

The National Association of REALTORS® works tirelessly to serve members, protect the rights of property owners, and advance the real estate profession. In 2024, National Association of REALTORS® annual dues are \$201/member.\*

## ADVOCATING ON YOUR BEHALF TO SHAPE THE POLICY LANDSCAPE

- 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.

## PROVIDING YOU DATA-DRIVEN INTELLIGENCE AT SCALE

- Access to top economists and experts, and their work – such as the Profile of Home Buyers and Sellers report, Housing Affordability Index, and Home Buyers and Sellers Generational Trends report.
- Access to apps and other tools, including Realtors Property Resource® (RPR), a comprehensive data platform exclusively available to REALTORS®.
- RPR integrates property data and provides a one-stop solution for in-depth property analysis, valuation, market insights, and customizable reporting capabilities – including through AI-enabled tools.
- Largest real estate library in the world and customized reference and research services.

## REINFORCING YOUR VALUE

- NAR maintains a Code of Ethics for effective and ethical real estate business practices.
- Nationwide consumer ad campaign and “First-Time Buyer” docuseries highlight REALTOR® value and expertise.
- Graphics and social media assets.
- REALTOR® brand adds to members’ credibility, trust, and authority with consumers.

## OFFERING VALUABLE SAVINGS AND DEALS

- Ample savings and special offers. Members using products and services through Second Century Ventures and REACH represent annual savings of \$100/member on average.
- Nationwide partnerships providing exclusive offers and discounts for members to save on solutions (financial services, marketing, technology resources, etc.) as well as exclusive access to insurance options.

## SUPPORTING YOUR SMALL BUSINESS

- Significant resources for state and local associations for programs supporting your success, such as commercial, global, and Young Professionals Network offerings.
- Free website with .realtor and .realestate domain for small businesses.
- Range of risk management tools, timely guidance, and resources from NAR Legal Affairs.

## EMPOWERING YOU TO DEVELOP YOUR SKILLS AND ADVANCE YOUR CAREER

- 10+ specialized designations and certifications, 100+ micro courses, and an award-winning podcast through Center for REALTOR® Development (CRD).
- CRD keeps agents updated on trends, best practices, and new regulations.
- NAR educational offerings help satisfy your continuing education needs.

## CONVENING OUR INDUSTRY AND BUILDING YOUR NETWORK

- Conferences, events, and other virtual and in-person learning opportunities throughout the year offer opportunities for connection, relationship-building, and conversation about the future of our profession.

\*For 2024, dues are \$156 per member plus a \$45 Consumer Advertising Campaign special assessment. All NAR dues are tax deductible for the member’s income tax purposes, except for \$55 which is nondeductible and attributed to NAR’s lobbying efforts.