

# COMMUNICATIONS REVOLUTION



#NARLEADERSHIPSSUMMIT





The collage features a variety of digital content for the National Association of Realtors (NAR). Key elements include:

- Website Screenshots:** Pages from [www.realtor.org](http://www.realtor.org), [www.nardotrealor.com](http://www.nardotrealor.com), and the **REALTOR Action Center** showing search filters and state issue trackers.
- Social Media:** A Twitter post from @NARdotRealtor with the text "Do You Know Your Emoj Etiquette? (via @realtormag) bit.ly/2kQA17" and a tweet from @realtormag with the text "Do You Know Your Emoj Etiquette? (via @realtormag) bit.ly/2kQA17".
- Advertisements:** A **Phil's-Osophies** ad for Phil Dunphy, Realtor, with the tagline "INSIGHTS THAT WILL KNOCK YOUR SOCKS AND SANDALS OFF." and a **Get Realtor** button.
- Content Sharing:** A **Content Sharing Hub** with various article thumbnails and a **TV ADS** section.
- Research & Reports:** A **Research Reports** page with a search bar and a **Legal Pulse** section.
- Member Benefits:** A **Member Benefits** page listing various services.
- Field Guides:** A **Field Guides** page with a search bar and a **Search Field Guides** section.
- Webinars:** A **WEBINAR** section with a **REGISTER** button.
- Accurate Reports:** A **ACCURATE REPORTS FAST** section with a **REGISTER TO VOTE** button.
- Power of R:** A **#PowerofR** section with a **REACTOR** logo and a **REGISTER TO VOTE** button.
- Map:** A **REALTOR Action Center** map of the United States with a **REGISTER TO VOTE** button.



# DIGITAL COLLATERAL

The image shows a screenshot of the National Association of Realtors (NAR) website. At the top left is the NAR logo. To its right is a search bar and a navigation menu with links for Home, Pay Dues, and Sign In/Register. Below this is a secondary navigation bar with links for AE, NRDS, Store, and Directories. A main navigation bar contains links for News, Blogs & Videos, Research & Statistics, Member Benefits, Education, Events, Political Advocacy, Law, Ethics & Policy, Business Specialties, and About NAR. The main content area features a video player with a man speaking, titled "Victory on Condo F...". To the right is an "Industry News" section with several article titles. At the bottom, there are sections for "Popular Links" and "NAR Leadership". A circular callout menu is overlaid on the page, listing several categories: Associations, NRDS, Association Executives, State & Local Leadership (highlighted in yellow), Core Standards, and Directories.

NATIONAL ASSOCIATION of REALTORS®

Home Pay Dues Sign In/Register

AE | NRDS | Store | Directories

News, Blogs & Videos | Research & Statistics | Member Benefits | Education | Events | Political Advocacy | Law, Ethics & Policy | Business Specialties | About NAR

Industry News

LATEST STATISTICAL RELEASE

Pending Home Sales Marginally Rise in June

TODAY

FHA Condo Relief Coming: President Signs Bill

Teardowns Gaining in Popularity

Luxury Buyers Want More Land

Is the Apartment Market Slowing?

