

NATIONAL ASSOCIATION OF
REALTORS®
MEMBERSHIP GUIDE



OWN YOUR MEMBER EXPERIENCE

WELCOME TO YOUR

NATIONAL ASSOCIATION OF

REALTORS®

MEMBERSHIP GUIDE



WHAT IS THE NATIONAL ASSOCIATION OF REALTORS®?

The National Association of REALTORS® (NAR) is America's largest trade association, representing 1.4 million members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries.

WHAT IS NAR'S MISSION?

NAR's mission is to empower REALTORS® as they preserve, protect, and advance the right to real property for all.

WHAT IS NAR'S VISION?

NAR's vision is to be a trusted ally, guiding its members and those they serve through the ever-evolving real estate landscape.







WHAT IS NAR'S DIVERSITY & INCLUSION STATEMENT?

NAR fully embraces perspectives from all walks of life—regardless of race, ethnicity, gender, religion, age, sexual orientation, gender identity, disability, national origin, socioeconomic status, political affiliation, or any other qualities by which we may define ourselves. Read NAR's full Diversity and Inclusion Statement at [nar.realtor](https://www.nar.realtor).

DID YOU KNOW?

When joining your local association/board, you automatically are a member of NAR. Visit [nar.realtor](https://www.nar.realtor) for more information on your member benefits, and after logging in, make sure to visit the "My Account" section to access your official NAR membership card.

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REALTOR® BRAND

The REALTOR® brand represents ethics and expertise.

CONSUMER-FACING PROGRAMS



These programs educate consumers on the value of REALTORS®, homeownership, and more.



TRADEMARKS

Distinguish yourself as a REALTOR® by using the REALTOR® trademark, one of the strongest brands in the world.

 nar.realtor/Trademark



CODE OF ETHICS

The REALTORS® Code of Ethics is the cornerstone of the REALTOR® organization and a distinguishing characteristic of your membership.

 nar.realtor/COE

PROFESSIONALISM PROGRAM: C2EX



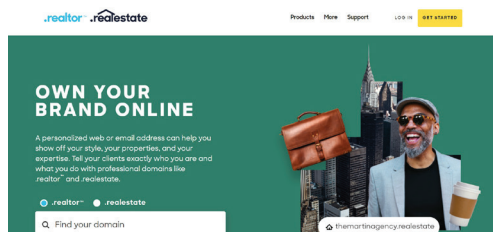
Commitment to Excellence (C2EX) is an award-winning, web-based program that focuses on 10 areas of professionalism and leads to an endorsement from NAR. Set yourself apart with this commitment to professional growth.

 C2EX.realtor

TOP-LEVEL DOMAINS

Reaffirm you're in the real estate profession by obtaining a professional web and email address with .realtor™ and .realestate top-level domains. As an NAR member, your first .realtor™ web address is free for the first year.

 Get.realtor | Get.realestate



Behind the scenes at a 2020 "That's Who We R" campaign shoot.

NATIONAL ADVERTISING CAMPAIGN

"That's Who We R", NAR's national ad campaign, helps consumers understand that REALTORS® are real estate experts in their local communities, who fight for real estate dreams and property rights.

 ThatsWhoWeR.realtor

EDUCATION & ADVOCACY PROGRAM

Collaborating with state and local associations, the Consumer Advocacy Outreach Program educates and engages 9 million consumers across the country on important real estate issues and legislation.

 HomeOwnershipMatters.realtor

RADIO PROGRAM

Real Estate Today, the official radio program and podcast of NAR, educates consumers and positions REALTORS® as the number one resource for real estate activities.

 Radio.realtor



EDUCATIONAL OPPORTUNITIES

Expand your knowledge on an array of topics and in a variety of ways.

OFFICIAL REALTOR® DESIGNATIONS & CERTIFICATIONS

Many designations and certifications are available online for continuing education credit at the Center for REALTOR® Development.

 [OnlineLearning.realtor](https://www.nar.realtor/OnlineLearning)

ACCREDITED BUYER'S REPRESENTATIVE (ABR®) DESIGNATION*



Gain an understanding of homebuyers' needs and how to best serve them.

 [REBAC.net](https://www.REBAC.net)

AT HOME WITH DIVERSITY (AHWD) CERTIFICATION



The multicultural market is rapidly growing. Give yourself a competitive advantage by learning how to work effectively with all clientele.

