



NATIONAL
ASSOCIATION OF
REALTORS®

2023

LEADERSHIP
**RESOURCE
GUIDE**

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2023 NAR LEADERSHIP

NAR's Leadership Team guides the association's strategic direction and policymaking in such areas as legislation, professional standards, and business services.

Please scan the QR code to read complete bios and publications featuring our current Leadership Team. Following the installation of the 2023 Leadership Team at NAR NXT, The REALTOR® Experience in Orlando, FL, the webpage will be updated accordingly.



KENNY PARCELL
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MARGO WHEELER
2023 VP of Association Affairs
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BOB GOLDBERG
2023 Chief Executive Officer
Chicago, IL
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OFFICER MEETING REQUEST

To request an NAR officer's attendance at your state or regional meeting, please scan the QR code for complete instructions and planning guidelines.

To ensure that both the NAR Officers and senior management staff are able to attend as many state and regional meetings as possible, only one Officer and/or Senior Vice President will be scheduled to attend any state meeting; up to two Officers and/or Senior Vice Presidents will be scheduled to attend regional meetings.

Comments or questions regarding a request should be directed to the Officers' Scheduler at scheduler@nar.realtor.

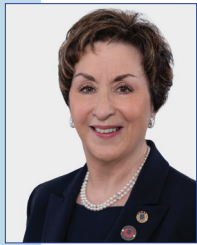


2023 REGIONAL VICE PRESIDENTS



Regional Vice Presidents oversee the work of the association and serve as NAR spokespersons; attend their region's conferences; and chair the regional caucuses held at NAR's two annual meetings.

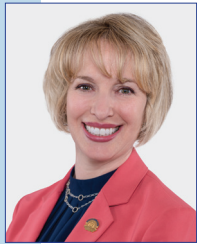
Following the installation of the 2023 Leadership Team at NAR NXT, The REALTOR® Experience in Orlando, FL, the web page found in the QR code will be updated accordingly.



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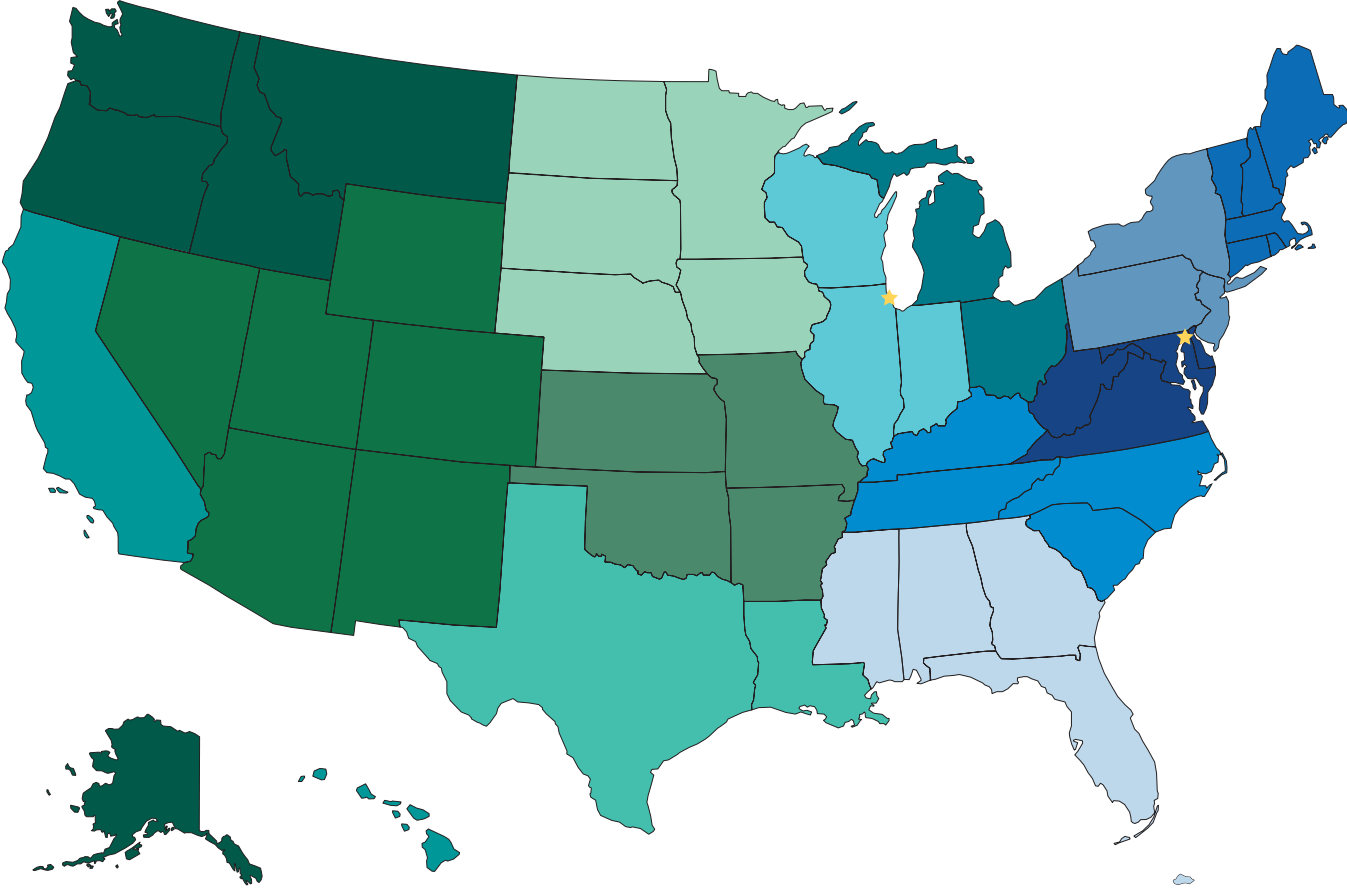


