WHAT IS THE NATIONAL ASSOCIATION OF REALTORS®?

The National Association of REALTORS® (NAR) is America’s largest trade association, representing 1.5 million members, including NAR’s institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries.

WHAT IS NAR’S MISSION?

NAR’s mission is to empower REALTORS® as they preserve, protect and advance the right to real property for all.

WHAT IS NAR’S VISION?

NAR’s vision is to be a trusted ally, guiding its members and those they serve through the ever-evolving real estate landscape.

When joining your local association/board, you automatically are a member of NAR. Visit nar.realtor for more information on your member benefits, and after logging in, make sure to visit the “My Account” section to access your official NAR membership card.
TABLE of CONTENTS
<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
<th>Column 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Estate Products &amp; Services</td>
<td>Networking Opportunities</td>
<td>Member Savings</td>
</tr>
<tr>
<td>Advocacy Opportunities</td>
<td>Get Involved!</td>
<td>Educational Opportunities</td>
</tr>
</tbody>
</table>
REALTOR® BRAND

The REALTOR® brand represents ethics and expertise.

TRADEMARKS

Distinguish yourself as a REALTOR® by using the REALTOR® trademark, one of the strongest brands in the world. nar.realtor/Trademark

CODE OF ETHICS

The REALTORS® Code of Ethics is the cornerstone of the REALTOR® organization and a distinguishing characteristic of your membership. nar.realtor/COE

FAIR HOUSING

NAR stands firm on the belief and commitment to equal opportunity in housing for all and ensuring that REALTORS® do everything possible to protect housing rights in America. nar.realtor/fair-housing
PROFESSIONALISM ENHANCEMENT INITIATIVE:

REALTORS® Commitment to Excellence (C2EX) is an award-winning, web-based program that focuses on 10 areas of industry professionalism and leads to an endorsement from NAR. Set yourself apart with this commitment to professional growth.

C2EX.realtor

TOP-LEVEL DOMAINS

Stand out from the .COMpetition and get found! Strategically build your online brand and win more leads with a .realtor™ and .realestate web address, now with a Free Professional Website. As a NAR member, your first .realtor™ web address is free for the first year. All active .realtor™ and .realestate web addresses include the option to add a free website.

Get.realtor | Get.realestate
CONSUMER-FACING PROGRAMS

These programs educate consumers on the value of REALTORS®, homeownership, and more.

NATIONAL ADVERTISING CAMPAIGN

That’s Who We R, NAR’s national ad campaign, helps consumers understand REALTORS® are real estate experts in their local communities, who follow a code of ethics and fight for real estate dreams and property rights.

EDUCATION & ADVOCACY CAMPAIGN

Collaborating with state and local associations, the Consumer Advocacy Outreach Program educates and engages 9 million consumers across the country on important real estate issues and legislation.

RADIO PROGRAM

Real Estate Today, the official radio program and podcast of NAR, educates consumers and positions REALTORS® as the number one resource for real estate activities.
EDUCATIONAL OPPORTUNITIES

Expand your knowledge on an array of topics and in a variety of ways.

OFFICIAL REALTOR® DESIGNATIONS & CERTIFICATIONS

The Center for REALTOR® Development (CRD) is NAR’s home for exceptional education. Discover a personalized learning experience.

[crd.realtor]

Expand your knowledge on an array of topics and in a variety of ways.

[Get 10% off these courses. Visit nar.realtor/RealtorBenefits/Education for more information.]

ACCREDITED BUYER’S REPRESENTATIVE (ABR®) DESIGNATION*

ABR® designees advocate for home buyers, and are recognized as distinguished agents in the industry. When you earn the designation, you receive benefits that will help advance your brand, business, and network.

[abr.realtor]

AT HOME WITH DIVERSITY® (AHWD) CERTIFICATION

The multicultural market is rapidly growing. Give yourself a competitive advantage by learning how to work effectively with all clientele.

[nar.realtor/AHWD]

CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS) DESIGNATION

The CIPS designation prepares you to assist in all aspects of international business.

[nar.realtor/CIPS]

e-PRO® CERTIFICATION*

This program helps REALTORS® gain practical knowledge in advanced digital marketing techniques.