 [nar.realtor/AHWD](https://www.nar.realtor/AHWD)

CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS) DESIGNATION



The CIPS designation prepares you to assist in all aspects of international business.

 [nar.realtor/Global](https://www.nar.realtor/Global)

E-PRO® CERTIFICATION*



This program helps REALTORS® master the advanced digital marketing techniques of today.

 [ePRO.realtor](https://www.ePRO.realtor)

GENERAL ACCREDITED APPRAISER (GAA) DESIGNATION



This designation signifies advanced education and experience in commercial, industry, and residential property valuation.

 [nar.realtor/Appraisal](https://www.nar.realtor/Appraisal)

*Get 10% off these courses. Visit [nar.realtor/RealtorBenefits/Education](https://www.nar.realtor/RealtorBenefits/Education) for more information.

GREEN DESIGNATION*



This designation allows you to guide your clients towards making informed choices about the resource efficiency and performance of homes.

 [GREEN.realtor](https://www.GREEN.realtor)

GRADUATE, REALTOR® INSTITUTE (GRI) DESIGNATION



Stand out to prospective homebuyers and sellers as a REALTOR® who has gained in-depth knowledge on technical subjects.

 [nar.realtor/GRI](https://www.nar.realtor/GRI)

MILITARY RELOCATION PROFESSIONAL (MRP) CERTIFICATION*



This certification teaches you about working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support.

 [MilitaryRelocationPro.org](https://www.MilitaryRelocationPro.org)

PRICING STRATEGY ADVISOR (PSA) CERTIFICATION*



Enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through home values with this certification.

 [PricingStrategyAdvisor.org](https://www.PricingStrategyAdvisor.org)

RESIDENTIAL ACCREDITED APPRAISER (RAA) DESIGNATION



This designation signifies your advanced education and experience analyzing, and developing valuations of residential property.

 [nar.realtor/Appraisal](https://www.nar.realtor/Appraisal)

RESORT & SECOND-HOME PROPERTY SPECIALIST (RSPS) CERTIFICATION



Investment and vacation home sales have surged, and a Resort & Second-Home Property Specialist is the best resource for this demographic.

 [nar.realtor/Resort](https://www.nar.realtor/Resort)



EDUCATIONAL OPPORTUNITIES

SHORT SALES AND FORECLOSURE RESOURCE (SFR®) CERTIFICATION



This certification gives you a framework for understanding how to qualify sellers for short sales, develop a short sale package, and more.

 [REALTORSFR.org](https://www.realtorsfr.org)

SENIORS REAL ESTATE SPECIALIST® (SRES®) DESIGNATION*



Understand the motivations of buyers and sellers over the age of 50 as a Seniors Real Estate Specialist®.

 [SRES.realtor](https://www.sres.realtor)

*Get 10% off these courses. Visit [nar.realtor/RealtorBenefits/Education](https://www.nar.realtor/RealtorBenefits/Education) for more information.



For a list of NAR Affiliate Designations and Certifications, visit [nar.realtor/Designations](https://www.nar.realtor/Designations).

OTHER EDUCATIONAL RESOURCES

COMMERCIAL REAL ESTATE TOOLS

Tap into an array of commercial-specific resources, including property data and analytic tools through Realtors Property Resource® (RPR®), research data, technology tools, and more. Receive *Commercial Digest* and other communications that help keep you on top of industry news.

 [nar.realtor/Commercial](https://www.nar.realtor/Commercial)



Stay informed via the award-winning *REALTOR® Magazine*.

MAGAZINE

Stay informed on real estate best practices, news, and trends through the award-winning *REALTOR® Magazine*, available in both print and digital formats.

 [Magazine.realtor](https://www.magazine.realtor)

REAL ESTATE LIBRARY

Access the largest real estate library collection in the world, borrow digital books, and get answers to your questions from NAR's librarians through research requests.

 [nar.realtor/Library](https://www.nar.realtor/Library)

SAFETY RESOURCES

The REALTOR® Safety Program provides extensive resources like webinars, videos, and more to help you establish protocols that will keep you safe on the job.

 [nar.realtor/Safety](https://www.nar.realtor/Safety)

SUSTAINABILITY PROGRAM

Access tools supporting efficient and resilient homes and communities for state and local boards. There are resources on topics ranging from solar energy to smart homes.