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REGIONAL MAP



- Region 1**
Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island, Vermont
- Region 2**
New Jersey, New York, Pennsylvania
- Region 3**
Delaware, District of Columbia, Maryland, Virginia, West Virginia
- Region 4**
Kentucky, North Carolina, South Carolina, Tennessee

- Region 5**
Alabama, Florida, Georgia, Mississippi, Virgin Islands, Puerto Rico
- Region 6**
Michigan, Ohio
- Region 7**
Illinois, Indiana, Wisconsin
- Region 8**
Iowa, Minnesota, Nebraska, North Dakota, South Dakota
- Region 9**
Arkansas, Kansas, Missouri, Oklahoma

- Region 10**
Louisiana, Texas
- Region 11**
Arizona, Colorado, Nevada, New Mexico, Utah, Wyoming
- Region 12**
Alaska, Idaho, Montana, Oregon, Washington
- Region 13**
California, Hawaii, Guam

VP TEAM REGION ASSIGNMENTS & EXECUTIVE OUTREACH PROGRAM

NAR VP teams will serve as direct points of contact for the staff and leadership of the local, state, and MLS entities within each of the 13 regions. In coordination with the NAR Regional Vice Presidents, NAR senior management will regularly connect with these stakeholders in each region.

Executive Outreach Program

The Executive Outreach Program is designed to strengthen relationships and ensure a greater understanding and support for key issues facing the REALTOR® family. If you have a question, need clarification on an issue, or would like someone from NAR to attend one of your membership or staff meetings, just ask!

Please scan the QR code to request an outreach visit or review a map of region assignments.



REGION 1 (CT, MA, ME, NH, RI, VT)

Jessica Lautz
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REGION 2 (NJ, NY, PA)

John Pierpoint
SVP, Chief Financial and
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Victoria Gillespie
Chief Marketing and Communications
Officer, Marketing, Communications and
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2023 COMMITTEE LIAISONS & REALTOR® PARTY DIRECTOR



Committee Liaisons serve as a conduit for communication between the Leadership Team and their assigned committees; help committees operate effectively; and help identify future committee leaders.

Following the installation of the 2023 Leadership Team at NAR NXT, The REALTOR® Experience in Orlando, FL, the webpage found in the QR code will be updated accordingly.



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WILLIAM LUBLIN
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MICHAEL ODENETTEL
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COMMITTEE CHAIRS & VICE CHAIRS

Each year, the incoming president-elect appoints vice chairs for all of NAR's committees, forums, and advisory boards. Chairs and vice chairs take their positions December 1, with one exception: The AEC-AE Institute Advisory Board chair and vice chair start their terms April 1 each year.

For a complete list of Chairs & Vice Chairs, please scan the QR code.