Associations

NRDS

Association Executives

State & Local Leadership

Core Standards

Directories

Popular Links

Brokers

Code of Ethics

Commercial

Forms

REALTOR® Magazine

NAR Leadership

National Leadership

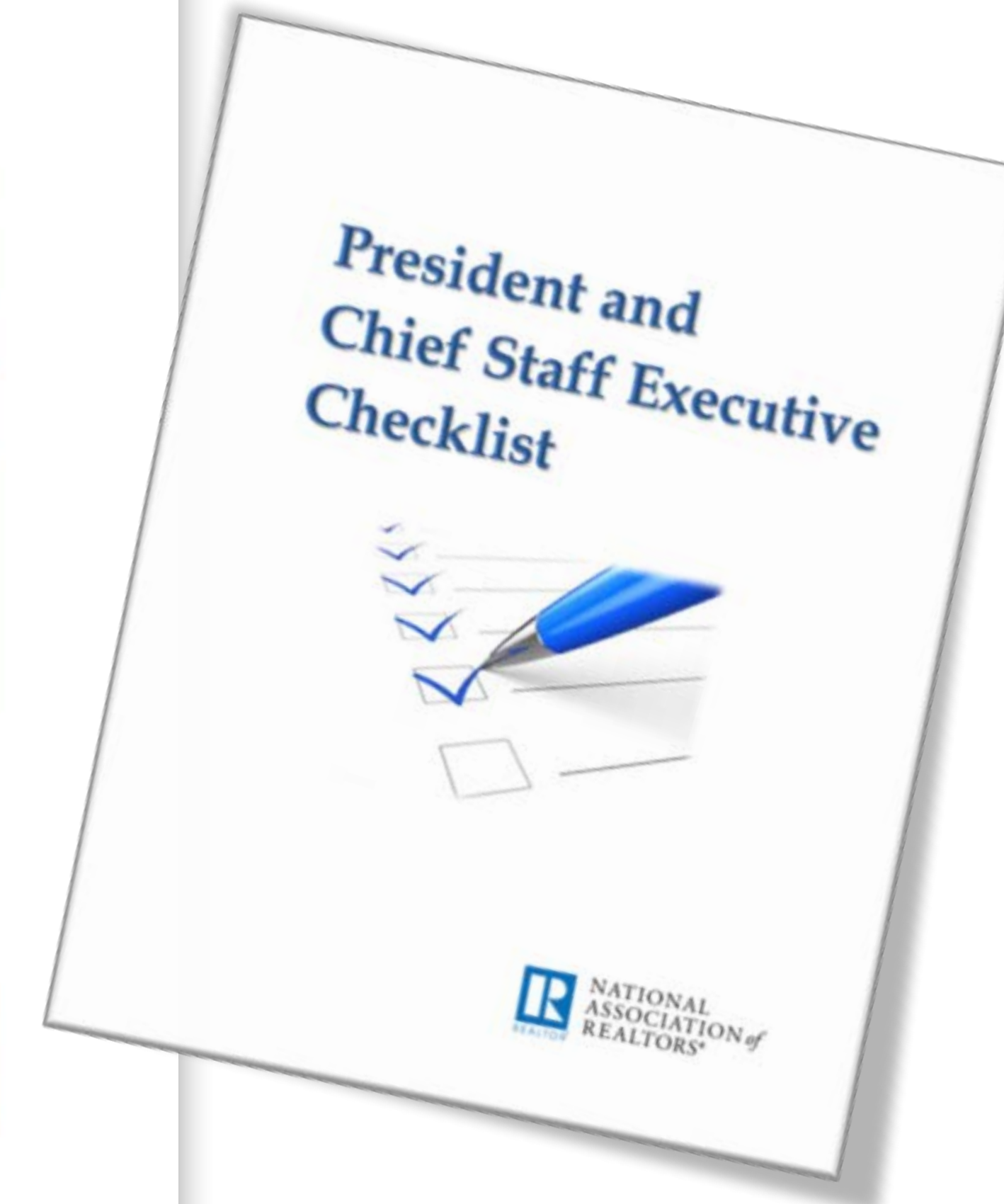
Board of Directors

Committee Members & Ambassadors

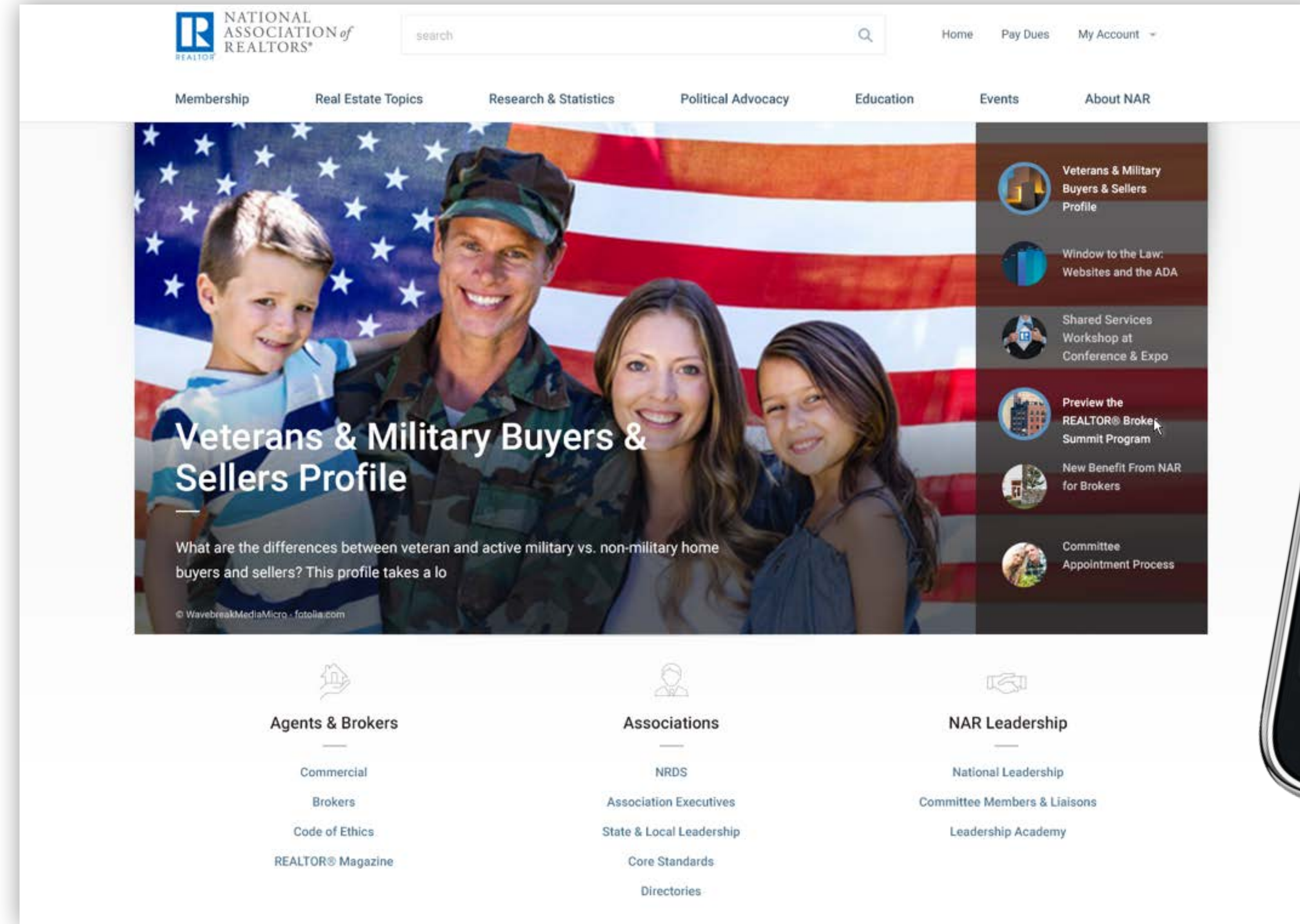
Leadership Academy

# DIGITAL COLLATERAL

The screenshot shows the National Association of Realtors website. At the top left is the NAR logo. To its right is a search bar and navigation links for Home, Pay Dues, and My Account. Below these are links for AE, NRDS, Store, and Directories. A horizontal menu contains various categories: News, Blogs & Videos; Research & Statistics; Member Benefits; Education; Events; Political Advocacy; Law, Ethics & Policy; Business Specialties; and About NAR. Social media icons for Facebook, Twitter, LinkedIn, Google+, and YouTube are on the right. The main content area is titled 'STATE AND LOCAL VOLUNTEER LEADERS' and 'State and Local Leadership'. It features an article titled 'REALTOR® Leadership Program Leadership 100' dated 'AUGUST 3, 2016'. The article includes a photo of a computer monitor displaying the course content, with a blue 'OFFICIAL NAR CONTENT' badge. Below the photo, text states: 'RLP 100 is now offered free! This course provides a comprehensive overview to give you the confidence you need to pursue or continue a leadership role within a REALTOR® organization.' A 'Read more' link is provided. On the right side of the page, there is a 'In this section' sidebar with links: Section Home, Roles and Responsibilities, Association Operations, Working With Your AE, Professional Development, Association Policy, Member Relations, and State & Local Leadership Directory. Below this is a 'Related' section with a link to 'National Leadership'. At the bottom right, there is a promotional box for 'The NAR Member Center' with the text 'is your one-stop-shop for member benefits!' and 'See your state and local Association's information and events'. It includes the URL 'MemberCenter.REALTOR.org' and a 'LOGIN NOW!' button.