 [nar.realtor/Sustainability](https://www.nar.realtor/Sustainability)



NETWORKING OPPORTUNITIES

Grow your network of real estate peers globally.



View the full line up of in-person events, including REALTOR® Broker Summit, Innovation, Opportunity and Investment (iOi) Summit, Tech Edge and more at [nar.realtor/Events](https://www.nar.realtor/Events).

GLOBAL OPPORTUNITIES

Find the resources and connections you need to thrive in international real estate. Connect to the members of the 100 bilateral partners in over 85 countries.

[nar.realtor/Global](https://www.nar.realtor/Global)

YOUNG PROFESSIONALS NETWORK (YPN)

Join the dynamic YPN community, consisting of more than 20,000 REALTORS®, to become more successful in your career and gain leadership experience.

[YPN.realtor](https://www.nar.realtor/YPN)



REAL ESTATE PRODUCTS & SERVICES

Become an expert in your community with exclusive tools and resources from NAR.



REALTOR® STORE

The online REALTOR® Store offers hundreds of business-boosting products to help you succeed. The top products in each category are listed below. You can view the full line up of products at [nar.realtor/Store](https://www.nar.realtor/Store).

EASY ACTIONS. BIG REWARDS.

Sign up for the Member Value Plus (MVP) Program e-newsletter at [nar.realtor/MVP](https://www.nar.realtor/MVP) to start earning products from the REALTOR® Store, gift cards, and exclusive offers for FREE.



New MVP Program offer released every two weeks on the 1st & 16th of the month.



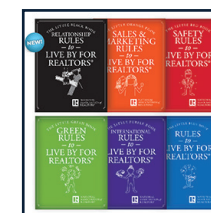
Complete the action within the two-week time period. Most actions take 2 minutes or less!



Redeem your rewards! It's SO easy!

BEING A REALTOR®

The "Little Book" Series - 6 Pack



\$ 28.75
Member Price

It Pays to Work with a REALTOR®



\$ 29.95
Member Price



REAL ESTATE PRODUCTS & SERVICES

BEING A REALTOR®

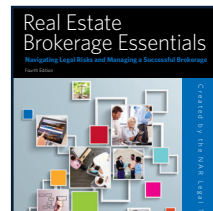
It's a Great Time to
OWN



\$ 29.95
Member
Price

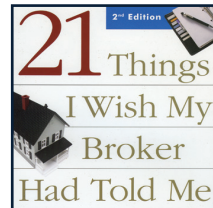
BROKERAGE MANAGEMENT

Real Estate Brokerage
Essentials®



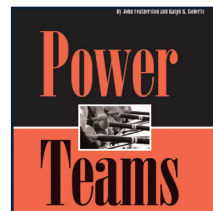
\$ 32.95
Member
Price

21 Things I Wish My
Broker Had Told Me



\$ 19.45
Member
Price

Power Teams:
The Complete Guide to Building
and Managing a Winning
Real Estate Agent Team



