

Suggested New Member Orientation Timeline

Use the following schedule as a guide to help prepare your presentation. For half-day sessions, we've **highlighted** the most important subjects to cover.

8:00 am	Registration and refreshments
8:15 am	Welcome, Introduction, Professionalism and Getting Started; 2019 New Member Orientation Video  Help new members get acquainted with the REALTOR® organization. 
8:45 am	Speaker or guest; invite, for example, a top producer or local broker
9:00 am	Professional Standards and Code of Ethics Review  Review the REALTOR® Code of Ethics training requirement and the next training deadline. Purchase Code of Ethics materials at nar.realtor/store .  <i>Note:</i> Be sure to include comments about the training's learning objectives/criteria and make clear the consequences for not completing training by the deadline. In addition, explain the difference between the existing and new member training requirements. All Associations must provide 2.5 hours of existing and new member Code of Ethics training. For more information, go to nar.realtor/COEtraining .
9:30 am	Discussion on REALTOR® Safety; Show Video  Encourage your new and existing members to keep safety top-of-mind every day. Access safety materials, including videos, webinars, tips, articles, and more at nar.realtor/safety .
10:00 am	Break
10:30 am	Show NAR Videos on Antitrust or Fair Housing  Purchase copies of the Antitrust and Fair Housing materials and DVDs at nar.realtor/store .
11:00 am	Legislative Affairs/Action in Washington
11:30 am	Lunch
12:30 pm	Committee Panel: RPAC, REALTOR® Party, Local Issues
1:00 pm	MLS Information and Discussion on realtor.com® and Realtors Property Resource® (RPR®); Show the What Is RPR® Video  Encourage new members to check out the FREE New Agent Success Tools from realtor.com® at hub.realtor.com/newagent , and view the new member materials from RPR® at blog.narpr.com/get-started .
1:30 pm	What Happens Next: Title Company, Home Inspector, Lender, Home Warranties, other relationships
2:00 pm	Break
2:15 pm	Invite REALTORS® to share best practices.
2:45 pm	Community Outreach and Housing Opportunity Program
3:15 pm	Resources from the REALTOR Benefits® Program and the REALTOR® Store nar.realtor/RealtorBenefits nar.realtor/store 
3:30 pm	Discuss .realtor™ and .realestate Top-Level Domains Help communicate to your members why they need to leverage their status as a REALTOR® and obtain a .realtor™ web address, plus support their areas of expertise with a .realestate domain. Get started at get.realtor .
3:45 pm	Education, Designations and Certifications
4:15 pm	Review REALTOR® Trademark Usage and Promoting the REALTOR® Brand  · Distribute REALTOR® pins. If you need more pins for new members, contact our Pin Order Desk at 1-888-750-3343 or visit NewMemberPins.realtor . · The <i>On Your Mark</i> brochure covers the rules for trademark usage. Order at nar.realtor/store .
4:30 pm	Recite oath and adjourn

What's New and Recently Introduced

New Consumer Advertising Campaign

NAR's That's Who We R® campaign defines the REALTOR® brand value for consumers, and highlights the REALTOR® difference—the REALTOR® Code of Ethics. This campaign helps consumers understand that REALTORS® provide a competitive advantage, have insights into local markets that cannot be provided from an online search, and are consumer advocates who fight for their clients' real estate dreams. Go online to download campaign resources.

ThatsWhoWeR.realtor

Center for REALTOR® Financial Wellness

The new Center for REALTOR® Financial Wellness is a program designed to meet the specific financial planning needs of REALTORS®. Encourage your members to log-in and take the 10-question Wellness Check-up, which will assess their current financial profile and generate personalized goals to help them achieve financial security. A robust library of resources on subjects ranging from business expense planning, real estate investing, succession planning, and more is waiting for them!

financialwellness.realtor



Commitment to Excellence

Give your members a competitive advantage. Commitment to Excellence (C2EX) is a new program that empowers REALTORS® to evaluate, enhance, and showcase their highest levels of professionalism. It's not a course, class or designation—it's an endorsement that REALTORS® can promote when working with consumers and other REALTORS®. Be an advocate for the future of our industry, and share this exciting new program with your members today!

C2EX.realtor



.realtor™ and .realestate Top-Level Domains

Your new members need their own professional web and email address where clients can find them, and a digital marketing strategy that increases visibility around their areas of expertise. Help them power their real estate business with .realtor™ and the new .realestate top-level domains—designed to support them and everything they do. The first .realtor™ web address for members is FREE for the first year!

get.realtor/orientation

.realtor™ .realestate

Sustainability Resources

The REALTOR® Sustainability Program monitors how sustainability impacts NAR members. It also offers research and resources for Association Executives and your members, including guidance for state and local associations on topics such as starting sustainability committees, designing resiliency and disaster plans, and more. Get started with the online *Sustainability Resource Guide*.

nar.realtor/sustainability

2019 ORIENTATION TOOLKIT

To Help You Welcome New Members to the REALTOR® Family.

Dear Association Executive,

As technology and innovation continue to transform real estate, REALTORS® have shown a consistent and keen ability to evolve with the market—ensuring our voices are heard within and beyond our industry. This evolution is at the heart of our REALTOR® story.

The competition for the REALTOR® voice is fiercer than ever.

