

THE BUSINESS JOURNAL FOR REALTOR® ASSOCIATION EXECUTIVES

FALL 2018

# REALTOR® AE

NAR.REALTOR/RAE

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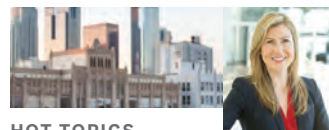
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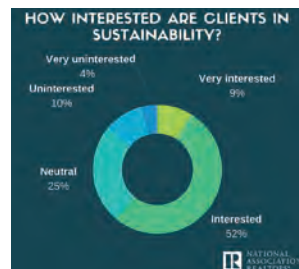
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The REALTOR® AE editorial board reviews each issue and provides critical feedback, proposes story ideas, and stays in touch with fellow AEs nationwide to scout out new programs and products to share with the AE

community. To join the editorial board, write an article, or contribute information, email Carolyn Schwaar, editor, REALTOR® AE magazine, [cschwaar@realtors.org](mailto:cschwaar@realtors.org).



# Tell Your Association's Value Story



Association Executives  
Committee Chair,  
**Rebecca Grossman, RCE,**  
GREEN, CEO, Scottsdale  
Area Association  
of REALTORS®, Ariz.

I loved the storytelling theme that wove its way through our recent NAR Leadership Summit in Chicago. It really speaks to our theme this quarter of how our associations need to communicate value and relevance to our members. Our leaders and staff need to be able to tell our story in order to build a membership that wants to belong, as opposed to one that thinks it has to belong.

We heard many powerful stories on stage during the Summit and I'm sure I am not the only one who started looking internally. I thought about my own story and that of my organization. How can we as AEs make sure that our organization's story is powerful and our existence is substantiated? What should we consider as we deploy our storytellers?

For years, the Scottsdale Association of REALTORS® has been teaching members how to answer the question: Why use a REALTOR®? We've taught how to deliver a strong value message and how to be prepared to articulate their importance as a trusted adviser, especially when new and innovative business models enter the marketplace and bolster the competition. I believe



that those agents who can not only show their value but tell the story of what made them want to be a REALTOR®, how they have been shaped and formed as a person, and why they are passionate about serving their clients will survive and thrive. Associations also must have this ability.

Yet it is important to recognize that not all leaders and staff members are comfortable with storytelling, so we must tap those who know how to tell our story with passion and excitement—those who can take a simple experience (such as attending an association event) and tell it so that you feel their enthusiasm and relive it with them.

Telling our story with social media, email, and video is sometimes necessary, but I think most of us agree that storytelling is best done face to face. Send your storytellers out among the masses with details about new services or exciting training opportunities and let them tell our story. Through office visits and community and association events, take every opportunity to imbue your value messaging with storytelling.

I hope you enjoy this issue of REALTOR® AE magazine and the sharing from our peers. I look forward to our meetings in Boston and building upon our stories as association executives.



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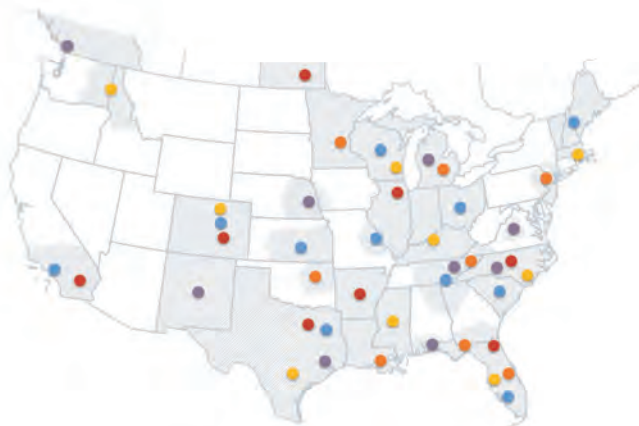






## #1 Commercial Listing & Research Service for REALTOR® Associations

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# Build Value for Commercial Members



Celebrating its 25th anniversary this year serving Wisconsin's commercial members, the **Commercial Association of REALTORS® Wisconsin** is one of the oldest commercial overlay boards in the country. How has CARW remained relevant and valuable to members for so long? We talked with Tracy Johnson, the association's president and CEO, to find out.

## **Q. What are the top ways CARW provides value to commercial members that they can't get from their local or state associations?**

First, we understand who our members are—most are full-time commercial practitioners—and we cater specifically to their needs providing education, data, and resources to help them navigate the complicated nature of commercial brokerage and deal with a bevy of lenders, bankers,

and business partners.

We also facilitate networking at the state level and with focused local events, such as our Sheboygan Development Networking Event. The commercial roundtable forums we host, many with national experts, address issues such as Department of Transportation changes, historic tax credits, wetlands reform, and new permit processes. The morning roundtable format allows for a variety of topics to be discussed in a small setting with one expert leading the discussion.

We advocate for commercial business issues including association health care plans and EB-5 Financing (the Immigrant Investor Program). Often, we're fighting for



Tracy Johnson, President & CEO, Commercial Association of REALTORS® Wisconsin

issues even before they're impacting our members. In August, State Representative Jim Steineke met with CARW members to discuss important commercial real estate issues including wetlands, property taxes, transportation, and economic development.

We work to be the go-to source for commercial real estate data in Wisconsin with our Wisconsin Data Exchange, quarterly reports, and market updates. We've built strong media relationships where our data is cited as the definitive source in the state and our members are quoted as experts. CARW is often the "first ask" for local media because our members know the landscape.

We survey members often and respond to their requests for benefits such as the new Wisconsin Data Exchange marketing tool that will help members develop more eye-catching email blasts of listings and properties.

We also maintain a strong partnership with the Wisconsin REALTORS® Association to offer our members access to events and services including the WRA Legal Hotline and Tech Helpline.

## **Q. How do you promote the value of membership?**

Our weekly newsletter is vital to our success. We focus each issue on advocacy, education, networking, and data. You can ask any member what our four pillars are, and they'll know. It's in the heading; it's our organizing principle.

We also do a "road show," where I try at least once a year to visit everyone's office, both big and small firms, to communicate the value we provide and listen to their concerns.

We know we're making an impact from the positive feedback on our event surveys and social media engagement numbers.

By Jacob S. Knabb, commercial communications and services associate, National Association of REALTORS®.





The **Clarksville (Tenn.) Association of REALTORS®** Young Professionals Network raised more than \$107,000 at its fifth annual Handbags For Hope event in August. The handbag auction, which was open to the public and sold 400 tickets, featured nearly 300 themed handbags with hundreds of dollars worth of special items inside.



Michigan's **Greater Lansing Association of REALTORS®** created an Adopt-A-Park program as part of its placemaking initiative. Every year the association will adopt a neighborhood park where REALTOR® and affiliate volunteers can gather to paint, refurbish, plant, and create a community destination.



REALTORS® golfing in tutus was just part of the fun at the Tee Up & Wine Down for Habitat fundraiser hosted by the **Greater Chattanooga REALTORS®**. The event, which also included auctions, raised nearly \$90,000 for the Habitat for Humanity of Greater Chattanooga Area.



## Be Members' Green, Sustainability Resource

Developed primarily for local associations to help field member questions about sustainability, NAR's new Sustainability Resource Guide addresses the growing role environmental stewardship is playing in the real estate industry. NAR research shows that consumers have a growing interest in sustainability and that REALTORS® encounter this topic in their daily businesses.

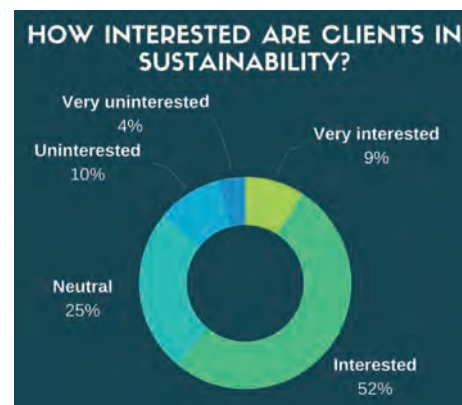
"Sustainability expertise is a great way to elevate the value that your association provides to members," says Todd Shipman, a REALTOR® and the 2018 Chair of NAR's Sustainability Advisory Group. "By including sustainability in your community outreach plans, you can take a seat at the table helping your local area address a variety of sustainability-related topics."

The downloadable guide available at [nar.realtor/sustainability](http://nar.realtor/sustainability) features information about organizations, programs, research, and other resources for real estate professionals in any market interested in sustainability issues, including energy efficiency, healthier homes, walkability, building performance, and weather-related risks.

The guide also addresses implementing and using green features in MLSs: NAR Research says that 71 percent of REALTORS®

find value in promoting energy efficiency in a residential listing, and 70 percent of commercial agents find value.

"Ultimately, incorporating sustainability into our association at multiple levels can improve social capital for our organization and industry, helping to change the narrative for REALTORS® and positioning them as professionals poised for our changing environmental, economic, and social needs," says Shipman.



At the NAR Sustainability Summit in August, attendees created and ranked a list of sustainability priorities for the association, which will be the basis for future programs and resources. For more details, contact Amanda Stinton, [astinton@realtors.org](mailto:astinton@realtors.org).