\$ 24.95
Member
Price

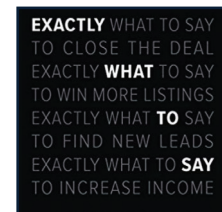
SALES & MARKETING

Secrets of Top Selling Agents:
The Keys to Real Estate
Success Revealed



\$ 12.95
Member
Price

NEW!
Exactly What to Say
for Real Estate Agents



\$ 12.99
Member
Price

Real Estate
Marketing Playbook



\$ 12.95
Member
Price

SOCIAL MEDIA

UPDATED!
Social Media for REALTORS®
VIP 4 Pack



\$ 32.95
Member
Price



REAL ESTATE PRODUCTS & SERVICES

SOCIAL MEDIA

#GetSocialSmart



\$ 24.95
Member
Price

How to Reach Millennials
Through Instagram and
Snapchat Webinar
Download



\$ 29.95
Member
Price

RESEARCH

NEW!
2019 Profile of Home
Buyers and Sellers
Download



\$ 19.95
Member
Price

2019 Member Profile
Download



\$ 14.95
Member
Price

RESEARCH

2019 Remodeling
Impact Report
Download



\$ FREE
Member
Price

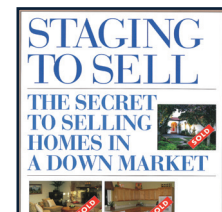
STAGING

NEW!
Staging the Power
That Sells Real Estate



\$ 24.99
Member
Price

Staging to Sell:
The Secret to Selling
Homes in a Down Market



\$ 19.95
Member
Price

123 Sold!
DVD



\$ 11.95
Member
Price



REAL ESTATE PRODUCTS & SERVICES

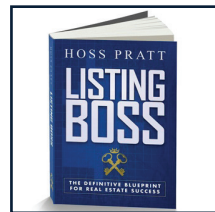
NEW BUSINESS BOOSTING TITLES

The Modern Real Estate Professionals Guide to Success



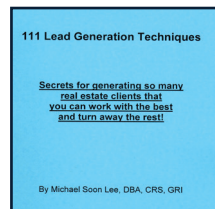
\$ 19.95
Member Price

Listing Boss: The Definitive Blueprint for Real Estate Success



\$ 16.99
Member Price

111 Lead Generation Techniques



\$ 19.95
Member Price

2020 Technology Trends Webinar



\$ 29.95
Member Price



Purchase all of these products and many more at nar.realtor/Store!

OTHER RESOURCES

COMMERCIAL LISTINGS PLATFORMS

NAR has partnered with commercial listing platforms, ensuring commercial members get nationwide listings exposure. Members are also able to search available properties across the country, while receiving member-exclusive discounts on their services.

nar.realtor/CommercialTools

FINANCIAL WELLNESS TOOLS

CENTER^{for} REALTOR[®] FINANCIAL WELLNESS

The Center for REALTOR[®] Financial Wellness provides financial insight through free webinars, live events, and an interactive platform with tools and calculators to help you prepare for your financial future.

FinancialWellness.realtor

LEGAL & RISK MANAGEMENT RESOURCES

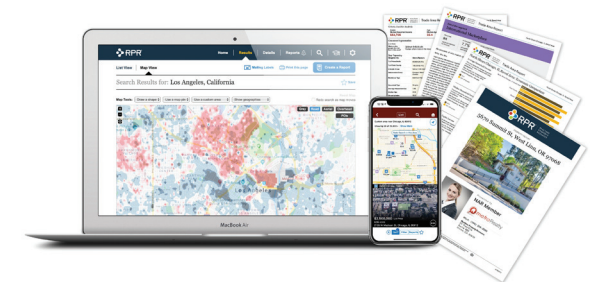
NAR keeps members abreast of emerging risk management issues with a number of resources, including the Window to the Law monthly video series, hundreds of searchable legal case summaries, and the Legal Pulse quarterly report. Plus NAR's Legal Action Program provides financial assistance for litigation of significance related to real estate.

nar.realtor/Legal

REAL ESTATE DATA & REPORTING: RPR[®]

Realtors Property Resource[®] (RPR[®]) provides REALTORS[®] data, tools, and reports so they can “wow” their clients, and close more deals. Use it on-the-go and in the field with any iOS or Android device.

narrpr.com





REAL ESTATE PRODUCTS & SERVICES

REALTOR.COM®

Post your listings with photos for free*, create a free professional profile, collect reviews, and more on realtor.com®, one of the most visited homes-for-sale sites.

 [Realtor.com](https://www.realtor.com)

* To receive this benefit, you must be an MLS participant, and your MLS must be a realtor.com® data content provider.

RESEARCH & STATISTICS



NAR's research team produces timely, data-driven market analysis and authoritative business intelligence to serve members and inform consumers, policymakers, and the media on the latest real estate trends.

 nar.realtor/Research

TECHNOLOGY INVESTMENT PROGRAMS

REACH
NATIONAL ASSOCIATION OF REALTORS®

NAR drives innovation in the industry by investing in technology companies through Second Century Ventures, NAR's venture capital arm, and the global REACH accelerator, which seeks out the best emerging technology companies with business solutions geared toward helping REALTORS® in all sectors of real estate. Members can get exclusive access to test and use innovative products and services offered by REACH companies by joining the REACH Insight Panel by visiting the website.

