

COMMERCIAL CONNECTIONS

A PUBLICATION BY THE NATIONAL ASSOCIATION OF REALTORS®



THE LIST ISSUE

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COMMERCIAL
Real Estate



NATIONAL
ASSOCIATION *of*
REALTORS®

COMMERCIAL CONNECTIONS

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www.nar.realtor/commercial

SEND QUESTIONS & COMMENTS TO
NARcommercial@realtors.org



NATIONAL
ASSOCIATION of
REALTORS®

THE LATEST

New: *REACH Accelerator Selects Inaugural Commercial Class*

NAR recently announced the selection of six technology companies to its first REACH Commercial accelerator class. REACH Commercial is designed to help launch and accelerate the most promising new technologies in the commercial marketplace and adjacent verticals.

www.nar-reach.com/portfolio

Read: *Final Rule on EB-5 Published*

The Department of Homeland Security (DHS) recently issued a rule to codify existing policies and reform parts of the EB-5 program. This rule provides priority date retention to certain EB-5 investors, increases the required minimum investment amounts and reforms targeted employment area (TEA) designations. Find the full details on the NAR website.

www.NAR.realtor

Watch: *Panel Discussion on Opportunity Zones*

View this lively discussion on how to get involved in and plan for Opportunity Zone investments. The panel, conducted during the REALTORS® Legislative Meetings & Trade Expo last month, featured guest speakers Christopher Coes, vice president of land use and development at Smart Growth America, and Bruce Katz, founding director of the Nowak Metro Finance Lab at Drexel University.

www.nar.realtor/videos/planning-for-opportunity-zones-investments-2019-realtors-legislative-meetings

Launched: *Commercial Listing Platform Partners & Discounts*

In May, NAR announced new partnerships with Brevitas and CREXi, two commercial listing platforms, offering member discounts and national listing exposure. Many of you have questions, so we compiled those and provided answers so you better understand the benefits these partnerships bring to your business!

www.nar.realtor/commercial/faqs-nar-s-partnerships-with-commercial-listing-platforms

Learn: *Sustainability Matters*

In a recent survey of NAR members, seven in 10 commercial agents and brokers reported that promoting energy efficiency in listings is valuable. Respondents said the building features that top clients' lists are utility/operation costs (81% say it's important), efficient use of lighting (67%) and indoor air quality (64%).

www.nar.realtor/research-and-statistics/research-reports/realtors-and-sustainability

SNAPSHOT OF NAR'S COMMERCIAL MEMBERS

25 YEARS OF
REAL ESTATE
EXPERIENCE

20 YEARS OF
EXPERIENCE IN
COMMERCIAL
REAL ESTATE

18 YEARS A
MEMBER
OF NAR

60 OUR MEMBERS
MEDIAN
AGE

49%

ARE BROKERS

29%

ARE SALES AGENTS

MEMBER DESIGNATIONS

28% hold one of these commercial
designations: ALC, CCIM, CPM, CRE, SIOR

21% CCIM

06% CPM

05% SIOR

03% ALC

02% CRE

CORE WORK

51% Sales

16% Leasing

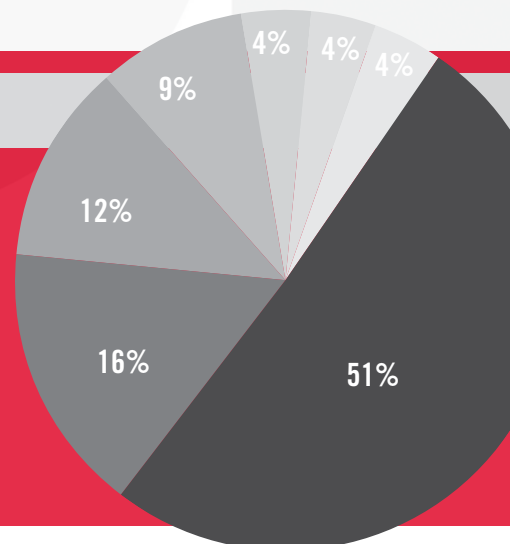
12% Investment

09% Property Management

04% Development

04% Consulting

04% Appraisal



NEW NATIONAL LISTING PLATFORM DISCOUNTS FOR NAR MEMBERS

Source: www.nar.realtor/CommercialTools

NAR has announced agreements with two commercial listing platforms, Brevitas and Commercial Real Estate Exchange, inc. (CREXi). Both platforms provide national exposure for your commercial property listings at an exclusive discount, only for NAR members.



PROVIDES:

- Comprehensive platform built on collaboration, automation, and intuitive design
- Powerful algorithm to connect brokers with motivated, purchase-ready investors from their database.
- Single sign-on access so members can access the site easily with the use of their nar.realtor log-in credentials.
- Live RPR integration, giving a more comprehensive experience with the ability to view active listings augmented with public record details.



PROVIDES:

- Aggregated data from multiple sources, displaying commercial property listings
- A simplified user experience and a customer-centric sales team.
- Upcoming RPR integration that will give access to community reports and enhance your existing marketing efforts.

