



NATIONAL
ASSOCIATION OF
REALTORS®
SUSTAINABILITY PROGRAM

ESG + R REPORT 2021



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EXECUTIVE SUMMARY

This inaugural Environment, Social, Governance, and Resilience (ESG + R) report includes a comprehensive look at the major accomplishments and noteworthy activities within the National Association of REALTORS® in 2021. These accomplishments are outlined in four major areas based on the direction provided by the NAR Sustainability and Resilience plan, which includes goals, targets, and strategies for each pillar. These four areas are Environment, Social, Governance, and Resilience.

The section on Environment provides actionable items from the past year the association can point to that brought specific and positive impacts and reduced our energy use and environmental footprint. These actions have also aided in raising awareness among stakeholders through reports and educational opportunities.

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The Social content addresses the need for engagement with employees, initiatives, and events to promote the growth of sustainability at NAR by unlocking opportunities for the health and well-being to benefit our communities.

The Governance section focuses on introducing the concepts of sustainability to members, state, and local associations, and within the national organization using an integrated approach. As well as an overview of the internal and external relationships. Building and improving strategic partnerships within and outside of the organization helps weave sustainability throughout NAR.

Finally, the Resilience section focuses on short- and long-term actions that support REALTORS® and communities responding to and preparing for extreme weather. These actions and future plans can mitigate potential risks to the industry.

NAR's Sustainability and Resilience Plan contains a multi-layered approach and road map to integrating sustainability throughout the organization over an extended timeline. The four components of this plan will comprehensively assist members, state and local associations, and the organization to become more resilient and sustainable. This report highlights those actions already taken and includes future opportunities to build upon our efforts.

HOW NAR IS KEEPING THE PROMISES OF THE FUTURE



Everyone from veteran practitioners to casual watchers of HGTV knows the old real estate adage: location, location, location. Location is a critical factor in homebuyers' decisions and a strong driver of sale price.

But extreme weather events and the global pandemic have shown us location means more than just a zip code. Ultimately, we all share one location—our planet.

We have built our 10-year Sustainability and Resilience Plan on four pillars: Environment, Social, Governance,

and Resilience. What you're about to read is our first annual report describing our sustainability efforts.

NAR is taking a leadership role on real estate sustainability with full transparency and open, two-way communication with members. We will champion environmental stewardship and promote market-based approaches that benefit both the homebuyer and the planet.

There's an economic case to be made for environmentally sustainable practices. More and more homebuyers are looking for green features to save energy costs. REALTORS® understanding of those features only provide value to the relationship with clients.

And by making the necessary investments in our infrastructure and our institutions, the homes we sell, the neighborhoods we live in, and the communities we build, we can continue to meet our needs—now and in the future.

This isn't just about solar panels and more efficient shower heads. And it isn't just about closing the sale. This is about the actions we take today for

the benefit of those who will walk in our footsteps. So, it's our hope that you'll join NAR in leading the real estate industry to a more sustainable future by visiting [nar.realtor/sustainability](https://www.nar.realtor/sustainability).

As the National Association of REALTORS® Code of Ethics preamble tells us, "Under all is the land." Our planet is the one resource we all depend on, as will our heirs. The best time to care for it—and for them—is now.

Charlie Oppler

Handwritten signature of Charlie Oppler in black ink.

2021 NAR President

Bob Goldberg

Handwritten signature of Bob Goldberg in black ink.

NAR Chief Executive Officer

DEFINING SUSTAINABILITY AND RESILIENCE FOR OUR INDUSTRY

The National Association of REALTORS® is a leader in the dialogue on real estate sustainability among real estate agents, brokers, trade associations, and consumers. Identifying the growth of sustainability in real estate, the REALTOR® Sustainability program conducts outreach to members, trade associations, and agencies to raise awareness and engagement in NAR sustainability efforts. The program coordinates association benefits and resources for its members. It also introduces corporate social responsibility and triple bottom line concepts into NAR's decision-making practices, allowing NAR to educate and support sustainability in real estate through environmental, social, and economic contexts.

NAR adheres to the following definitions of sustainability and resilience:

SUSTAINABILITY: Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

RESILIENCE: The capacity to prepare for disruptions, recover from shocks and stresses, and adapt and grow from a disruptive experience.



“ In my role as Chair of the Sustainability Advisory Group, I've seen growing interest and great work from volunteer leaders around the country that bring benefits to members and associations engaged in this topic. I'm proud of the work and strategy NAR has in place to show stewardship and a commitment to sustainability.

— **Nate Johnson**, 2021 Chair,
NAR Sustainability Advisory Group

NAR'S SUSTAINABLE CONTRIBUTIONS

RESEARCH

- Conduct and publish annual research on REALTORS® and Sustainability for both residential and commercial members.
- Virtual speaking engagements—reducing carbon footprint of travel.
- Virtual focus groups—reducing carbon footprint of travel.
- Discontinued printing Profile of Home Buyers and Sellers and Member Profile—saves printing, but also mailing to annual and those who purchase hard copies.