COMMITTEE LEADERSHIP RESOURCES



There is a tremendous amount of work that goes on behind the scenes, among several governing bodies, to ensure that our organization functions efficiently and effectively. To help you feel as prepared as possible for your leadership year, an overview of these governing bodies and oversight diagrams are provided below. Complete governance resources and additional leadership documents can be found by scanning the QR code.

NAR's Governing Bodies

The National Association's governing bodies are comprised of elected and appointed members serving in leadership positions. NAR's Governing Bodies include:

Leadership Team. The Leadership Team manages the businesses of the Association and provides direction and leadership to our members. They also have the authority to act on behalf of the NAR Board of Directors between its two annual meetings.

Executive Committee. The Executive Committee has the authority to consider motions brought forth by the NAR committees and recommend to the Board of Directors approval, defeat, referral or an amendment to committee motions.

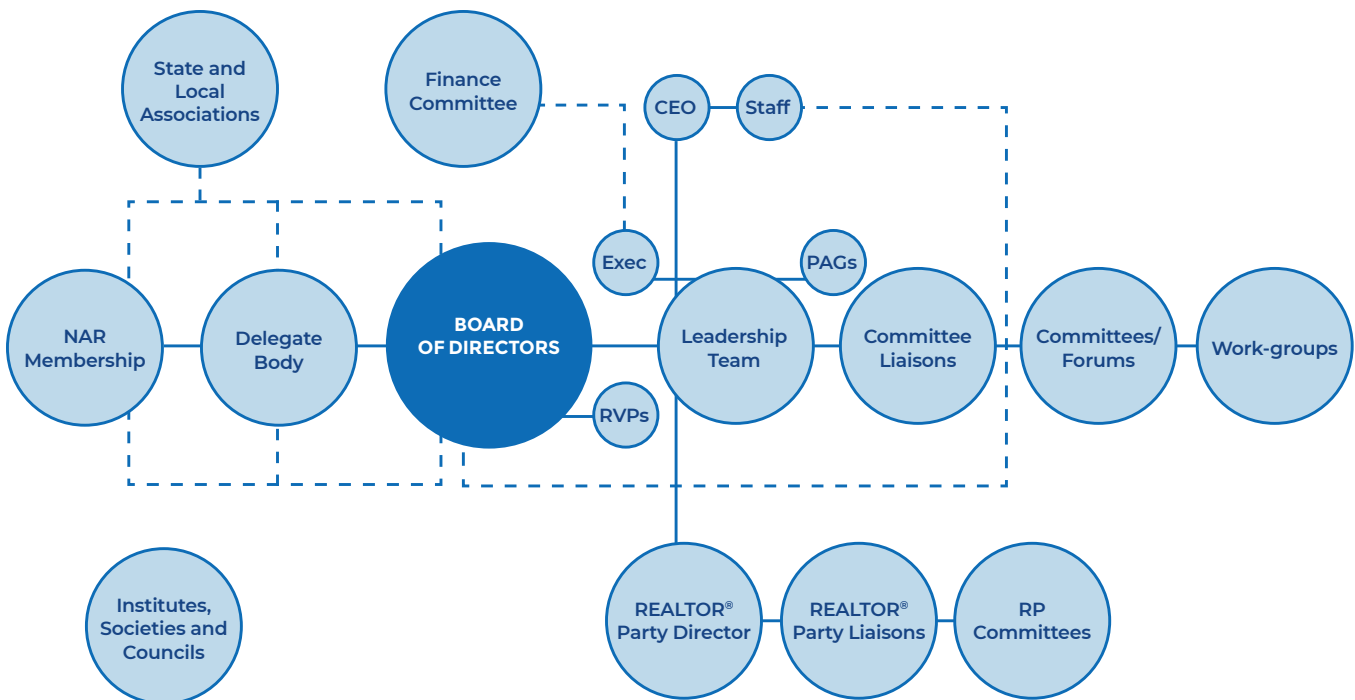
Board of Directors. Directors have the authority to approve new or requests for revisions to NAR policies, programs, products or services, the strategic plan, financial expenditures, and membership dues. The Directors approve amendments to NAR bylaws, and recommend to the Delegate Body amendments to the NAR Constitution and Code of Ethics.

Delegate Body. The Delegate Body meets once a year at the REALTORS® Conference. The Delegate Body is composed of the presidents of 1,130 member boards and they have the authority to approve proposed amendments to the NAR Constitution and Code of Ethics.

