2020

**NAR STRATEGIC PRIORITIES**

**Collaborating for positive impacts on housing equality and affordability.**

» In 2020, NAR will collaborate with a broad coalition of organizations, including multicultural real estate groups, lenders, and builders to amplify our advocacy voice and broaden housing opportunities for underserved communities.

» Creating synergy and trust among these organizations will enhance the influence and ability the collective group has to bring about positive change.

**Driving community development.**

» REALTORS® are community leaders, driving economic development and advocating for smart policies at the local, state, and national level.

» Economic development stimulates business and housing, while benefiting all consumers.

» Advocacy helps drive local, state, and national policy decisions that benefit our communities.

» In 2020, in collaboration with real estate firms and our commercial affiliates, NAR will develop a strategy to enhance REALTORS®' ability to build partnerships, work with civic leaders, and tap available resources to impact economic growth in their communities.
Retaining REALTORS®’ role as the best source of property information for consumers.

» REALTORS® are essential to the real estate transaction.

» By cooperating with other real estate professionals and sharing property listings via the MLS, REALTORS® are also the backbone of the real estate data that consumers, businesses, and governments rely upon.

» The relevance and the value of the MLS are being challenged by lead-capture companies, venture capitalists, class action attorneys, and others who attempt to usurp REALTORS®’ position as the first point of contact for consumers.

» As an industry leader, NAR’s role is to continue to promote and enhance the REALTOR® value proposition and ensure that consumers continue to receive the best, most accurate and comprehensive real property information directly from the professionals who create it, REALTORS®.

Enhancing the value of membership.

» This priority builds upon our 2019 priority of enhancing the member experience.

» In 2020, NAR will focus on understanding the members on a deeper level in order to deliver relevant content and services based on their individual wants and needs. Achieving this goal will require NAR to work hand-in-hand with state and local associations to improve the way we collect and share member data.

» NAR will work with technology partners to offer tangible member benefits and to tailor and promote those benefits to members.

» When NAR is able to provide members with a more customized experience, members will feel heard, and their perception of the value of membership in the REALTOR® organization will increase.