best for your audience and the information you want to cover. Possibilities include:

- Keynote and other speakers, panels of experts
- Breakout sessions or workshops
- Half day, full day or multiple days
- Welcome reception, breakfast, lunch or dinner events
- Stand-alone meeting or incorporated in an existing meeting or conference ADD
- Incorporating breaks and time for networking



You'll also need to choose a venue that works with your agenda. For example, if you plan on a keynote speaker plus multiple breakout sessions, you'll need a location with auditorium seating as well as smaller rooms for workshops. Some possibilities are a conference center, hotel or university.

For sample agendas, contact Penelope Evans at 312-329-8267.

SPEAKERS & PRESENTERS

Who will you ask to present at your summit? Look for well-known names, subject matter and industry experts and speakers recommended from a trusted source. Consider representatives from one or more of the following organizations in real estate or related industries:

- Real Estate Commission representative
- FBI or other law enforcement agency to address data security

- Safety speakers such as local police
- Representative from Institutes, Societies and Councils focused on issues relevant to brokers
- REALTOR® Party Representation (local, state or national)
- Recommended speakers from other real estate summits and events
- Local or state Housing and Urban Development officials
- Local, state or federal legislative representatives
- Broker Engagement Committee or Broker Engagement Council members

SPONSORSHIPS & PARTNERSHIPS

Broker Summits can provide an attractive opportunity for potential sponsors. Sponsorships are a win-win as associations receive financial support to help keep the cost for attending down and the sponsor gets to showcase their products or services to your broker members. Consider asking businesses that your members already have a relationship with such as a tech company, insurance provider or title agency, or one that you think your brokers could benefit from knowing about. Just be careful not to choose sponsors that could present a conflict of interest for your association.

You might also consider partnering with another state or local association. By collaborating, you'll increase your audience, lower your financial commitment and lighten your workload by sharing the responsibilities.

MARKETING

How will you let brokers know about your event and encourage them to register? Partly, this depends on your budget, but some possibilities include:

- Email blasts to your broker members
- Mailings to brokerages
- Social media posts on Facebook, Instagram, Twitter, etc.
- Online ads
- Flyers or Postcards
- Promoting through other broker events
- Offering a giveaway to draw brokers to the event



BUDGET

As with any event, you'll need to create a budget. Following are some of the income and costs associated with holding a Broker Summit:

Estimated revenue

- Contribution from your association
- Contribution from other REALTOR® associations
- Contribution from non-REALTOR® collaborating partners
- Admission fees/tickets

Expected expenditures

- Venue rental
- Catering/refreshments
- Marketing
- Speaker fees and expenses (travel, lodging, meals)