 NARREACH.realtor

EMERGING TECHNOLOGY

NAR's Emerging Technology team is at the forefront of researching and understanding technology that may enrich or disrupt the real estate industry. Through creating relationships within the tech industry, the team is helping to ensure that NAR is fully engaged in and part of the ever-changing world of real estate technology.

MEMBER SAVINGS

Get offers to meet your professional and personal needs.



REALTOR BENEFITS® PROGRAM

Your official member benefits resource, bringing you savings and special offers just for REALTORS®. Program partners are carefully selected, so you can be assured they understand the unique needs of real estate professionals and are committed to your success.

 nar.realtor/RealtorBenefits



Grow Your Business • Gain a Competitive Edge • Save Time and Money

TECHNOLOGY SERVICES

 **SENTRILOCK**

NAR's official Bluetooth® REALTOR® lockbox system and leading provider of property access management solutions.

 nar.realtor/SentryLock

NAR Strategic
Investment
Company

TRANSACTION MANAGEMENT

DocuSign®

20% off electronic signature services and special plans from NAR's exclusive eSignature provider.

 nar.realtor/DocuSign

NAR Strategic
Investment
Company

zipLogix™
A LONE WOLF TECHNOLOGIES Company

Simplify real estate transactions with your comprehensive transaction management system provided by NAR, featuring zipTMS®, unlimited zipVault® document storage, an exclusive NAR library of REALTOR® Forms & Templates, and access to the industry's number one forms engine, zipForm® Plus – all at no cost.

NOTE: State and local forms libraries may also be available; some fees, set by state and local associations/boards, may apply.

 nar.realtor/zipLogix

NAR Strategic
Investment
Company

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.



MEMBER SAVINGS

PERSONAL INSURANCE



NAR's official auto, home, and renters insurance provider. Your clients can also save through Liberty Mutual's Auto Referral Program™, while you earn a referral bonus *(where available)*.

nar.realtor/LibertyMutual



Brought to you by the National Association of REALTORS®, this marketplace offers a roster of health and supplemental insurance options with complimentary consultative services.

RealtorsInsuranceMarketplace.com

INSIDE THE MARKETPLACE

HEALTH



Navigation and assistance with ACA-compliant major medical plans available through public exchanges.



Major medical coverage which can last from 30 to 364 days.



Guaranteed acceptance Limited Medical plan for everyday health care needs.



Health care via phone, tablet, web chat, or email.

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.

INSIDE THE MARKETPLACE



Supplemental plan for out-of-pocket medical expenses due to accident.



Supplemental Medicare insurance options for 65+.



A free discount prescription drug card.



100% in-network preventive care and benefits for over 370 procedures.



Exams, frames, lenses, and other eye health expenses.



Pet health insurance for cats and dogs.

DENTAL

VISION

PET INSURANCE

MARKETING RESOURCES



Dive into digital advertising and build your brand through targeted campaigns in your local area and sphere. Receive 15% additional impressions on newly purchased and renewing campaigns, which can be combined with other eligible discounts.

nar.realtor/Adwerx



Automate social media marketing for listings, content, and lead generation. Available for both the enterprise and individual agent.

nar.realtor/BackAtYou

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.



MEMBER SAVINGS

MARKETING RESOURCES



10% to 20% off select print and copy services, including business cards, flyers, signs, binding, and more.

nar.realtor/FedExOffice



20% off professional real estate websites, which include IDX integration capability, advanced property search, multiple site designs, unlimited pages, and more.

nar.realtor/Placester



10% off your first order of REALTOR®-logo branded products, including pins, merchandise, and custom logo items.

Now available: “That’s Who We R” merchandise.

NarTeamStore.realtor



NEW

Beginning in March 2020: enjoy access to exclusive benefits when signing up for professional lead verification and qualification services from ReferralExchange.

nar.realtor/ReferralExchange

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.

ELECTRONICS & MOBILE TECHNOLOGY



Members-only pricing on laptops, desktops, electronics & accessories, servers, and more.

nar.realtor/Dell



Up to 40% off computers, tablets, smart devices, and more.

nar.realtor/Lenovo



Special pricing on Sprint’s popular Unlimited plans, 25% discount on select accessories, up to 10% on add-on mobile technology services, plus a \$100 bill credit, available when activating a new smartphone for a new business line of service, and more. Maximize your savings – Sprint’s national offers are stackable on top on of the NAR benefits.

nar.realtor/Sprint

OFFICE SUPPLIES & SERVICES



Up to 26% off with NAR’s exclusive shipping provider, including express and ground.

nar.realtor/FedEx

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.



