

## **NORTH CAROLINA REALTOR® OF THE FUTURE**

NC REALTORS® formed a Presidential Advisory Group in late 2015 to look at who the REALTOR® of the future will be going forward. While loosely based on the efforts of NAR, North Carolina encouraged our PAG members to investigate member participation in the industry in ways that should perhaps be a requirement for membership or to create the concept of a “super agent” (e.g., excellence in education, participation in the public policy efforts including RPAC, Calls for Action, etc.). Additionally, the NC REALTORS® PAG is charged with reflecting on generational issues and how to ensure active participation by our millennial members now and into the future. The work of the PAG is not yet concluded, however, they have made great progress in two areas of distinction.

For the experienced or legacy members who want to distinguish themselves, NC REALTORS® will create a series of criteria and incentives to encourage members to join a class of “super agents.” For example:

Potential “Super Agent” Criteria (not limited to the following):

- increased education requirement beyond the required 8 hours of annual CE;
- participation in RPAC at the Major Investor level;
- response to every Call for Action request;
- participation with the Home Owners Alliance (grassroots outreach to consumers);
- participation in at least one committee every other year allowing credit for participation in more than one committee or event every year; rewarding service as a chair of a committee or as a board member (e.g., allowing credit for one year of leadership service to count for 3 to 5 years);
- attendance at the state convention at least once every 3 to 5 years;
- attendance at the national convention at least once every 5 years;
- application via a Curriculum Vitae with emphasis on individual achievements as a REALTOR® including a brief business synopsis.

Potential Incentives for “super agents”:

- freezing local and state dues for life or until super agent membership is either lost or given up – criteria must be met annually;
- advertising of an individual member (not their business entity) to be subsidized by a local and/or state line item in the respective budgets;
- lower cost of E&O insurance for those agents who achieve “super agent” status to be negotiated by NC REALTORS®.

NC REALTORS® recognizes that creating additional requirements for membership is outside of our authority. Further, such an effort will meet with resistance from experienced members. With this in mind, we recognize that the place where we can make a difference in “creating” the REALTOR® of the Future is with new agents just entering the profession. Knowing that a high percentage of members do not survive the first two or three years in the business, NC REALTORS® will create a program to assist those new members with tools for survival and exceptional professionalism. This effort will not only help new members sustain in the industry, but will create future loyalty to the association by these new members. Some of the ideas for achieving the exceptional REALTOR® of the Future include:

- “Build a Better REALTOR®” education and communication track for Year 1 agents and Year 2 agents which will include (but not limited to):
  - Free registration for all events during a member’s first year in the industry. Each person who attends will be assigned a mentor;
  - Mentorship continues through Year 2;
  - Ensure all events and programs have a track specially designed to meet the needs of the Year 1 and Year 2 member;
  - Delivery of communications designed specifically for Year 1 and Year 2 agents aimed at issues such as a) how to run a business; and b) how to create sustainability of that business;
  - Create Facebook, Instagram and Twitter groups specifically for Year 1 and Year 2 agents. These groups will be closed to enable members to find their “community”;
  - Create a support hotline for Year 1 and Year 2 agents where they can get information and ideas, but can also reach out for encouragement. This hotline to be run by retired and or seasoned agents devoted to creation of a more successful REALTOR® of the Future;
- Development of data to determine success traits. Build on successes and modify programming as necessary to maximize those traits in new members.
- Ensure that NC REALTORS® is a model for the “Association of the Future” focused on member success, while being recognized as a modern, contemporary organization that has as its core values: innovation, influence, and integrity.