To learn more about each platform, your NAR member discount, and how to get started – visit www.nar.realtor/CommercialTools



8 NAR COMMERCIAL PRIORITIES FOR THE 116TH CONGRESS

Source: www.nar.realtor/Advocacy



1. AMERICANS WITH DISABILITIES ACT LAWSUIT REFORM

Title III of the Americans with Disabilities Act (ADA) requires that public accommodations – including commercial establishments – be ADA compliant. Under the ADA, attorneys may collect fees related to pursuing claims of non-compliance, but plaintiffs do not collect damages. This has led to an increase in suits targeting easily-corrected infractions; owners often have a reasonable belief that the properties are in compliance with the law based on state and local inspections.

In the 115th Congress, the House of Representatives passed a bill which would have added a notice-and-cure provision to the ADA, giving commercial property owners an opportunity to fix infractions before a lawsuit is filed, therefore redirecting resources from attorneys' costs, court fees, and settlements, to resolving ADA violations in a timely manner. The bill did not gain traction in the Senate, however. NAR is part of a coalition dedicated to finding a solution which protects disability rights while reducing frivolous lawsuits, and will continue this work in the 116th Congress.



2. ENERGY EFFICIENT COMMERCIAL BUILDINGS DEDUCTION (179D)

Section 179D of the IRS Code allows commercial building owners who improve the building's energy-efficiency to receive a deduction of up to \$1.80/square foot in the year the upgrade goes into service (following proper certification). It is available for both new construction and retrofits, and does not favor any particular method of conserving or reducing energy use. Section 179D is not a permanent part of the tax code, and has been reauthorized several times. Most recently, in February 2018, Congress retroactively reauthorized it through 2017, allowing property owners to claim the deduction on their 2017 taxes filed that year. Unless Congress once again reauthorizes it retroactively to include 2018, the deduction will lapse, possibly permanently. NAR belongs to the 179D Coalition, and consistently advocates for Congress to make this deduction permanent, or, at least give it a long-term reauthorization.

...CONTINUED

PRIORITIES CONTINUED**3. INFRASTRUCTURE**

Infrastructure improvements can positively impact property values, create livable communities, and enhance economic vitality, but poorly maintained infrastructure imposes opportunity costs and can negatively impact the local economy. In recent years, attention has been drawn to the lack of proper maintenance of U.S. infrastructure, from roads and bridges to mass transportation and broadband access. Despite agreement that this is a pressing issue, Congress has not passed a large-scale infrastructure bill.

NAR supports spending for infrastructure and believes funds should be sufficient to maintain the current physical condition and level of performance of highways and transit systems while making improvements to reduce congestion and foster economic growth. Infrastructure investment should consider all transportation users, and should be all-inclusive so that critical systems, such as water or ports, are also prioritized while maintaining a community's infrastructure.

**4. NATIONAL FLOOD INSURANCE PROGRAM**

The National Flood Insurance Program (NFIP) had several short-term extensions in 2018, ranging from several months to just one week. NAR works closely with Congress and FEMA to ensure that the program does not lapse, and has advocated for reforms to improve it and make it more responsive to commercial real estate needs. These include improved mapping utilizing "3DEP" technology, a voluntary "opt-out" for commercial properties that are able to obtain the necessary coverage from private insurers, and

broadened covered options, including multiple-structure and business-interruption coverage.

**5. QUALIFIED BUSINESS INCOME DEDUCTION (SECTION 199A)**

The Tax Cuts and Jobs Act of 2017 includes a 20% deduction from the net of business income in sole proprietors and owners of S corporations, LLCs, or partnerships. This can greatly reduce federal taxes, but is complex for many. For example, it is unclear whether owners of rental real estate will be able to claim the deduction. NAR has commented to the IRS on the deduction, urging that it be available to real estate brokers. The IRS proposed rules state that real estate brokers will be eligible for the deduction, reflecting NAR's comment letter request. NAR also sent a comment letter asking that all rental property activity be eligible for the deduction, and testified at an IRS hearing on the issue in October 2018. NAR will continue to work to ensure that the deduction is available to all real estate agents and brokers and that its application to income from rental real estate is straightforward.

**6. QUALIFIED OPPORTUNITY ZONES**

The Qualified Opportunity Zones ("QOZ") program, created by the Tax Cuts and Jobs Act of 2017, provides tax incentives for investing in under-served communities designated as "Opportunity Zones." The Treasury finalized the designations in 2018. Capital gains reinvested within

PRIORITIES CONTINUED

180 days of a sale into an “Opportunity Fund” are tax-deferred until the end of 2026 or their interest in the Fund is sold, whichever comes first. (An Opportunity Fund is a vehicle created for the purpose of investing into QOZs, required by the law; there are specific requirements for their certification.) If an investment is held for five years, the capital gains tax ultimately owed on it is reduced by 10%; if held for seven years, it is reduced by 15%. Additionally, gains that accrue on investments that are held at least ten years are tax-free.

Proposed rules for the QOZ program were released in October 2018, with at least one more round expected. The White House issued an Executive Order in December 2018 creating a cross-agency council with the purpose of coordinating federal revitalization programs, including QOZs, across federal agencies. NAR belongs to two industry coalitions focusing on QOZs, which were a featured topic at the November 2018 REALTORS® Conference & Trade Expo.