[ePRO.realtor]
EDUCATIONAL OPPORTUNITIES

GENERAL ACCREDITED APPRAISER (GAA) DESIGNATION
This designation signifies advanced education and experience in commercial, industrial, and residential property valuation.

nar.realtor/raa-and-gaa

NAR’S GREEN DESIGNATION*
This program allows you to guide your clients toward making informed choices about the resource efficiency and performance of homes.

GREEN.realtor

GRADUATE, REALTOR® INSTITUTE (GRI) DESIGNATION
Stand out to prospective home buyers and sellers as a REALTOR® who has gained in-depth knowledge on technical subjects.

nar.realtor/GRI

MILITARY RELOCATION PROFESSIONAL (MRP) CERTIFICATION*
This certification focuses on finding housing solutions for current and former military servicemembers. Serve those who serve our country, and help them take full advantage of military benefits and support.

MilitaryRelocationPro.org

PRICING STRATEGY ADVISOR (PSA) CERTIFICATION*
Enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through home valuations with this certification.

PricingStrategyAdvisor.org

*Get 10% off these courses. Visit nar.realtor/RealtorBenefits/Education for more information.
EDUCATIONAL OPPORTUNITIES

RESIDENTIAL ACCREDITED APPRAISER (RAA) DESIGNATION
This designation signifies your advanced education and experience analyzing and developing valuations of residential property.

nar.realtor/raa-and-gaa

RESORT & SECOND-HOME PROPERTY SPECIALIST (RSPS) CERTIFICATION
Make second-home sales your first resort with NAR’s RSPS certification. Gain practical insights and strategies to grow your network and your business.

nar.realtor/Resort

SHORT SALES AND FORECLOSURE RESOURCE (SFR®) CERTIFICATION
This certification gives you a framework for understanding how to qualify sellers for short sales, develop a short-sale package and more.

REALTORSFR.org

SENIORS REAL ESTATE SPECIALIST® (SRES®) DESIGNATION*
Understand the motivations of buyers and sellers over the age of 50 as a Seniors Real Estate Specialist®.

SRES.realtor

For a list of NAR Affiliate Designations and Certifications, visit nar.realtor/Designations.

*Get 10% off these courses. Visit nar.realtor/RealtorBenefits/Education for more information.
EDUCATIONAL OPPORTUNITIES

COMMERCIAL REAL ESTATE TOOLS
Tap into an array of commercial-specific resources, including property data and analytic tools through RPR®, research data, technology tools, and more. Receive Commercial Digest and other communications that help keep you on top of industry news.

nar.realtor/Commercial

MAGAZINE
Stay informed on real estate best practices, news, and trends through the award-winning REALTOR® Magazine, available in both print and digital formats.

magazine.realtor

REAL ESTATE LIBRARY
Access the largest real estate library collection in the world, borrow digital books, and get answers to your questions from NAR’s librarians through research requests.

nar.realtor/Library

SAFETY RESOURCES
The REALTOR® Safety Program provides extensive resources like webinars, videos, and more to help you establish protocols that will keep you safe on the job.

nar.realtor/Safety

SUSTAINABILITY PROGRAM
Access tools supporting efficient and resilient homes and communities for state and local boards. There are resources on topics ranging from solar energy to smart homes.

nar.realtor/Sustainability
NETWORKING OPPORTUNITIES

Grow your network of real estate peers globally.

ANNUAL CONFERENCES & MEETINGS

The REALTORS® Legislative Meetings & Trade Expo is where about 9,000 NAR members come together in Washington, D.C., each year to advance the real estate industry, public policy, and the association.

[Legislative.realtor]

The REALTORS® Conference & Expo is the real estate industry’s largest annual event, where approximately 20,000 REALTORS® and guests come together for networking, education, motivation, and fun.

[Conference.realtor]

View the full line up of in-person events, including REALTOR® Broker Summit, Innovation, Opportunity and Investment (iOi) Summit, Tech Edge and more at nar.realtor/Events.

GLOBAL OPPORTUNITIES

Find the resources and connections you need to thrive in international real estate. Connect to the members of the more than 100 bilateral partners in over 85 countries.

[nar.realtor/Global]

YOUNG PROFESSIONALS NETWORK (YPN)

Join the dynamic YPN community, consisting of more than 20,000 REALTORS®, to become more successful in your career and gain leadership experience.