# Boost Your Value, Earn Your RCE

By Heather Wiedrich, RCE, e-PRO

I didn't fully appreciate at the time when I first applied to earn my REALTOR® association Certified Executive (RCE) in 2006 that it would be a complete game changer for me and my small association. What I learned about the job, where to find essential information, and the best ways to go about the day-to-day operations of my association made me a better AE. Plus the new ways in which I managed the organization did not

go unnoticed by my directors.

Since earning my RCE, my value has grown exponentially, and I have so much more to offer my association.

The RCE is the only professional designation specifically for REALTOR® Association Executives and our staff. It exemplifies goal-oriented AEs with drive, experience, and commitment to professional growth. Most job postings for AEs are requesting "RCE required or preferred."

Education is vital in the real estate industry not only for REALTORS®, but also for us. The National Association of REALTORS® provides many avenues for this education and the RCE designation is a must for all who are serious about growing in professional development. The designation will help you better serve your members in many ways.

One of the top services we offer at HomeTown Association of REALTORS® in Sycamore, Ill., is being an information center for members. It was only after learning about the rich industry resources offered by NAR and where to find them that I felt comfortable establishing my association as a place where members can come with industry-related questions. This is an added

value of membership that sets us apart.

I've been an AE for several small associations over the last 23 years and I often speak with other AEs of small associations about the value of the RCE. Sometimes I hear that their leaders do not

believe the need for their AE to obtain the RCE designation. Some think the designation is just a career boost for the AE, who will then move on to a larger association. Some think AEs at small association don't need to know all the management best practices that larger associations use, but the exact opposite is true.

A more knowledgeable AE enhances the association through effective association management. A more skilled AE can lower costs, boost services, build partnerships, reduce legal risks, and provide more value for members.

Despite the benefits to the associations, many AEs still pay for designations out of their own pocket and learn on their own time. The Judith Lindenau RCE Scholarship of up to \$570 was established to help AEs cover the expense of the application and certification fees.

Earning your RCE makes you part of a team, the RCE community, that you can reach out to any time you have questions. There's also a mentoring program to help you along the way.

Join your peers who have demonstrated their commitment to excellence in REALTOR® association management by earning the RCE designation. Currently a quarter of local AEs have the designation, as do half of state AEs, plus there are a few hundred non-EO association staff with their RCE. For more information on the RCE designation, visit [nar.realtor/RCE](http://nar.realtor/RCE).



## National, State, and Local Associations Join to Aid Victims of California Wildfires

A month after the U.S. Forest Service announced an end to the Thomas Fire, a California wildfire that scorched 281,893 acres of land in Southern California, the Ventura County Coastal Association of REALTORS®, the Santa Barbara Association of REALTORS® and the Ojai Valley Board of REALTORS® have begun distributing \$650,000 in aid to hundreds of families who lost their homes. The associations received the \$150,000 from California Association of REALTORS® Housing Affordability Fund and \$650,000 from the National Association's REALTORS® Relief Foundation to assist wildfire and Montecito Debris Flow victims.

## Branded Products with Real and Sentimental Value

Something simple yet tangible that members can hold in their hand or set on their desk can be extremely valuable. In fact, many associations give members REALTOR® branded gifts to remind them of their association every day. From REALTOR® mugs to T-shirts to plaques, NAR's REALTOR Team Store® will work with any association for its local customized logo products. Visit, [NARteamstore.realtor](http://NARteamstore.realtor).





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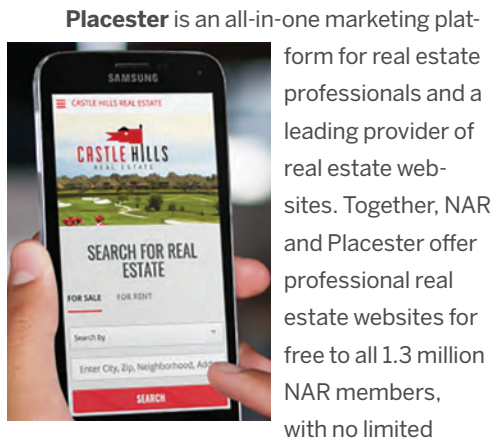
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# Leverage NAR's REALTOR Benefits® Partners to Deliver Local Value

Promoting member benefits is easier with a partner that can highlight the value, craft the message, and provide special support for you, the AE. That's what these REALTOR Benefits® Program partners offer through special programs designed to help you share the offerings with members.



**Placester** is an all-in-one marketing platform for real estate professionals and a leading provider of real estate websites. Together, NAR and Placester offer professional real estate websites for free to all 1.3 million NAR members, with no limited

trials or expirations. Placester's exclusive "NAR Edition" websites offer everything real estate professionals need to build an online presence. In addition, Placester offers upgrade bundles for more advanced website solutions, and members receive discounts on broker and single property websites, too.

Placester will provide to your association educational resources, webinars, support, and podcasts. Plus, each participating association receives a co-branded landing page, where your members can claim their free "NAR Edition" website and access educational resources, all at no charge to your association or your members. For more information about this offering to associations, contact Barbara Domin at [bdomin@placester.com](mailto:bdomin@placester.com).

**REALTORS® Insurance Marketplace** is an online comparative shopping site designed to simplify the insurance-buying process. It's offered by NAR and provides exclusive member access to NAR's health and supplemental coverage products.

Products include group dental and vision insurance plans, flexible term health insurance (major medical) plans, and supplemental health coverage products, including an accident coverage plan and a telemed-



icine plan. There is also a private health insurance exchange (showcasing available ACA-compliant plans) and a Medicare supplement options exchange. Through the Marketplace, NAR members can shop for insurance and coverage options, get quotes, and enroll directly online. Licensed benefits specialists are available to help NAR members find the best solutions for themselves and their families, including potential cost savings. Consultations are complimentary.

Visit [RealtorsInsuranceMarketplace.com/AE](http://RealtorsInsuranceMarketplace.com/AE) to find marketing materials to help you share the benefits of the Marketplace with your members. There are banner ads, flyers, newsletter content, brochures, and the option for a customized web page for you to use on your own site, all at no cost to you.

**SentriLock**, NAR's official lockbox solution, works directly with associations to help you educate members on the benefits of the industry's most secure and durable lockbox solution. SentriLock offers an online market-



ing toolkit that includes ready-made flyers, social media posts, newsletter content, and graphics, plus information on upcoming webinars. New marketing materials highlight SentriLock's Bluetooth® REALTOR® Lockbox with its multiple key access method (including via mobile app or keycard) so members will never miss a showing. Visit [sentrilock.com/marketingkit](http://sentrilock.com/marketingkit) for updated sample tweets, Facebook and LinkedIn posts, and details on the latest product enhancements.

**zipLogix** delivers the NAR Transaction Management benefit to REALTORS® that includes the industry-leading zipForm Plus forms engine, zipTMS (transaction management system), zipVault document storage, and the NAR library of REALTOR® Forms & Templates. This arrangement also benefits associations, with significant savings for those that wish to make their forms available through zipLogix.



Associations looking to promote and market the NAR benefit to their members can leverage a comprehensive marketing kit available from zipLogix that includes social media posts, prepared emails, a news release, images, and banner ads. Find valuable resources to promote this benefit at [ziplogix.com/resource-kit](http://ziplogix.com/resource-kit).

Learn more about the REALTOR Benefits® Program and resources for associations to communicate the value of REALTOR® membership at [nar.realtor/realtorbenefits/justforaes](http://nar.realtor/realtorbenefits/justforaes).





# TRANSACTIONS MADE EASIER FOR YOUR MEMBERS

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NATIONAL  
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WHAT DO YOU DO FOR **ME**?





“I think the #1 reason for joining the REALTOR® association is you are supporting an organization that helps protect your profession and livelihood. We would have numerous restraints on our business if it wasn't for the efforts of our state and national associations. That alone is worth the \$500 I pay a year for membership (I also pay another \$200-\$500 a year to the REALTOR® Political Action Committee). A REALTOR® is also held to a higher standard than your typical agent. We have all had dealings with shady agents who believe it is all about themselves and not the client. If you want more reasons, check with your local or state REALTOR® association. They can give you numerous more reasons to join.”

—Posted on Trulia in response to a forum question: Do I have to join the REALTOR® association?

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## How to sell the ROI of REALTOR® association membership.

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If you've gone on a broker office visit and chatted with a roomful of young real estate agents about all the association does for them (for their businesses, for homebuyers and homesellers, and for the community), you can practically hear their collective “Oh, now I get it!”

So why is it so difficult for some members to understand the value of REALTOR® membership? Either you're not offering programs, products, and services of value to your members (unlikely) or you're not effectively communicating their value in a way that resonates with members.

### **The journey is as important as the destination**

Uncovering what members think about your association's value is

the first step in crafting a member-centric way to express why they should be members. This is what's called a value proposition. It's a promise to members detailing how the benefits they receive in exchange for their dues investment will enhance their businesses, careers, community, and industry.

A value proposition is the member's rationale for choosing your association over another or none at all, says Melynn Sight, a consultant who has helped many associations develop value propositions.

“The process of developing a value proposition forces you to evaluate your services and communications with members from the members' point of view,” says Sight. “This is a significant shift for many organizations and one that can create meaningful

dialogue about current and new-member services.”

Gaining a deeper appreciation for the members' experience is the goal behind the National Association of REALTORS® “Day in the Life of a REALTOR®” program that aims to enhance and create services that are more relevant to members.

