

MEMBERSHIP GUIDE

OWN YOUR MEMBER EXPERIENCE

2022



NATIONAL
ASSOCIATION OF
REALTORS®



WHAT IS THE NATIONAL ASSOCIATION OF REALTORS®?

The National Association of REALTORS® (NAR) is America's largest trade association, representing 1.5 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.

**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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GET
INVOLVED!



REALTOR® BRAND

The REALTOR® brand represents ethics and expertise.



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

FAIR HOUSING

NAR stands firm on the belief and commitment to equal opportunity in housing for all and ensuring that REALTORS® do everything possible to protect housing rights in America.

 nar.realtor/fair-housing



REALTOR® BRAND



PROFESSIONALISM ENHANCEMENT INITIATIVE:



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

 C2EX.realtor

TOP-LEVEL DOMAINS

Stand out from the **.COM**petition and get found! Strategically build your online brand and win more leads with a **.realtor™** and **.realestate** web address, now with a Free Professional Website. As a NAR member, your first **.realtor™** web address is free for the first year. All active **.realtor™** and **.realestate** web addresses include the option to add a free website.

 Get.realtor | Get.realestate





CONSUMER-FACING PROGRAMS

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

DRIVEN BY YOUR DREAMS. GUIDED BY A CODE OF ETHICS.

Ask me the difference between an agent and REALTOR®.

REALTORS® are members of the National Association of REALTORS®.



NATIONAL ADVERTISING CAMPAIGN

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

 ThatsWhoWeR.realtor

EDUCATION & ADVOCACY CAMPAIGN

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

The Center for REALTOR® Development (CRD) is NAR's home for exceptional education. Discover a personalized learning experience.

 crd.realtor



ACCREDITED BUYER'S REPRESENTATIVE (ABR®) DESIGNATION*

ABR® designees advocate for home buyers, and are recognized as distinguished agents in the industry. When you earn the designation, you receive benefits that will help advance your brand, business, and network.

 abr.realtor



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



CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS) DESIGNATION

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

 nar.realtor/CIPS



e-PRO® CERTIFICATION*

This program helps REALTORS® gain practical knowledge in advanced digital marketing techniques.

 ePRO.realtor

**Get 10% off these courses. Visit nar.realtor/RealtorBenefits/Education for more information.*



EDUCATIONAL OPPORTUNITIES



GENERAL ACCREDITED APPRAISER (GAA) DESIGNATION

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

 nar.realtor/raa-and-gaa



NAR'S GREEN DESIGNATION*

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

 GREEN.realtor



GRADUATE, REALTOR® INSTITUTE (GRI) DESIGNATION

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

 nar.realtor/GRI



MILITARY RELOCATION PROFESSIONAL (MRP) CERTIFICATION*

This certification focuses on finding housing solutions for current and former military servicemembers. Serve those who serve our country, and help them take full advantage of military benefits and support.

 MilitaryRelocationPro.org



PRICING STRATEGY ADVISOR (PSA) CERTIFICATION*

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

 PricingStrategyAdvisor.org

**Get 10% off these courses. Visit nar.realtor/RealtorBenefits/Education for more information.*

EDUCATIONAL OPPORTUNITIES



RESIDENTIAL ACCREDITED APPRAISER (RAA) DESIGNATION

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

 nar.realtor/raa-and-gaa



RESORT & SECOND-HOME PROPERTY SPECIALIST (RSPS) CERTIFICATION

Make second-home sales your first resort with NAR's RSPS certification. Gain practical insights and strategies to grow your network and your business.

 nar.realtor/Resort



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



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



For a list of NAR Affiliate Designations and Certifications, visit nar.realtor/Designations.

**Get 10% off these courses. Visit nar.realtor/RealtorBenefits/Education for more information.*



EDUCATIONAL OPPORTUNITIES

OTHER EDUCATIONAL RESOURCES

COMMERCIAL REAL ESTATE TOOLS

Tap into an array of commercial-specific resources, including property data and analytic tools through 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

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

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

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

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

NETWORKING OPPORTUNITIES



Grow your network of real estate peers globally.

