

Value for State and Local REALTOR® Associations



Working together as part of the Three-way Agreement allows the REALTOR® organization to use its combined resources to shape policy, support members, and advance the industry.

UNPARALLELED NATIONAL, STATE, AND LOCAL ADVOCACY IMPACT

- Advocacy for federal, state, and local policies and policymakers that support REALTORS®, associations, the industry, and consumers, with a proven track record of significant policy wins.
- Millions of dollars saved for consumers through efforts including work to improve access to FHA loans, secure first-time home buyer tax credits, and eliminate additional mortgage fees.
- Tens of millions of dollars allocated each year to support state and local associations in advocacy campaigns.
- RPAC – which raised \$49.5 million at all three levels of the association in 2023 – promotes the election of bipartisan candidates across the country, with disbursement decisions led locally.

CONSUMER ADS AND SERIES

- National ad campaign showcasing expertise of REALTORS®.
- “First-Time Buyer” docuseries on Hulu.

LEADERSHIP DEVELOPMENT AND RESOURCES

- Toolkits and checklists on strategic planning, safety, volunteer leadership, mergers, and disaster preparedness.
- AE professional development resources, including new AE orientation, AE Institute, webinars, self-study courses, and the REALTOR® Association Certified Executive designation.
- REALTOR® Leadership Development courses (L.E.A.D.) and NAR Leadership Academy.
- Center for REALTOR® Development (CRD) resources, including licenses for state and local associations to provide designation or certification courses.

TECHNOLOGY / E-COMMERCE PLATFORM

- Support for association staff and vendors for REALTORS® M1 and e-commerce; assistance and training on front-end systems, including e-commerce credit card transactions.
- Innovative tools for REALTORS® to make them more competitive, including Realtors Property Resource® (RPR).

POLICY AND GOVERNANCE SUPPORT

- Assistance for associations as they implement and maintain REALTOR® association policy.
- Professional standards training, guidance, and resources (e.g., sample forms, models, templates, brochures, scripts).
- MLS policy, model documents, and other resources.
- DEI training and resources, including Diversity and Inclusion Grants.

DATA AND RESEARCH SUPPORT

- National, state, and local research reports and presentations on market data, commercial and international real estate, home buying and selling, NAR member information, and technology.
- Local Economic Area Reports generated by REALTORS® Property Resource for distribution to local, state, and regional government officials.
- Largest real estate library in the world and customized reference and research services.

LEGAL RESOURCES

- Insurance program, including E&O, D&O, employment practices, crime coverage, cyber coverage, and limited patent infringement protection.
- Risk management education and tools.
- Litigation support for matters of national significance.
- License to use the REALTOR® brand and trademark; educational resources about proper use of trademark and enforcement against misuse.

... AND MORE!

- Conferences, events, and other virtual and in-person learning opportunities.
- Graphics and social media assets, and tailored content for AEs (newsletters, magazines, emails).
- Opportunities including Global Alliances, Global Business Councils, the Ambassador Association program, Young Professionals Network (YPN) program, Commercial Accreditation, and other commercial services and program support.
- Millions of dollars provided annually for a variety of grants that support local and state association programs and priorities.
- REALTORS® Relief Foundation raises money to provide housing relief to victims of hurricanes, floods, wildfires, and other disasters.
- Annual Meetings and consistent engagement in support of Communication Directors.