“It's the outside-in perspective,” says Sight. “A value proposition articulates what members need most and links those concerns to relevant products and service offerings that the association delivers.”

As opposed to a strategic plan (which details your organization's goals and how it will allocate resources to achieve them) or a mission statement (which describes the core purpose of your association), a value proposition is about how

the association fulfills members' needs.

You may even uncover a member need that is not met by a current product and service.

“It's a whole different way of communicating,” explains Sheila Dodson, RCE, CEO, Baldwin County Association of REALTORS®, Ala. “It's a big change in how you articulate what you do back to members. It's a description of how we answer their needs and communicating value in such a way that they understand what they receive.”

For example, instead of simply listing technology classes as a membership value, describe how the classes provide members with technology readiness, “because knowing the right technology and how to use it gives you more effective ways to service your customers.”

By Carolyn Schwaar

# HOW DO YOU HELP **MY** BUSINESS?

## **Reframe the Benefit:**

### **Not Classes, Knowledge to Maximize Your Earning Potential.**

REALTORS® are businesspeople. But most REALTORS® enter the profession without formal business education or training. Your REALTOR® association can help you bridge that knowledge gap. Take advantage of tools, resources, and professionals who can help you become a more successful entrepreneur. From required continuing education to brokerage management resources, you can learn how to optimize your business and maximize your earning potential. Membership includes access to technology, financial resources, tax, accounting and insurance services, shipping and transportation services, plus global and commercial resources to expand your business options.

—adapted from marketing material from the Northern Virginia Association of REALTORS®



## **Your value is not a catalog of benefits**

Most REALTOR® associations have a benefits brochure or a webpage listing all the products, services, discounts, events, and programs that come with membership—and this is important, too. But a value proposition goes beyond presenting the benefits of membership.

For example, you may believe that members understand the value of educational courses, but, in fact, many members fail to connect the dots between education and making more sales. This is where your value proposition comes in. The value of educational courses is gaining knowledge that will make members better professionals and lead to career success. The

value is what members get out of the benefit.

Members can appreciate this notion because they do it in their business all the time. They don't just help families find the right house with the right number of bedrooms at the right price; they highlight the value of homeownership, the sense of being part of a community, the investment in the future, and the home as an expression of the owners' identity.

A single value proposition can be applied to the entire association, or several value propositions can be developed for specific programs or products. They can also be developed for specific audiences, such as brokers or young professionals.

At the Northern Virginia As-

sociation of REALTORS®, work is underway to uncover the needs of various member constituencies and create an individualized member experience, providing the resources that matter most to each member. After a months-long project, internally dubbed Shop REALTOR®, NVAR is forging an ambitious path to rethink access and delivery of member value and benefits from all three levels of the REALTOR® association in a more thoughtful and deliberate way, says Ryan Conrad, RCE, CAE, CEO.

"With differing career paths, business models, brands, clientele and marketing strategies, REALTOR® members are unique," said Conrad. "At NVAR, we made a conscious decision that their association member-

ship should reflect that."

To understand which products and services offer a strong value proposition for the work that REALTORS® engage in each day, NVAR created the member-led Products and Services Advisory Focus Group. Its mission: to help NVAR better understand, through the member perspective, how to organize the aggregated products and services from the local, state and national associations in a way that will elevate the business success of the REALTOR® agent and broker members.

Using a list of 230 possible actions that a REALTOR® may provide in a typical, successful real estate transaction, NVAR crafted a logical set of categories, or competencies, that



Ring for a Reason this Season.



## REAL ESTATE WEDNESDAYS

Since 2013, Arizona Real Estate Agents, Title Officers, and Mortgage Lenders have rung bells at more than 150 Salvation Army Kettles each Wednesday in December, raising more than a million dollars to date.

*As a public outreach and industry image effort, Real Estate Wednesdays is an outstanding success!*

### **When you host Real Estate Wednesdays in your market:**

You benefit by raising the home ownership industry image.

You benefit from a strong public relations effort aimed at making you look good by doing good.

You benefit from a powerful marketing opportunity to contact your client list urging reconnection.



REAL ESTATE WEDNESDAYS.COM

a member should develop to achieve success as a REALTOR®. The Products and Services Advisory Focus Group identified eight core competencies: four related to the REALTOR®'s clients and four related to the REALTOR®'s business:

#### Client-centered Competencies:

- Pre-appointment (research)
- Client presentation (pitch)
- On the market (show)
- Offer-to-closing (transact)

#### Business-centered Competencies:

- Business management (organize)
- Business marketing (grow)
- Personal success (network)
- Professionalism (represent)

"We've essentially reframed the association's products and services to create ease of access [to member benefits] in a way that better aligns with the way we do business," said Colleen Wright, REALTOR® and 2017 focus group co-chair.

The next step was to reposi-

tion all member offerings within the eight-category framework. Each product, service, benefit, event, article, research study, service provider, and strategic partner are coded and tagged in the website content management system based on which core competency it supports, says Ann Gutkin, the association's senior communications director.

"Not only will the end result create an Amazon-like e-commerce experience, but the website will also provide an online 'journey' of offerings to support the member's client-centered and business-centered work life cycle," says Gutkin.

To teach members how to use and appreciate the new system, called Shop REALTOR®, NVAR is launching a communications campaign highlighting each of the core competencies and how the association delivers. For example, under the competency of pre-appointment (researching), NVAR boasts, "Before that first appointment, Shop REALTOR® provides tools to help members prepare for a client meeting.

Whether it's a national property database, multiple listing service, marketplace statistics, a network of finance professionals, or presentation resources, REALTOR® have access to facts, figures and connections that will make them the trusted local expert."

But before you take your list of membership benefits and start detailing its broader value, look at the newly revised Value Proposition Toolkit that an Association Executives Committee workgroup developed. The tool kit, online at nar.realtor\*, guides you through this enlightening and somewhat complex process and covers a range of steps, from who should be involved in crafting the value propositions to how to communicate it to the membership.

If you're not sold on the benefit of this endeavor just yet, you will be.

"Until I went through the process with my association, I don't think I really understood the whole concept," says Dodson, vice chair of the work group that developed the tool kit.

The value positioning exercise involves directly asking members what they value and how valuable certain association services are to them, and then using that feedback to shape your case that will make members see your offerings in a new, more valued, light.

For example, brokers may say they value the long-term health of the market but not connect that to political advocacy, notes Sight. "Being educated about what's going on politically is important to members, but they don't necessarily say it that way."

When it comes to showing the value in REALTOR® association membership, your programs and services need to be translated into member solutions and tools, similar to the NVAR example above.

In the end, you're not going to get every member to see the value in everything you do. But if they see the value in many things you do, you'll keep that member.

\* <https://www.nar.realtor/ae/manage-your-association/value-proposition-toolkit>

**9 Benefits to being a FAAR Member**

- Market Statistics and Trends**  
Keeping your clients in the know and your business relevant! You'll find the latest market statistics and Regional Housing Studies at [www.faar.com/members/our-market](http://www.faar.com/members/our-market)
- Discounted Education**  
As a member, you enjoy discounted classes, seminars, and more on the following topics: Real Estate Law, Contract Law, and more. Call 800-777-7111 for more information.
- Member Lounge & Conference Room**  
Use our office space from the comfort of your home. Call us at 800-777-7111 for more information.
- Networking Opportunities**  
Activities, events, and programs bring together members connected to the industry.
- Affiliate Marketing Program**  
Join Affiliate Marketing Program and receive a 10% commission on all referrals made through the program.
- The Studio**  
Visit The Studio during the Tech Time workshop every 2nd Tuesday of the month to use the space and share ideas for your business!
- Affiliate Access**  
Over 1,000 affiliates members are a part of FAAR and 50 companies participate in the Affiliate Marketing Program.
- bright realty**  
As a stockholder member of the MLS covering 6 states, your subscription fee was reduced to \$107 and will drop again in the near future.
- Advocacy & Action**  
FAAR fights for real estate, mortgage and the needs of property owners.

**8 Benefits to being a Virginia REALTOR®**

- Market Reports**  
Get up to speed on Virginia's housing market with monthly reports!
- Buyer & Seller Handouts**  
A collection of over 100 handouts, checklists, and forms to help your buyers and sellers make the right decision.
- Legal Helpline**  
Provides assistance for a broad range of legal questions and concerns.
- Tech Helpline**  
Offers support for hardware, software, and digital devices.
- Publications**  
Magazines & reports published monthly for members.
- Broker Resources**  
Help pass the standards of the profession and serving potential.
- Forms**  
Virginia REALTOR® provides a full library of real estate forms, which are reviewed and updated regularly for all members.
- Inman Select**  
Membership includes subscription to Inman Select, which grants access to leading edge information & resources.

**9 Benefits to being a member of the National Association of REALTORS®**

- Zipforms by Ziplogix**  
Contact us today at 800-777-7111 for more information.
- Placaster Website**  
Take control of your online presence. Call 800-777-7111 for more information.
- Realtor.com Profile**  
An REALTOR® profile is a must-have for any real estate professional. Call 800-777-7111 for more information.
- REALTOR® Property Resource & RPR Mobile**  
RPR offers up-to-date property information at all times. Call 800-777-7111 for more information.
- Discounts on Electronics**  
Save money on the latest in tablet, laptop, and more. Call 800-777-7111 for more information.
- Purchasing/Renting Vehicles**  
Save money on the latest in vehicle. Call 800-777-7111 for more information.
- Tax Preparation**  
Exclusive savings from H&N Tax Solutions. Call 800-777-7111 for more information.
- Personal Insurance**  
Save money on your personal insurance. Call 800-777-7111 for more information.
- REALTOR® Property Resource & RPR Mobile**  
RPR offers up-to-date property information at all times. Call 800-777-7111 for more information.

