WHY
TELLING YOUR STORY...

How well we tell our story - from the conference rooms in our offices to the halls of Congress - will play a huge role in the future of our businesses and our associations - at all levels.

- John Smaby
2019 NAR President
WHY REQUIRES THE 5 W’s & 1 H

Who We Are
Why We Care
How We Benefit Consumers & the Economy
What We Care About
When & Where
WHO WE ARE
REALTOR® MEMBER PROFILE

21.5% // Age 40-49
34.6% // Age 50-64
17.4% // Age 65

67% Female
33% Male

70% of REALTORS® volunteer in their communities monthly
8 Hours that REALTORS® contribute per month on average
82% of REALTORS® donated on average $1,000 to charity annually

31% Have a College Degree
70% Residential Brokerage
84% Homeowners

Sources: NAR 2019 Member Profile, C.A.R.E Report Community Aid and Real Estate
**WHY WE CARE**

**PROFILE OF HOME BUYERS & SELLERS**

**HOME BUYERS**

- 14% Buyers of New Homes
- 86% Buyers of Previously Owned Homes
- 50% Quality School Districts Important
- 45% Convenience to Schools Important
- 52% Made Home Renovations to Accommodate Pets
- 81% Make Animal-related Housing Considerations
- 62% Important Have Pet-friendly Neighborhood Amenities

**HOME SELLERS**

- 63% Found their Agent Through Referral
- 90% Listed Their Home on the MLS
- 7% Recent For Sale By Owner Home Sales
- 67% Owning a Pet had Moderate/Major Effect on Selling a Home

Sources: NAR’s 2018 Profile of Home Buyers & Sellers
NAR’s 2017 Animal House: Remodeling Impact Reports
HOW WE BENEFIT
CONSUMERS & THE ECONOMY

$80,000
Secondary expenditures generated by the sale of a typical home

Real estate accounts for 1/5 of the GDP

$15.5 Trillion
Homeowner equity calculated by the Federal Reserve

2.9%
U.S. economic growth was up in 2018 from 2.3% in 2017

8.3 MILLION
American jobs supported by commercial real estate

Sources: NAIOP Economic Impact of Commercial Real Estate
WHAT WE CARE ABOUT
PRIORITY FEDERAL ISSUES

FLOOD INSURANCE
LONG-TERM REAUTHORIZATION,
MEANINGFUL REFORM

FAIR HOUSING
EQUALITY ACT SUPPORT

QUALIFIED OPPORTUNITY ZONES
INVESTMENT DEADLINE EXTENSION

FANNIE AND FREDDIE REFORM
ACCESS TO CREDIT
WHAT WE CARE ABOUT
PRIORITY FEDERAL ISSUES

INFRASTRUCTURE
ALL-ENCOMPASSING INVESTMENTS

HEALTH INSURANCE
EXPANDED ACCESS TO ASSOCIATION HEALTH PLANS

TECHNOLOGY
DATA PRIVACY & SECURITY

FEDERAL TAXATION
TAX CUTS AND JOBS ACT REFORM
WHEN

A DIVIDED CONGRESS, LEGISLATIVE GRIDLOCK
HOW

NEW ADVOCACY GROUP STRUCTURE

[Diagram depicting various advocacy roles and titles]
HOW CAN WE HELP?

THAT’S WHO WE
THANK YOU
THAT’S WHO WE