

Benchmarks

Program Overview

NAR's Commercial Services Accreditation is designed to assist your association to develop commercial services and recruit and retain commercial members in your market. The program, consisting of benchmarks centered on services, was first pioneered in 2008 in collaboration with NAR's commercial boards & structures. NAR strives to acknowledge local and state REALTOR® associations like yours for a commitment to providing commercial services and engaging commercial members.

How can the Accreditation Benchmarks help our association?

Fundamentally, this program can assist you to identify the existing level of commercial member-centric services and engagement you have at your association. By simply starting with assessing how many of the benchmarks you currently achieve, you can develop a course of action to not only increase services, but bring in new commercial members.

What Are Benchmarks?

Benchmarks represent key commercial services and member engagement activities, many of which are aligned with Core Standard requirements. The benchmarks were derived from best practices at commercial overlay boards and commercial structures around the country as services proven to increase commercial member engagement.

How are Associations Recognized?

To earn the Commercial Services Accreditation, your association must achieve the minimum twenty (20) required benchmarks. Each benchmark earns the association at least one point. Once you meet the required benchmarks, your association will be recognized with a One (1) Star Commercial Services Accreditation Award. Associations earning additional benchmarks will achieve higher star level awards. You may apply at any time for a higher level award.

- 1 Star – 20 minimum required
- 2 Star – 30 total (10 plus the 20 required)
- 3 Star – 40 total (20 plus the 20 required)
- 4 Star – 50 total (30 plus the 20 required)
- 5 Star – 60 total (40 plus the 20 required)

What Does My Association Receive for Earning the Accreditation?

Your association will receive recognition as a Commercial Services Accredited Association and be presented with a certificate to display at your association office. Awards will be presented for associations achieving higher star award levels.

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When and How Do I Apply for Accreditation?

Your association can apply at any time. Open the online application when you are ready to start working on your benchmarks and attach supporting documentation. You needn't complete the process at once - simply save your work as you go.

Once your application is complete, press submit and you will receive feedback when your application is under review. If your application is approved your association will be recognized at the next major NAR event (AEI, REALTORS® Legislative Meetings, Commercial Leadership Development Day, REALTORS® Conference & Expo).

What if I Need Help?

NAR is ready and available to assist your association in assessing how you are currently serving and engaging commercial members. Staff will walk you through the benchmarks, provide examples of how other associations are meeting them, and help you develop a strategy for implementing new services. Contact 800-874-6500.

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Governance/Structure

1. **At least one member of your association's board of directors is a commercial practitioner. (required)**

Provider Member's name:

2. **The association has a Professional Standards committee composed of residential and commercial members who conduct ethics and arbitration hearings in accordance with the Professional Standards policies of NAR. (required)**

Describe current makeup of committee:

3. There are commercial specific meetings or events for members to attend at least 4 times per year. Includes general membership meetings or events where a commercial topic is on the agenda.
Describe meetings and provide dates for meetings.
4. A staff member is designated to oversee the commercial programs and services offered to members and /or the commercial group.
Staff Name and Title
5. The association has a separate governing body for the commercial structure.
Structure Name:
Current President:
Current President-Elect:
6. A commercial member serves on the association's Professional Standards committee.
Name:
7. There is a Commercial Grievance committee composed of commercial members who oversee the grievance process, pursuant to NAR's Professional Standards policies.
Describe:
8. Commercial committees, subcommittees, councils, focus groups, task forces are established when needed.
Give examples:

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Communications

1. **There is a specific commercial communications piece or commercial section of an overall association piece that is distributed at least quarterly. (required)**
Attach an example.
2. **There is a dedicated commercial services webpage that exists within your association's website. (required)**
Provide URL:
3. **The red commercial R logo (use of logo R or pin R) is featured on the home page of your association's website and/or the commercial page. (required)**
Provide URL:
4. **The following links from www.nar.realtor appear on the association's website. (required)**
Provide the URL for each link listed below:
 - NAR's Commercial landing page: nar.realtor/Commercial
 - NAR's Commercial Advocacy/Legislation page: nar.realtor/commercial/legislation-and-advocacy
 - NAR's Commercial Education page: nar.realtor/commercial/educational-opportunities
 - NAR's Commercial Research page: nar.realtor/research-and-statistics/research-reports/commercial-real-estate
 - NAR's 5 Commercial Institutes, Societies and Councils page: www.nar.realtor/commercial/institutes-societies-and-councils
5. Links to NAR's Commercial Institutes, Societies and Councils local chapter appear on the association's commercial services page.
Provide URL:
6. The association has implemented regular social media use as a way to engage commercial members and the general community.
Provide your social network links and describe your strategy.
7. The association has a blog in which commercial topics and issues are discussed.
Provide URL:
8. The association utilizes NAR's consumer awareness campaign, promoting REALTORS® who are commercial practitioners.
9. If already accredited, the NAR Commercial Services Accreditation logo is displayed on the association website.
Provide URL:

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Education/Professionalism

- 1. The online Ethics Training for REALTORS® is made available to those who practice commercial real estate, with the commercial track specifically promoted. (required)**
Provide example and/or attach any fliers.
- 2. The association offers commercial educational programs/workshops at least 2 times per year. (required)**
List programming and dates offered in the past year or currently.
(2 fillable blanks)

Hold up to 6 additional courses and receive half a point per course offering.
List programming and dates offered in the past year or currently.
- 3. Links to the education of NAR's commercial affiliates are posted on your association's website. (required)**
Provide URL
- 4. The association holds a new member orientation program including a commercial services component for all members. (required)**
Describe and attach an outline or copy of the orientation materials.
5. Additional ethics courses are presented at your association or made available through collaborative efforts, which included commercial case studies, situations and processes relevant to commercial real estate professionals.
6. Your association offers educational programming about the basics of commercial real estate to residential agents who may wish to transition or learn more about this part of the industry. Provide example and/or attach any fliers.
7. At least one member of your commercial structure holds a commercial designation from one of NAR's 5 Commercial Institutes, Societies and Councils
Name of member:
8. The association offers one commercial educational programs/workshops with CE credit.
List programming and dates offered in the past year or currently.

