



ICONOCLASTIC?



UNORTHODOX
NON-TRADITIONAL
FREE-THINKING
IRREVERENT

AND MY PERSONAL FAVORITES...

GODLESSNESS AND INFIDELITY





THOUGHTS ON 'REVOLUTION'



‘TO TURN IN A
MEANINGFUL WAY’



IT'S PURPOSEFUL –
IT'S SIGNIFICANT

“I have but one lamp by which my feet are guided, and that is the lamp of experience. I know of no way of judging of the future but by the past.”

Patrick Henry (1736-1799)



VIDEO

WE CERTAINLY HAVE FACED OUR FAIR SHARE OF CHALLENGES

Our responses have been strategic, decisive and deliberate. Have we always been right? Probably not – but we've never failed to act!





LET'S TAKE A LOOK AT WHERE
WE'VE COME FROM OVER
THESE YEARS

VIDEO TIMELINE



EVERY REVOLUTION STARTS
WITH LIKE-MINDED “UNITY”



WE MUST BE OBSESSED AND
UNIFIED IN OUR DESIRE TO
SERVE REALTORS®



STUDY OF HIGHLY SUCCESSFUL
REALTORS® ASSOCIATION
EXECUTIVES 'PREVIEW'

MOST COMMON COMMENT

“The whole organization is now focused and aligned”

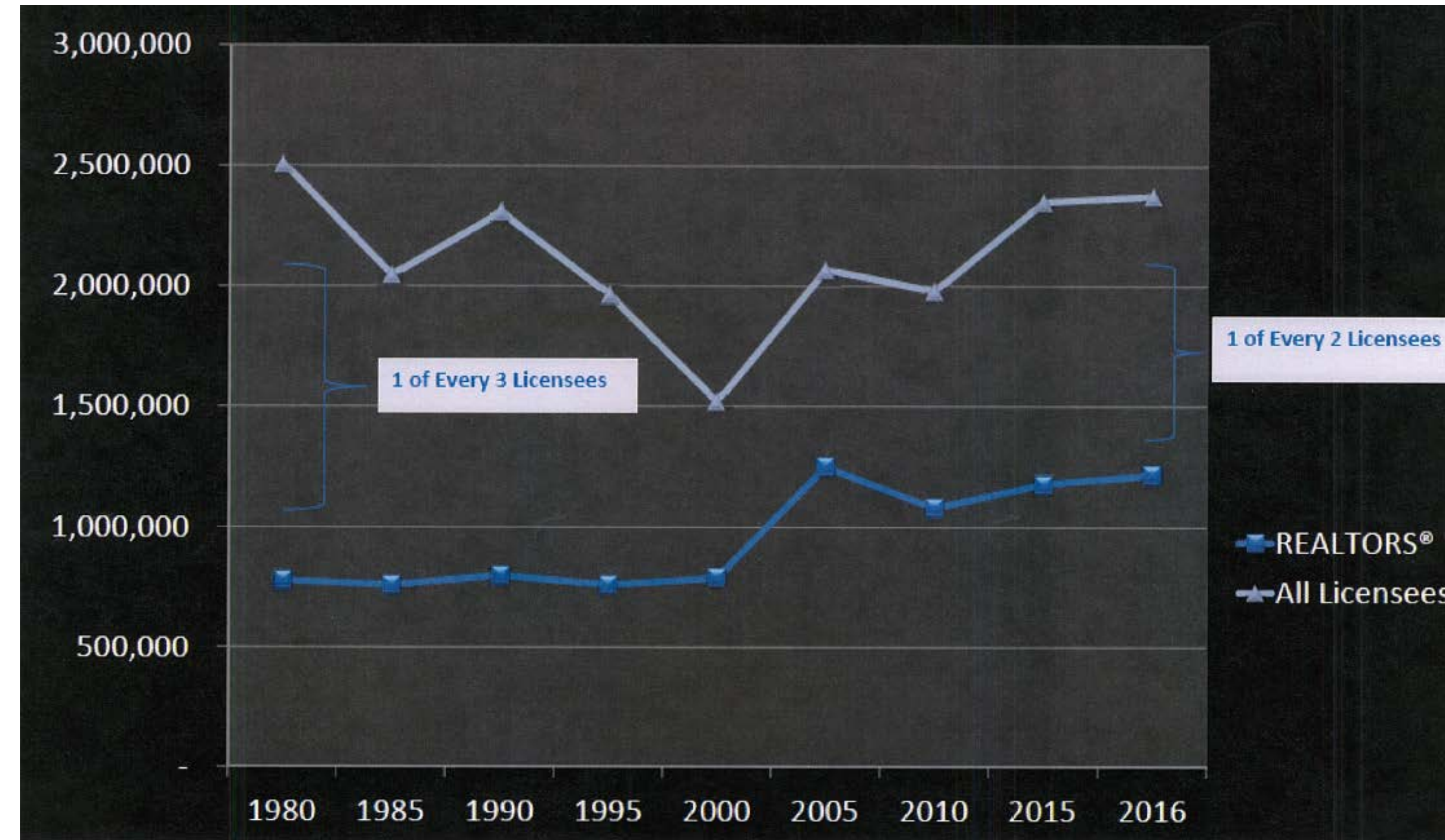
- Advocacy
- Community outreach
- Promoting Realtor expertise