7. TERRORISM RISK INSURANCE PROGRAM

The Terrorism Risk Insurance Program (TRIP) was created in 2002, following the terrorist attacks of September 11, 2001, and the subsequent lack of affordable terrorism insurance. Absent terrorism insurance, many commercial properties were in technical default of their loans, and new lending slowed. The program provides a federal backstop, triggered if a terrorist attack (certified by the Treasury) exceeds a certain amount of damages (\$200 million). The government has a share in losses above that point, and there is a mandatory recoupment from private insurers. The overall effect is that terrorism insurance is affordable and available for those who need it. It has been reauthorized several times, most recently in 2015 for six years (through 2020).

NAR belongs to the Coalition to Insure Against Terrorism (CIAT), comprised of commercial real estate industry groups. The Treasury has conducted multiple studies on the effectiveness of the program, which NAR and CIAT submitted comments to in support of the program. NAR will work with the 116th Congress to ensure that the program is reauthorized and continues to protect access to this important insurance coverage.



8. WATERS OF THE U.S. RULE

The Clean Water Act (CWA) regulates “navigable” waters, and the Obama Administration’s Waters of the U.S. (“WOTUS”) rulemaking was designed to broaden it, including many more U.S. waters under federal jurisdiction. Finalized in 2015, it was never fully implemented due to a federal court ruling to stay the rule. President Trump issued an Executive Order in 2017 directing the EPA to rescind WOTUS and replace it with a rule providing a definition of “waters of the U.S.” to protect water quality while alleviating unnecessary regulatory burdens on development. To that end, the EPA and Army Corps of Engineers recently released a proposed rule with a clear definition of waters in the U.S. However, other court decisions have complicated the issue, and currently about half the states are required to implement the Obama WOTUS rule. NAR has consistently advocated in Congress and the federal agencies for the WOTUS rule to be withdrawn and replaced with a rule protecting water quality without unnecessarily hampering development and intruding on private property rights.

IMAGINE THE POSSIBILITIES

2019 REALTORS® CONFERENCE & EXPO SAN FRANCISCO

CONFERENCE NOV 8-11 | EXPO NOV 8-10

**At the 2019 REALTORS® Conference & Expo,
the endless possibilities for your
career path will be totally out of sight.**

Let's start with the over 100 education sessions covering the latest trends in the real estate market and a whole lot more. Then there's all that far out industry tech from over 400 exhibitors you'll get to experience hands-on. And if networking is your bag, you'll be rubbing elbows with over 20,000 of the industry's most successful REALTORS®.

**You definitely are going to want
to make this scene in 2019!**



LEARN MORE

www.Conference.realtor

REGISTER TODAY

www.Register.realtor



NATIONAL
ASSOCIATION of
REALTORS®

20 MORE COMMERCIAL PROPERTY LISTING SITES

Source: www.nar.realtor/commercialtools



www.42floors.com



Free in the App/Google Play Store



www.quantumlisting.com



www.biproxi.com



www.LandHub.com



www.realtyzapp.com



www.catylist.com



www.ldcre.com



www.realmassive.com



www.cimls.com



www.loopnet.com



www.realnex.com



www.commercialcafe.com



www.officeSpace.com



www.squarefoot.com



www.getdigsy.com



www.propertysend.com



www.totalcommercial.com

TOP THREE ENHANCEMENTS IN RPR COMMERCIAL

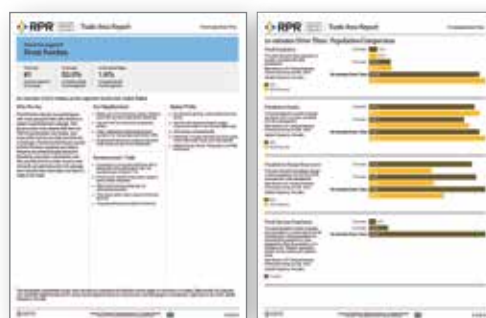


RPR | REALTORS
PROPERTY
RESOURCE

By Nathan Graham, Director of Commercial Services, Realtors® Property Resource

1. CUSTOM TRADE AREA REPORTS

We started the year with some subtle tweaks to the labeling of the custom areas. But we ended it with a bang, making huge improvements by giving you the opportunity to create reports that show trade area data for a 3, 5, and 10 minute drive time, and a 1, 3, and 5 mile radius around your subject property.



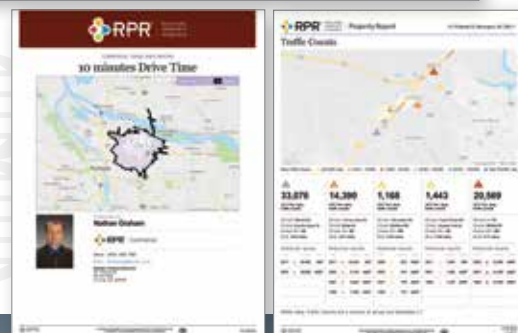
2. NEXT LEVEL ANALYSIS FOR MULTIFAMILY

The largest improvement the team at Valuate® made was expanding the capabilities when doing a multifamily analysis. With one giant release, users are now able to provide unit-by-unit rent roll detail for apartment properties, and analyze the renovation of units and raising of rents, along with a refinancing analysis after the property's rents are restabilized at the higher rates.