Committees. The Committee structure is comprised of Committees, Advisory Boards, Advisory Groups, Forums and Councils, overseeing public policy issues, advocacy efforts, diversity engagement, association management, and many more.

Elected & Appointed Leadership

- **Leadership Team.** The Leadership Team consists of 8 elected and appointed members, composed of the President, President-Elect, First Vice President, Treasurer, Immediate Past President, Vice Presidents of Advocacy and Association Affairs (appointed by the President) and CEO (non-voting)
- **Regional Vice Presidents.** RVPs serve as spokespersons for the National Association in his/her respective region. Regions are comprised of 54 states and territories which are broken down into 13 geographic areas (please see page 23 for the map of geographic areas)
- **Committee Liaisons.** Liaisons are appointed each year by the President to assist in facilitating committee issues and activities. The Liaisons facilitate communication amongst the committee chairs, vice chairs, committee members; monitor committee goals; ensure that major strategies are in place to achieve goals; and assist in identifying and developing effective committee leadership
- **Committee Chairs and Vice Chairs.** Vice Chairs are appointed each year by the incoming President-Elect. They will automatically rise to the position of Chair, pending confirmation by the incoming President. The Chairs and Vice Chairs set goals for their committee/ advisory board/council/forum each year in order to further the overall strategic goals of the association.



NAR GRANTS & FUNDING

NAR funds the betterment of the real estate industry through assistance provided by the following grants and funding programs.

Each program has its own allotment, requirements, and application process. Please scan the QR code for complete details on all available grants and programs.



Available Grants and Funding Programs

RPAC Fundraising Grants: The RPAC Fundraising Grant assists state and local associations in hosting fundraising events and activities designed to increase RPAC fundraising receipts and RPAC participation.

Questions? Contact rpacpartnership@nar.realtor

Consumer Advocacy Grants: The Consumer Advocacy grant allows local and state associations to create consumer advocacy activities in their communities that advance wise public policies that strengthen the real estate market, promote property ownership, and build strong communities leading to a healthy economy.

Questions? Contact Erin Murphy emurphy@nar.realtor

Smart Growth Grants: Smart Growth Grants support state and local REALTOR® Associations' efforts to advance programs, policies and initiatives aligned with one or more of the [10 Smart Growth Principles](#).

Questions? Contact Hugh Morris hmorris@nar.realtor or SmartGrowthGrants@nar.realtor

State and Local Growth Polling State and local REALTOR® Associations can leverage NAR's public opinion firm to perform a survey on the opinions of residents concerning growth. The surveys, generally of 400 registered voters living in the defined area, can be used as a powerful tool to focus the opinions of your community for local and state government officials.

Questions? Contact Hugh Morris hmorris@nar.realtor

Customized State Smart Growth Legislation Assists state REALTOR® associations in taking the lead in writing and introducing legislation to help better address the challenges of growth and improve local communities. NAR will offer the services of respected land-use consultant, Robinson & Cole, to draft state legislation on Smart Growth issues (i.e., new zoning enabling legislation, requirements for local planning, changes in subdivision law, open space protection).

Questions? Contact Christine Windle cwindle@nar.realtor

Placemaking Grants: Placemaking means many things to different people, but NAR looks at placemaking to make communities better places to live by transforming unused and underused sites into welcoming destinations accessible to everyone in the community. NAR's placemaking program provides technical and financial assistance to help REALTOR® Associations, and their members, become engaged in placemaking in their communities.

Questions? Contact Catherine Mesick cmesick@nar.realtor or PlacemakingGrants@nar.realtor

Housing Opportunity Grants: Housing Opportunity Grants support state and local REALTOR® Association activities that create or improve systems, programs, and policies that expand access to housing that is affordable. The goal of the program is to position REALTORS® as leaders in improving their communities by creating affordable housing opportunities.

Questions? Contact Christine Windle cwindle@nar.realtor or HousingOpportunityGrants@nar.realtor

Fair Housing Grants: Fair Housing grants support state and local REALTOR® Association activities that create or improve systems, programs, and policies that uphold fair housing laws and strengthen REALTORS® commitment to offering equal professional service to all.

Questions? Contact Catherine Mesick cmesick@nar.realtor or FairHousingGrants@nar.realtor

Land Use Initiative Upon request, state and local REALTOR® associations receive a comprehensive analysis of proposed land use-related measures—comprehensive plans, zoning ordinances, legislation or regulations—to help take action that best supports the real estate industry.