# DIGITAL COLLATERAL




# DIGITAL COLLATERAL

The screenshot shows the REALTOR.org Member Center interface. At the top, there is a search bar and navigation links for 'REALTOR.org Home', 'Pay Dues', and 'Sign In'. A user profile section displays 'NRDS ID: 000' and 'Valid Through 12/2016'. The main content area is titled 'Member Center' and features several key sections:

- My Associations:** A section for the 'National Association of REALTORS®' with the organization's logo and a link to 'click here for content and contact information'.
- Professional Development and Training:** A section titled 'My Designations & Certifications' featuring icons and labels for ABR, ABRM, CIPS, and CRB, with a 'see all' link. Below this, it lists 'Courses' from the 'Center for REALTOR® Development Training4RE' and 'REALTOR® University'.

Other visible elements include a 'Local' board for 'Columbia Boar...', a 'Leadership Summit, Aug Chicago, IL', and various utility links like 'View my purchases', 'Member Value Plus Program', 'Realtors Property Resource', and '.REALTOR Web Address'.

# DIGITAL COLLATERAL



NATIONAL ASSOCIATION of REALTORS®

Search

REALTOR®.org Home Pay Dues Sign In

## Member Center

**My Associations and Events**

National State **Local** Secondary Local

### Columbia Board of REALTORS®

Founded in 1944, the Columbia Board of REALTORS® (CBOR) is the voice of over 600 real estate professionals in Boone County, Missouri. The Board is comprised of many committees and numerous task force groups which cover a wide range of activities from legislation and professional standards to public relations and cultural diversity.

Membership in the Columbia Board of REALTORS® provides you with access to programs, products, services and activities to enhance your professional development in the local real estate community. Some of the valuable services available to members include:

- Governmental Affairs
- MLS System
- Forms Access
- Key Box Access
- REALTORS® Federal Credit Union
- Discounts
- Risk Management
- Networking Opportunities


**Contacts:**

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You can always keep tabs on what's new at NAR and in the industry via the REALTORS® Twitter feed, the NAR fan page on Facebook, the REALTORS Instagram account and the official NAR LinkedIn group. For the full list of social media networks, visit [www.Realtor.org/SocialMedia](http://www.Realtor.org/SocialMedia)



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### Events Calendar

■ National ■ State ■ Local

- August 21 - 22: National Leadership Summit, Chicago
- August 23 - 24: Professional Photos by Studio 14, Jefferson City
- August 23 - 24: Board of Realtors Directors Meeting, Cape Girardeau
- August 24: CBOR Finance Class, Columbia
- August 24: CBOR Leadership Team @ Columbia Board of Realtors, Columbia
- September 15: Tech Edge, Buffalo NY
- November 4 - 7: REALTORS® Conference & Expo, Orlando, FL [register now!](#)



# CIRCLE OF TRUST

**REVOLUTION**  
2016 LEADERSHIP SUMMIT

**Circle of Trust Communications Quiz**

Rank your Association from 1 to 10 on the following statements, with 10 being the **highest** (meaning everyone operates this way most of the time)

1. Association Staff feel free to speak their mind without fear of retribution or adverse job reviews
2. Constructive feedback is free-flowing and geared toward improving operations and productivity
3. REALTOR® Leaders listen with an empathetic ear, meaning they seek to see the situation from the other person's perspective
4. REALTOR® Leadership communicates expectations and standards. Association Staff understand what is expected of them
5. The Association develops cohesive teams that communicate effectively
6. Departmental "silos" are a thing of the past, as are self-interests and favoritism
7. There is little game-playing, backstabbing, or petty jealousy
8. Listening is a corporate value
9. There are only a few emotional reactions or cutting words
10. The association prioritizes building character and integrity in each volunteer and employee

Total \_\_\_\_\_

**GRADE YOUR ASSOCIATION**

80-100 - Great job! Your association is fostering a culture of communication!