3. TRAFFIC COUNTS IN REPORTS

In the past, traffic flow around a property was strictly a feature within the RPR maps. Now you can print a property or trade area report, and like magic, the nearest counts appear beautifully within your presentation.



RPR

REALTORS
PROPERTY
RESOURCE

BY THE NUMBERS

43 MILLION OFF MARKET PROPERTIES

8.5 MILLION TENANTS

646,000 ACTIVE LISTINGS

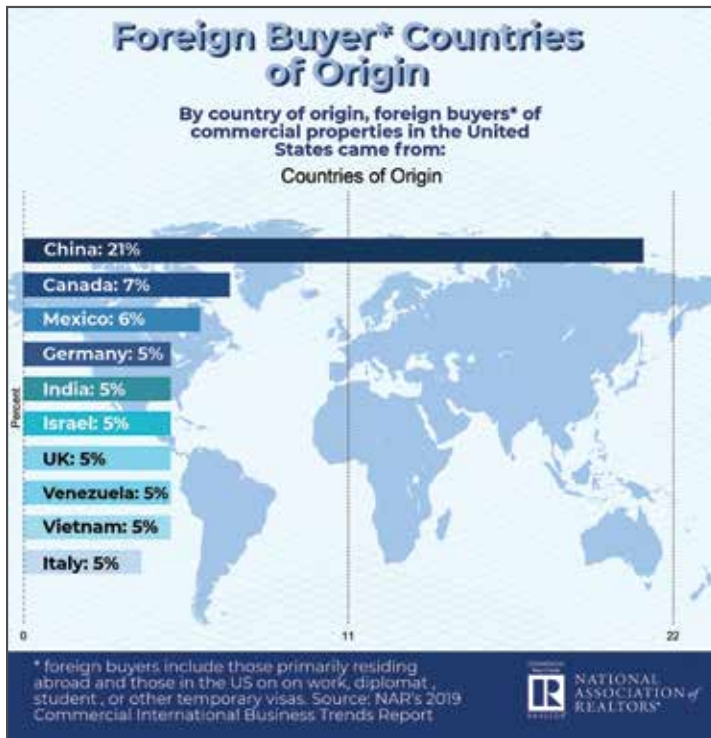
117,000 LEASE OPPORTUNITIES

20 MILLION EXISTING BUSINESSES

4 MILLION TRAFFIC COUNTS

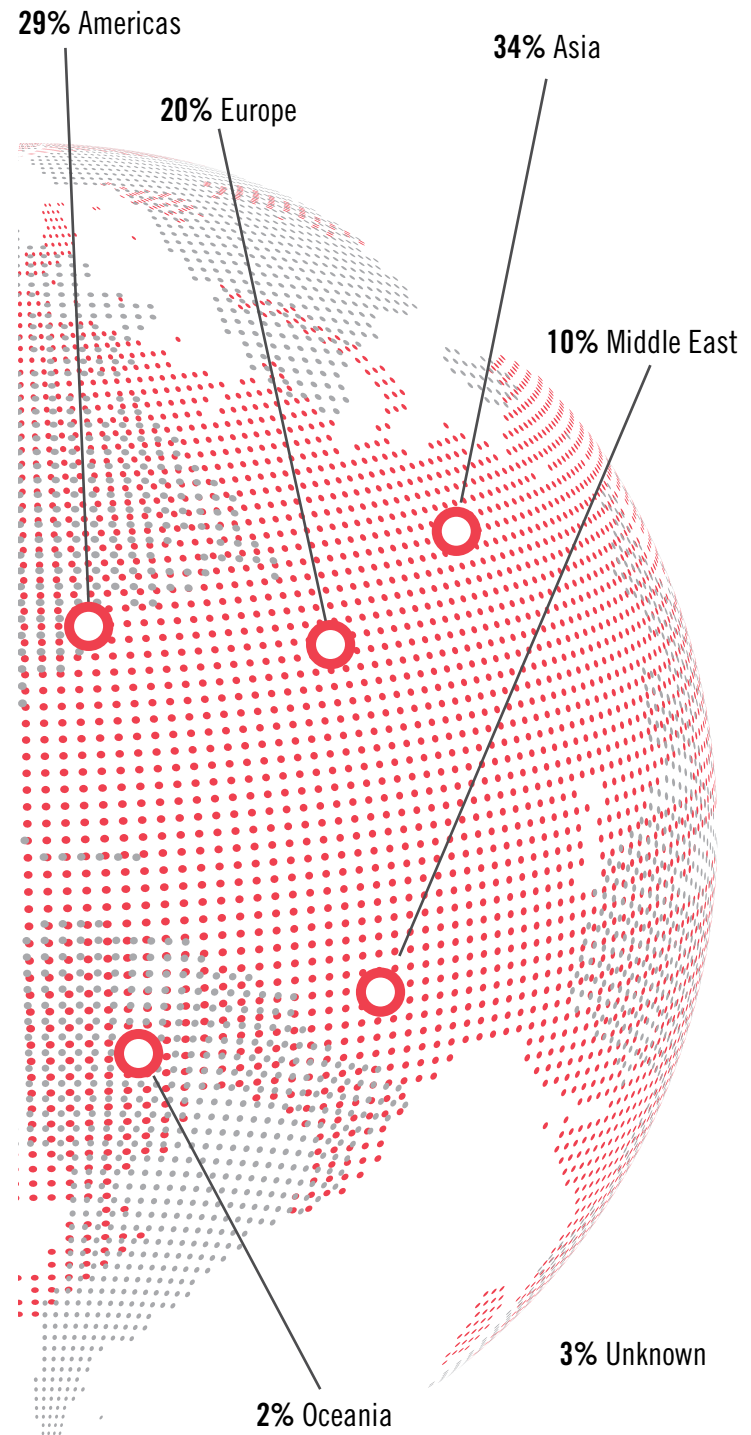
1 BILLION ESRI DEMOGRAPHIC AND ECONOMIC DATA POINTS