**For less than \$1.00 a day, Bay East REALTORS® members enjoy more exposure for their listings, access to active and sold properties throughout California with a unilateral offer of compensation and free technical support.**

**Who thought you could get so much for less than a cup of coffee?**

- Share listing information with real estate agents and brokers across California. MLN Alliance extends the unilateral offer of compensation to agents of participating MLN.
- Increase the exposure of your listings with Home of Open Houses.
- Receive a complimentary business card with up to the second Open House listing.
- Exclusive technical support. While most services have their support in a specific product or service, Bay East REALTORS® support provides assistance with a variety of technical problems, regardless of whether they are MLN related or not.
- Free computer update. Schedule an appointment and bring in your computer. Run one of the most valuable free services on the market. Member services at select offices a new real estate listing of \$100, but not less than Bay East MLN and BE MLN 1000.
- Receive a complimentary new Bay East website and 100% free one-click, easy-to-use all of your online real estate services.

Imagine having this cutting edge support for LESS than a daily cup of coffee. Well, now you can. Discover today why a Bay East MLN membership is one of the best investments a real estate professional can make at [www.bayeastmln.com](http://www.bayeastmln.com)

**BAY EAST ASSOCIATION OF REALTORS®**

1001 Membership Drive, Suite 100, Fremont, CA 94538 • (925) 791-1000 • [www.bayeastmln.com](http://www.bayeastmln.com)

\*This is a pay-for-value program. It is not a pay-for-service. It is a pay-for-value program. It is not a pay-for-service. It is a pay-for-value program.

Local, state, and national benefits marketing: Fredericksburg Area Association of REALTORS®, Va. (right) Benefit marketing from Bay East Association of REALTORS®, Calif.



**SOMETHING EVERY  
AGENT COULD LOVE...**



**RAM 1500**



**JEEP® CHEROKEE**



**DODGE CHARGER**



**CHRYSLER PACIFICA**

**\$500 CASH  
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THE EXCLUSIVE MAINTENANCE  
CONTRACT FROM  
**MOPAR® VEHICLE  
PROTECTION**  
FOR REALTORS® ONLY\*\*



**MOST NATIONAL & LOCAL  
INCENTIVES**

### THE FAMILY PLAN

Family members in the same household and association staff are also eligible for the \$500 cash allowance.

**Learn more at [www.NAR.REALTOR/FCA](http://www.NAR.REALTOR/FCA).**

**FCA**

FIAT CHRYSLER AUTOMOBILES



NATIONAL  
ASSOCIATION of  
REALTORS®  
REALTOR Benefits® Program

Official Automobile Manufacturer of the National Association of REALTORS®

\*Available on select models. Please see dealer for more details and complete eligibility requirements. This program is available to National Association of REALTORS® state/local board employees, NAR members and NAR member family members in the same household residing in the 50 United States, the District of Columbia and Guam, but such availability is subject to change without notice. \*\*Mopar Vehicle Protection program is not available to family members and association staff. Services must be performed by authorized dealers. Roadside Assistance provided by Cross Country Motor Club, Inc., except in AL, CA, HI, OR, WI and WY where it's by Cross Country Motor Club of California, Inc. Mopar Vehicle Protection provided by FCA through third parties may not be part of NAR's REALTOR Benefits® Program. See dealer for official program rules, vehicle eligibility and program compatibility exclusions. A copy of the plan provisions with all terms and conditions will be mailed about 2 weeks after vehicle delivery. ©2018 FCA US LLC. All Rights Reserved. Chrysler, Dodge, Jeep, Ram and Mopar are registered trademarks of FCA US LLC.



IT'S NOT ENOUGH TO BE VALUABLE. ASSOCIATIONS MUST CONVINCE MEMBERS OF THEIR VALUE OVER AND OVER AGAIN. THIS HAPPENS THROUGH CLEAR, CONSISTENT, AND PERVERSIVE MULTIMEDIA COMMUNICATIONS.

# SHOW ME THE VALUE, AGAIN.

## Next step: advertise yourself

Although many associations are mainly focused on promoting the value of using a REALTOR®, it's critical to set aside resources to promote yourself. After all, members who understand the value of membership create stronger associations.

In addition to a benefits brochure or webpage, many associations run ads across all their communication vehicles promoting the value of membership, one benefit at a time.

The Virginia Association of REALTORS® used several pages in its summer 2017 membership magazine to promote member

value (see p. 14 and below).

NAR recently launched a 22-minute new-member value video at nar.realtor featuring 2018 NAR President Elizabeth Mendenhall to help members realize the full benefits of membership.

Members explaining the value of their membership is your most powerful marketing tool. For this reason, it's essential to have value proposition buy-in from elected leadership and key members. Arm your leaders with a script about the value of each major member benefit so they are ready to promote membership value wherever they go.

Word of mouth today is no longer just face-to-face meetings, it's also social networking and video. What members say about the value of membership on Twitter, Facebook and LinkedIn has an important effect on what others think. Whenever a member questions the value of the association on a Facebook forum or a Twitter post, have dedicated members at the ready to reply with your association's value proposition in their own words.

Craft a member benefit testimonials page at your website to showcase members' unique value stories.

Although communicating

value with real-life stories and anecdotes is more powerful than listing programs and services, that doesn't mean you should throw out your benefits brochure. Your association's tools and services are examples of how you deliver on your value proposition, so it's still essential to keep them front and center in members' minds. Many associations distribute a member benefits and value brochure with dues mailing.

Association membership has value beyond what most of your members realize. Now is the time to reassess how you promote the value of your association.



Benefits marketing in Virginia Association of REALTORS®'s membership magazine.



Benefits marketing graphic: South Carolina REALTORS®





# THEIR TIME. THEIR TERMS.



# THEIR GREATEST POTENTIAL.

An entirely new approach to professional development is here!

The **Commitment to Excellence** program is an engaging online platform designed for REALTORS® with individualized learning paths, tools and resources that increase knowledge, skills and professionalism.



**Raising the bar begins 11.2.18 at [C2EX.realtor](https://C2EX.realtor)**



NATIONAL  
ASSOCIATION *of*  
REALTORS®

# 26 WAYS THE NATIONAL ASSOCIATION OF REALTORS® DEMONSTRATES THE VALUE OF MEMBERSHIP

## 1. We Protect Your Ability to Do Business

REALTORS® make up the largest professional trade association in the world and, with one voice, REALTOR® association skilled lobbyists are hard at work on Capitol Hill every day protecting

market is key to your business success. That's why NAR works with local, state, and national lawmakers to ease property taxes and regulations, ensure the availability of affordable homeowners insurance and champion affordable housing,

and a range of other policy initiatives that strengthen the ability of Americans to own, buy, and sell real property.



Photo: Matt Difanis

REALTORS® meeting with an elected official in Washington, D.C.

your livelihood by advocating for legislative and policy initiatives that promote and protect a dynamic U.S. real estate market. The nonpartisan **REALTOR® Party** backs national, state, and local candidates who have shown support for REALTOR® and homeownership issues. In 2018 NAR lobbied hard for the 20 percent deduction on qualified business income for pass-through business entities and sole proprietors, reauthorization of the National Flood Insurance Program, your access to affordable health plans, and much more. NAR is widely considered one of the most effective advocacy organizations in the country.

## 2. We Protect Homeowners' Rights

A sound and affordable housing

NAR communicates directly to consumers to let them know you're the best in the industry through the award-winning, multimillion-dollar **Consumer Advertising Campaign**, which educates the public on the benefits of working with a REALTOR® and how REALTORS® differ from other real estate practitioners. The REALTOR® global brand, which represents ethics and expertise, is a powerful marketing tool that only members can use. In addition, you have exclusive access to a **.realtor** domain and the **.realestate** member pre-sale. When combined, the two domains help build a strong digital presence.



## 4. We Care for Your Community

Whether it's sending aid to hurricane-devastated areas, building homes for low-income families, or collecting clothes for a local shelter, caring for communities is an important part of the REALTOR® mission.



Through the **REALTORS® Relief Foundation**, tens of millions of dollars in aid have poured into communities hit by wildfires, tornadoes, floods, and hurricanes.

## 5. Real Cash-Saving Discounts

Membership entitles you to discounts on vehicles, technology tools, shipping, computers, car rentals, and many more business-related needs through the REALTOR Benefits® Program. Enjoy special offers from more than 30 carefully selected, industry-leading partners, including REALTORS® Insurance Marketplace, FCA US LLC (including Jeep), FedEx, Sprint, Liberty Mutual, Dell, Placester, Intuit, DocuSign, and more. [nar.realtor/RealtorBenefits](http://nar.realtor/RealtorBenefits)

## 6. Media Outreach on Your Behalf

NAR is in constant contact with

media outlets nationwide to provide accurate housing data and forecasts and to dispel myths about the industry. We speak to the media and, through social media channels, direct to the public on your behalf and that of buyers, sellers, and homeowners. We are a trusted media source for REALTOR® commentators, like you, who can provide insights into local markets.