MEMBER SAVINGS

TRAVEL & AUTOMOTIVE



FIAT CHRYSLER AUTOMOBILES



\$500 cash allowance on select vehicles, plus an exclusive maintenance contract, including oil changes. When combined, these benefits are valued at up to \$1,000. Offer stackable with most incentives.



CHRYSLER

DODGE



Jeep



nar.realtor/FCA



Up to 25% off base rates on car rentals.

nar.realtor/Avis



Up to 25% off base rates on car rentals.

nar.realtor/Budget



Up to 25% off base rates on car rentals.

nar.realtor/Hertz

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.

RISK MANAGEMENT



\$50 off select home warranties for your own home.

nar.realtor/AmericanHomeShield



NEW

Protect your real estate business with cyber liability insurance policies from first-class carriers created specifically to meet the unique needs of real estate practitioners. REALTOR®-owned brokerages have access to NAR-exclusive premium discounts and enhanced coverage, including client phishing fraud, with support to help quickly restore your business if cyberattack or fraud occurs.

nar.realtor/CyberPolicy



Premium credits with NAR's preferred provider of errors and omissions insurance.

nar.realtor/Victor

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.



MEMBER SAVINGS

EDUCATIONAL TOOLS

NAR ACADEMY

NAR and Columbia College have formed the largest exclusive educational partnership in America. Apply and earn a degree in real estate and relevant certificates. Enrolled NAR members can receive a \$100 scholarship, per eligible course. Learn more about this benefit offered through NAR's REALTOR Benefits® Program at the website below.

 nar.realtor/nar-academy

DESIGNATIONS & CERTIFICATIONS

10% off

select online designation & certification courses, offered through the Center for REALTOR® Development. Visit nar.realtor/RealtorBenefits/Education for more information.



Accredited Buyer's Representative Designation



NAR's e-PRO® Certification



NAR's Green Designation



Military Relocation Professional Certification



Pricing Strategy Advisor Certification



Seniors Real Estate Specialist® Designation

For more information on these designations and certifications, please see pages 8-10.



Indicates companies in which NAR has invested directly or through Second Century Ventures. This relationship allows the association to nurture the technological advancement and continued success of the real estate industry.

ADVOCACY OPPORTUNITIES



NAR protects your ability to do business.

REALTOR® PARTY

From city halls to Capitol Hill, the REALTOR® Party supports candidates and advances public policies that protect homeownership, promote a vibrant business environment and build strong communities.

 RealtorParty.realtor

REALTORS® POLITICAL ACTION COMMITTEE (RPAC)

RPAC is a nonpartisan, voluntary way to advocate on behalf of REALTORS® and real estate issues and have a voice in the future of the industry.


 RealtorParty.realtor/RPAC



GET INVOLVED!


WANT TO BECOME A LEADER IN THE REAL ESTATE INDUSTRY?

Volunteer to serve on a national REALTOR® committee to shape the future of the real estate profession.

 nar.realtor/Committees


WANT TO BECOME A LEADER IN YOUR LOCAL COMMUNITY?

Take advantage of REALTOR® Party's community outreach grants, training, and more to become a leader in your community.

 RealtorParty.realtor/Community-Outreach


WANT TO GIVE BACK?

Donate to the REALTORS® Relief Foundation and help disaster victims.

 nar.realtor/Relief

ALREADY GIVING BACK?

Apply for NAR's Good Neighbor Awards, which recognize REALTORS® for extraordinary accomplishments in community service, or Volunteering Works, NAR's program that helps REALTOR®-driven volunteer efforts grow by providing seed money and mentoring from past Good Neighbor Award winners, who are experts in nonprofit leadership.

 nar.realtor/GNA

QUESTIONS ABOUT YOUR MEMBERSHIP

CONTACT NAR'S MEMBER SUPPORT
TEAM FOR ASSISTANCE!



(800) 874.6500



CONTACTNAR@REALTORS.ORG



nar.realtor/HELP

CONNECT
WITH US!



@nardotrealtor



@narealtors



@National Association of REALTORS®



NATIONAL
ASSOCIATION OF
REALTORS®