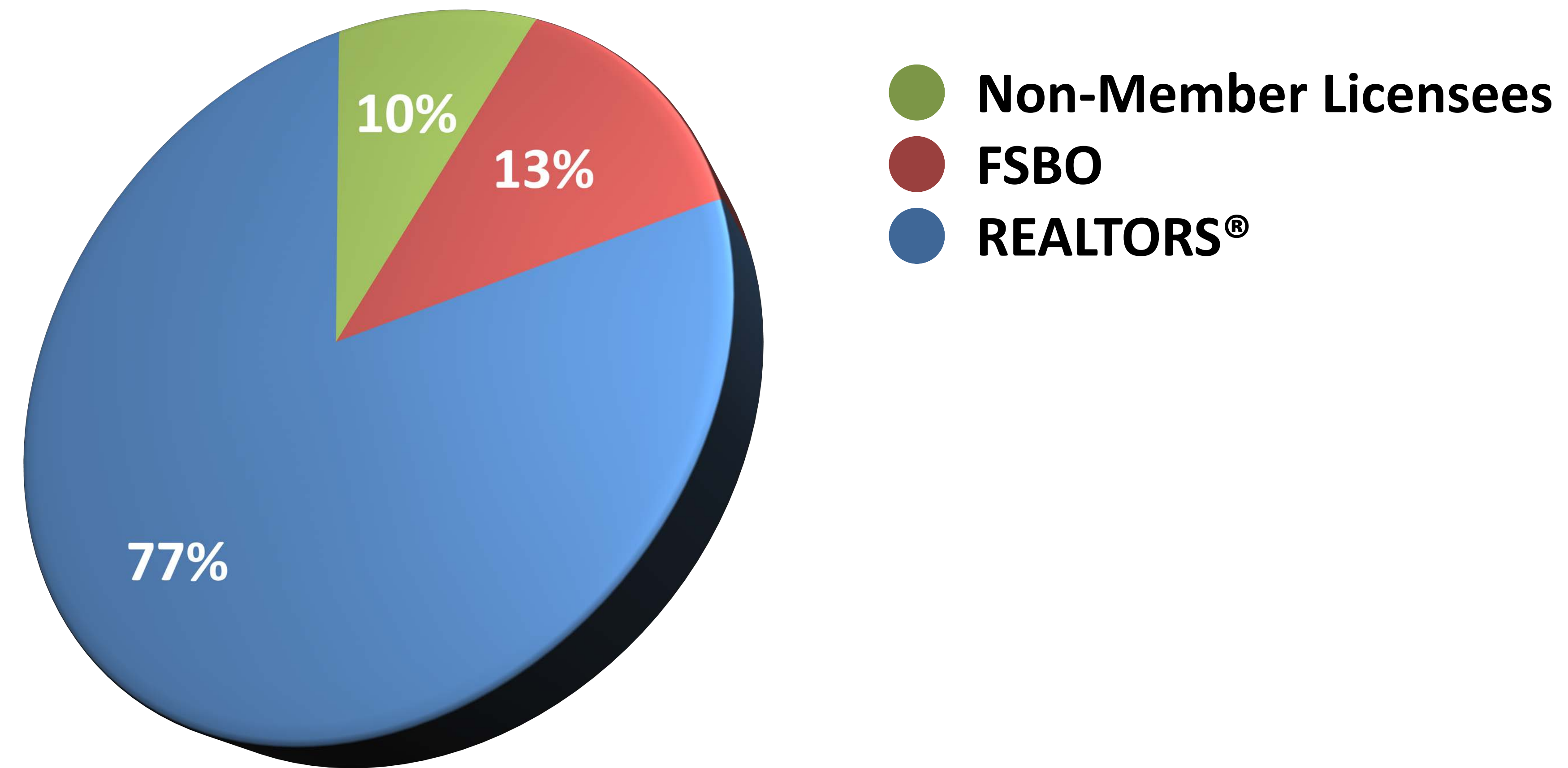
SO WHAT'S THE STATE OF OUR UNITY?

