

# INTERNATIONAL REALTOR<sup>®</sup> MEMBERSHIP



## Benefits Guide



REALTORS<sup>®</sup> are members of the National Association of REALTORS<sup>®</sup>.

The world is getting smaller.

# It's time to network **BIGGER.**

A stylized world map where the continents are colored in shades of orange and yellow against a dark blue background. Three white circular callouts are overlaid on the map, each containing a statistic. The callout over North America contains '1.5M+ MEMBERS WORLDWIDE'. The callout over Europe and Africa contains '7500+ MEMBERS OUTSIDE THE US'. The callout over South America contains '100+ GLOBAL BILATERAL PARTNERS IN 75+ COUNTRIES'.

**1.5M+**  
**MEMBERS**  
WORLDWIDE

**7500+**  
**MEMBERS**  
OUTSIDE THE US

**100+**  
**GLOBAL BILATERAL**  
**PARTNERS**  
IN **75+**  
**COUNTRIES**

NAR's International REALTOR® Membership helps you differentiate yourself from other industry professionals and gain instant access to valuable benefits to help you stay connected and build your global business.

# International REALTOR® Membership Benefits:



Marketing and  
Brand Awareness

Business and  
Global Networking

Education

Research and Data

# MARKETING AND BRAND AWARENESS

The REALTOR® brand represents unparalleled ethics, trust and expertise.



## TRADEMARKS

Distinguish yourself as a REALTOR® by using the REALTOR® trademark, one of the strongest brands in the world.

 [nar.realtor/Trademark](https://nar.realtor/Trademark)



## MARKETING ASSETS (CONSUMER AWARENESS CAMPAIGN)

**That's Who We R**, NAR's national ad campaign, helps consumers understand REALTOR® are real estate experts in their local communities, who follow a code of ethics and fight for real estate dreams and property rights.

 [nar.realtor/thats-who-we-r](https://nar.realtor/thats-who-we-r)

## NAR REALTOR® MEMBER CARD

At the beginning of each year, the National Association of REALTOR® creates new membership cards which can be personalized to your liking. Find and download when you create an account and login to the NAR website.

 [Get your REALTOR® membership card](#)



### NAR + PHOTOFY APP

Gain access to ready-to-share social media templates in multiple languages that you can personalize to enhance your brand and increase your visibility in your local market across social platforms. Download the free Photofy app today.

 [nar.realtor/photofy](https://nar.realtor/photofy)



### NAR REALTOR® STORE

The REALTOR® Store is your one-stop shop for educational tools and resources to boost your business. Explore a diverse array of products and publications designed to meet the needs of all NAR members, from the new agent to the seasoned professional.

 [store.realtor](https://store.realtor)



### TOP LEVEL DOMAINS

Set yourself apart and get instant recognition with a .realtor™ and .realestate domain! When you replace your .com with a top level domain like .realtor™ or .realestate, you let the world know who you are and what you do—and both domains include a Professional Website, free for the life of your domain. As a NAR member, your first .realtor™ domain is free for the first year.

 [nar.realtor/realtor-realestate-domains](https://nar.realtor/realtor-realestate-domains)

# BUSINESS AND GLOBAL NETWORKING

Use the global NAR network to increase your exposure and referral opportunities worldwide.

## CONFERENCES & MEETINGS



### REALTORS® Legislative Meetings and Trade Expo

Every year, approximately 9,000 NAR members convene in Washington, DC, at the REALTORS® Legislative Meetings and Trade Expo to advance the real estate industry, influence public policy, and strengthen the association.

 [legislative.realtor](https://legislative.realtor)



### NAR NEXT, The REALTOR® Experience\*

is the real estate industry's largest annual event, where approximately 20,000 REALTOR® and guests come together for networking, education, motivation, and fun.

 [narnxt.realtor](https://narnxt.realtor)

*\*IRMS receive a US \$100 registration discount, an invitation to a free welcome reception for full conference participants, participation in country networking hours, and exhibit opportunities.*

## PROFILE ON FIND A REALTOR® DIRECTORY

Your name and contact information is displayed in our online Find a REALTOR® directory on [nar.realtor](https://nar.realtor) so potential clients and referral partners can find you, and you can find them.

 [nar.realtor/directories](https://nar.realtor/directories)

## IRM REALTOR® CONTRACT REFERRAL FORM



You can modify this form to fit your needs to set the terms when dealing with others.

*Not a legal document.*



# EDUCATION

Education gives you instant credibility and a competitive advantage in the global real estate industry. Discover a personalized learning experience with the Center for REALTOR® Development at [crd.realtor](http://crd.realtor).

## SOME POPULAR COURSES OFFERED WITH NAR IRMs:



### ACCREDITED BUYER'S REPRESENTATIVE (ABR®) DESIGNATION

ABR® designation is the benchmark of excellence in buyer representation. The designation program establishes a foundation of training, skills and resources to help real estate professionals succeed as a buyer's representative.

 [abr.realtor](http://abr.realtor)



### SELLER REPRESENTATIVE SPECIALIST (SRS)

The Seller Representative Specialist (SRS) designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. The designation is awarded to real estate practitioners by the Real Estate Business Institute (REBI) who meet specific educational and practical experience criteria.

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



## **CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS) DESIGNATION**

This designation provides real estate professionals with the knowledge, research, network and tools to globalize their business.

 [nar.realtor/CIPS](http://nar.realtor/CIPS)



## **CERTIFIED COMMERCIAL INVESTMENT MEMBER (CCIM)**

A **Certified Commercial Investment Member (CCIM)** is a recognized expert in the commercial and investment real estate industry. The designation process ensures that CCIMs are proficient not only in theory, but also in practice.

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



# RESEARCH AND DATA

Become an expert in your community through outstanding research tools that provide timely and accurate real estate data to help you make better business decisions.



## REAL ESTATE DATA & REPORTING

RPR® (REALTORS Property Resource®) provides REALTORS® data, tools, and reports so they can “wow” their clients and close more deals. Use it on the go and in the field with any iOS or Android device.

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

## RESEARCH & STATISTICS

NAR’s research team produces timely, data-driven market analysis and authoritative business intelligence to serve members and inform consumers, policymakers and the media on the latest real estate trends.

 [nar.realtor/research](http://nar.realtor/research)

## HOUSELOGIC

NAR’s website for homeowners, buyers and sellers. Find authoritative, ready-to-go content about home improvement, finance, buying, selling and much more to share with your clients and customers.

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

## eBOOKS CATALOG

Check out audiobooks, videos, and eBooks from NAR’s virtual library.

 [realtor.overdrive.com](http://realtor.overdrive.com)



“ Real estate practitioners need to differentiate themselves, now more than ever. An International REALTOR® Member is aligned with over 100 years of ethics and good practices at the international level. You can't beat that.

“ Being an International REALTOR® Member provides a great opportunity and a unique way to differentiate yourself from local real estate practitioners. As an International REALTOR® Member, one of the most valuable and efficient resources at your disposal is the Referral Form, which serves as a dependable mechanism for collaborating in a global context.

“ Everybody recognizes the REALTOR® “R” logo around the world. As an International REALTOR® Member, we get access to a lot more resources and end up with a lot more trust for everyone in the real estate community.

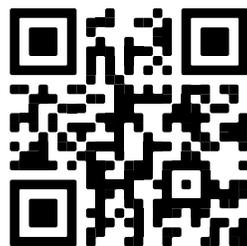


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**HOME**

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Kunyumba Koti Domicile

**Global.realtor**



To apply, scan here