AN INTERNATIONAL PERSPECTIVE



INBOUND INTERNATIONAL CLIENTS BY REGION

Globe image is for graphical purposes only, and does not represent accurate client regions.



TOP EIGHT COMMERCIAL RESEARCH REPORTS

Source: www.nar.realtor/Research



ONE

Commercial Real Estate
Lending Survey



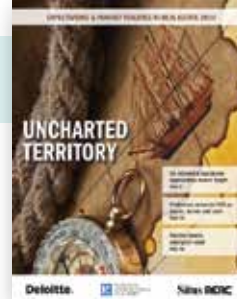
FIVE

Commercial Real Estate
Market Trends



TWO

Commercial Real Estate
ALERT Report



SIX

Expectations and Market Realities
in Real Estate

(collaboration with Deloitte and Situs RERC)



THREE

Commercial Real Estate
International Trends



SEVEN

SIOR Commercial Real Estate
Index and Market Outlook

(collaboration with SIOR) No Cover Image Available



FOUR

Commercial Real Estate
Outlook



EIGHT

Land Business Survey

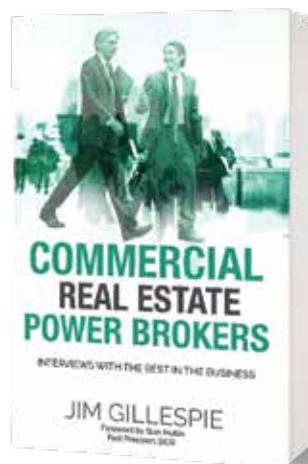
(collaboration with RLI)

SIX BOOKS TO CHECK-OUT

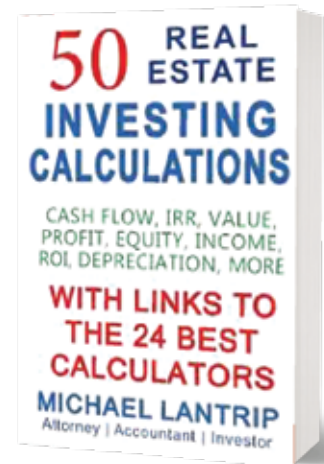
Here are a handful of books you might find informative, and remember to search NAR's Library of a vast array of print and digital books you can borrow. Just one more benefit of your NAR membership!



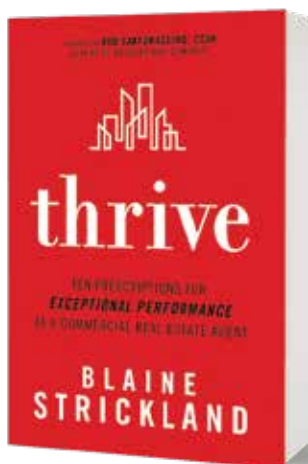
“Best Ever Apartment Syndication Book”
by Joe Fairless and Theo Hicks



“Commercial Real Estate Power Brokers”
by Jim Gillespie



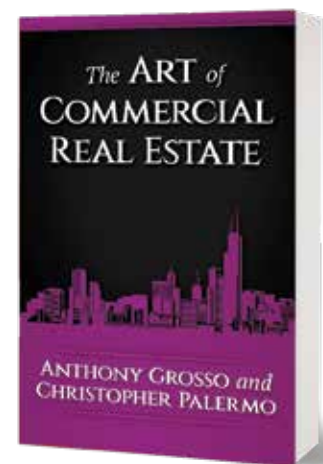
“50 Real Estate Investing Calculations”
by Michael Lantrip



“Thrive: Ten Prescriptions for Exceptional Performance as a Commercial Real Estate Agent”
by Blaine Strickland



“Kicking the Bricks: A Practical Guide to Commercial and Residential Real Estate Investment”
by Wynn Williamson



“The Art of Commercial Real Estate”
by Anthony Grosso and Christopher Palermo

PODCASTS, VIDEO SERIES AND RADIO SHOWS TO TUNE-IN



Window to the Law

A monthly video series focusing on a legal topic of interest. Not just for legal professionals, Window to the Law covers topics applicable to legal compliance for real estate professionals, brokerages, and REALTOR® associations.