ADVOCACY

- RPAC Fundraising created digital marketing resources for the Corporate Ally Program and made most meeting materials for NAR governance meetings digital.
- Made most meeting materials for NAR governance meetings digital.
- Donated leftover food at President's Circle and GAD Conferences.
- President's Circle Conference relied on the conference app instead of printed programs this year.
- Advocacy programs stopped printing on all past brochures (Broker Involvement, RPMA, etc.) with digital versions available online.
- Fairhaven online immersive experience supports DEI efforts for more vibrant communities.
- Included Flood Factor in Realtor.com.
- Hosted virtual conferences that save energy and reduce NAR's carbon footprint.

SUSTAINABILITY MISSION AND VISION

VISION STATEMENT: REALTORS® thrive in a culture of sustainability that promotes viability, resiliency, and resource efficiency.

MEMBER MISSION: Provide leadership and strategies on topics of sustainability that benefit members, REALTOR® associations, and communities. To find out more, visit nar.realtor/sustainability.



We would be missing out if [NAR] having a greater presence in the sustainability conversation did not happen. We are the boots on the ground, and this is part of “WHO WE R.”

— **Patty Zuzek**, *Broker, Lakeville, MN*





NAR'S SUSTAINABILITY AND RESILIENCE PLAN

The National Association of REALTORS® Sustainability and Resilience Plan reflects, reinforces, and advances a structured sustainability approach to enhance NAR's overall priorities of supporting homeownership, property rights, and strong communities.

The plan was created and adopted in 2020 using industry best practices. It is organized into four sections that include guiding principles, goals, targets, and recommended actions.

Implementation of the plan will continue through 2030 and includes collaboration among staff and members.

This report provides a snapshot of some of the association's recent achievements based on the Sustainability and Resilience Plan.

THE FOUR PILLARS

ENVIRONMENT



- Provide Sustainability Tools
- Increase Research, Data Dissemination and Industry Leadership
- Expand Training and Benefits

SOCIAL



- Expand Stakeholder Outreach
- Focus on Health and Wellness
- Support Healthy, Vibrant, Diverse Communities

GOVERNANCE



- Build a Sustainability Team
- Strengthen Partnerships
- Institute Annual Sustainability Reporting

RESILIENCE



- Expand Sustainability & Resiliency Guidance
- Provide Guidance on Financing Resiliency
- Explore Extreme Weather and Climate Risk for Our Industry

NAR's Sustainability and Resilience Plan is organized in four pillars representing a comprehensive strategy that supports engagement on sustainability efforts throughout the industry.

THE IMPACT

What follows is a snapshot of the National Association of REALTORS® existing programs, resources, and services that contribute to the Sustainability and Resilience Plan goals. NAR will conduct an annual review of the four pillars of the Sustainability and Resilience Plan to identify components of programs and operations updates, as well as forward-looking areas of improvement. Also included are member statements and staff contributions based on the work done in a variety of groups within the National Association of REALTORS®.

NAR'S SUSTAINABLE CONTRIBUTIONS

MARKETING, COMMUNICATIONS AND EVENTS

- Began a coordinated campaign promoting NAR's Sustainability and Resilience Plan and additional sustainability offerings. The campaign included promotion of the annual REALTORS® and Sustainability Report (Residential and Commercial), Sustainability Corner events at the REALTORS® expo, the ESG report, the 2021 Sustainability Summit, and content related to sustainability.
- Promoted nine virtual High Performance Homes Tours through the joint initiative with NAHB, called Home Performance Counts.
- Assisted in analysis and tracking of page usage at nar.realtor/sustainability to provide better member experience for sustainability content.
- Designed all creative assets for 2021 Sustainability Summit.
- Designed flyers for members and association leaders to learn more about sustainability efforts at NAR events.
- Published an article in the Fall issue of REALTOR® AE Magazine focusing on how small associations can incorporate sustainability practices.
- Use of conference apps for major meetings has eliminated printed conference programs for attendees.



It's time to be true leaders in the conversation and implementation of sustainability in our communities.

— Judy Gibbons, REALTOR®, Chicago, IL





ASSOCIATION SUSTAINABILITY SNAPSHOT

ENVIRONMENT

In the context of real estate the environmental lens generally refers to structures – residential, commercial, and industrial – the environmental friendliness with which they were constructed, as well as the level of environmental impacts they create during operation. With regard to NAR and the Sustainability and Resilience Plan, the emphasis is on four principal areas:

1. Providing sustainability tools to members as well as to state and local associations;
2. Increasing research and data and disseminating relevant findings to the appropriate parties;
3. Leading the industry;
4. Expanding training and benefits.