## 7. Profit From Our Technological Innovation and Education

It's a challenge to sort through the thousands of technology companies out there to find the ones that can truly help you save time and earn more. That's why NAR is doing the homework for you—so you can spend time focusing on your business. Every year, **Second Century Ventures**, the strategic investment arm of NAR, selects organizations for the REach® class, a growth technology accelerator program helping launch companies into the real estate, financial services, banking, home services, and insurance industries. Some **REach®** companies have gone on to become REALTOR Benefits® partners, including Back At You Media, a full-service lead generation, communication, and education platform for social media. To learn how to use the latest business technology, attend one of NAR's **Tech Edge**





Participants at NAR's Tech Edge

events around the country. You can even help define the future of real estate tech by attending NAR's premier tech summit, the **Innovation, Opportunity & Investment (iOi) Summit** where thought leaders debate, discuss, and collaborate on real estate's most pressing technology issues.

## 8. NAR Transaction Management Benefit

All real estate practitioners today need a tool to help facilitate transactions, store documents electronically, and keep client data secure. Through **zipLogix**, you have access to zipTMS, a robust transaction management system; unlimited zipVault document storage; and zipForm Plus forms engine.



## 9. Health, Dental, and Vision Plans

**REALTORS® Insurance Marketplace** is an exclusive one-stop insurance shopping site that provides you with a roster of health and supplemental insurance plans including a major medical health insurance exchange. Additional options include Flexible Term Health Insurance with coverage periods of 30 to up to 364 days and **REALTORS® Core Health Insurance**, which provides

guaranteed-issue, affordable Limited Medical plans. Save money with **REALTORS® Dental Insurance**, **REALTORS® Vision Insurance**, and **Drug Card America** among other programs.

## 10. Exclusive, Invaluable Business Tips

Stay up to date on real estate best practices, news, and trends, through the award-winning **REALTOR® Magazine** (magazine.realtor). At nar.realtor, you can subscribe to the magazine's popular daily news and monthly



business tips newsletters; you can also turn off your print subscription and choose to have the magazine delivered digitally.

## 11. Making Your Town More Livable

Through NAR's grant programs, state and local REALTOR® associations fund a wide range of redevelopment initiatives that create and maintain great neighborhoods, boost property values, transform underused or unused public spaces, and promote commercial real estate innovation.

## 12. Know More, Sell More

To navigate today's real estate climate, you need to stay on top of data. At nar.realtor,

you'll find expertly crafted research reports on a range of topics including local markets, international markets, commercial markets, home buying and selling, and technology. Learn about your peers' business activity, sales strategies, and average income through the annual **REALTORS® Member Profile**. Nar.realtor is also your source for a wide range of risk management resources and tips, including the **Window to the Law** video series.

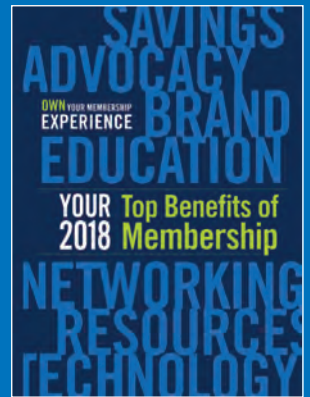
## 13. Access the World's Largest Real Estate Library

Never again be without an answer. The national association's **Member Support** is your lifeline for all questions related to the real estate industry. In addition to hundreds of topical online tool kits and resources, you have access to hundreds of real estate magazines and journals free of charge.

## 14. The More You Learn, the More You Earn

Tap into new opportunities in your market—and as much as double your salary—by gaining advanced credentials that set you apart from the rest. Through NAR's **Center for REALTOR® Development**, you can earn a certification or designation, earn continuing education credits, and complete your Code of Ethics training. Become a certified Military Relocation Professional, a Resort and Second-Home Property Specialist, a Certified Property Manager, or an Accredited Buyer's Repre-

### Value Resources for AEs

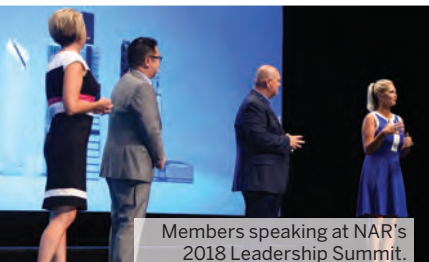


▲ This brochure explaining the value of membership and NAR key initiatives is a free download from the REALTOR® Store. Associations can order 100 copies of this brochure as part of the AE Resource Packet, which also included the NAR Education, Publications and REALTOR Benefits® Program Catalog. Great for new member orientations!



▲ Print material and FAQs to help associations explain the 2019 national dues increase are available at nar.realtor/smartbudget.

sentative, among many other specializations. NAR and its affiliated Institutes, Societies, and Councils provide a wide range of programs and services that can help you increase your skills and stand out from the crowd.



**15. Gain a Platform to Boost Your Voice**  
Become a leader in the real estate industry with a voice to make change. By volunteering to serve on local, state, and national REALTOR® committees and workgroups, you'll work alongside some of the most respected people in the industry to shape the future of the profession, enhance services to fellow members, and further political goals. You'll also be eligible for specialized leadership training to enhance your leadership skills and further your professional growth.

**16. Expert Content for Your Marketing**  
The **REALTOR® Content Resource** from NAR's award-winning website **HouseLogic.com** provides engaging and expertly written free articles on home-ownership, homebuying, and homeselling that you can post on your website, distribute to customers, or link to via social media. RCR provides hundreds of articles on topics such as home improvement, maintenance, taxes, and insurance. Sharing these articles with past, present, and future clients can help keep you top of mind as a trusted adviser.

**17. Unrivaled National Property Data**  
Created by NAR for the sole

purpose of providing REALTORS® with the information they need to meet the demands of clients, **REALTORS Property Resource®** provides comprehensive property data, market trends, powerful analytics, and client-friendly reports on every property in the United States, exclusively for members. RPR gives you a competitive edge with your clients.



**18. Unmatched Networking and Live Training**  
Get money-making new ideas and tools from more than 200 programs and 500 exhibitors at the annual **REALTORS® Conference & Expo**. Network with tens of thousands of your peers, build your referral base, and share ideas with industry leaders from across the country. Members always save \$100 on registration.

**19. Personalized Guidance for Young Professionals**  
The **NAR Young Professionals Network** helps young real estate practitioners become more business savvy through regular events and by fostering communication with other YPN members to share tips and tricks. This dynamic group is dedicated to



increasing the voice and leadership of young professionals in the real estate industry.

**20. Save With Tailored Financial Planning**  
The **Center for REALTOR® Financial Wellness** provides you with a customized road map to maximize your wealth and achieve your retirement dreams. This resource helps answer dozens of common questions, such as how much commission you should save, how a second home can build wealth, and how to calculate your business expenses.

**21. Resources to Keep You Safe on the Job**  
From planning your safety strategy to extensive safety resources including apps, products, and education, NAR provides free safety webinars and videos through the **REALTOR® Safety Program**, plus special offers on **Trust Stamp**, an agent safety tool.

**22. International Reach at Home and Abroad**  
NAR seeks to make the global market accessible to and profitable for all REALTORS®. You can access a variety of programs, services, and research to help you attract international real estate investment to your market and work with immigrant communities here at home.

**23. Reach Serious Buyers on realtor.com®**  
More consumers report they found the agent they

**realtor.com®**

purchased their home from on realtor.com® than on any other national real estate site.\* You can update your MLS listings on realtor.com®, submit customer ratings and recommendations, construct a free profile and send listing reports to your sellers. No member dues are used to fund realtor.com®. Visit [hub.realtor.com/NAR](http://hub.realtor.com/NAR) to get started. \*(2017 NAR Profile of Home Buyers and Sellers)

## **24. Save Thousands in Legal Fees**

The association offers legally binding dispute resolution mediation and arbitration services to settle business disputes between members. We also offer members and consumers the opportunity to address possible violations of the NAR Code of Ethics or association bylaws in an unbiased and uniform manner.

## **25. Minimize Your Risk, Protect Your Home and Business for Less**

You receive special pricing on a variety of insurance and warranty needs, which can save thousands of dollars annually. Select from errors and omissions insurance, personal auto and home insurance, and home warranties.

## **26. Boost Your Commercial Business**

NAR supports commercial advocacy efforts and provides services specifically for commercial members, including education, publications, and commercial market research.



**FAIR HOUSING**  
**MAKES U.S.**  
**STRONGER**

*(From left to right): Jazmyn Rushing, REALTOR®; Nicole D. Woods, REALTOR®; Albert Allen, REALTOR®; Brian M. Paris, REALTOR®; Ashley Rathburn, Texas Association of REALTORS®; Andrei Lubomudrov, Austin Board of REALTORS®, in front of the LBJ Presidential Library, Austin, TX*

We can't change history. The future is  
**our story to write.**

**Be a catalyst for change.** 2018 marks the 50th anniversary of the Fair Housing Act. While progress has been made, there's more work to be done. What can you do? Redouble your efforts to understand fair housing laws and how your actions, words and understanding of the issues impact housing choice. And when you see discrimination, challenge it. Report it. Engage in community dialogue about the issues tied to housing choices, like schools, healthy communities, residential displacement and economic opportunity. Be informed, and take action to expand protections to groups who continue to experience discrimination, such as the LGBTQ community. By protecting the rights to housing — free from discrimination for ALL people — the Fair Housing Act preserves and advances opportunities for everyone. As the REALTOR® community, let's take ownership of fair housing rights and uphold the promise of the Fair Housing Act.