60-80 - Your association is communicating, but it may need some help to improve culture and performance.

10-60 - Your association probably isn't functioning like the well-oiled machine that it could be.

# CIRCLE OF TRUST

Q1

Association Staff feel free to speak their mind without fear of retribution or adverse job reviews.

# CIRCLE OF TRUST

Q2

Constructive feedback is free flowing and geared toward improving operations and productivity.

# CIRCLE OF TRUST

Q3

REALTOR Leaders listen with an empathetic ear meaning they seek to see the situation from the other persons perspective.

# CIRCLE OF TRUST

Q4

REALTOR Leadership communicates expectations and standards. Association Staff understand what is expected of them.

# CIRCLE OF TRUST



The Association develops cohesive teams that communicate effectively.

# CIRCLE OF TRUST

Q6

Departmental silos are a thing of the past, as are self-interests and favoritism.

# CIRCLE OF TRUST



There is little game-playing, backstabbing, or petty jealousy.



# CIRCLE OF TRUST



Listening is a corporate value.

# CIRCLE OF TRUST



There are only a few emotional reactions or cutting words.

# CIRCLE OF TRUST



The association prioritizes building character and integrity in each volunteer and employee.

# CIRCLE OF TRUST

## Culture of Communication Quiz

GRADE YOUR ASSOCIATION

80-100

Great job! Your association is fostering a culture of communication!

60-80

Your association is communicating, but it may need some help to improve culture and performance.