“A FEW MACRO INDICATORS”

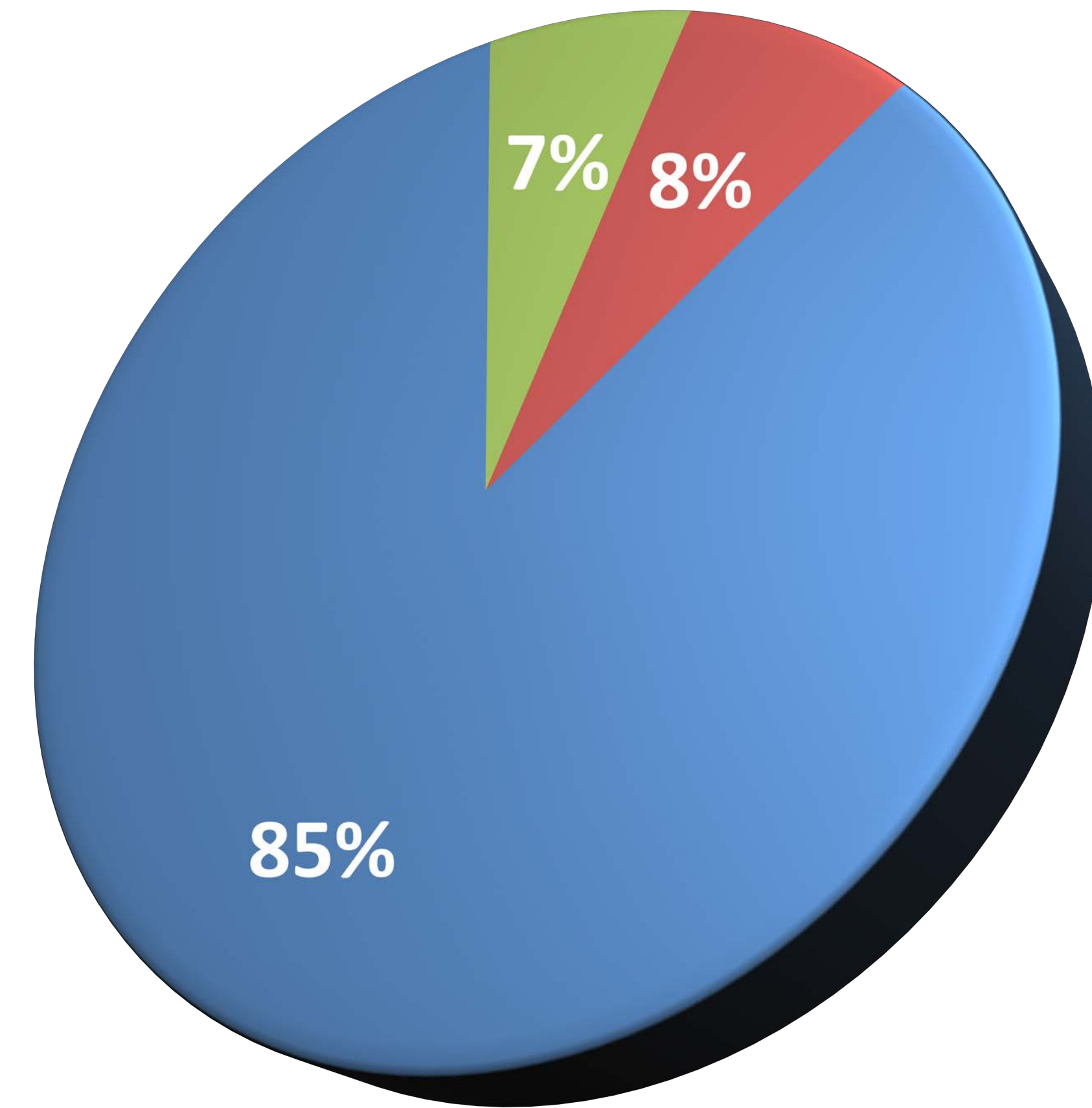
REALTORS® & ALL LICENSEES



