



Hello Global Councils,

## GLOBAL AMBASSADORS

Earlier this year we shared with you that the incoming Global Ambassadors and Global Coordinators had a kick-off event for 2020. One of the topics of conversation was how to integrate them more with the domestic US global members and associations. So I thought I'd take a minute to remind you of the roles of these members and how they can be amazing resources for your councils, newsletters, global events, etc and how they are an integral part of the global puzzle.

### **Who are they?**

Global Ambassadors are U.S.-based NAR members, appointed by the NAR President to serve as his or her ambassadors to real estate professionals in their assigned country or group of countries. They help maintain NAR's relationships with its bilateral partners in these countries. Appointees are generally CIPS designees and, ideally, have some knowledge of the real estate practice, culture, and language of at least one of his/her assigned countries

### **What does that mean to me, an AE?**

Most global councils in the US have done their research to know which investors are more likely to be investing in their local market, right? They then tailor their annual programming to ensure they're providing their members with that information along with additional information on how to work within certain cultural norms, etc in order to build those relationships (for example). Wouldn't it be great to also tap into the NAR Global Ambassador for that country for real-world-what's-happening-over-in-{insert country here}-right-now? What about getting a 2020 perspective on that country for your upcoming newsletter or blog? Perhaps a video for an upcoming council meeting. (I'm just spit-balling, here).

### **How can I do that?**

Glad you asked. First, this is **not** a requirement, simply a suggestion. Many of you have reached out asking for new speakers or ideas for your council. This is just one of those ideas you can use to enhance your programming and the value of the information you provide to your members. Second, you can search the [Global Ambassador Directory](#) to see which members oversee the relationships in which countries. Lastly, you can reach out via email or phone to that member and begin the conversation on the "what".

Keep in mind, these are members so they do have full-time businesses to run and they also give up their time to the NAR Global Volunteer Corp, so please be reasonable in your requests and expectations for them.

We believe this kind of cooperation and collaboration will help enhance the experience for all your globally-minded members and help you continue to bring fresh information to your members. Teamwork makes the dream work ;-) #Global

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