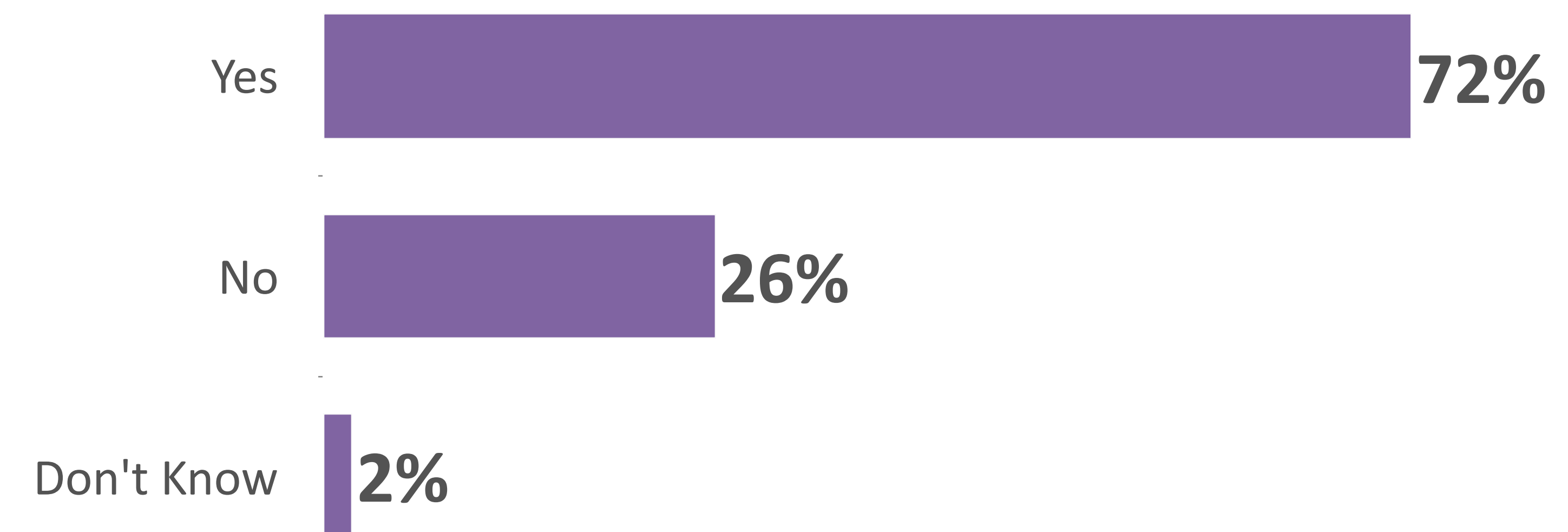
10-60

Your association probably isn't functioning like the well-oiled machine that it could be.

# WHAT DO YOU SAY?

Q1

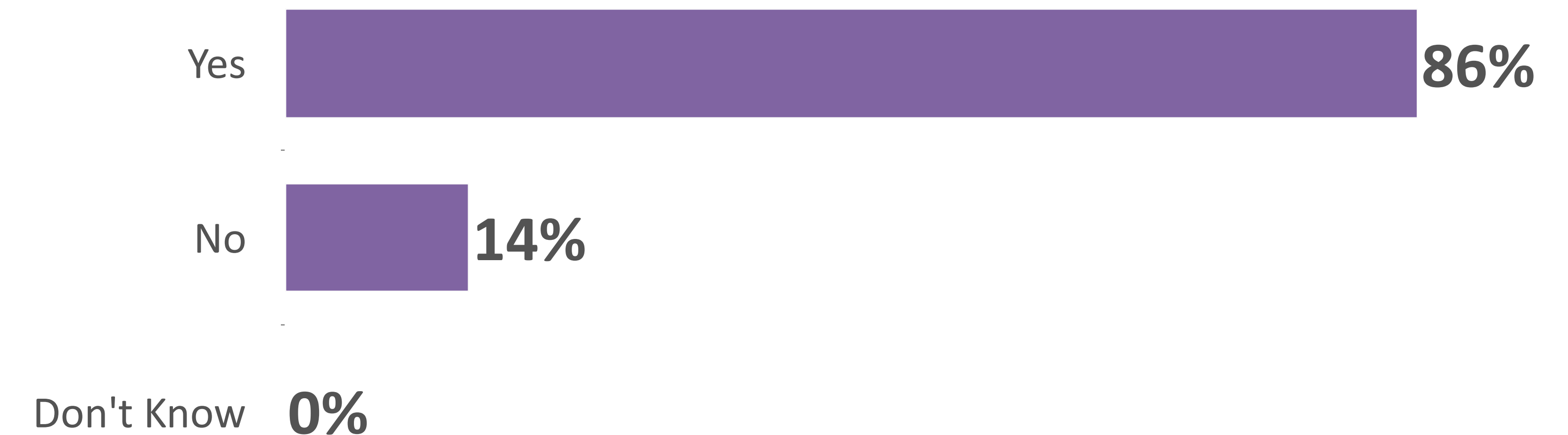
Do you have a communications plan in place for your local/state association?