SUMMARY OF 2021 ACTIVITY FOR ENVIRONMENT PILLAR

1. Chicago Headquarters' Master Vision Project—the most sweeping updates to the building since 1962—was initiated in 2018. Under normal operations, **these updates will bring up to 25% in energy savings** from the installation of new mechanical systems **and a 75% reduction in energy consumption** from the new elevator system. Materials, resources, and waste tracking all meet LEED standards. A primary focus of the project is to maintain the **LEED Gold status** for existing building operations and maintenance that NAR earned in 2011.
2. Improved air ventilation systems to improve Indoor Air Quality (IAQ) at the Chicago Headquarters In 2021, **NAR received the Healthy Building Verification certification** that demonstrates the Chicago building engages an environmental, health, and safety expert who verifies a safe and healthy indoor environment exists. The third party verifies:
 - Comprehensive Indoor Air Quality Testing to verify adherence with OSHA, EPA, ASHRAE, and CDC guidance for indoor environments.
 - Water testing of potable drinking water supplies to **verify safe and healthy water quality** is being provided per EPA drinking water quality standards.
 - HVAC mechanical system inspection and operations guidance verify the system within this facility are **properly filtered** and maintained and is operating to **provide the indoor environment with fresh air** exchanges that are compliant with ASHRAE guidelines.
 - Facility cleaning and disinfection review verify that this facility's daily cleaning and disinfection practices are in adherence to the guidance from OSHA, EPA, and CDC to properly **maintain safe and healthy contact surfaces**.
 - Implementation of an Indoor Environmental Management Plan that provides direction and resources to rapidly respond to potential indoor environmental health and safety problems so they can be addressed early on with well documented scientific supported solutions.

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3. Incorporation of **sustainability concepts into Commitment to Excellence (C2EX)** topics including definitions of sustainability and resiliency, items under liability (e.g., disclosure, items of omission, risk management, Code of Ethics), Flood Factor Database, Property Disclosure (legally mandated, COE mandated, personal practice): prior flooding, peril risk, and climate vulnerability assessment. As a result, when members take C2EX, they will have **enhanced opportunities to learn about sustainability concepts** and how they relate to real estate.
4. To keep members informed of the latest industry trends and market information, **updates to NAR's Green Designation** program launched in December 2021.
5. NAR Library and Archives published an **e-book collection on sustainability** and green real estate.
6. Enhanced facilities in the NAR buildings to encourage a variety of options in commuting that **promote reduced emissions**, such as public transit, biking, or walking, and EV charging stations.
7. Providing research on Adaptive Reuse reports on office and hotel to **support housing availability and reduced environmental impact** in the built environment.
8. NAR Smart Growth support of state and local association efforts to change local policies that **encourage walking, biking, and transit** as well as other aspects of development such as mixed-use buildings and a range of housing types.
9. Publishing *On Common Ground* magazine on **FSC-certified paper**. *On Common Ground* explores housing production from all angles and discusses a range of approaches we can take at all levels of government and the private sector, that show promise to produce the housing we need more quickly and cost effectively, such as local zoning fixes; niche strategies to provide housing for those who wish to age-in-place; adaptive reuse of office space and parking structures; and technological advances in building construction.
10. NAR Housing Opportunity Grants assist state and local associations in bringing vacant and abandoned properties back into productive use as well as encouraging creation of policies supportive of Accessory Dwelling Units.

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UPCOMING OPPORTUNITIES AND GOALS

In the coming year, NAR will continue to grow the available sustainability training available for REALTORS® and provide new educational materials and resources to meet REALTOR® needs. Opportunity also exists to better link the environmental accomplishments of the REALTOR® Buildings with our REALTOR® brand.

SOCIAL

For the real estate industry, social initiatives highlight the opportunities provided by the association that encourage sustainable and resilient real estate markets and drive healthy, vibrant, and diverse communities. With a focus on information and engagement, NAR can guide staff and members by providing relevant information and support around the country. This pillar also prioritizes health and wellness in homes and for employees; it also addresses the link between diversity, equity, and inclusion and the opportunity for all communities to be sustainable and resilient.





SUMMARY OF 2021 ACTIVITY FOR SOCIAL PILLAR

1. A new **Core Value** established for all NAR employees solidifies **NAR's commitment to respecting diversity** throughout the association and cultivating an inclusive workplace environment, where each person feels safe to express their authentic self.
 - **Diversity, Equity, and Inclusion:** Through inclusive collaboration and mutual respect for our colleagues, we focus on the principles that matter to the organization and drive how we engage each other to reach our common goals. We fully embrace perspectives from all walks of life—regardless of race, ethnicity, gender, religion, age, sexual orientation, gender identity, disability, national origin, socioeconomic status, political affiliation, or any other qualities by which we may define ourselves. We commit to bringing out the best in ourselves, uncovering our hidden talents, and celebrating differences in our day-to-day interactions. These beliefs are essential as we serve our members who help fulfill the dream of home and property ownership in America.
2. The Home Performance Counts joint initiative **connects REALTORS® and Builders** and provides first-hand experience with high performance homes. This **includes a “translator tool”** to help connect clients with the benefits of high-performance homes. This initiative also **hosted seven virtual green home tours in 2021**.
3. NAR continued its **partnership with the Food Recovery Network** to donate any unused food portions from major meetings to those most in need. This unused food historically ends up in landfills. **Through this partnership, in 2021, NAR's total impact included 4,170 pounds of surplus food donated, equivalent to 3,475 meals.** NAR is asking state and local association executives and its presidents to join in this effort by making a pledge to participate in this food recovery effort to donate unserved meals at their events in their local community.