<https://www.nar.realtor/window-to-the-law>



Voice for Real Estate Video Series

A spotlight on the top legislative, regulatory, and legal issues NAR is working on and a summary of recent research findings.

www.nar.realtor/the-voice-for-real-estate



Duke Long Podcast

The perennial favorite for a provocative take on commercial real estate technology.

dukelong.com/category/podcasts/



Real Estate Guys Radio Show

Since 1997, aimed at investment professionals with legendary field trip events.

<https://realestateguysradio.com/listen/>



Commercial Real Estate Show

A career like Michael Bull's serves to deliver invaluable insight and interviews.

<https://commercialrealestateshow.com/listen/>



5 MOST POPULAR WARD CENTER COURSES FROM CCIM INSTITUTE



Source: www.ccim.com

The Ward Center for Real Estate Studies provides continuing education and thought leadership to CCIM Institute members and non-members on timely topics in the commercial real estate industry. REALTOR® members enjoy a special rate on all Ward Center classes.

1031 Tax Deferred Exchange

<https://www.nar.realtor/window-to-the-law>

Splitting Profits in Commercial Real Estate

<https://tinyurl.com/y545xhju>

Advanced Market Analysis for Commercial Real Estate

<https://tinyurl.com/y595bs3k>

Controlling the Deal

<https://tinyurl.com/y64uw6u5>

Financial Modeling for Real Estate Development

<https://tinyurl.com/y5n4xmed>

Find these and more at
www.ccim.com/education/ward-center





COMMERCIAL INDUSTRY EVENTS FOR YOUR 2019-2020 CALENDAR



SEPTEMBER 2019

IREM Global Summit

San Francisco, CA / September 23-26, 2019



OCTOBER 2019

EXPO REAL

Munich, Germany / October 7-9, 2019

CCIM Global Conference

San Diego, CA / October 12-16, 2019

SIOR Fall World Conference

Portland, OR / October 17-19 2019



NOVEMBER 2019

CRE® National Convention

Nashville, TN / November 6-9, 2019

REALTORS® Conference & Trade Expo

San Francisco, CA / November 8-11, 2019



MARCH 2020

MIPIM

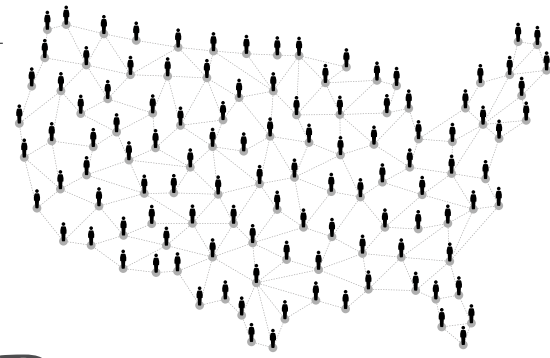
Cannes, France / March 13-16, 2020

RLI National Land Conference

San Antonio, TX / March 29 - April 1, 2020



THE INSTITUTES, SOCIETIES AND COUNCILS OF NAR



Tremendous networking and professional development opportunities exist at the commercial Institutes, Societies and Councils that are part of the NAR family. Plus – with more than 200 domestic and 29 international chapters of these five organizations, there is bound to be one in or near where you do business.



CHAPTERS:

23 domestic
1 international

www.cre.org/chapter



CHAPTERS:

80 domestic
15 international

www.irem.org/about-irem/chapters/find-a-chapter



CHAPTERS:

53 domestic
7 international

www.ccim.com/networking/ccim-chapters



CHAPTERS:

19 domestic

www.rliland.com/about-realtors-land-institute/chapters



CHAPTERS:

2 domestic
6 international

www.sior.com/chapter

FAVORITE ARTICLES FROM THE PUBLICATIONS OF THE INSTITUTES, SOCIETIES AND COUNCILS



How the Last Mile is Impacting Warehousing

<http://www.sior.com/docs/default-source/profreport/the-last-mile.pdf>

The Untrained Broker

<http://www.sior.com/docs/default-source/profreport/the-untrained-broker.pdf>

Land Real Estate's Hottest Markets for Investing

<https://www.rliland.com/hottest-markets-land-real-estate-investing/>

Ready. Aim. Fire! Strategic Planning for Your Real Estate Business

<https://www.rliland.com/ready-aim-fire-strategic-planning-land-real-estate-business/>

Splitting Profits: The IRR waterfall technique provides equity in allocation of risk and return

<https://www.ccim.com/cire-magazine/articles/2018/09/splitting-profits/?gmSsoPc=1>

Rapid Evolution: Bridging the last mile is reshaping strategies for retailers and e-commerce firms

<https://www.ccim.com/cire-magazine/articles/2018/05/rapid-evolution/?gmSsoPc=1>

Cybersecurity of Building Technology: Smart Cities and Smart Buildings Require Smart Protection

<https://www.cre.org/real-estate-issues/cybersecurity-of-building-technology-smart-cities-and-smart-buildings-require-smart-protection/>