# WHAT DO YOU SAY?

Q2

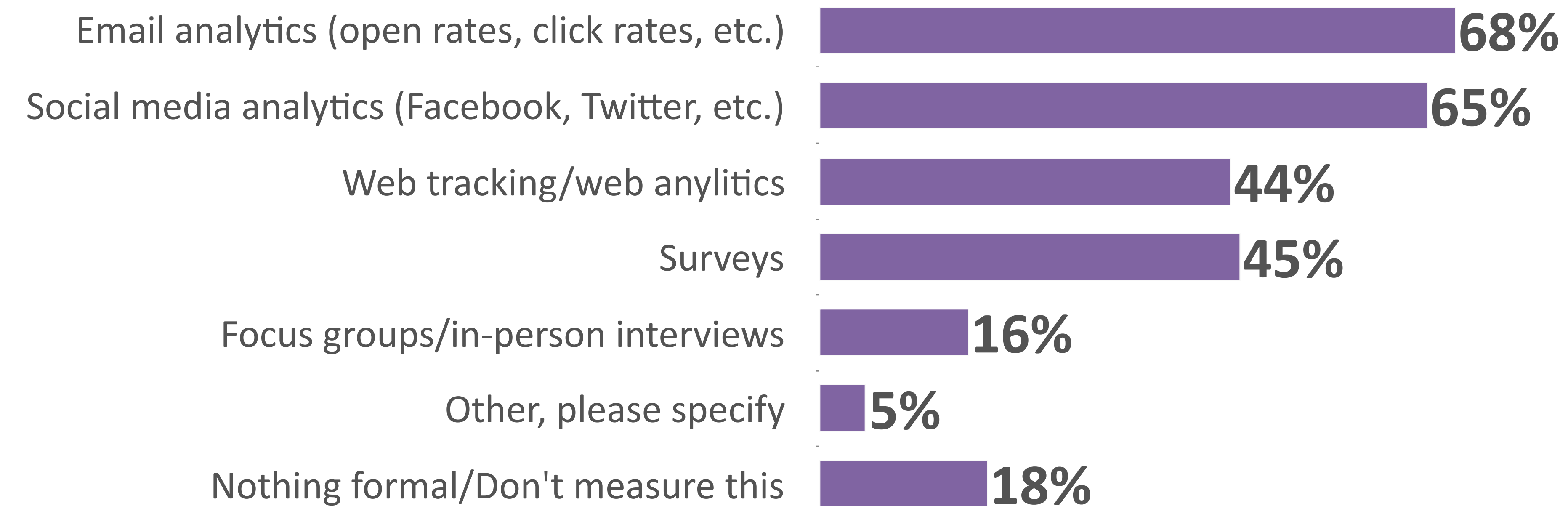
Is your communications plan part of your overall strategic plan for your local/state association?



# WHAT DO YOU SAY?

Q3

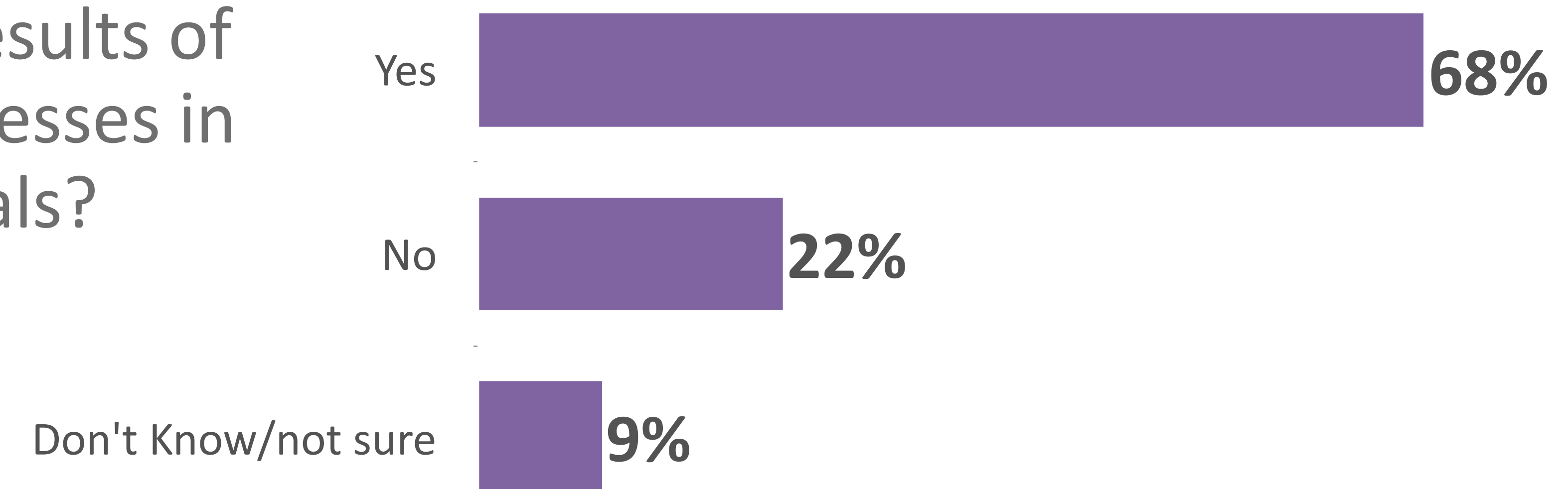
How are you measuring the success of your communications with your members? Please choose all that apply:



# WHAT DO YOU SAY?

Q4

Do you incorporate results of communications successes in future association goals?