Questions? Contact Christine Windle cwindle@nar.realtor

Transforming Neighborhoods In collaboration with The Counselors of Real Estate® (CRE) Consulting Corps, state and local REALTOR® associations can apply to receive analysis, plans and actionable recommendations to solve today's top-of-mind real estate issues including declining housing stock and affordability, natural disasters and commercial disinvestment.

Questions? Contact Christine Windle cwindle@nar.realtor

Diversity and Inclusion Grants: The Diversity Program provides funding to state and local REALTOR® Associations to enhance the inclusion of diversity in their leadership and collaborate with local chapters of national multicultural real estate organizations. The Diversity and Inclusion Grants can support state and local association activities in several key target areas. Diversity and Inclusion Grants may be used for online and virtual activities. See below for details. All applications must be authorized by the Association's executive.

Questions? Contact Ryan Davis rdavis@nar.realtor and Ashley Labanics alabanics@nar.realtor

Issues Mobilization Grant: The Issues Mobilization Grant provides financial assistance to state and local REALTOR® Associations to support effective advocacy campaigns on public policy issues. Issues Mobilization Grants may not be applied for, nor may any portion of an awarded grant be used for, any activities related directly or indirectly to candidate elections*or legal action, or for any campaign activities that have been completed.

Questions? Contact Joe Maheady jmaheady@nar.realtor

Rural Outreach Grant: The Rural Outreach Grant addresses the challenges impacting real estate that confront rural communities. The grant will fund state and local REALTOR® association advocacy and education initiatives related to issues such as broadband, rural zoning and land use.

Questions? Contact Christine Windle cwindle@nar.realtor

Commercial Innovation Grants: The Commercial Innovation Grant Program provides "kickstarter" funds to help associations create new commercial services.

Questions? Contact CommercialInnovationGrant@nar.realtor

Broker Engagement Grant: The Broker Engagement Grant allows local and state associations to create Broker activities which align with the Broker Engagement Committee's and Broker Engagement Council's purpose: increase broker engagement, representation and feedback regarding NAR's programs, services and strategic priorities. State and local associations may apply for a grant of up to \$5,000 for broker engagement purposes annually.

Questions? Contact Penelope Evans pevans@nar.realtor

Safety Program Reimbursement Grant: The goal of the NAR Safety Program Reimbursement Grant is to provide funding assistance to state and local REALTOR® Associations to help implement a Safety Program or feature for their members, and to encourage ongoing awareness of REALTOR® Safety. A Safety Grant must be used to fund projects that will keep safety awareness top of mind for REALTORS® and Association staff.

Questions? Contact Bernelly Gamboa bgamboa@nar.realtor

Legal Action Program: NAR's Legal Action Committee provides financial assistance to support litigation of significance to the Association, including matters relevant to the practice of real estate, the operation of real estate associations, ownership and use of real estate, and private property rights. Financial support provided by NAR to litigants must be used exclusively to pay the legal fees, costs, and expenses incurred in connection with the litigation for which assistance is requested and provided.

Questions? Contact LegalAction@nar.realtor

MAXIMIZE YOUR MEMBERSHIP BENEFITS

NAR's core purpose is to help its members become more profitable and successful. Whether you're a new agent or an experienced broker, you have access to a wide array of resources designed to help you succeed in today's market.

Please scan the QR code to access the NAR Membership Guide, learn about Featured Programs, and explore the power of your REALTOR® membership.



GET EMPOWERED

Resources and campaigns to help the public understand the value of working with a REALTOR®.



GET SUPPORTED

NAR advocates every day for federal, state and local policy initiatives that protect REALTORS® and the public.



GET AHEAD

Expand your knowledge and explore new interests with publications, research reports, advanced training and specialties.

Library & Archives

Did you know that the National Association of REALTORS® Library & Archives offers a variety of research services and thousands of print and digital resources? Scan the QR code to check them out!



GET NOTICED

Be known as your community's expert with marketing/technology solutions including professional property reports and content for social media marketing.



GET SAVINGS

Your membership pays for itself with savings and special offers in personal insurance, technology, marketing resources, shipping, car rentals, and many more.



GET CONNECTED

NAR builds innovation in the industry by investing in companies transforming real estate, and offers opportunities for REALTORS® to meet and share ideas.