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NAR'S SUSTAINABLE CONTRIBUTIONS

MEMBER DEVELOPMENT

- Sustainability Program promotes resources, research, and support for members and state and local associations.
- Home Performance Counts joint initiative between NAR and NAHB promotes collaboration and information to help REALTORS® and builders convey the benefits and value of high-performance homes.
- Host Annual Sustainability Summit for members and industry leaders to discuss and learn about sustainability in real estate.
- Integrated educational content regarding sustainability into the C2EX program.
- Center for REALTOR® Development updated NAR's Green Designation course, retooling language and expanding concepts related to sustainability and resiliency, so that the course is better aligned with NAR's sustainability initiatives.
- CRD had six virtual courses in 2021 and all student manuals were emailed in lieu of printed materials which also aligns with NAR's sustainability initiatives.
- Annual award to highlight GREEN Designation members.

4. NAR hosted the annual **Sustainability Summit virtually on Dec. 16** with both member and industry participation. This annual event **brings together industry and volunteer leaders** to explore progress and market transformation that affect real estate associations and professionals. It provides programming and discussion to support NAR's Sustainability and Resilience Plan. This event reinforces NAR as a leader in sustainability, strengthening the association's support of and engagement in sustainability efforts throughout the industry.
5. **Education opportunities** at the REALTORS® Conference and Expo included a session entitled *"It's Time to Make Green Part of Your Real Estate Team"* and a new, interactive Sustainability Corner on the expo floor.
6. Launched a new, organic effort in concert with NAR Marketing to **increase awareness and engagement** with the sustainability webpage at nar.realtor.

UPCOMING OPPORTUNITIES AND GOALS

Many opportunities exist within the Social pillar of NAR's sustainability efforts for 2022. To help support awareness and understanding of the benefits of healthy, vibrant

communities and the association's sustainability efforts, work will continue to reimagine the layout and use of the sustainability page on nar.realtor. This will include content like videos, articles, and more to engage members on this burgeoning topic. The Home Performance Counts initiative will launch a new section of the website that provides guidance to state and local associations on green and sustainable homes. NAR's Leadership Academy will include content on sustainability to help equip our association's future leaders with necessary information.



NAR is driving conversations that lead to action—specifically energy savings measures for our office.

— **Josh McFall**
Association Executive,
Huntsville Area Association
of REALTORS®



GOVERNANCE

We strive for open, two-way communication with members to inform our actions and decisions on their behalf while leading the dialogue on real estate sustainability and resilience among real estate agents, brokers, trade associations, and consumers. The Governance pillar addresses transparent leadership and partnerships on sustainability topics, as well as annual reporting.

SUMMARY OF 2021 ACTIVITY FOR GOVERNANCE PILLAR

- NAR and the National Oceanic and Atmospheric Administration (NOAA) developed a partnership that keeps our members informed of how weather events affect housing and markets. This partnership includes opportunities ahead to collaborate on a truly global scale.
- The 2021 Sustainability Summit included attendees who are members, as well as industry affiliates and external partnerships. Streaming select sessions **makes content more available, accessible, and transparent.**
- Continuing to build upon **partnership relationships with industry organizations.** Examples include National Association of Home Builders (NAHB), US Green Building Council (USGBC), CoreLogic, REALTORS® Property Resource (RPR), National Oceanic and Atmospheric Administration (NOAA), Real Estate Roundtable, Conservation Foundation, Appraisal Institute, Chamber of Commerce, Home Innovation, Environmental Protection Agency (EPA), Rocky Mountain Institute, Fannie Mae, Freddie Mac, Urban Land Institute, DOE Office of EE and Renewable Energy, Mortgage Bankers Association, National Multi-Housing Council.
- **Sustainability Advisory Group participants changed** to include all chairs who sit on the Public Policy Coordinating Committee and the Vice Presidents of Advocacy and Association Affairs on the Leadership Team.