TOTAL SALES 2005



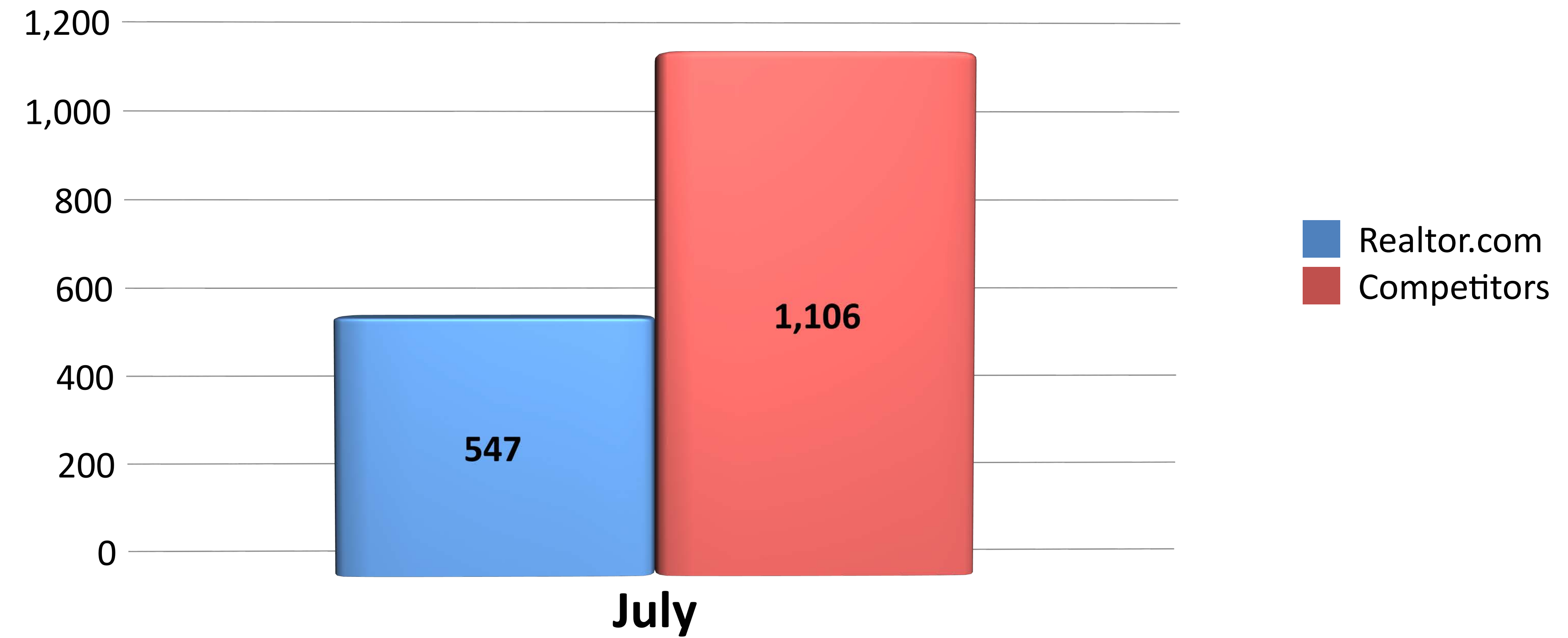
TOTAL SALES 2015



- Non-Member Licensees