GET INVOLVED

Caring for communities and advancing the industry are key parts of the REALTOR® mission.

REALTOR® PARTY RESOURCES

The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to advance public policies and candidates that build strong communities, protect property interests, and promote a vibrant business environment.

A driving force in economic development, affordability, fair housing, and innovative community design, the REALTOR® Party is solely focused on issues that matter to existing and future homeowners, and to the real estate industry. The collaboration between residential and commercial members; affiliated institutes, societies, and councils; multicultural real estate groups; and industry partners strengthen our resolve.

REALTOR® Party Resource Guide

Please scan the QR code to access the REALTOR® Party Resource Guide. This guide offers a comprehensive, easy-to-search view of more than 80 programs, grants, resources, tools, and technical assistance readily available for you to create and sustain successful advocacy programs.

Questions? Christine Windle cwindle@nar.realtor



REALTOR® Party & RPAC Speaker Request Form

REALTOR® Party Leaders are available to speak at your REALTOR® Association events, on a variety of topics. Speaking engagement opportunities are available for both in-person and virtual events. Please note: only one REALTOR® Party Leader will be approved per event.

Access the REALTOR® Party & RPAC Speaker Request Form by scanning the QR code.



Invest in the REALTORS® Political Action Committee

The REALTORS® Political Action Committee and other political fundraising are the keys to protecting and promoting the real estate industry. Take advantage of these programs, grants, promotional materials, and fundraising tools to create a culture of RPAC engagement in your REALTOR® Association.



There are many ways to invest in RPAC! Please scan the QR code to access complete details on the following programs & grant opportunities:

RPAC FUNDRAISING GRANTS

The RPAC Fundraising Grant assists state and local associations in hosting fundraising events and activities designed to increase RPAC fundraising receipts and RPAC participation.

RPAC ONLINE FUNDRAISING PROGRAM

NAR assists state and local associations in RPAC online fundraising efforts by providing tools such as email campaigns, phone banks and webforms to implement successful online campaigns.

PHONE-A-FRIEND FOR RPAC

Leverage the power of member-to-member outreach and host a phone bank event to educate non-investing members about RPAC.

CORPORATE ALLY PROGRAM

The Corporate Ally Program (CAP) is a powerful partnership between the National Association of REALTORS® and corporate allies aimed at protecting, promoting and strengthening the real estate industry.

MAJOR INVESTOR EVENT FUNDRAISING

The Major Investor Event-Based Fundraising Program helps associations educate REALTORS® on the importance of investing in RPAC and to recruit new and step-up RPAC Major Investors.

President's Circle

The President's Circle is a group of REALTORS® who contribute directly to REALTOR®-friendly candidates at the federal level. Political Action Committees, like RPAC, can only legally contribute \$10,000 per election cycle to a congressional candidate. The President's Circle Program supports REALTOR® Champions—members Congress who have made significant achievements in advancing the REALTOR® public policy agenda. The President's Circle Program allows REALTORS® to contribute beyond RPAC dollars and increase the strength of the REALTOR® voice on Capitol Hill.



President's Circle Recognition and Benefits

President's Circle members must be [RPAC Major Investors](#), and will receive the benefits for their chosen major investor level. They also will receive an invitation to attend the President's Circle Conference the year following their first year in the program. A long-standing tradition of the President's Circle program is the preeminent President's Circle Conference, which provides an opportunity to network with NAR's top political investors and to engage with cutting edge speakers.

Joining President's Circle

- You must be an RPAC Major Investor to join
- Contact an RPAC representative to register
- All contributions must be complete by September 30 each year
- Access complete details via the QR code!

NAR'S FEDERAL **ADVOCACY AGENDA**

As the largest professional trade association in the United States, NAR advocates for policies that promote and protect a dynamic U.S. real estate market and fosters homeownership and investment opportunities for qualified purchasers of real property. In the 117th Congress, NAR will focus on improving access to homeownership, enabling a quick recovery after the COVID-19 pandemic, ensuring fair housing for all and building strong and resilient communities and businesses.

Please scan the QR code to access the 2022 Advocacy Agenda.



EDUCATION: GAIN A COMPETITIVE ADVANTAGE



NAR and its affiliated Institutes, Societies, and Councils offer a wide selection of real estate training options. Please scan the QR code to view all courses and educational resources.

Build on your experience and explore a variety of offerings, which include:

Online Courses Learn at your own pace and on your own schedule.