ANNUAL CONFERENCES & MEETINGS

The REALTORS® Legislative Meetings & Trade Expo is where about 9,000 NAR members come together in Washington, D.C., each year to advance the real estate industry, public policy, and the association.

 [Legislative.realtor](https://legislative.realtor)

The REALTORS® Conference & Expo is the real estate industry's largest annual event, where approximately 20,000 REALTORS® and guests come together for networking, education, motivation, and fun.

 [Conference.realtor](https://conference.realtor)



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.



GLOBAL OPPORTUNITIES

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

 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://ypn.realtor)

REAL ESTATE PRODUCTS & SERVICES

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

RIGHT TOOLS, RIGHT NOW PROGRAM

Get the Right Tools, Right Now to guide your business and set yourself up for success! Through this program, NAR offers business-critical webinars, courses, toolkits, and more for FREE or at a reduced price for REALTORS®.

 nar.realtor/right-tools-right-now



EASY ACTIONS. BIG REWARDS.

Sign up for the Member Value Plus (MVP) Program e-newsletter at 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 and 16th of the month.



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



Redeem your rewards!
It's SO easy!

mvp+
MEMBER VALUE PLUS



REALTOR® STORE

The REALTOR® Store is YOUR one-stop shop for educational tools and resources to boost your business. Explore a diverse array of products and publications designed to meet the needs of all NAR members, from the new agent to the seasoned professional.

 Store.realtor

REAL ESTATE PRODUCTS & SERVICES



BEING A REALTOR®



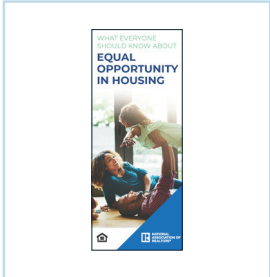
**The “Little Book”
Series 7 Pack**

\$ 28.75
Member Price



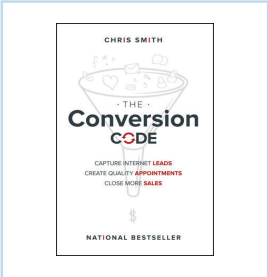
**The REALTOR®
Advantage – Is Your
Agent a REALTOR®
Brochure**

\$ 29.95
Member Price
Available in Spanish



**What Everyone Should
Know About Equal
Opportunity in Housing**

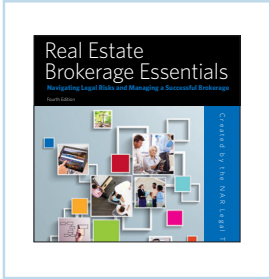
\$ 29.95
Member Price
Available in Spanish



The Conversion Code

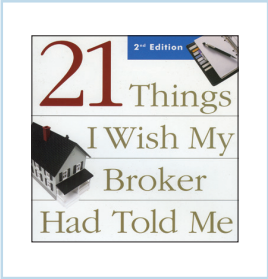
\$ 25.00
Member Price

BROKERAGE MANAGEMENT



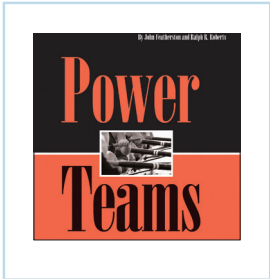
**Real Estate Brokerage
Essentials®**

\$ 32.95
Member Price



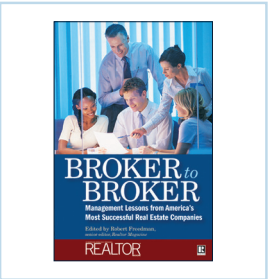
**21 Things I Wish My
Broker Had Told Me**

\$ 19.45
Member Price



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

\$ 24.95
Member Price



**Broker to Broker:
Management Lessons
from America's Most
Successful Real Estate
Companies**

\$ 36.95
Member Price

REAL ESTATE PRODUCTS & SERVICES

SALES & MARKETING



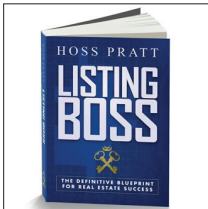
**The Non-Obvious
Guide to Marketing
and Branding
Without a Big Budget**