Visit [www.FairHousing.realtor](http://www.FairHousing.realtor) to read more about what you can do and to join the commemoration.



NATIONAL  
ASSOCIATION of  
REALTORS®





# New Choices, Same Valuable Resource for Healthcare Coverage

By SASid, Inc., Administrator for REALTORS® Insurance Marketplace

Several recent executive orders have broadened access to healthcare coverage options and removed penalties for policies with 2019 effective dates, which means now is the time to inform members of these changes, so they can find the right coverage at the right price.







REALTORS® Insurance Marketplace serves to help members of the National Association of REALTORS® understand their coverage options so they can make the choice that best fits their unique needs. The Marketplace is available exclusively to NAR members through the REALTOR Benefits® Program and is administered by SASid, Inc., a trusted NAR partner and advisor to members for nearly ten years. REALTORS® Insurance Marketplace is an exclusive online comparative shopping site designed to simplify the insurance-buying process and, more importantly, provides a trusted resource for complimentary consultative services from knowledgeable professionals. Our team of licensed benefit specialists is ready to walk

members seeking personal assistance through potential cost-savings strategies to help them get the most appropriate coverage for themselves and their families.

Research tells us that price and convenience are what members are looking for. In answer to this, the Marketplace provides a broad roster of health plans and supplemental products that make sense for most budgets and lifestyles. These include options through NAR's private Members Health Insurance Exchange (ACA plans) as well as non-exchange plans. For example, Flexible Term Health Insurance (formerly known as Short Term Medical Solutions) can pair with Members Accident Protection to offer versatile and cost-conscious coverage. Also available is REALTORS® Core Health, a guaranteed issue, affordable, and easy to use option. Tech savvy solutions like Members Telehealth, and group Dental and Vision plans round out the options. Whether a member is seeking a single or family plan – the cost savings can be significant.

## Coverage Solutions

Exchange Health Plan vs REALTORS® Insurance Marketplace solution.

	 <b>EHP</b> Exchange Plan Sample Monthly Premiums*	 Flexible Term Health Insurance + Members Accident Protection Monthly Combined Premium*	 Average Member Monthly Savings
 Family of Four	<b>\$1,611.00</b>	<b>\$550.20</b>	<b>\$1,060.80</b>
	VS		
 Individual at Age 45	<b>\$581.02</b>	<b>\$313.37</b>	<b>\$267.65</b>
	VS		
 Couple Over 50	<b>\$1,794.57</b>	<b>\$866.03</b>	<b>\$928.54</b>

\*Monthly costs per person/family based on an average of those quoted in AL, IL, NV, OK, PA, WI. Please see your specific zip code for rates applicable to your situation. See website for eligibility, state availability, terms, and conditions.



We are dedicated to helping members navigate the ever-changing insurance market, and have built a variety of resources to assist State and Local Association leaders build awareness of this member benefit, including a variety of branded educational materials such as pdf and hard-copy collateral pieces and a free, custom personal healthcare options web page.

Learn more when you visit our website at <http://www.RealtorsInsuranceMarketplace.com/ae> , or call our specialists who will guide you to available resources at **877.267.3752**. From the AE/Broker tab on the site you can:

- ♦ Request a **FREE Custom Benefits Page** (we do the work, you get the link!)
- ♦ Download materials and a quick benefits video
- ♦ Request supplies for meetings, New Member Welcome kits, etc.

### Inside the Marketplace: A broad range of plans

The Marketplace provides access to a health insurance exchange featuring plans from top-rated carriers. This exchange is just for members and is available during Open Enrollment periods, or via Special Enrollment periods if you qualify.

**Non-ACA Health Care Coverage Solutions** *The following plans are available year-round through the Marketplace for you and your family\*:*

**Flexible Term Health Insurance** (formerly known as Short Term Medical Solutions) now has enrollment options from 30 days up to a total of 364 days in a calendar year and can extend beyond this to be renewed for up to 36 months. These plans can be used to bridge a gap in coverage OR as primary coverage for an extended time

**REALTORS® Core Health Insurance (RCHI)** is a guaranteed acceptance, Limited Medical insurance plan. RCHI provides coverage for everyday healthcare needs. RCHI can provide cost-effective and workable alternative coverage to pricier ACA options. RCHI is also ideal as supplemental coverage for out of pocket costs if you have a high deductible health plan that you like and want to keep

**Members Telehealth** provides 24/7/365 access to U.S. Board Certified physicians who can prescribe or refill prescriptions, address non-emergency medical issues by telephone, smartphone app, web chat, and/or email with unlimited visits and no co-pays

**"I encourage you, as an independent contractor, (to check out REALTORS® Insurance Marketplace), this is definitely the way to go for affordable (vision, dental, and healthcare) options!"** - Dr. Danette O'Neal, REALTOR®, Ph.D.

**Members Accident Protection** is designed to supplement high-deductible major medical insurance plans to help pay for out-of-pocket medical expenses incurred specifically through an accident. Bonus! This plan also includes complimentary access to Members Telehealth

**Members Medicare Exchange** After obtaining Original Medicare through the federal government, the Exchange provides a one-stop shop for Medicare-eligible NAR members who wish to explore and expand their supplemental coverage. Members can obtain quotes, and enroll easily online

**Dental and Vision Plans** Year-round, NAR members have exclusive access to REALTORS® Dental Insurance and REALTORS® Vision Insurance. Both offer the advantage of group rates. Dental benefits include 100% preventive in-network coverage for dental exams. Vision benefits include annual eye exam benefits and savings on frames and lenses

\*Product availability and eligibility requirements vary by product. See website for details, terms and conditions.

## 2019 Regulatory Update

The "Individual Mandate" is no longer in effect for 2019 – this means no fine or tax penalty for not having Major Medical coverage.

**The Association Health Plan (AHP)** Executive Order ruling signed in January of 2018 opened the door for associations to create group coverage based on membership in an accredited association. This is a lengthy and complicated process and guidance at the Federal level is evolving. To learn more about NAR's legislative and regulatory efforts and stay abreast of the latest developments, please visit <https://www.nar.realtor/health-care-reform>.

## Major Medical/Medicare Open Enrollment

Open Enrollment is the period of time when you can enroll in a new plan or make changes to your current plan. If you don't enroll in a Major Medical plan during this time you may not be able to make changes for another year, unless you are buying specific plans not subject to Open Enrollment (like REALTORS® Core Health Insurance, for example).

**Major Med: November 1 - December 15, 2018**

**Medicare: October 15 - December 7, 2018**

# Unique Value of Small Boards

Personalization, trust, and a family feeling keep small boards relevant.

Small associations are often (and wrongly) defined by what we don't offer. Yes, we usually don't have the large inaugural balls that our urban neighbors hold, and we don't offer a lot of training classes with national speakers, and many of us don't have our own MLS.

But one advantage small associations have over larger ones is the opportunity to be more one-on-one with members in providing really good customer service.

Members at my board, and most small boards, tend to be more personal; everyone knows everyone, and that's our strength. We make it a habit to smile when a member walks into the office, and they're given our full, undivided attention. Who doesn't want to be appreciated and to believe they are

important?

***"My members love that I know them and they know me. We are a community, tight knit and genuine."*** —Amanda Ornelas, RCE, EO, Sun Valley Board of REALTORS®, Idaho, 314 members

Good customer service goes a long way in making members feel like a vital part of the organization and, when they believe

they are valued, they will value the organization and volunteer more often. New members have said our customer service was the reason they joined our board.

Small associations can create value for members just by being small. Our members love the small-town feel of our association. We still hold monthly membership meetings that are well attended—something that many larger associations have stopped

doing. We are able to get sponsors to cover the costs and we have speakers from the local communities provide informa-

***"We can offer boutique service, and the members and staff create a family atmosphere. Members feel like they have a voice as well as easy access to staff."*** —Cindy Homewood, COO, Williamsburg Area Association of REALTORS®, Va., 473 members

tion that relevant to members' businesses and community.

As the AE, I'm at the helm of our hospitality and service objective, which can at times be challenging given all of my other responsibilities. Yet it's paramount to make time for members. The best thing to do is listen while being careful not to agree with member complaints. I try to offer positive resolutions

***"We know our members and their needs. We know when your mom passed and we send a handwritten card. We know when your babies are born and when to compliment your weight loss. We will cry with you and laugh. We won't charge you a late fee because we know that you took your family on a vacation and just plain forgot to pay your MLS bill."*** —Margaret Martin, AE, Dothan Association of REALTORS®, Ala., 279 members

to their issues and never make a negative comment about any member, policy, or situation, since it will probably be repeated. When talking with members, I always support the board and its decisions.

Community and political advocacy is another advantage small associations often have. You may not think so because we typically don't have our own government affairs staff. But because of the size of our community, we're afforded easy access to elected officials, most of whom we know personally, and when we attend town meetings we can always voice our views. In Texas, our state association helps us out with a field representative for conducting candidate forums and working with local governments and chambers when critical issues pop up.