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Legislative/Advocacy

- 1. Communicate local, state and national commercial specific legislative/advocacy updates to members. (required)**
Describe how you achieve this:
- 2. NAR's Commercial Issues & Actions document or a link to the document on nar.realtor is posted on your association's website. (required)**
Provide URL:
3. The association has an active advocacy program including local and regional commercial real estate issues.
Describe and provide an example of a local or regional issue which was the focus of your program.
4. The association has attained its RPAC goal for the past year as set by the state association.
5. Member(s) of your association have participated in a Hill Visit during the REALTORS® Legislative meetings in DC.
Name of member:
6. The association has a commercial specific RPAC program in place.
Describe:
7. At least 2 commercial members are RPAC major investors.
List names:
8. The association has applied for REALTOR® Party funding for a community outreach project.
Provide project name and application date:
9. The association has applied for the REALTOR® Party funding for a Land Use Initiative.
Provide project name and application date:
10. The association has held a Better Block, Mainstreet or Placemaking event through REALTOR® Party funding.
Provide project name and date.
11. Association communicates the Call to Actions to boost participation by commercial practitioners.
Attach an example:

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Technology/Data

- 1. The Association promotes or provides a Commercial CIE, MLS with commercial listings or Commercial MLS. *(required)***
Provide name of CIE, MLS, or Commercial MLS:
Provide URL:
- 2. The Association hosts a forum for members to exchange property information online or during a live member event. *(required)***
Provide URL or description:
- 3. A link to the NAR Commercial Data & Listing Resources page (www.nar.realtor/commercialdata) is promoted to members on your website and/or through member communications. *(required)***
Provide URL:
- 4. A link to REALTORS® Property Resource (RPR) Commercial tool is provided on the association's website.**
Provide URL:
- 5. The association provides commercial forms or access to a vendor that offers commercial forms.**
Provide an example:
- 6. The REALTORS® Property Resource Commercial webinar trainings are posted on an association webpage.**

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NAR/State Association Involvement

1. **All new members are asked to identify their primary field of business as residential or commercial. (required)**
Provide a copy of your new member form or method for identifying Field of Business
2. **At least once per year, all members are asked to update their NRDS record, and the association POE updates the NRDS record. (required)**
Provide example of communication.
3. A member of the association (includes staff) has attended NAR's Commercial Committee meeting at RLMTE (Midyear) or Annual in the last two years.
Name of member and year attended:
4. A member of the association (includes staff) has attended NAR's Commercial Leadership Forum at RLMTE (Midyear) or Annual in the last two years.
Name of member and year attended:
5. A member of the association has served or is currently serving on NAR's Commercial Committee.
Name of member:
6. A member of the association has attended NAR's Commercial Caffeinated Breakfast or NAR's Commercial Red Carpet Networking Reception during Annual in the last 2 years.
Name of member and year attended:
7. A member of the association has been a part of any commercial related subcommittee, advisory board or workgroup at the national level (not including NAR's Commercial Committee).
Name of member and group:
8. The AE, commercial supporting staff and/or a volunteer member leader has taken the course "Commercial Membership By Design".
Name and when taken:
9. The AE; commercial supporting staff and/or the incoming leader attended NAR's Commercial Leadership Development Day in the last two years.
Name(s) and year attended:
10. A REALTOR® member from the association has been nominated for a National Commercial Award.
Year:
11. A Commercial staff member from NAR has visited or held a consultation with your association.
12. An association profile for your commercial group has been updated for the current year with NAR's Commercial team.
13. The association has been awarded a Commercial Innovation Grant.
Year:

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Community / Member Involvement & Networking

1. The association holds at least 2 of the following types of events established to engage the commercial membership and attract potential new commercial members to the association. *(required)*

Check all that apply and provide marketing flyers or collateral:

- i. Commercial programming/events at association Annual Conference/Expo
- ii. Awards event featuring commercial awards
- iii. Bus tour of properties
- iv. Charity event
- v. Women in Commercial event
- vi. Golf Tournament
- vii. Installation event for commercial officers
- viii. Networking events for commercial practitioners
- ix. Live webinar or podcast events.
- x. Other, please specify

2. The association works collaboratively on an ongoing basis with at least 3 external groups to build community relationships and joint programming. *(required)*

Check all that apply:

- a. Chamber of Commerce
- b. ICSC
- c. Economic Development Council or Agency
- d. NAIOP
- e. Financial Institutions
- f. CREW
- g. Other local REALTOR® Associations (specify)
- h. ULI
- i. BOMA
- j. Other (specify)

3. Your association offers commercial educational programming to attract non-members.
Attach examples and the average pricing for members and non-members.
4. The commercial structure has been recognized or received an award for being a leader in the community or industry.
Describe.
5. There is a recognition program in place with a specific award for a commercial member who is a REALTOR® member of the association.
Describe:
6. A calendar of commercial events posted on the association's website.
Provide URL:
7. Members are surveyed at least every other year and asked specifically about their needs for services or resources related to commercial real estate.
Provide a copy of the survey used.

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8. Members that have identified their primary field of business as commercial are asked once per year to add any secondary fields of business.
Provide example of communication: