

ADVOCACY

- REALTOR® Party**
From Capitol Hill to state houses and city halls nationwide, the REALTOR® Party advances public policies and candidates that protect homeownership, promote a vibrant business environment and build strong communities through outreach, campaign services, member mobilization and RPAC.
www.NAR.realtor/political-advocacy | www.realtorparty.com
- REALTORS® Political Action Committee (RPAC)**
RPAC is your best investment in real estate. It's a nonpartisan way to advocate on behalf of REALTORS® and real estate issues, and have a voice in the future of our industry.
www.realtorparty.com/rpac

TECHNOLOGY

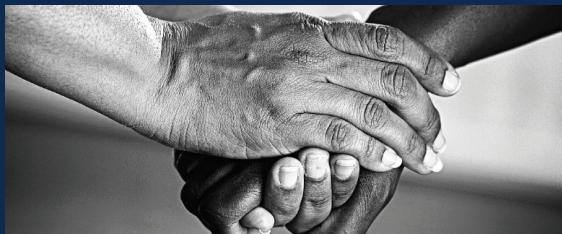
- Center for REALTOR® Technology (CRT) Labs**
CRT tracks emerging technologies that will affect real estate in order to educate members and advocate for the proper use of technology. Explore smart home technology, apps, devices and renewable energies online.
www.CRTLabs.realtor
- .realtor™**
Stake your claim with the .realtor™ top-level domain and digital toolkit, exclusively for REALTORS®. Easy-to-use tools get your web address, email and website up and running fast. Get your FREE* domain today. *Free for one year, one per member
www.get.realtor
- REach®, a Second Century Ventures Company**
The REach® Accelerator seeks out the best emerging technology companies with business solutions geared toward helping REALTORS® around the globe. Apply for the REach® Insight Panel to be among the first to receive access to technologies introduced by REach®.
www.narreach.com
- Realtors Property Resource® (RPR®)**
RPR® is the perfect mix of in-depth neighborhood and property data, powerful analytics and client-friendly reporting — accessible anytime, anywhere from your preferred device. Learn how you can use this data to help clients.
www.narrpr.com
- zipLogix™ — Leverage your NAR Transaction Management Benefit**
NAR provides all members with access to an important member benefit through zipLogix™ technology, which includes the zipTMS® robust transaction management system, zipForm® Plus forms engine, unlimited zipVault® document storage, and an exclusive NAR library of REALTOR® Forms & Templates at no cost. State/Local forms libraries may be available (some fees, set by associations/boards, may apply).
www.NAR.realtor/zipLogix



2018 Key Initiatives

KEY INITIATIVES

- Own It! Get Involved**
Determining what's next for our association and for our industry requires us to actively observe and engage in the demographic, economic, political and technological shifts around us. We can sit back and react to change, or we can own it. Why not make national involvement one of your goals for the coming year? Visit the website to meet your 2018 leaders and view the many NAR committees, advisory boards and forums.
www.NAR.realtor/Leadership
- Fair Housing Act**
Commemorate the 50th Anniversary of the Fair Housing Act in 2018. NAR is embarking on a yearlong campaign to raise awareness and create action — join us! Learn more and get involved.
www.NAR.realtor/fair-housing



FAIR HOUSING
MAKES U.S.
STRONGER

REMEMBER TO UTILIZE THE ONLINE MEMBER CENTER!

The NAR Member Center is your personal membership dashboard, featuring your individualized member card, a consolidated calendar of events from your national, state and local associations, committee and group involvement, and more. Log on to the online Member Center at **MemberCenter.NAR.realtor** to take advantage of all your member resources!

Have you set up your member account on **www.NAR.realtor**? This new log-in experience is the beginning of a single sign-on process that is used for most NAR-owned web properties, including the NAR Member Center.



WHAT'S NEW!

- Financial Wellness and Retirement**
NAR wants each and every one of its members to be financially solvent and independent, both in their careers and at retirement. Many new retirement and financial wellness resources exclusively for REALTORS® will be released in 2018, including an interactive website with planning tools, partnerships with financial planning firms, regional events and more.
www.NAR.realtor/Retirement

SAVINGS
ADVOCACY
BRAND
EDUCATION
YOUR 2018 Top Benefits of Membership
NETWORKING
RESOURCES
TECHNOLOGY

Discover the value of membership with these NAR resources — just for you!

SAVINGS
EVENTS & NETWORKING
BRAND
PROFESSIONAL ADVANCEMENT
TECHNOLOGY
ADVOCACY
RESOURCES



Maximize your membership with the following resources provided to members of the NATIONAL ASSOCIATION OF REALTORS®. Visit the NAR Member Center website (**MemberCenter.NAR.realtor**) to view your personal dashboard and access all your membership benefits!