Indeed, with the help of state and national

resources and programs, small associations can be just as relevant to members as larger associations. After all, it's the personal service that we

offer that attracts and keeps our members.

Staying locally focused has its advantages, but as the AE, I set aside at least

30 minutes at the beginning of each day to catch up on national industry news. Just because small associations tend to be more self-contained than larger ones doesn't mean that broader trends in real estate don't affect members. I work to stay on top

of industry technology, business trends, and practices so I'm prepared to explain how these broader movements could filter down to the small-town level and affect members' businesses.

***"I know my president is allergic to raw onions and I don't mind running to the office on a Sunday to program a member's lockbox key. I'm welcome at any office, and I know who has the ability to lead and they can get a chance to lead because there aren't 10 people applying for the same position."***

—Della Yurasek Csehowski, RCE, CEO, Cambria Somerset Association of REALTORS®, Pa., 148 members

So when the members of your small association ask about the advantage of membership, call them by their first name, invite them in your office for coffee, and talk a while about all the information in this issue.



Lisia Amburn, RCE, e-PRO, AE at the Central Hill Country Board of REALTORS®, Texas. Contact her at 830-997-4758 or [lisia@chcbr.org](mailto:lisia@chcbr.org).

***"I have known many of our members since I was a child and those relationships have grown since I became the AE. It is wonderful to have that sense of family and trust."*** —Stephanie Rief, EO, Selkirk Association of REALTORS®, Idaho, 236 members





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# Share Advocacy's Value Everywhere

Show members how advocacy saves them money, protects their business.

The value that political and legislative advocacy brings to the businesses of members and the lives of the homeowners, homebuyers, and homesellers they serve is immense, but it can seem abstract to many members. After all, it's hard to put a value on laws that didn't pass because of REALTOR® opposition or the value of helping elect an official who sees eye to eye with REALTORS® on crucial issues such as supporting the deductibility of state and local real estate taxes and eliminating the cap on VA home loans.

To promote the value of advocacy every day, associations have an opportunity (and obligation) to bring home these success stories and share (via social media and their online, email, and print publications) how REALTOR® advocacy is shaping the industry at the local, state, and federal levels.

## We back the right people

This year, the National Association of REALTORS® expects to fund nearly 400 candidate campaigns to ensure the election of REALTORS® and others who support REALTOR® objectives. In the first half of 2018, NAR helped more than 170 REALTOR® Champions for state and local office in 21 states. These include REALTORS® for state senate and house, county councils, and city council positions. Election wins include Stacy Mungo for Long Beach City Council in California; Sydney Harrison for Prince George's County Council in Maryland; and REALTOR® Dale Washburn for the Georgia House of Representatives.

## We support the right issues

NAR is funding more than 45 Issues Mobilization Grants (worth more than \$13.2 million) so that local REALTORS® can



RPAC is 50! Enter your association video that showcases what RPAC means to you and your association in the RPAC 50th anniversary video contest. Deadline is Oct. 31. Upload videos at [realtorparty.realtor/rpac50](http://realtorparty.realtor/rpac50).

support or oppose legislation and issues that have the most effect on their daily business and quality of life. For example, right now in Florida, REALTORS® are mobilizing local voters to support a ballot initiative to cap annual property tax increases for non-homestead properties. In Kansas City, Mo., REALTORS® campaigned against and defeated an attempt to impose registration and inspection requirements on rental property. And in Colorado, REALTORS® worked hard to get new transportation funding on the November ballot.

## We rally member and consumer support

This year alone, NAR has funded more than 38 state and 18 local calls for action encouraging REALTORS® and consumers to voice their support or opposition to critical industry issues. For example, the New York State Association of REALTORS® launched a call for action that facilitated member contact with local officials to voice opposition to a state mandate that would increase private construction costs. NAR helped the REALTORS® Association of Maui launch a call for action to members to voice their opposition to proposed legislation that would impose more restrictions on short-term rentals.

A call for action in rural Idaho by NAR and the Coeur d'Alene Association of REALTORS® encouraged members to support the county commissioners who seek to update the area's minimum building codes.

## We're available to all REALTOR® associations, everywhere

NAR's Advocacy Everywhere program, which launched this year, is designed to expand the influence of the National Association of REALTORS® and state and local REALTOR® associations on public policy at the local, state, and federal levels and to increase REALTOR® and consumer participation in calls for action.

Your association can highlight the value of this program to members by communicating its efforts and successes via your social media, online, and print publications. Even if a success story isn't in your backyard, you can still showcase the efforts of the REALTOR® organization and assure members that NAR's experts, resources, and grants are available for your local efforts.

For advocacy success stories to report or repost, subscribe to [facebook.com/NARAdvocacy](https://facebook.com/NARAdvocacy), follow REALTOR® Party on Twitter, and visit [realtoractioncenter.com/advocacyeverywhere](http://realtoractioncenter.com/advocacyeverywhere) for longer articles.



# New Financial Resources For Your Members

Introducing the **Center for REALTOR® Financial Wellness**, a new resource designed to guide REALTORS® on their financial journey one step at a time.

From budgeting to investing to retiring, this program has something to offer all REALTORS®. Use the marketing resources at [NAR.realtor/FinancialWellness](https://NAR.realtor/FinancialWellness) to promote this exciting new program to your members today!

Encourage your members to log-in to [FinancialWellness.realtor](https://FinancialWellness.realtor) to discover a unique and interactive website where they can:



Assess their current financial profile



Practice financial decision-making skills and see the results in a risk-free way with an online simulation



Receive personalized goals to help navigate their financial security



Discover financial resources related to topics such as budgeting, retirement planning and real estate investing



# AEs: Advertise Your Worth

Your members can't appreciate your hard work if you don't show it to them.

No exploration of the value of association membership is complete without highlighting the value of what you, the AE, bring to the association. Your ability to steer the association in the right direction, keep it relevant, and build its value to members depends, to a large degree, on how valued you are by your leadership and members. Don't take it for granted that they appreciate your sacrifices and dedication or recognize your accomplishments. Promote your value just like you promote the value of membership.

It's a delicate balance, though, between pompous hornblowing and selfless, graceful informing. Here are some ways to straddle the line and make sure your value is clear.

## Become transparent

To make sure that your board and members respect your work, they must appreciate the complexity and hard work that your job entails.

If you do your job well, directors only ever see smooth-running meetings, efficient technology, and interesting events. Today, you need to let them—and members—get a glimpse behind the scenes of your association. Social media is ideal for this. A selfie taken at the convention center during the chaos of expo setup or a picture of you with a local lawmaker captioned with the issues you're discussing goes a long way toward showing members some of the aspects of your busy job.

## Document accomplishments

Keep notes throughout the year to accurately document your achievements. Keep letters of commendation, continuing education certificates, awards, news clippings, and any other citations that bolster and quantify



Make a formal presentation to elected leaders upon your return from meeting-related travel that covers the work you did, what you learned, and why it was important for you to attend.

your contributions to the association and the community.

## Create new advocates

Don't be the only one detailing your responsibilities and accomplishments. Instead, take a more personal approach. Try establishing a "kitchen cabinet" of close advisers beyond your regular board committees. Pick prominent, trustworthy, up-and-coming members with whom you have established a solid rapport. Get their buy-in and let them be your followers and advocates. Entrust them with the facts of the issues the association faces (for example, declining membership renewals) and seek their advice on how best to inform the rest of the board and the membership. They will lend credibility to your reports.

## Be sensitive to misperceptions

Eating, drinking, and traveling on the association dime rarely sits well with members even if it's part of the job. When you spend association money on travel and lodging to attend a state or national meeting, make a formal presentation to elected leaders upon your return that covers the work you did, what you learned, and why it was important for you to attend. Post a report for members

on your website as well. In these instances, skip the selfies at the steakhouse or the posh lobby of your conference hotel.

## Cultivate popularity

Build strong relationships within your organization, creating the perception of you as a team player and enhancing your network. Try bolstering your voice among members with a blog, a profile on social networking websites, or a column in the local paper. Go out and visit brokerage offices and attend community events.

## Save money

Constantly look for ways to save the association money and advertise every dollar saved. From cutting back on office supplies to lowering the utility bill by conserving energy, if you become known as a saver, your expenses, like the new association vehicle, may receive less opposition.

## Get it in writing

An employment contract that details what your job is (and isn't) and what work is expected of you is essential not only for you to prove your worth but to defend against detractors who don't understand what you were hired to do.





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[www.REALTORSInsuranceMarketplace.com/ae](http://www.REALTORSInsuranceMarketplace.com/ae)

Medicare Open Enrollment: October 15 – December 7, 2018  
Major Med Open Enrollment: November 1 – December 15, 2018



Proud Partner

# Potential Tax Traps of Sponsorship Revenue

Not-for-profit REALTOR® associations have specific rules to follow to keep sponsor dollars tax-exempt.



The not-for-profit REALTORS® Association of Southern Kentucky offers a wide range of sponsorship opportunities for its popular golf tournament and provides companies with the appropriate recognition.

Sponsorships provide a significant source of funds that help you host conferences, events, education, and other activities that boost the value of membership. As you work to line up sponsors for next year, savvy companies will ask for more value, more exposure, and more return on investment from their sponsorships.