\$ 17.95
Member Price



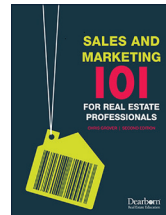
**Real Estate
Marketing Playbook**

\$ 12.95
Member Price



**Listing Boss:
The Definitive
Blueprint for Real
Estate Success**

\$ 16.99
Member Price



**Sales and Marketing
101 for Real Estate
Professionals**

\$ 41.65
Member Price

SOCIAL MEDIA



**Social Media for
Associations
– Download**

\$ 16.95
Member Price



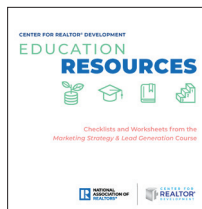
**Social Media Marketing
for your Business**

\$ 19.95
Member Price



#GetSocialSmart

\$ 24.95
Member Price



**CRD Marketing
Strategy & Lead
Generation Toolkit
– Download**

\$ 9.95
Member Price

REAL ESTATE PRODUCTS & SERVICES



RESEARCH

NEW



**2021 NAR Profile of
Home Buyers and
Sellers – Download**

\$ FREE
Member Price

NEW



**2021 Member Profile –
Download**

\$ FREE
Member Price

STAGING



**Staging the Power
That Sells Real Estate**

\$ 24.99
Member Price



**Virtual Viewings:
Using Technology
to Show Properties
Webinar**

\$ 29.95
Member Price



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

\$ 19.95
Member Price



Getting It Sold

\$ 22.50
Member Price

REAL ESTATE PRODUCTS & SERVICES

NEW BUSINESS BOOSTING TITLES



Secrets of Top Selling Agents: Habits, Mindsets, and Tactics of Real Estate's Super Producers

\$ 15.95
Member Price



Success Rate Marketing: How Small Businesses Can Leverage KPIs and Stop Losing Money

\$ 24.95
Member Price

NEW



2022 Technology Trends Webinar

\$ 29.95
Member Price



How to Build Wealth From Your Existing Database Webinar

\$ 29.95
Member Price

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

**CENTER for REALTOR®
FINANCIAL
WELLNESS**

FINANCIAL WELLNESS TOOLS

Developing your business plans and budget can be challenging. Access webinars, tools and calculators, live events, and even special offers from Morgan Stanley to achieve your financial planning goals through NAR's Center for REALTOR® Financial Wellness.

 FinancialWellness.realtor

REAL ESTATE PRODUCTS & SERVICES



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



RPR[®]

REAL ESTATE DATA & REPORTING: RPR[®]

RPR[®] (Realtors Property Resource[®]) 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

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

**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

REACH

NATIONAL ASSOCIATION OF REALTORS[®]

TECHNOLOGY INVESTMENT PROGRAMS

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 by joining the REACH Insight Panel. Sign up at the REACH website below.

 NARREACH.realtor



MEMBER SAVINGS

Get exclusive offers to meet your professional and personal needs.



NATIONAL
ASSOCIATION OF
REALTORS®
REALTOR BENEFITS® PROGRAM

Wondering how you can fully leverage the value of your REALTOR® membership? Look no further to NAR's REALTOR Benefits® Program, your official member benefits resource. This Program was designed to deliver savings and unique offers just for REALTORS®. In fact, in one year alone, 800,000+ REALTORS® saved \$74+ million through this Program! *How will you save this year?*

 nar.realtor/RealtorBenefits

TECHNOLOGY SERVICES



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

 nar.realtor/Sentrilock

NAR Strategic
Investment
Company

TRANSACTION MANAGEMENT



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

 nar.realtor/DocuSign

NAR Strategic
Investment
Company

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





MEMBER SAVINGS

PERSONAL INSURANCE



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

 RealtorsInsurancePlace.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.



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



Supplemental Medicare insurance options for those 65 and older.



A free discount prescription drug card.

MEMBER SAVINGS



DENTAL

REALTORS®
Dental
Insurance

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

VISION

REALTORS®
Vision
Insurance

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

PET

ASPCA
PET HEALTH
INSURANCE

Pet health insurance for cats and dogs.