As association leaders, you are tasked with helping all REALTORS® stay at the forefront of the real estate industry and remain essential to consumers. To achieve this goal, the National Association of REALTORS® strives to provide REALTORS® and REALTOR® associations with the resources our community needs to continue to adapt, evolve, and innovate.

This is a challenging, yet tremendously exciting time to be a REALTOR®. Our members need our support more than ever—especially those who are just now joining the REALTOR® community. As we welcome new members into our associations in 2019, we ask for your help in introducing and educating them on the many tools and resources available—at the local, state, and national levels—through their REALTOR® membership.

Working together, we can ensure REALTORS® achieve and maintain success in their communities for years to come. Now that's a story we'll all be proud to own!



John Smaby
2019 President

National Association of REALTORS®

Inside this Toolkit and Online

REALTOR® Pins

Each association receives a quantity of residential (and commercial, if applicable) REALTOR® pins in the shipping box to provide to new members. Order additional pins at 1-888-750-3343 or visit NewMemberPins.realtor



2019 NAR New Member Orientation Video

Play during orientations to familiarize your new members with all aspects of NAR and help them understand the many benefits of membership and resources they receive at the national level. Access additional NAR orientation materials, videos, and a suggested timeline for full-day and half-day orientations.

nar.realtor/orientation

Interactive Orientation Option

NAR has created an interactive online orientation module for associations seeking this delivery method, as well as the ability to customize the program for your association. Discount pricing was negotiated with Center for REALTOR® Development course provider, Learning Library, Inc.

nar.realtor/orientation/module

Resources for Orientation

Along with the New Member Orientation Video, additional training videos are available at nar.realtor/orientation:

Welcome Message from NAR CEO Bob Goldberg

In this video, members will learn how they can receive the most from their NAR membership. The more you engage, the more you will benefit.

Pathways to Professionalism

Reinforce to new and existing members what it means to conduct business with the utmost respect. The companion brochure of the same name (Item #135-85) is also available in the online REALTOR® Store.

REALTOR® Safety

Share steps members can take to stay safe at home, in the office, on the road, and with clients.

Make Our Marks Remarkable

This entertaining video explains how members can and can't use the REALTOR® mark.

What is Realtors Property Resource®?

RPR® is the perfect mix of in-depth property and market-trend data, powerful analytics, and client-friendly reports—available anytime, anywhere.

REALTOR® Party New Member Orientation

This video gives members a quick snapshot of how political advocacy and community outreach affect their business.

The Future of Fair Housing

This video explains that by protecting ALL people's rights to housing free from discrimination, the Fair Housing Act preserves and advances opportunities for everyone.

Member Value Plus (MVP) Program

Show new members how they can sign up for NAR's free MVP Program to take part in simple actions that have earned subscribers over \$10.5 million in free rewards.

Additional Resources to Share at Orientation

REALTOR® Trademark

As one of the strongest and most recognized brands in the world, the REALTOR® brand is a powerful marketing tool. Be sure to communicate to new members the importance of the brand and how to use it. It is a key differentiator since only members are authorized to use the term "REALTOR®" or the REALTOR® logo in connection with their real estate business. Play the three-minute *Make Our Marks Remarkable* video on the NAR orientation website, or distribute the *On Your Mark* brochure (Item #126-181), available for purchase in the online REALTOR® Store.

nar.realtor/trademark | nar.realtor/store



Code of Ethics Training and Orientation

All REALTOR® Associations are required to offer 2.5 hours of Code of Ethics training for applicants and existing REALTOR® members. At orientation, individuals will review the Code, training requirements, and set expectations. Plus, materials are available for purchase to help communicate the value of this training to your membership.

nar.realtor/COEtraining

Association Resource Packet

The Association Resource Packet, which includes 50 copies each of the 2019 *Top Benefits* flyer and the 2019 *Catalog of Member Resources*, is available for just \$20 (Item #135-29). Browse the online REALTOR® Store for these and other materials to assist with your orientation.

nar.realtor/store



REALTOR® Party New Member Orientation

Let your members know about the importance of REALTOR® Party advocacy and outreach for members and their businesses. Materials available online emphasize the direct correlation between advocating for their businesses and their bottom line.

realtorparty.realtor/newmember

Realtors Property Resource® (RPR®)

Share the *What is RPR®?* video series at your next new member orientation to introduce new members to Realtors Property Resource®, the nation's premier real estate data and reporting platform, offered exclusively to REALTORS®. Use the online *RPR® Guide to Member Communications for Associations* to access resources that are perfectly suited to demonstrate the value of membership, enhance member communications campaigns, broaden outreach efforts, and convey professional development opportunities.

blog.narrpr.com/what-is-rpr | blog.narrpr.com/guide



Leverage Your NAR Transaction Management Benefit

NAR's arrangement with zipLogix™ also benefits associations, with significant savings for those that wish to make their forms available through zipLogix™. Maximize the value of this benefit by making your association's state or local forms libraries available through the zipForm® Plus software. By doing so, you will provide a streamlined solution to your members who will have one place to access your association's forms while taking advantage of the valuable benefit provided to them by NAR. Email sales@zipform.com for information.

zipLogix.com/NARBenefit

realtor.com® New Agent Success Tools

Engage with the latest tools and training specific to newly licensed REALTORS®. Includes tips for setting up your realtor.com® profile, downloads and classes focused on making your first year in real estate successful; and professional development opportunities.

hub.realtor.com/newagent