Your sponsors want expanded ways to engage with members, and although it is important to facilitate opportunities for sponsors to connect, it is equally important to understand the rules of corporate sponsorship if your REALTOR® association

is a tax-exempt organization, 501(c)(6). Pack your sponsorship package with too many perks, access, or endorsements, and you could receive a larger-than-expected tax bill if the IRS says sponsor dollars are actually advertising income.

## Here's how to avoid this tax liability

First, as you may already know, the Internal Revenue Code permits associations to be tax-exempt and avoid federal income tax on most of their income. Notwithstanding that exempt status, the IRS does impose tax on your income-producing activities when they

are of a kind ordinarily carried out by for-profit companies and are not closely related to the exempt purposes of your association. Such activities could include activities such as renting out the association's conference room as a movie theater. The tax on such income is called "unrelated business income tax," or "UBIT."

For example, not-for-profit REALTOR® associations typically do pay income tax on the revenue generated from their advertisement sales in their magazines and newsletters.

## Qualified Sponsorship Payments

Now back to sponsorships. There's an exemption to the UBIT rule for qualified sponsorship payments. This means a sponsorship payment will not be considered taxable income if the corporate sponsor is only acknowledged or given recognition—so it's unlike buying an advertisement in your association magazine.

Not-for-profit associations cannot give sponsors other benefits in return for sponsorship if they want to keep the sponsorship income tax-exempt.

The rules for qualified sponsorship payments say an acknowledgment cannot recommend, endorse, or promote a sponsor's business, product, or service. Yet an association's acknowledgment of a corporate sponsor can include:

- Printed thanks in an onsite conference program;
- Verbal thanks from staff or leaders during an association meeting or event;
- Recognition of the corporate sponsor on your website that includes the sponsor's name, logo, and slogans that do not contain qualitative or comparative descriptions of the sponsor's products, services, or company;
- Value-neutral descriptions, including displays or visual depictions, of the corporate sponsor's product line or services; and



## Not-for-profit associations cannot give sponsors other benefits in return for sponsorship if they want to keep the sponsorship income tax-exempt.

- Exclusive sponsorship arrangements (as opposed to exclusive provider arrangements).

Merely displaying or distributing (whether for free or for sale) a sponsor's product at an association's activity is not considered an inducement to purchase, sell, or use the corporate sponsor's product. So the expo space at your annual conference where sponsors display and sell their products is permitted under the rule for qualified sponsorship payments.

In contrast to the permitted acknowledgments above, your not-for-profit association cannot broadcast or otherwise transmit, publish, display, or distribute:

- Messages containing comparative language about the sponsor's product or service (e.g., "ABC product is better than XYZ product").
- Messages containing qualitative language about the corporate sponsor's product or service (e.g., "XYZ product is the best on the market!").
- Indications of savings or value associated with the corporate sponsor's product or service (e.g., "ABC product offers the best value").
- Endorsements or inducements to purchase, sell, or use the corporate sponsor's company, service, facility, or product (e.g., "All REALTORS® should buy XYZ product").

If an association's message contains both endorsements and an acknowledgment, the entire message will be deemed subject to UBIT.

As you sell your sponsorship packages, always retain control over any sponsored activity including content or materials. Review and approve communication your sponsors make to others that refers to the sponsorship or the association. Make sure your sponsors use the association's marks or

logos appropriately, and with any sponsored activity or event, the association's identity and presence should dominate.

Also, don't bundle sponsorship and advertising in one package; have separate agreements and payments for each. This will make it easier to track taxable and nontaxable revenue and will make any IRS audit a lot smoother. The aim with each corporate sponsorship should be to provide value to the members along with the visibility

it provides to the sponsor.

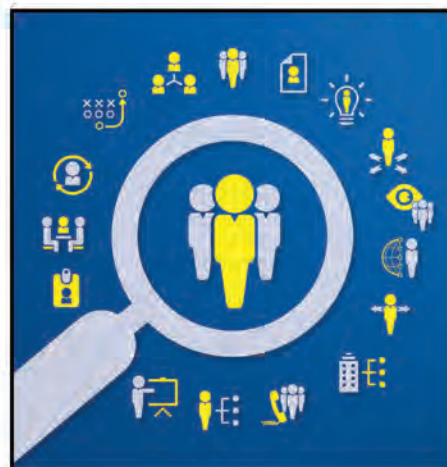
If you have any questions about corporate sponsorships or UBIT, please feel free to contact Charlie Y. Lee at [clee@realtors.org](mailto:clee@realtors.org).



**Charlie Lee** is an associate counsel at the National Association of REALTORS®. Contact him at 312-329-8373 or [clee@realtors.org](mailto:clee@realtors.org).



### Human Resources Outreach For Local and State Associations



- Recruiting
- Workforce Planning and Reorganizations
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- Board Orientation



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"We offer free 30-minute consulting sessions at all NAR meetings to discuss your association's HR needs."

# Grow the Value of Your Volunteer Participation

N.Y. State Association CEO on getting and giving value to peers through the AEC.

Taking the helm of NAR's AE committee in 2019 is just another way Duncan MacKenzie, RCE, is working to bring value back to his association through the ideas, viewpoints, and inspiration he gains from his fellow AEs, he says.

"Peer-to-peer interaction will make you a better AE, and participation at NAR is a large part of the value every AE should bring to her or his association," says MacKenzie. "If you are not currently involved at NAR, get buy-in from your board and then take the leap."

MacKenzie, a 2016 Bud Smith AE Leadership Society inductee, has served on the AEC's REALTOR® Party Resources Work Group, the Chief Staff Review Work Group, the Large Broker Relationships Work Group, and many others over his 17 years in the REALTOR® family.

"It's very humbling to be in a room with my fellow AEs. Not only is this a talented group, but egos are checked at the door and everyone is happy to share new programs and ideas. There's great value in having a network of folks with common experiences who can get you through the tough times and help you celebrate the victories."

Of course, MacKenzie's main goal at the AEC is to serve and deliver new programs and resources to make all AEs better AEs.

An ongoing priority for the AE Committee is to develop programs and resources to enhance professional development opportunities for association staff and their volunteer leaders. New this year is an AEC Volunteer Leadership Advisory Board, comprised of both AEs and REALTOR® members, that will develop and maintain a comprehensive

curriculum of professional development programming to groom, orient, train, and prepare volunteers for their REALTOR® association leadership roles. We know that our associations work best with a strong staff and volunteer leadership team at the helm.

MacKenzie says he'd like to focus his year leading the AEC on fostering greater collaboration between all levels of the organization, providing support for MLS consolidations, and making sure the 2019 restructuring of the AEC—splitting it into a committee and a separate AE forum to facilitate more AE participation—runs smoothly.

## State Association Value Promise

Before becoming an association CEO, MacKenzie was a GAD and a professional lobbyist, so politics runs through his veins.

"Advocacy is certainly our bread and butter at NYSAR. Being situated as the middle partner, we are involved in national, state, and local efforts," he says. "Ironically, states can be challenged to have members appreciate the value of our exceptional



MacKenzie in an NYSAR video announcing the launch of the association's Housing Opportunity grants, which provide up to \$2,000 for down payment costs to income-eligible, first-time homebuyers in New York state.



"If you are not currently involved at NAR, get buy-in from your board and then take the leap."

—Duncan MacKenzie, 2018 AE committee Chair

advocacy programs because we are victims of our own success. We spend our political resources stopping the bad ideas out there, so it is often difficult to have members truly appreciate what didn't happen to them."

Even though many NYSAR's political efforts may go unappreciated, its RPAC investment efforts are very successful.

"We are blessed with an active RPAC fundraising network that includes great partnerships with our local boards. RPAC investments through dues billing continue to be effective, and we have learned that fundraising starts with 'fun.' Events that incorporate a fun activity are far more successful than email or other passive solicitations." NYSAR's karaoke night and auction raised \$50,000 for RPAC in one night.

State associations offer more value than just advocacy. "Our legal services are also highly valued, according to our surveys. New York, like many states, has an ever-changing regulatory landscape. Updating our members on the latest 'dos and don'ts' helps keep them out of jeopardy and saves them money."

Join MacKenzie at the AE Committee meeting and forum at the REALTORS® Conference & Expo in Boston, Nov. 2, 9 a.m.–11 a.m., to learn more about bringing value back to your association.





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### SentriSmart® Mobile App

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# Real-time showing information unlocks a higher level of service

Supra® system: build strong connections with home buyers.

The Supra system helps your members stay a step ahead of home buyer needs. The eKEY® app makes it quick and easy to access properties and view real-time listing information at the door. The eKEY Professional app gives members new ways to connect by inviting buyers to use an innovative app designed just for them. From opening doors to boosting productivity, Supra leads the way in delivering truly interconnected digital experiences.

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## Buyer's app for eKEY Professional:

**1st** keybox app for home buyers that enables them to rate homes, track preferences, and deliver instant feedback to their agent



### eKEY

Get efficient access and powerful information in a new, modern look and feel.



### eKEY Professional

View listing and showing information anytime, create real-time showing notes, and keep track of buyers and their feedback.



### New buyer's app for eKEY Professional

Add value and better understand your home buyers by helping them stay connected to the showing experience.

[supraekey.com](http://supraekey.com)

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