MEMBER SAVINGS

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/BackAtYouMedia



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



Enjoy access to exclusive benefits when signing up for professional lead verification and qualification services from ReferralExchange.

 nar.realtor/ReferralExchange

MEMBER SAVINGS



ELECTRONICS AND MOBILE TECHNOLOGY



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

 nar.realtor/Dell



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

 nar.realtor/Lenovo

OFFICE SUPPLIES AND SERVICES



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

 nar.realtor/FedEx



MEMBER SAVINGS

TRAVEL AND AUTOMOTIVE

AVIS

Up to 25% off base rates on car rentals.

 nar.realtor/Avis

 **Budget**

Up to 25% off base rates on car rentals.

 nar.realtor/Budget

Hertz

Up to 25% off base rates on car rentals.

 nar.realtor/Hertz

 **NAR TRAVEL CLUB**

Enjoy a best-in-class travel platform with free access to full-service travel booking capabilities including hotel, resort, car, and air. Hotel savings of up to 25% and the possibility of booking your travel from start to finish.

 nar.realtor/TravelClub



MEMBER SAVINGS



HOME AND LIFESTYLE



NAR Members and their clients can save \$50 with 1-800-GOT-JUNK?, America's most trusted name in junk removal.

 nar.realtor/1-800-Got-Junk



GE APPLIANCES STORE

Access member-only savings on GE Appliances' full line of high-quality home appliances: refrigerators, freezers, icemakers, ranges, wall ovens, cooktops, washers/dryers, and more. In-home delivery, installation, and haul-away services are also offered, where available. Opt in for email communications to receive notice about limited-time savings.

 nar.realtor/GEAppliancesStore

RISK MANAGEMENT



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

 nar.realtor/AmericanHomeShield



FREE dark web scan report, 60% off full-service identity theft protection, recovery plans, child-monitoring plans; 40% off the monthly retail price on a solution plan for small businesses.

 nar.realtor/SecurusID



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

 nar.realtor/Victor



MEMBER SAVINGS

EDUCATIONAL TOOLS



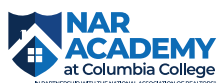
Receive \$100 off 100 Days to Greatness®, a unique video-based 14-week training program featuring industry expert Brian Buffini. Aimed at newer agents or those returning to the business, this program provides a step-by-step approach with weekly specific action items, real-world role plays, dialogues, and goals designed to build business success. Brokers can become certified and offer a companion program to help give agents a strong foundation.

 nar.realtor/Buffini



NAR Members save \$50 off full-priced education programs provided through Broker Solutions (*excluding HR Consulting*) when using promotional code: **NAR50**.

 nar.realtor/RRCBrokerSolutions



NAR's exclusive higher-education partner, providing opportunities for members to complete a variety of associate, bachelor's, and master's degrees in real estate-related courses. REALTORS® that enroll in the NAR Academy at Columbia College Spring 2022 semester can receive half off per course in financial support from the Center for Specialized REALTOR® Education (CSRE).

 nar.realtor/nar-academy



MEMBER SAVINGS



DESIGNATIONS & CERTIFICATIONS

10% off*

select online designation and 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 9-11.



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.

*May not be combined with any other promotion.

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



ADVOCACY

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 awards \$10,000 grants to five REALTORS® each year to support their 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.

 nar.realtor/gna

NAR's REALTORS® Are Good Neighbors program celebrates all acts of giving back and shines a spotlight on the impactful role REALTORS® play in the community. Share how you give back – in big and small ways – to be featured in the RAGN social media accounts!

 nar.realtor/rgn   [@RealtorsAreGoodNeighbors](https://www.instagram.com/RealtorsAreGoodNeighbors)



QUESTIONS ABOUT YOUR MEMBERSHIP



CONTACT NAR'S MEMBER SUPPORT
TEAM FOR ASSISTANCE!



(800) 874.6500



ContactNAR@nar.realtor



nar.realtor/HELP

CONNECT
WITH US!



@nardotrealtor



@narealtors



@National Association of REALTORS®