The Devastating Impact of Storm Surge on Coastal Communities

<https://www.cre.org/real-estate-issues/the-devastating-impact-of-storm-surge-on-coastal-communities/>



5 TOPICS ON COMMERCIAL PROS' MINDS

Search these most clicked on commercial articles* at www.magazine.realtor/commercial

1. THE DELICATE ART OF RENT INCREASES
2. GETTING STARTED IN COMMERCIAL REAL ESTATE
3. MARIJUANA CLAUSES YOUR LEASE SHOULD INCLUDE
4. WHAT IS NORMAL WEAR AND TEAR?
5. HOW EXPERIENCES ARE REPLACING AMENITIES IN MULTIFAMILY

*from March 31, 2018-March 31, 2019



NINE SAFETY TIPS FOR COMMERCIAL AGENTS

Shield your computer from e-mail viruses.

Make sure your system updates are up to date so you are protected against malware.

Agree on an office distress code.

In situations where site visits lead you to feeling like you're in danger, make arrangements for a secret phrase to be used on a phone call to the home office. "I'm at the factory on State St. Can you email me the GREEN FILE?"

Arrive early and scope the area for unexpected persons or situations.

Forewarned is forearmed.

Let there be light.

When showing a vacant commercial site, be aware of the time of day you meet a client. Showing a property at dusk or after dark, with no electricity on in the space you are showing, is not advisable.

No dialing or texting behind the wheel.

Driving is a fact of life. Texting and dialing are facts of life. Doing both at once is way more dangerous than you believe.

Charge it.

Don't get caught with a dead battery in your smart phone, pad or device. Ensure charging happens by carrying a charging cable with you.

Have identification visible when visiting occupied commercial sites.

Confusion can lead to misunderstandings that cost time and attention.

Exurbs and rural areas very often have lousy cellular service coverage.

Plan accordingly by making sure the office knows your site visit schedule.

Carry emergency roadside equipment in your car.

Always carry a battery charger, tire jack, spare tire, and jumper cables.

**FOR MORE SAFETY TIPS
AND RESOURCES FROM NAR,
VISIT**

www.NAR.realtor/Safety



**REALTOR[®]
SAFETY**
PROGRAM

FIFTEEN COMMERCIAL REAL ESTATE PEOPLE TO FOLLOW ON TWITTER



DUKE LONG

Source: Duke Long

 **@CoyDavidsonCRE**
Coy Davidson — Senior Vice President, Colliers International

 **@Johnorrccim**
John Orr CCIM — Retail Services Director, Lee & Associates

 **@allencbuchanan**
Allen Buchanan — CRE Broker

 **@kenashley**
Ken Ashley — Broker with Placemaker Corp.

 **@mbalexan**
Melissa Alexander — Industrial RE Broker, Nashville

 **@TenantResource**
Clyde Robinson — Corporate RE Advisor, Cincinnati

 **@Josh_Artus**
Josh Artus — Founder of CentricLab

 **@GWKruise**
George Kruse — Buyer rep Principal of Pursuite CRE


 **@antonyslumbers**
Antony Slumbers — Thought leader, #spaceaservice

 **@JonasHaberkorn**
Jonas Haberkorn — Passion, Curiosity, Persistence

 **@BIMCAElcepick**
Paul Alexander Brown — London-based industrial designer

 **@andrewbremudez**
Andrew Bermudez — CEO, Digsy, Inc.

 **@Dinoatwork**
Dino Moutsopoulos — Commercial Dir, PlaceNorthWest

 **@bsedloff**
Brandon Sedloff — #cretech mentor / advisor

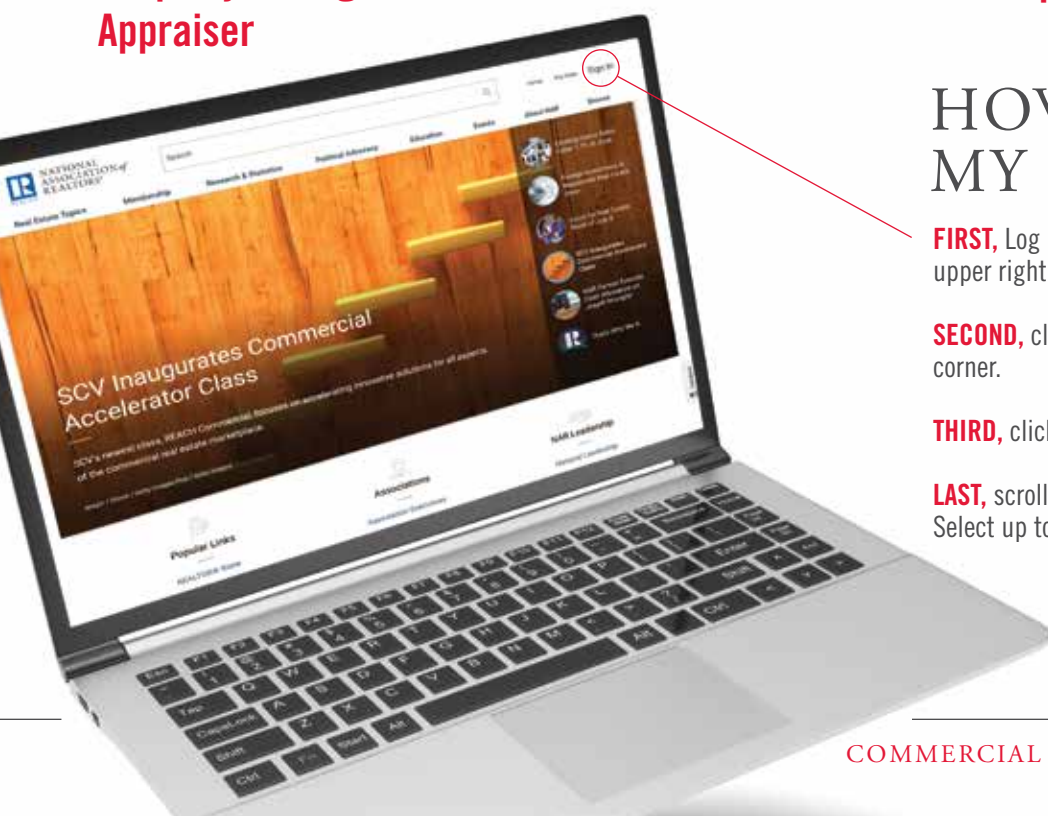
 **@JarrettSmith**
Jarrett K. Smith — DC Metro councilmember and CRE Broker

