

# NAR S.M.A.R.T. Initiatives Frequently Asked Questions

## Updated May 2018

### HOW MUCH IS THE DUES INCREASE?

- The 2019 dues increase is \$30, which includes \$17 dedicated to REALTOR® Party programming and \$13 for operating programming, for a total per member amount of \$150 a year.
- Together with the \$35 special assessment for the consumer advertising campaign, annual membership fees for 2019 total \$185.
- There has not been an increase in dues, special assessment or REALTOR® Party funding since 2011.

### DID NAR REDUCE EXPENSES BEFORE REQUESTING A DUES INCREASE?

- YES. As part of the process, NAR decreased headcount by a net amount of 12 staff positions. This is an estimated saving of more than \$1.5 million annually.
- Global travel costs have been reduced by \$100,000.
- Expenses and headcount have been reduced wherever possible, which means the total cuts are in excess of \$2 million from 2017 to 2019 budgets.

### WHY DOESN'T NAR REALLOCATE THE CONSUMER ADVERTISING CAMPAIGN SPECIAL ASSESSMENT TO FUND NEW INITIATIVES?

- NAR's Consumer Advertising Campaign is funded by a \$35 special assessment. As a special assessment, the funds are restricted for the use of the ad campaign only. The \$35 that currently funds the Consumer Advertising Campaign was approved by the Board of Directors through 2019.
- The discussion about the continuation of the assessment and corresponding Ad Campaign will be held at this time next year. The Board will then decide on future funding of this program.

### HOW IS REALTORS PROPERTY RESOURCE® IMPACTED?

- NAR continuously reviews the cost benefit analysis of the RPR product offerings, and firmly believes in the value it provides members. The association's 2019 budget reflects a prudent and significantly pared back cost structure for this benefit, which hundreds of thousands of NAR members use on an ongoing basis.
- Advanced Multi Listing Platform was eliminated in 2018, which led to an immediate savings on 2018 budget of \$1.7 million or 7.25 percent.
- In 2019 NAR will reduce its funding of RPR another \$5.25 million, which is a 22% savings.
- REALTORS® Property Resource enjoys solid support among members with over 750,000 members having an RPR account and over 411,000 members having downloaded RPR mobile. Additionally, REALTORS® are on track to generate over 3.2 million reports from RPR in 2018.

### HOW DOES NAR USE THE \$185 I'LL SEND THEM IN 2019?

- This is how Individual membership dollars are allocated:
  - **\$57.00** - Advocacy programs, including REALTOR® Party initiatives such as targeted state and local real estate and homeownership advocacy, issues mobilization, campaign services, RPAC direct fundraising, consumer advocacy outreach, federal public issues advocacy, and federal independent expenditures
  - **\$8.97** - Legislative & regulatory advocacy, representing the REALTOR®'s best interests in Congress and federal government agencies
  - **\$2.62** - Community & political affairs advocacy, providing programs and resources for state & local real estate issues
  - **\$56.16** - Administrative expenses for most NAR programs & services, including research and surveys, marketing, communications, member support, governance, business specialties, member experience, commercial & global, finance, legal, and other areas.
  - **\$5.35** - Association building & occupancy costs
  - **\$14.43** - Realtors Property Resource® (RPR)
  - **\$5.77** - Forms and Transaction Management Platform (ziplogix™)
  - **\$35.00** - Consumer Advertising Campaign special assessment, promoting the value of using a REALTOR® and the benefits of real estate ownership to consumers through a variety of media outlets

## HOW DO I BENEFIT FROM MEMBERSHIP IN NAR?

- Here's what you receive for your dues dollars:
  - **Advocacy:** NAR advocates every day for federal, state, and local policy initiatives that strengthen the ability of Americans to own, buy, and sell real property.
  - **Events & Networking:** NAR provides hundreds of opportunities, including the Annual Conference & Trade Expo, for you to meet and build relationships with fellow REALTORS® and future customers.
  - **Legal & Risk Management:** Access valuable legal resources from NAR, including risk management advice, information on state & federal legal compliance, and other materials to help you navigate issues commonly faced by real estate professionals.
  - **Education:** Expand your knowledge and explore new interests with training options and tools covering areas of real estate, including advanced training in specialty areas, publications, research reports and more.
  - **Technology:** Stay on the cutting-edge of real estate technology trends with innovative tools and tips to help you stand out from the crowd, save time, and earn more.
  - **Savings:** Your membership entitles you to discounts on vehicles, shipping, cell phone plans, computers, car rentals, office supplies and many more business-related needs.
  - **REALTORS® Property Resource (RPR):** Create powerful listing reports and guide your clients to make well-informed decisions through RPR, your exclusive source for detailed data on over 135 million properties across the U.S.
  - **REALTOR® Brand:** Your membership gives you the right to use the globally recognized REALTOR® brand. NAR provides resources and campaigns to help the public understand the value of working with a REALTOR®.
  - **Exclusive Benefits:** Become an expert in your community with exclusive tools and resources from such as local market data, home buyer and seller demographics, REALTOR® Magazine, the world's largest real estate library, and much more.
- Explore your NAR benefits and start taking advantage of them by visiting [www.nar.realtor/membership](http://www.nar.realtor/membership)

## DOES THE DUES INCREASE INCLUDE ANY NEW INITIATIVES THAT MEMBERS CAN TAKE ADVANTAGE OF?

- Yes. The new budget initiatives, known as Strategic Measures Advancing REALTORS® to Tomorrow (S.M.A.R.T.), include \$35+ million in new NAR programming as follows:
  - \$20 million for REALTOR® Party Programming
  - \$2 million for new Commitment to Excellence Program, Financial Wellness Program and Strategic Business, Innovation and Technology initiatives
  - \$6 million for NAR occupancy costs
  - \$7.5 million for zipForm® Plus Forms & Transaction Management Platform
- More information about the SMART initiatives is available at [www.nar.realtor/smartbudget](http://www.nar.realtor/smartbudget)

## FOR MORE INFORMATION about NAR's programs and initiatives:

- Visit [www.nar.realtor](http://www.nar.realtor)
- Call NAR Member Support at **800-874-6500**
- Email [ContactNAR@realtors.org](mailto:ContactNAR@realtors.org)
- Chat online with a Member Support Specialist at <https://www.nar.realtor/help>