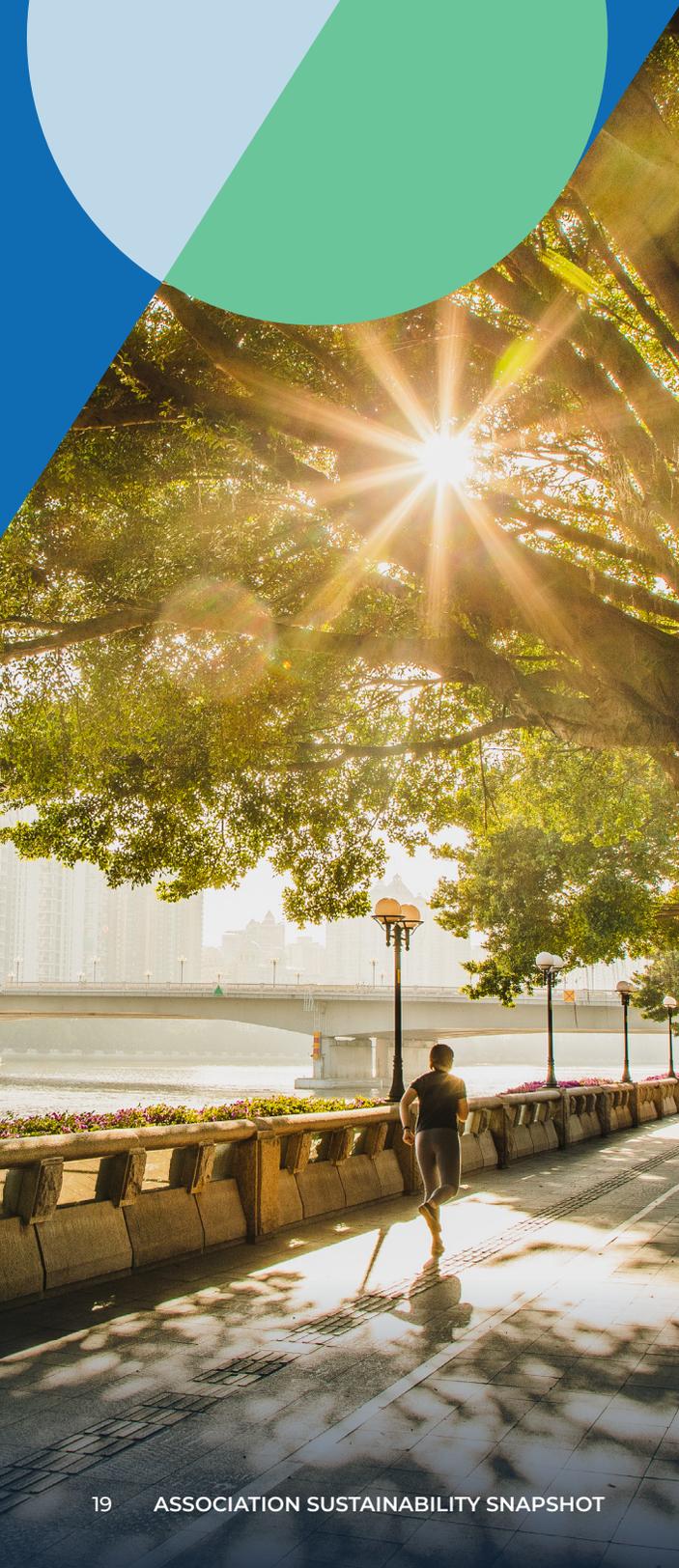
NAR'S SUSTAINABLE CONTRIBUTIONS

ADVOCACY – COMMUNITY OUTREACH

- NAR's biennial Community and Transportation Preferences Survey shows strong demand from residents to live in communities where most of their needs can be met a short distance from their home.
- Smart Growth for the 21st Century class: provides education on sustainable development strategies.
- Smart Growth Grants: support local association efforts to create walkable communities, support transit, Complete Streets, main-street revitalization through changes to public policy.
- Transforming Neighborhoods Program: Aims to put vacant and abandoned properties back into productive use which not only means a new dwelling does not need to be built but also will generally increase the population density of the community which, in turn, will support walkability, bikeability, and transit.
- Placemaking Grants support local association efforts to bring attractive walkable and accessible destinations to communities; community gardens to support locally grown produce.
- Rural Outreach Grants support local association efforts to bring effective broadband to rural communities thus eliminating the need for some car trips. The grants also support open space preservation through creation of purchase/transfer of development rights.

UPCOMING OPPORTUNITIES AND GOALS

- In 2022, focus groups are planned with state and local Association Executives in May about sustainability in their markets and how NAR can support efforts for state and local associations. The association is also positioned to build on existing opportunities and to seek new ones with organizations and potential partners—both internal and external—that support and strengthen sustainability depth and leadership.
- Including **Sustainability in the 2022 NAR Strategic Priorities** (Goal #4: Lead on Sustainability Among Members, Associations, Industry Groups, and Communities) REALTORS® are invested in having a national infrastructure that prioritizes viability, adaptability, resiliency, and resource efficiency—one that meets the needs of the present without compromising the ability of future generations to meet their own needs.
 - Continue implementation of a **multiyear Sustainability and Resilience Plan** that reinforces NAR's position as a leader on the topic, strengthening the association's support of and engagement in sustainability efforts throughout the industry.
 - **Educate members and associations about the four pillars** of the Sustainability and Resilience Plan—environmental, social, governance, and resilience—and its benefit to REALTORS®, the real estate industry, and the public.
 - Support community discussion and policy engagement around sustainability issues that directly impact **communities, transactions, and association operations**.
 - Grow as a leading and **trusted voice for sustainability** in real estate through communication, advocacy, education, and professionalism.
 - Collaborate and partner with related sustainability industry groups for the benefit of REALTORS®, the industry, and the nation.



