

ASSOCIATION EXECUTIVES COMMITTEE
2021 REALTORS® LEGISLATIVE MEETINGS

CHAIR Janet Kane (TX)
VICE CHAIR Ryan McLaughlin (VA)
COMMITTEE LIAISON Ilene Horowitz (NJ)
STAFF EXECUTIVE Cindy Sampalis

Recommendations:

Recommendations #1 through #7 are related and it is recommended that they are taken together (Exhibit 1).

- 1. To require final submission of local and commercial associations' Core Standards certification forms on December 31st and terminate access to the form after that date, barring a special request from a state association to provide additional access.**

Rationale: Implementing a hard and fast deadline ensures teeth in the Core Standards certification process and greater consistency in enforcement among states.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

- Approval Referral to _____ for further study
 Approval with the following amendment: Defeat

Board of Directors Action:

- Approved Defeated
 Approved with Executive Committee amendment Referred to _____ for further study
 Approved with the following Board of Directors amendment:

- 2. To prohibit Core Standards hearing panels from granting non-compliant associations an extension to comply.**

Rationale: The current April 30 deadline extension allows the hearing panel to overturn the state association's determination and minimizes the value and authority of the state association's role in the certification process.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

- Approval Referral to _____ for further study
 Approval with the following amendment: Defeat

Board of Directors Action:

- Approved Defeated
 Approved with Executive Committee amendment Referred to _____ for further study
 Approved with the following Board of Directors amendment:

3. To create a standard online form that formalizes the Core Standards reporting process by which state associations communicate issues of local and commercial association non-compliance to NAR.

Rationale: A standard form ensures greater consistency among state associations and allows states the opportunity to provide an explanation for why an association is not in compliance with the Core Standards.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

- Approval Referral to _____ for further study
 Approval with the following amendment: Defeat

Board of Directors Action:

- Approved Defeated
 Approved with Executive Committee amendment Referred to _____ for further study
 Approved with the following Board of Directors amendment:

4. To provide state associations the option to submit written documentation for the Core Standards hearing panel, and the option to meet with the hearing panel prior to the hearing; the appealing association will have no less than five days to review the information provided by the state association.

Rationale: This provides the state association with an opportunity to share its perspective and add context to its decision to not certify the association.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

- Approval Referral to _____ for further study
 Approval with the following amendment: Defeat

Board of Directors Action:

- Approved Defeated
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 Approved with the following Board of Directors amendment:

5. To send a 'letter of warning' to the chief staff and officers of every association that is not compliant with the Core Standards by February 1.

Rationale: The “letter of warning” creates a permanent record of the association’s noncompliance with the Core Standards and sends a message that conveys the severity and potential consequences of noncompliance. The letter will be maintained in NAR and state association files, as further consequences will be imposed for repeat offenders the following cycle. The ‘letter of warning’ will also provide associations with the opportunity to request a hearing.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

Approval Referral to _____ for further study
 Approval with the following amendment: Defeat

Board of Directors Action:

Approved Defeated
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 Approved with the following Board of Directors amendment:

6. To allow the Core Standards hearing panel the option of placing non-compliant associations on a probationary status for one year and the option of imposing the following sanctions:

- **Publish association’s name in NAR communication channels for not meeting the Core Standards (e.g., The Hub, AE INS, etc.)**
- **Require appropriate training on the Core Standards for association staff and leadership as determined by the appeal hearing panel**
- **Deny associations opportunities for NAR grants that are pending approval**
- **Require associations to develop a plan for merger, consolidation or dissolution**
- **Recommend revocation of association’s charter to the NAR Board of Directors.**

Rationale: Probationary status and sanctions provide hearing panels with options that are less severe than charter revocation for first-time offenders. If the association is not in compliance again the following year, the hearing panel may impose a more severe sanction, including charter revocation.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

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Board of Directors Action:

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7. To develop a training program that can be used by all REALTOR® associations, including NAR, to educate local, commercial, and state association volunteer leaders on the Core Standards.

Rationale: While staff leaders provide continuity and have the knowledge to ensure that the Core Standards are met each year, volunteer leaders also need to be apprised, so association resources are appropriately allocated and staff and volunteer leaders can work together to ensure that their association is in compliance with the Core Standards.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

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Board of Directors Action:

Approved Defeated
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 Approved with the following Board of Directors amendment:

Recommendations #8 through #15 are related and it is recommended that they are taken together (Exhibit 2).