- FSBO
- REALTORS®

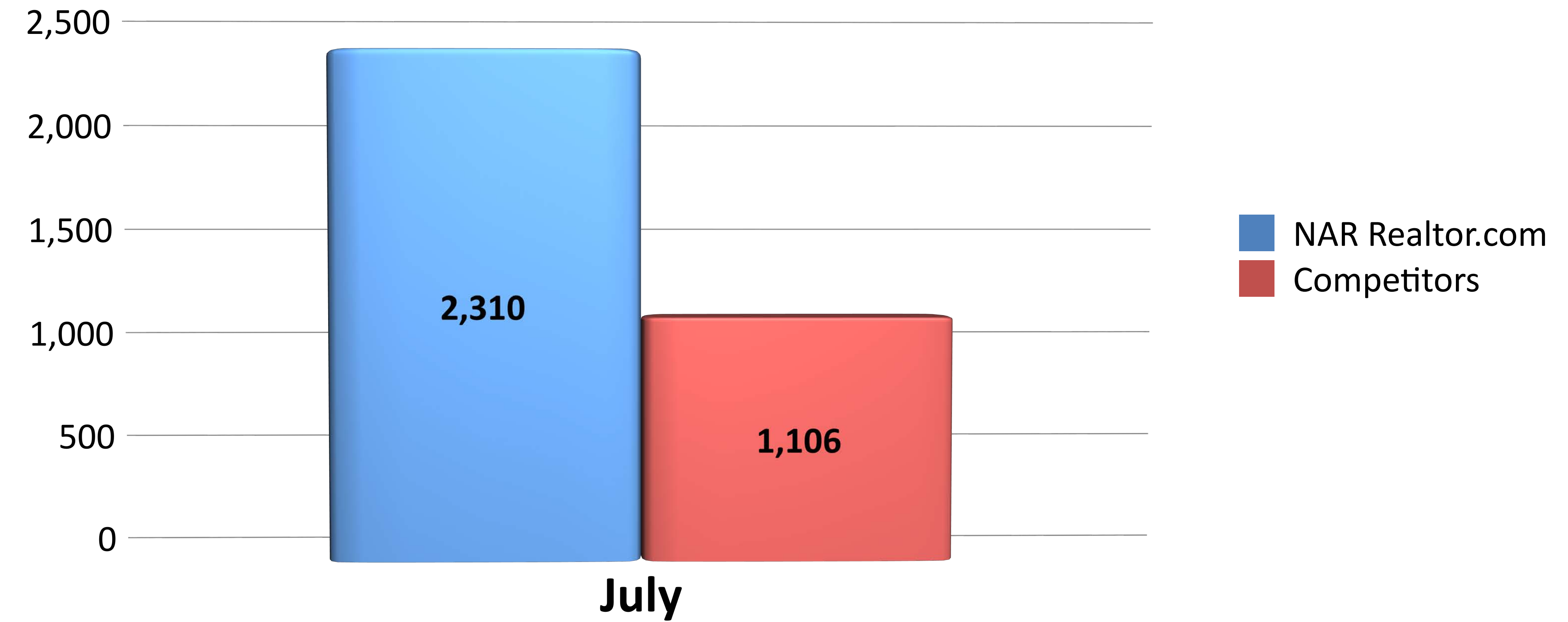
REALTORS® ARE
DOMINATING!