RESILIENCE

From the real estate perspective, resilience is the ability to respond, absorb, and adapt to, as well as recover from, a disruptive event. Disruptive events may be caused by many factors, from natural disasters to extreme weather events. A resilient structure or community can resist an extreme event with minimal damage and disruption during the event; after the event, it should be able to rapidly recover to, or even better than, the pre-event level.

SUMMARY OF 2021 ACTIVITY FOR RESILIENCE PILLAR

1. Flood Factor on Realtor.com – Realtor.com now **includes flood risk data from Flood Factor on each listing** to help assess flood risk on individual properties. Flood Factor uses a risk score to represent both a property’s risk of flooding and severity of flooding over the course of a 30-year period. This will help property owners more accurately assess their risk and better prepare for future flooding events.
2. NAR Smart Growth Grants and Placemaking Program support state and local associations in the **creation of parks, trails, and community gardens**. The natural surface of these types of projects enhances stormwater absorption, and the gardens can provide a source of food in times of need. Many of the improvements made in a community because of these grants can **improve a community’s resiliency**.
3. Support for FEMA’s Risk-Rating 2.0 - On Oct. 1, 2021, FEMA began phasing in a new flood insurance pricing system called Risk Rating 2.0: Equity in Action. NAR policy **supports Risk Rating 2.0: Equity in Action**, which prices flood insurance for each home individually rather than by flood zone. By adopting modern insurance industry technologies, standards, and practices, FEMA can rate more precisely and accurately by using more flood risk factors and property-specific characteristics. This new system will help **improve resilience by allowing consumers to make better, more informed decisions** about the risks and costs of insuring a property—now and in the future.



NAR'S SUSTAINABLE CONTRIBUTIONS

MEMBER EXPERIENCE, ENGAGEMENT AND LEGAL

- Revamped the NAR Education Program for Association and MLS counsel by eliminating a separate Chicago Seminar for attorneys and moved to an all-virtual program for attorneys and combining the AE Legal Seminar with the AEI program.
- Moved from a paper notebook to an electronic notebook for the Legal Seminar for attorneys.
- Implemented a new contract management platform, which processes and stores association agreements electronically, eliminating the need to store paper copies in physical files.
- Hold virtual monthly RES General Counsel meetings, as opposed to holding in-person meetings one-to-two times a year.
- Updated and redesigned nar.realtor Reference pages on sustainability topics including Commercial Green Buildings, Green Property Management, Resource Efficient Homes, Resource Efficient Mortgages, Solar Energy Features and Tax Credits, and Sustainability.
- Provided background research and information resources to assist Center for REALTOR® Development in the redesign of its GREEN designation course.
- The Library & Archives collection relocated from the NAR building's fourth floor to previously underutilized space on the basement level, with new energy-efficient climate control system and lighting.
- The library's collection and lending policies were updated to concentrate on digital audiobooks and ebooks. This shifted the focus from physical books and other items that must be shipped and stored on-site, to digital resources that can be accessed by NAR members and staff anywhere and anytime.

UPCOMING OPPORTUNITIES AND GOALS

Moving forward, NAR aims to work with other industry organizations to gather and analyze research and data on the links between extreme weather events, real estate market activity, and property values with a report on this data and its impacts. For example, a 2018 study from the First Street Foundation estimated homes vulnerable to flooding in the New York metro area collectively lost \$6.7 billion in value from 2005 to 2017. Experts used this same methodology to examine residential properties in 22 states to determine the collective erosion of property values in coastal areas. The study examined three million coastal residential properties in Texas, concluding they collectively lost \$76.4 million in value.



NAR has helped my business by creating the Sustainability Advisory Group, and my local MLS has been great about adding fields for our listings that have green features.

— Judy Gibbons, REALTOR®, Chicago, IL





LOOKING AHEAD

“ We have a phenomenal opportunity to effect change based on the environmental and economic footprint REALTORS® can have in their markets, which is why I look forward to leading on sustainability in 2022.

We must integrate a culture of sustainability throughout our association and industry. By building a resilient real estate market today, we can create healthy, vibrant, and diverse communities for generations to come. ”

— **Leslie Rouda Smith**
2022 NAR President

NAR'S SUSTAINABLE CONTRIBUTIONS

FINANCE, BUILDINGS, AND IT

- Member's First (M1) - NAR's member information engagement platform that provides clean, accurate, and actionable member data to associations – has moved away from printing “one-pager” reference documents for our audiences at large and small NAR meetings; for example, we post our subject-specific quick reference cards for people to view directly on our M1 platform.
- The M1 team also recently modernized the E-commerce user interface, which includes a major upgrade to the invoicing module for members. The newest (and most improved) feature includes the option to download as PDF so members no longer have to physically print their invoices as they can download and save for future reference.
- RAMCO has greatly reduced on-site travel for subscriber support and exclusively supports and launches new associations via Zoom.
- The NAR Chicago Headquarters' Master Vision Project—the most sweeping updates to the building since 1962—was initiated in 2018. For more details on the energy improvements, see the Summary of the Environment Pillar.
- Procurement process includes a sustainability assessment for new companies.

STRATEGIC BUSINESS INNOVATION AND TECHNOLOGY

- Past and future NAR REACH companies focus on sustainability, energy efficiency, and green homes.



“ NAR has helped me better understand all the different ways I can be a more responsible citizen as an individual and as a business owner. Having the opportunity to participate in the sustainability planning at NAR helped me form a plan for our own company.

— Eric Rehling, Broker, Conshohocken, PA ”



I believe NAR has led the industry conversation on sustainability but is now falling behind. Now is time to put action into policy and initiatives. There are multiple areas where REALTORS® and our associations can positively change the direction on sustainability policy and action from local to national.

— **Christopher Matos Rogers**
*REALTOR®, 2021 EverGreen
Award Winner | Atlanta, GA*



I believe that as the leader and voice of real estate in the world, The National Association of REALTORS® must be a loud and credible source of information and knowledge to prepare 1.5 million members to speak articulately and accurately regarding the topic of sustainability.

— **Stephen Antoni**, *REALTOR®, Providence, RI*



“ I am proud to be a member of an association that recognizes the need for this conversation to be front and center. For decades, NAR has been an excellent resource for our lawmakers and policymakers to lean on when creating policies that move our country forward. As a society, we are at a crossroads with our future planet. By NAR leading the sustainability conversation, we can continue to be the resource for sound policies which effect change. ”

— **Eric Rehling**, *Broker, Conshohocken, PA*

“ We are in the information and service business, so we can provide sustainability information to our members and keep them informed about the issues. The majority of our members are just listing and selling houses, not developing the subdivisions or building the houses, so I think our best input is information on what the buyers and sellers are saying, buying, and selling in relation to sustainability. ”

— **Bob Turner**, *Broker, Cordova, TN*

“ Most of the top companies in the country have sustainability plans—of course NAR, one of the largest trade associations should be in the conversation. In fact, NAR should be leading the conversation of how to help preserve and improve our communities. Working together we can demonstrate that careful planning of our resources and infrastructure can add health and comfort benefits and create value and longevity for our structures and communities. ”

— **Jan Jedlinsky**, *REALTOR®, Columbus, OH*

“Under all is the land” is the preamble to our very own Code of Ethics. We have a moral and societal obligation to our members, our clients, and our communities to lead the effort to stabilize and preserve the land we live on and the environment that sustains our very own lives. We also have a responsibility to improve the value and comfort of the properties we represent and transact. Improving the value and comfort of properties, creating resilient communities, and protecting the environment are essential to our survival. We need places to thrive, places to call home in order to assure that the future of this very organization continues the work we do to build a better place to live and create wealth.

— **Todd Shipman**, REALTOR®, 2022 Chair,
Sustainability Advisory Group, Minneapolis, MN



If we truly subscribe to the Preamble of the Code of Ethics that “Under all is the land,” then we would be remiss if we did not also subscribe to an ESG business philosophy. We would also need to adopt the understanding that the water and air we consume should also be protected and acknowledge that what we do on the land has a direct impact on these resources too. These beliefs need to be at the core of our values as REALTORS® and the consumer needs to know that these beliefs run through the very fabric of our what defines a REALTOR®.

— **Kimberly Pontius**, Association Executive, Aspire North REALTORS®, Traverse City, MI



“

NAR has helped me personally to bring several parts of the puzzle together to yield a better understanding of how I can be successful. Learning about energy efficiency, energy efficient homes has led me to being a better fiduciary for my clients. I understand that home ownership is about the total cost of ownership, not just the transaction cost and the PITI. I learned that a healthy, resilient community provides a better quality of life for my clients and a better ROI on their investment. I also have a greater understanding of how and why it is very important for me to know how advocacy, political involvement, and policy work to support my clients, my community, this industry, and my personal interests. All of these pieces work together to create a personal strategic plan for my business and my life.

— **Todd Shipman**

REALTOR®, 2022 Chair, Sustainability Advisory Group, Minneapolis, MN

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“ NAR has helped our local association expand on the GREEN program and the materials and education NAR provides assisted our local association to create our own Sustainability Committee. We survived the pandemic because we applied proven sustainability principles to our business practices which gave our association resilience throughout these challenging times. We needed no government assistance programs for our business because we were self-reliant thereby allowing others with greater needs to seek the assistance they required. ”

— **Kimberly Pontius**, *Association Executive, Aspire North REALTORS®, Traverse City, MI*



“ NAR’s support of sustainability has given me leverage and backing to lead the sustainability conversation at my local association and make progress including policy support and member education. In my business, it has provided me with resources and articles I have been able to agree with buyers and the public when discussing sustainability in housing. ”

— **Christopher Matos Rogers**, *REALTOR®, 2021 EverGreen Award Winner | Atlanta GA*

“ The National Association of Realtors has always had the answers and resources to real estate questions. Sustainability is among one of those. I needed some stats and talking points on energy efficiency for a client and they were there for me at nar.realtor. ”

— **Stephen Antoni**, *REALTOR®, Providence, RI*

NAR creating a Sustainability Program in 2018 inspired me to create a working sustainability group within my local association, inspired me to want to be on my local strategic planning committee to ensure that sustainability language was in our plan, inspired me to get involved with sustainability conversations and projects within my community, and inspired me to do a better job of promoting my NAR GREEN designation and using the member benefits which has resulted in more business

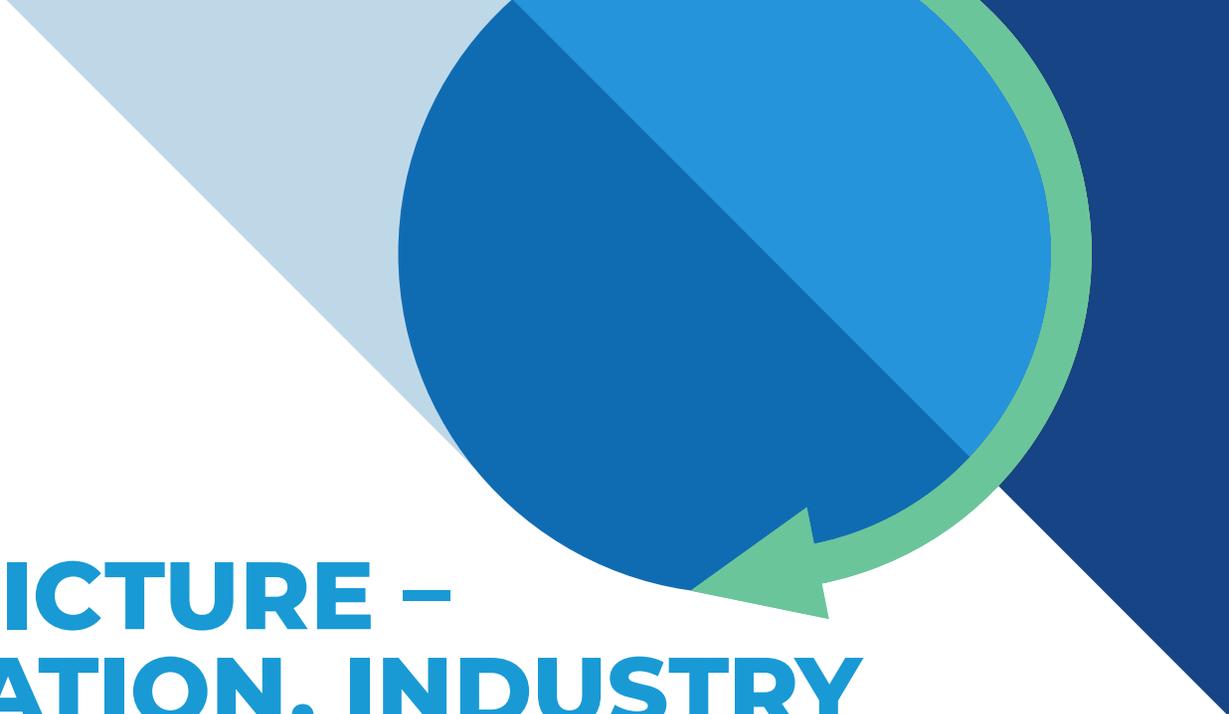
— **Jan Jedlinsky**, REALTOR®, Columbus, OH



Through education, conversation, and solutions shared through committees and conferences, I have gained knowledge and awareness that are so critical as we move forward.

— **Georgia Meacham**, REALTOR®, Boise, ID





THE BIG PICTURE – ORGANIZATION, INDUSTRY AND MARKET OPPORTUNITY

There are many new and notable initiatives coming out of the NAR Sustainability and Resilience Plan that will continue to raise awareness of and engagement in our sustainability efforts by providing resources, education, research, and benefits that empower members and member businesses to be resilient and sustainable. In recent years, there has been a growing interest from NAR members to consider the sustainability impact on transactions, in communities, and for organized real estate. But there is still work to be done.

In 2019, a Presidential Advisory Group (PAG) was formed to evaluate and make recommendations on how NAR can assist members, the broader real estate industry, and the NAR organization to become more resilient and sustainable in the face of extreme weather events.

(...continued on PG 30)



This group of members compiled several key conclusions and recommendations, one of which was that NAR commit to a long-term and formal sustainability plan. The work of the PAG ultimately led to the creation of NAR's Sustainability and Resilience Plan in 2020. Working with a consultant, NAR now has a pointed way forward and a strategy for addressing sustainability through multiple lenses of the organization over the next 10 years. This plan allows NAR to take a leadership role in helping members and the industry work toward a more sustainable future.

Sustainability as a market opportunity should not be ignored. As the PAG deduced in 2020, inaction is not an option. According to the 2021 REALTORS® and Sustainability Report, 65% of respondents said energy efficiency promotion in listings was very or somewhat valuable, and 55% found clients were at least somewhat interested in sustainability. Solar PV installations, home-performance technologies, and more efficient building codes are on the rise. This creates an opportunity for REALTORS® to provide an added level of value to clients. REALTORS® can also lead the sustainability conversation among members, associations, industry groups, and communities.

THANK YOU



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