REALTOR® BRAND

Trademarks

The REALTOR® brand is one of the strongest brands in the world. Leverage its power to distinguish yourself to both buyers and sellers by using the REALTOR® trademark properly. **www.NAR.realtor/Trademark**

Code of Ethics

Adhering to the REALTORS® Code of Ethics, the cornerstone of the REALTOR® organization, is a distinguishing characteristic of your membership. Read NAR's Code of Ethics and Standards of Practice, and access related resources and training. **www.NAR.realtor/code-of-ethics**

Consumer Advertising Campaign

NAR's Get Realtor® Campaign communicates REALTOR® brand value to consumers, targeting up-and-coming generations of home buyers, sellers, owners and investors. Access resources to help consumers understand that REALTORS® are their competitive advantage in all things real estate. **www.NAR.realtor/consumer-advertising-campaign**

Professionalism

NAR has created a host of resources for members on how to conduct themselves professionally and show respect for property, the public and peers — watch the short video or review the brochure. **www.NAR.realtor/Professionalism**



SAVINGS

Member Value Plus (MVP) Program

Earn free rewards that help your business with NAR's Member Value Plus (MVP) Program. Earn free products, gift cards and course discounts by taking part in simple actions that non-MVP participants miss out on. Sign up today! **www.NAR.realtor/MVP**

REALTOR Benefits® Program

Discover savings and special offers from more than 30 carefully selected industry-leading partners, including REALTORS® Insurance Marketplace, FCA US LLC (Fiat Chrysler Automobiles), FedEx, Liberty Mutual, Dell, Placester®, Intuit®, DocuSign and more. **www.NAR.realtor/RealtorBenefits**

REALTORS® Federal Credit Union, a Division of Northwest Federal Credit Union

Start saving money on your banking today with financial services for individuals and businesses, brokers and associations. The Credit Union also offers NAR's Official REALTOR® Credit Card and is a proud partner in NAR's REALTOR Benefits® Program. **www.REALTORSFCU.org | www.REALTORSFCU.org/RealtorCreditCard**

PROFESSIONAL ADVANCEMENT

Commercial Real Estate

NAR provides advocacy, research and technology tools to support your commercial brokerage. Take advantage of education courses through NAR and its Institutes, Societies and Councils to increase knowledge and earn prestigious commercial industry designations. **www.NAR.realtor/Commercial**

Designations and Certifications

By earning an NAR professional designation or certification, you gain advanced training in a specialty area and can increase your bottom line. Find a full list of designation and certification programs online. **www.NAR.realtor/Designations**

Global Opportunities

Find the information, resources and connections you need to thrive in the growing field of international real estate. NAR works to make the global real estate market accessible and profitable for REALTORS® by providing education and services such as the CIPS designation. **www.NAR.realtor/Global**

Master's Degree from REALTOR® University

The Master of Real Estate (MRE) degree program from the accredited REALTOR® University is an online graduate degree program created specifically with real estate professionals in mind. Learn how to earn your master's degree in real estate. **www.realtoru.edu**

REALTOR® Store

The online store offers hundreds of business-boosting products to help you succeed, allowing you to get in, get out and get back to business. View our new publications, research reports, sale items and more. **www.NAR.realtor/Store**

Research

NAR Research provides surveys, data releases, infographics, blog posts, articles and more on the latest economic data relevant to REALTORS® and the housing market. Find out what is happening in your market. **www.NAR.realtor/research-and-statistics**

EVENTS AND NETWORKING

Annual Conferences and Meetings

Take part in advancing the real estate industry at the 2018 REALTORS® Legislative Meetings & Trade Expo, May 14–19 in Washington, D.C. And find education, networking, motivation and fun at the 2018 REALTORS® Conference & Expo, November 2–5 in Boston, Massachusetts. **www.LegislativeMeeting.realtor**
www.Conference.realtor

Calendar of Events

Create opportunities to extend your knowledge and referral partners nationally and internationally by participating in events and programs like the REALTOR® Broker Summit, Tech Edge events and your local or state association convention. **www.NAR.realtor/Events**

Young Professionals Network (YPN)

YPN is dedicated to increasing the voice and leadership of young professionals in the real estate industry. Get connected with young real estate professionals from across the country, along with the latest buzz on technology, marketing, prospecting and more. **www.ypnlounge.blogs.realtor.org**



RESOURCES

Information Services

Information Services is your first point of contact for everything NAR, featuring knowledgeable staff to answer questions and the world's largest real estate library, complete with 5,000 eBooks, thousands of digital journals via EBSCO and on-demand research services. **www.NAR.realtor/Library**

Legal Resources

NAR provides numerous legal resources for members, including risk management videos and tips, information on federal and state legal compliance, and educational materials about issues commonly faced by real estate professionals. **www.NAR.realtor/law-and-ethics**



NAR.realtor

NAR's website for members provides information about NAR, member benefits, real estate topics, latest industry news and events. **www.NAR.realtor**

Real Estate Today Radio Show

Real Estate Today, the official radio program of NAR, educates consumers and positions REALTORS® as the number one resource for real estate activities. Put the show's FREE audio player on your website. **www.retradio.com**

REALTOR® Content Resource

Keep your consumer communications valuable and relevant! Easily share HouseLogic articles on all aspects of home buying, selling and ownership with your clients — when and how you want. **www.houselogic.com/members**

realtor.com®

Take advantage of the free benefits offered to all REALTORS® free national and local listing exposure on realtor.com®, a free publicly viewed profile on realtor.com® including ratings, reviews and recommendations, plus, free tools, free research, consumer friendly downloads and support. **www.realtor.com/engage**

REALTOR® Safety

Establish professional safety protocols for your business that you use with every client, every time. Resources include webinars, safety tips for you and your clients, safety checklists, plus articles, videos and more. **www.NAR.realtor/Safety**

Boys & Girls Club of America (BGCA)

Make a difference in your community by getting involved with your local Boys & Girls Club. Find the Club nearest you, download a partnership toolkit and learn how other REALTORS® are involved. **www.NAR.realtor/BGCA**

REALTOR® Sustainability Program

Access tools supporting efficient and resilient homes and communities. Find resources on topics like solar, green valuation and smart homes that support REALTORS® nationwide. This program strengthens NAR's position in sustainability through awareness and collaboration. **www.NAR.realtor/Sustainability**