REALTOR.COM VS COMPETITORS* MEDIA CLIP COUNT



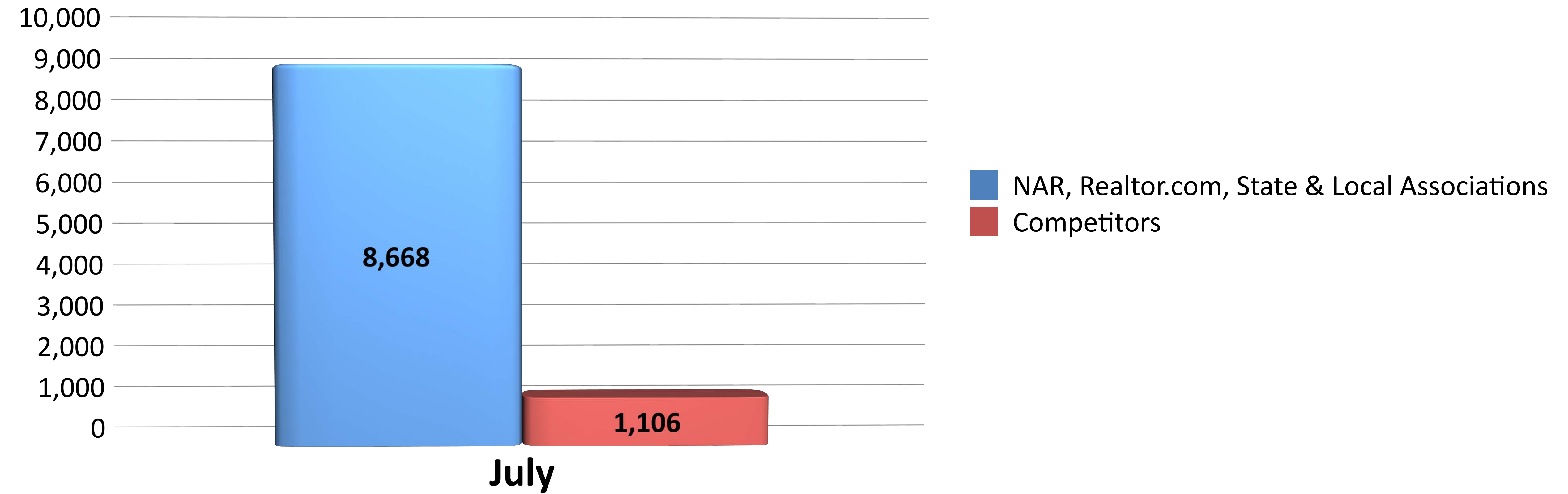
*Competitors includes: Zillow, Trulia, Case-Shiller, Redfin, National Association of Home Builders

REALTOR.COM/NAR* VS COMPETITORS MEDIA CLIP COUNT



*With NAR economic data (EHS, PHS and Research reports)

REALTOR.COM/NAR/STATE & LOCAL ASSOCIATIONS* VS COMPETITORS TOTAL MEDIA CLIP COUNT



*With NAR economic data (EHS, PHS and Research reports)

EXTRAORDINARY UNITY DEMONSTRATED

- 10 Years of legislative victories
- Second century initiatives
- Our 100th anniversary
- Realtor party
- Core Standards
- Upstream/AMP
- CMLS agreement
- Boys and Girls Club partnership



NEXT



IN 2017 WE NEED TO DO EVEN MORE TO UNIFY

- Holistic communications strategy
- Defend tax preferences
- Student debt
- GSEs must survive



AND FINALLY...

DON'T LET ANYBODY TELL YOU
THAT YOU ARE NOT THE HEART
AND SOUL OF THE WORLD'S
GREATEST TRADE ORGANIZATION



LET THE REVOLUTION BEGIN...

ALL OF US TOGETHER!
THANK YOU FOR YOUR SERVICE

RE V O L U T I O N

2016 LEADERSHIP SUMMIT