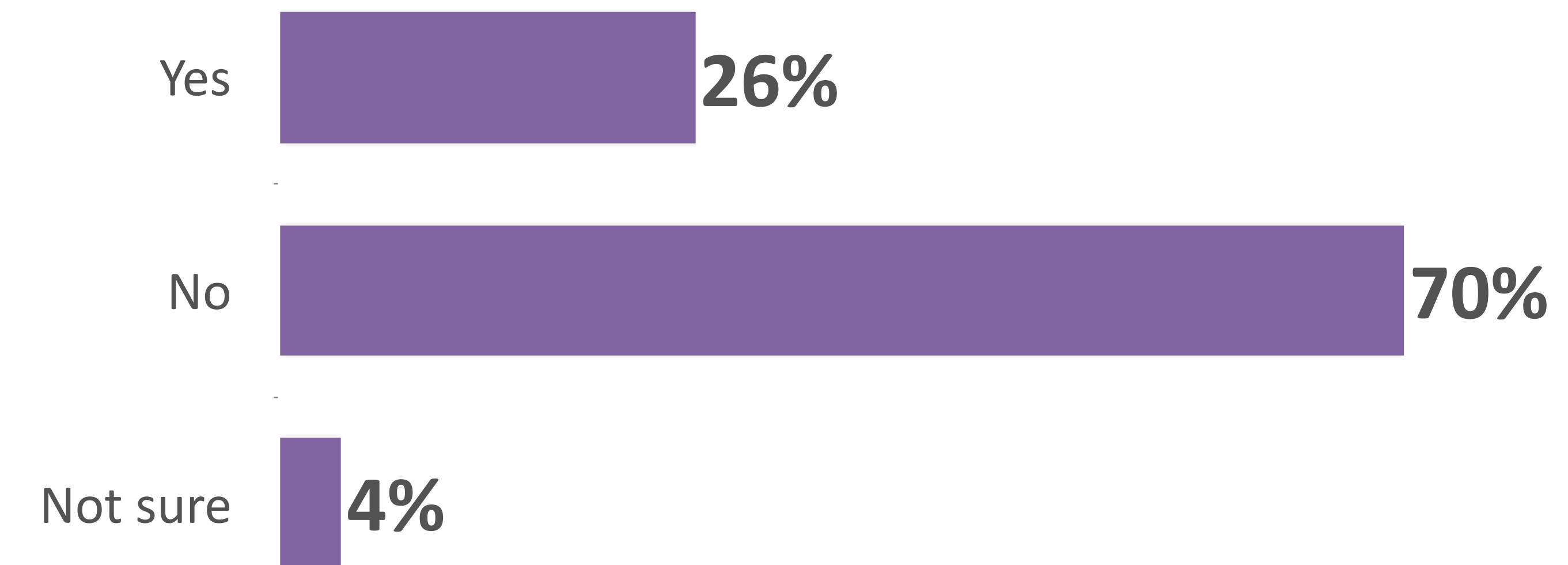




# WHAT DO YOU SAY?

Q5

Have you tried a new communications strategy this year that was innovative or unusual in reaching out to your members?



# WHAT DO YOU SAY?



Please describe this innovative or unusual strategy.

# KEY TAKEAWAYS

## Beg, Borrow or Steal



# KEY TAKEAWAYS

## Go Mobile



# KEY TAKEAWAYS

Can You Hear Me Now?



# KEY TAKEAWAYS

## START A REVOLUTION



# REVOOLUTION

2016 LEADERSHIP SUMMIT