8. To remove the Salutation field from the Member’s First (M1) member record for all member types.

Rationale: The Salutation field is an outdated and seldom used field in the member record. As the M1 platform seeks to be the single source for clean, accurate, and actionable member data, removal of unnecessary fields is essential to that goal.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

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 Approval with the following amendment: Defeat

Board of Directors Action:

Approved Defeated
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9. To add a Preferred Pronoun field to the member record and allow the end-user to select from an approved set of values (i.e. he/him, she/her, they/them, etc.).”

Rationale: The modern member engagement paradigm is to collect preferred pronouns and will enable NAR to know how our members wish to be addressed and promotes inclusion and engagement.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

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Board of Directors Action:

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10. To allow updates to the following fields within the member record when that member record is inactive (Status 1 only): Home Address, Mailing Address, Email Addresses, Phone Number, Web Page Address, and First and Last Name.

Rationale: The request to update inactive records was raised by various associations to support many different business scenarios including improved communication, recruitment, and retention. There are no legal ramifications to these updates.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

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Board of Directors Action:

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 Approved with the following Board of Directors amendment:

11. To allow State POEs (Points of Entry) to update Real Estate License in the member record and Main Office ID in the office record.

Rationale: Currently only Local POEs have the ability to update Real Estate License and Main Office ID, but State Associations often have more accurate information about large firms statewide and more direct access to licensing information. Allowing State Associations, in addition to the Local POEs, to update this information will directly support the goal of the M1 initiative to provide clean, accurate, and actionable data to the users.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

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 Approval with the following amendment: Defeat

Board of Directors Action:

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12. To track whether Business Email address has been verified for each member and to require such verification for all new members.

Rationale: Feedback from associations has indicated that email is a data point that is at times inaccurate and unreliable. As it is a required field for REALTOR® members, validation of email format (i.e. ensuring it is in the format of xxxxxx@xxx.xxx where .xxx is an acceptable top level domain such as .org, .com, .edu, .realtor, etc.) is occurring, but does not prevent erroneous email addresses from being entered. As email address is an essential point of communication with members, ensuring validity of this data is extremely important. Automatic verification of new member Business Email addresses would happen after a POE adds a new member, the date, and the required Business Email address.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

Approval Referral to _____ for further study
 Approval with the following amendment: Defeat

Board of Directors Action:

Approved Defeated
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13. To require that the Business Email field be an address used for business by the individual member and that any shared email address be relegated to a new field called Shared Email Address.

Rationale: Currently there are shared email addresses being used by members (i.e. more than one member is utilizing the same email address), which causes duplication across member records. Implementing this proposal will ensure uniqueness within REALTOR® member records, improving communication and data cleanliness, and will also ensure that the correct member is receiving secure communications such as voting and invoicing notices.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

Approval Referral to _____ for further study
 Approval with the following amendment: Defeat

Board of Directors Action:

Approved Defeated
 Approved with Executive Committee amendment Referred to _____ for further study
 Approved with the following Board of Directors amendment:

14. To require a Business Email field for Institute Affiliate members.

Rationale: Currently today, email is not required for Institute Affiliate members, causing communication issues. Requiring this data will improve communication and data accuracy.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

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 Approval with the following amendment: Defeat

Board of Directors Action:

Approved Defeated
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15. To remove the following fields from the member record: Dues Paid Local, Dues Paid State, Dues Paid National, Member: On Roster, Officer: On Roster, Office: District.

Rationale: Once the financial record was introduced, fewer associations used the date paid fields in the member record. For On Roster, many associations have indicated that they do not use these fields for the member to opt out of display on the association's website. No National Standard was ever set for Office District and it has very little use. Removal of these fields will improve the cleanliness and accuracy of the member record.

This recommendation may have financial impact on board or state associations (*check one*): Yes No
If yes, please attach a *Program Impact Analysis Form* as an Exhibit.

This recommendation has been reviewed by (*check all that apply*): Not Applicable
 Leadership Team Legal Finance Other (list committees):

The Executive Committee recommends to the Board of Directors:

Approval Referral to _____ for further study
 Approval with the following amendment: Defeat

Board of Directors Action:

Approved Defeated
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 Approved with the following Board of Directors amendment:

The following is reported for your information only and does not affect Association policy or budget.

1. William R. Magel Award of Excellence – Steve Francks, RCE, CAE, Chief Executive Officer of the Washington Association of REALTORS®, is the recipient of the 2021 William R. Magel Award of Excellence. The Magel award, the highest honor bestowed on an AE, is presented annually to an AE who has truly excelled in his or her role as a REALTOR® association executive. Steve will be formally recognized with this honor at the November 2021 REALTORS® Conference in San Diego.
2. AE Institute Advisory Board -- The advisory board is charged with planning the 2022 AE Institute curriculum. The board will begin this process over the summer, with some virtual meetings, followed by a live planning meeting at NAR's Chicago headquarters in late September. The 2022 AE Institute is March 11-14, in Atlanta, Georgia.