Virtual Courses Take live, virtual instructor-led online courses.

Continuing Education Requirements Participate in required continuing education (CE) to maintain real estate licenses, set forth in state laws and administered by state real estate commissions.

Designations & Certifications Acknowledge experience and expertise in various real estate sectors upon completion of required courses.

REALTORS® Commitment to Excellence C2EX develops and enhances competencies that indicate a REALTOR®'s commitment to ethics, advocacy, technology, data privacy, and customer service.

REALTOR® L.E.A.D Courses Four exciting new courses equip participants with the concepts, knowledge, and practices needed for effective association leadership.

REALTOR® Association Management Self-Study Courses Resources to help association executives increase their knowledge of REALTOR® association management.

Center for REALTOR® Development Podcast Focusing on education in the real estate industry and discussing sources of industry knowledge, including NAR education and credential programs.

NAR Academy at Columbia College NAR members receive financial assistance when they enroll in certificate, associate, bachelor's, and master's degree programs.

CENTER FOR REALTOR® FINANCIAL WELLNESS



The Center for REALTOR® Financial Wellness is a resource designed exclusively to meet the specific financial planning needs of REALTORS. This comprehensive program includes education materials and resources for wealth building, business planning, and investing in real estate.

Log on to FinancialWellness.realtor to assess your current financial profile, receive personalized financial planning goals, practice financial planning decisions in a risk-free way, and explore a robust library of budgeting, retiring, and real estate investing resources.

This complimentary program has something to offer all NAR members and REALTOR® Association staff – no matter their level of professional expertise or stage of financial planning. Log on to FinancialWellness.realtor to begin your financial journey today!



NAR EVENT CALENDAR & INFORMATION



Network with other professionals, attend a seminar, and keep up with industry trends through events hosted by NAR. Live Virtual Events and Webinars continue to be offered for members, often at a discounted rate.

Scan the QR code to explore a comprehensive list of NAR meetings for upcoming calendar years, and view select videos and sessions from recent NAR events.

UPCOMING NAR EVENTS

2022

[NAR NXT, The REALTOR® Experience](#)

November 11 – 13
Orlando, FL

[REALTOR® Party Training Conference](#)

November 29 – December 1
Philadelphia, PA

2023

[RPAC President's Circle](#)

March 1 – 4
Cancun, Mexico

[Association Executives Institute](#)

March 17 – 20
Seattle, WA

[REALTORS® Legislative Meetings](#)

May 6 – 11
Washington, DC

[Leadership Summit](#)

August 14 – 15
Chicago, IL

[NAR NXT, The REALTOR® Experience](#)

November 14 – 16
Anaheim, CA

Did you know that NAR keeps a digital library of event photos?

Flip through images from NAR meetings & events here!



NAR+PHOTOFY APP OVERVIEW

Boost your brand and increase engagement with personalized, ready-to-share social templates from NAR + Photofy that you can post across your social media platforms.

Use the Photofy App to:

- Personalize ready-to-share content from the “That’s Who We R” consumer ad campaign, certifications & designations, holidays, and more
- Easily schedule posts
- Maximize your marketing mix and member value

State and local associations, and NAR affiliates, can also use Photofy to distribute their own branded graphics to members.

How to Signup, Download, and Use the App

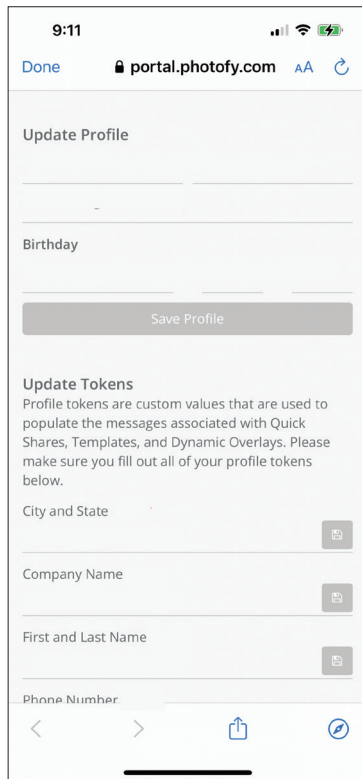
1. Signup at Photofy.com/NAR

- a. Signup with your name, contact information, and Member ID.
- b. You will receive an email to download the Photofy app.
- c. If you don’t receive an email you can go to the App store on iTunes or Google Play and download it there.
- d. Helpful tutorial videos: vimeo.com/showcase/nar-photofypro

2. Open the App and Make Sure Your Profile is Set Up First

- a. Sign in using the same email address and password you created already.
- b. In the top-left corner, you’ll see a “burger” menu. Tap on it to reveal options.
- c. Select “Settings” and then “Manage Profile”.
- d. Under the “Update Tokens” section, enter your contact information. This information will be used to pre-fill the templates. You can always edit the pre-filled text prior to sharing.





STEP 2



STEP 3

3. Home Screen

The home screen has several buttons that take you to their respective sections: Photo Templates, Quick Share, and Scheduler (on iOS devices).

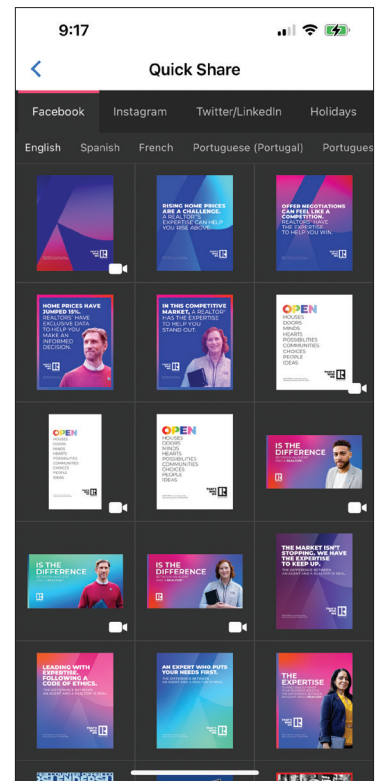
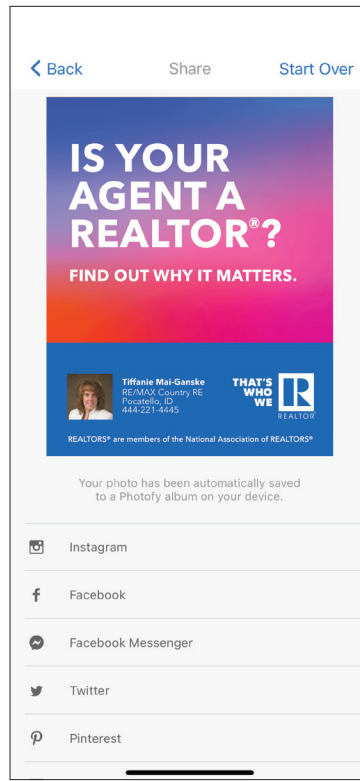
4. Photo Templates

- a. This section contains templates that you can personalize with your photo or logo and contact information, depending on which template you choose from the category tabs at the top. You can use any of the graphics on any social media platform, but you may need to adjust their size within the social media app when you preview the post.
- b. For the templates that allow text customization, your profile information will be pre-filled from your profile, which you can edit prior to sharing.
- c. For Photo templates, tap on “Tap to Add Photo” and choose one from your device’s photo gallery or connect to Dropbox or Google Drive.

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STEP 4



STEP 5

- d. For Logo templates, top on “logo+” and choose a logo, preferably a transparent PNG file.
- e. You can reposition the photo by dragging it.
- f. Tap on the text boxes to edit them as you like.
- g. Tap Apply.
- h. When finished, tap Done.
- i. You can now select a social media account or another share option where it will be loaded within your selected social media app (Facebook, Instagram, LinkedIn, Twitter, or Pinterest). If desired, you can resize it by pinching in/out to make sure none of the image gets cut off before you post it. For example: a rectangular image on Instagram.

5. Quick Share

This section contains galleries of videos and graphics that you can post on your social media accounts. They are not customizable.

6. Scheduler

This section lets you schedule posts. You will get a notification at the date and time you set up and it will show you a preview, asking you to confirm if you want to post it.

7. Menu

The app's menu can be accessed via the "burger" icon in the upper left-hand corner, which when tapped will show several options.

a. Projects – you can ignore this section.

b. Scheduler – takes you to the Scheduler screen.

c. Settings

- Manage Profile

Under the "Update Tokens" section, you can enter your contact information which will be used to pre-fill the templates. You can always edit the pre-filled text prior to sharing.

d. Support – use this if you are having any issues with the app



NOTES



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