15 WAYS TO IDENTIFY YOUR EXPERTISE IN YOUR NAR MEMBER PROFILE

By updating your NAR Member Profile with your business focus, NAR can better tailor communications most relevant to your needs. Plus, other members can find someone with your specialization more easily in the Find a REALTOR® directory on the NAR website. This list is just a sampling of more than 30 commercial specialties, not to mention residential and other industry specialties.

General Commercial Sales/Leasing
Industrial Sales/Leasing
Office Sales/Leasing
Retail Sales/Leasing
Land Sales/Leasing
Multi-Family Sales/Leasing
Property Management
Appraiser

International
Exchanges
Tenant Representative
Investment Sales
Hotel/Leisure
Counselor
Investment Properties (REITS)



HOW DO I UPDATE MY NAR PROFILE?

FIRST, Log in to your account at www.nar.realtor in the upper right corner by clicking on “Sign In”

SECOND, click on “My Account” in the same upper right corner.

THIRD, click on “Update my other NAR Accounts”

LAST, scroll down in your profile to “Fields of Business.” Select up to four options.

THE LAST WORD

WHAT COMMERCIAL REAL ESTATE PROFESSIONALS SAY ABOUT BELONGING TO NAR

“For me the Code of Ethics is fundamental. It may not be the first thing a lot of people think about when they think about NAR but I believe it is the foundation that sets us apart. I know that when I am dealing with an NAR member that they follow the Code and understand they have a responsibility to be ethical. In our business working with ethical people is paramount.”

ALEX RUGGIERI, CCIM, CRE
Illinois

“For me, it is a combination of education and networking. I do my education through both the CCIM Institute and NAR; most of my classes through CCIM are commercial based while NAR and my local Association of REALTORS® help me in more everyday based skills. My main benefit is the networking. I build my business through residential agents referring commercial business to me.”

HEATHER PLACER, CCIM
Virginia

“As a commercial practitioner, the biggest value in belonging to the REALTOR® organization is our advocacy. What we are able to accomplish on a local, state and national level to advocate for not only private property rights, but also affordability, diversity and environmental issues is so important to our profession and communities. Being a REALTOR® gives us a seat at legislative tables throughout the country.”

JENNIFER WOLLMAN
Florida

“I belonged to NAR in my early years because I had to, not really knowing any better. Now, it is a desire to be a part of a larger community of practitioners to be able to come together and share best practices. Together, we have a larger voice when it is time to take a position on potential legislation that may impact our industry.”

BRYAN ATHERTON, CCIM, SIOR
Connecticut

"The value cannot be expressed in dollars as it is too great. We have to realize that not just currently, but throughout the history of our organization, NAR has defeated and enabled key legislation that has shaped our industry and protected property rights."

LEE WHEELER, CCIM
Texas

"To me, NAR's greatest value in the commercial world is its unparalleled lobbying/legislative dedication and strength. That kind of clout is unmatched and inaccessible otherwise to small commercial real estate brokers, businesses and investors."

BARBARA CRANE, CCIM
Texas

"The top two values in belonging to the organization are the education and professional networking opportunities at the local, national and global level."

KIM BAKER, CCIM, CIPS
Indiana

"I joined the REALTOR® Association for the educational component. Educationally NAR, CCIM, SIOR, IREM, RLI and CRE cannot be beat for valuable information that can be used immediately for my business and for the benefit of my clients. I have saved my clients thousands of dollars because of information I obtained through an NAR or affiliate class or meeting."

NANCY LANE, CCIM, RENE
Mississippi

"One word: Advocacy."

BETH CRISTINA, ALC
Louisiana

"The code of ethics and the enhancement of the industry by the association frankly gives a moral base; from that strong foundation NAR is an excellent support with which to build a career."

JARED BOOTH
Utah





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