3. Volunteer Leadership Advisory Board – in ongoing efforts to develop and maintain a comprehensive curriculum of professional development programming that will groom, orient, train, and prepare volunteers for their REALTOR® association leadership roles, the advisory board is focused on providing the following initiatives: a list of available leadership training on a national, state and local level; recommendations on how to fill gaps in REALTOR® leadership training; leadership training opportunities in a variety of formats; a vehicle for association volunteer leaders to discuss relevant topics.
4. Association Diversity Work Group – the work group is focusing on the following three resources to provide support for associations as they address diversity, equity, and inclusion and work toward greater diversity amongst their leadership: Actionable Roadmap that identifies steps an association can take to address and increase DEI with links to tools and resources; a platform for collecting and compiling DEI speakers and consultants, vetted by other REALTOR® associations, that local and state associations can reference; a sample job description for hiring a diversity staff specialist position, and components of an effective DEI staff training program.
5. Career Development Work Group – the work group discussed content for an upcoming NAR career development survey that will guide the work group’s efforts to provide guidance and resources for association staff who want to advance their careers and consider new opportunities in the REALTOR® association. The survey, which will be sent to local, state, and MLS chief staff executives and staff specialists, will also solicit input on the AE Mentor Program to determine how the program can be enhanced to help shepherd AEs through career challenges and opportunities.
6. Innovation Work Group – the work group is exploring how associations can foster a culture of innovation that enables them to be more nimble, more receptive to risk, and better able to support and align with member businesses. They identified the following three areas of focus to help them develop strategies and practices to assist associations in adopting a forward-thinking mindset that is in step with the member’s way of doing business – Associations of the Future, Technology, and Human Capital.
7. Virtual Governance Work Group – The work group is charged with identifying best practices and guidelines to assist associations as they navigate governance procedures and strive for optimal member engagement in a new post-COVID virtual world. To that end, the work group is focusing on the following areas: Meeting Management; Policy; Technology; and Professional Courtesy/Etiquette.
8. AE YPN Forum – the forum featured a “Managing Staff Conflicts Mid-Pandemic” panel of association staff that discussed some of the staff issues they experienced amidst the pandemic and social unrest of the last year, and how they worked through the challenges in both remote and socially distanced workplaces.
9. RCE Designation -- The RCE Certification Advisory Board reviewed RCE exam questions to ensure they are in sync with the updated RCE Body of Knowledge competencies and Answer Book. The RCE Board will host another virtual study group this summer to help candidates prepare for the fall exam. This year marks the 30th anniversary of the designation and we celebrate this milestone with 523 RCE designees.

The following RCEs represent the most recent “class” of designees. The new designees will be formally recognized at the 2022 AE Institute in Atlanta.

Carrie Andersen, RCE -- Minnesota Association of REALTORS®
Casey Angel, RCE -- Raleigh Regional Association of REALTORS®, NC
Mike Barth, RCE, CAE -- Pennsylvania Association of REALTORS®
Ashley Baxter, RCE -- Tuolumne County Association of REALTORS®, CA

David Belew, RCE -- Upstate Alliance of REALTORS®, IN
Tonya Bell, RCE -- Greater Chattanooga Association of REALTORS®, TN
Matthew Church, RCE -- Metro Tex Association of REALTORS®, TX
Joanne Conroy, RCE -- Monmouth/Ocean Regional Association of REALTORS®, NJ
Michelle Davis, RCE -- REALTOR® Association of the Sioux Empire, SD
Rebecca DeShazo, RCE -- Georgia REALTORS®
Joshua Dix, RCE -- Charleston Trident Association of REALTORS®, SC
Lyn Gotwalt, RCE -- Centre County Association of REALTORS®, PA
Kevin Juliano, RCE, CAE -- Pennsylvania REALTORS®
Melissa Kolodziej, RCE -- Raleigh Regional Association of REALTORS®, NC
Jaime Lee, RCE -- Texas REALTORS®
Kristin Matuszewski, RCE -- Oklahoma Association of REALTORS®
Lindsey Wagner Ruschak, RCE -- Space Coast Association of REALTORS®, FL
Steve Stevens, RCE -- Kentucky REALTORS®
Joshua Veverka, RCE -- Northern Virginia Association of REALTORS®
Beth Wanless, RCE -- Ohio Association of REALTORS®
Suzanne Westrum, RCE, CAE -- San Antonio Board of REALTORS®, TX
Scott Williams, RCE -- Ohio Association of REALTORS®
Tiffany Gardner Wood, RCE -- Orange County REALTORS®, CA