[YPN.realtor]
REAL ESTATE PRODUCTS & SERVICES

Become an expert in your community with exclusive tools and resources from NAR.

**RIGHT TOOLS, RIGHT NOW PROGRAM**
Get the Right Tools, Right Now to guide your business and set yourself up for success! Through this program, NAR offers business-critical webinars, courses, toolkits, and more for FREE or at a reduced price for REALTORS®.

<nar.realtor/right-tools-right-now>

**EASY ACTIONS. BIG REWARDS.**
Sign up for the Member Value Plus (MVP) Program e-newsletter at nar.realtor/MVP to start earning products from the REALTOR® Store, gift cards, and exclusive offers for FREE.

- New MVP Program offer released every two weeks on the 1st and 16th of the month.
- Complete the action within the two-week time period. Most actions take two minutes or less!
- Redeem your rewards! It’s SO easy!

**REALTOR® STORE**
The REALTOR® Store is YOUR one-stop shop for educational tools and resources to boost your business. Explore a diverse array of products and publications designed to meet the needs of all NAR members, from the new agent to the seasoned professional.

<Store.realtor>
REAL ESTATE PRODUCTS & SERVICES

RESEARCH

NEW

2021 NAR Profile of Home Buyers and Sellers – Download
FREE
Member Price

NEW

2021 Member Profile – Download
FREE
Member Price

STAGING

HOME STAGING
The Power That Sells Real Estate
$24.99
Member Price

STAGING TO SELL
The Secret to Selling Homes in a Down Market
$19.95
Member Price

Virtual Viewings: Using Technology to Show Properties Webinar
$29.95
Member Price

Getting It Sold
$22.50
Member Price

(800)874.6500 • nar.realtor | 17
REAL ESTATE PRODUCTS & SERVICES

NEW BUSINESS BOOSTING TITLES

Secrets of Top Selling Agents: Habits, Mindsets, and Tactics of Real Estate’s Super Producers

Secrets Rate Marketing: How Small Businesses Can Leverage KPIs and Stop Losing Money

2022 Technology Trends Webinar

How to Build Wealth From Your Existing Database Webinar

NEW BUSINESS BOOSTING TITLES

2022 Technology Trends Webinar

How to Build Wealth From Your Existing Database Webinar

OTHER RESOURCES

COMMERCIAL LISTINGS PLATFORMS

NAR has partnered with commercial listing platforms, ensuring commercial members get nationwide listings exposure. Members are also able to search available properties across the country, while receiving member-exclusive discounts on their services.

nar.realtor/CommercialTools

FINANCIAL WELLNESS TOOLS

Developing your business plans and budget can be challenging. Access webinars, tools and calculators, live events, and even special offers from Morgan Stanley to achieve your financial planning goals through NAR’s Center for REALTOR® Financial Wellness.

FinancialWellness.realtor
LEGAL & RISK MANAGEMENT RESOURCES
NAR keeps members abreast of emerging risk management issues with a number of resources, including the Window to the Law monthly video series, hundreds of searchable legal case summaries, and the Legal Pulse quarterly report. Plus NAR’s Legal Action Program provides financial assistance for litigation of significance related to real estate.

REAL ESTATE DATA & REPORTING: RPR®
RPR® (Realtors Property Resource®) provides REALTORS® data, tools, and reports so they can “wow” their clients and close more deals. Use it on the go and in the field with any iOS or Android device.

REALTOR.COM®
Post your listings with photos for free*, create a free professional profile, collect reviews, and more on realtor.com®, one of the most visited homes-for-sale sites.

RESEARCH & STATISTICS
NAR’s research team produces timely, data-driven market analysis and authoritative business intelligence to serve members and inform consumers, policymakers, and the media on the latest real estate trends.

TECHNOLOGY INVESTMENT PROGRAMS
NAR drives innovation in the industry by investing in technology companies through Second Century Ventures, NAR’s venture capital arm, and the global REACH accelerator, which seeks out the best emerging technology companies with business solutions geared toward helping REALTORS® in all sectors of real estate. Members can get exclusive access to test and use innovative products and services by joining the REACH Insight Panel. Sign up at the REACH website below.

*To receive this benefit, you must be an MLS participant, and your MLS must be a realtor.com® data content provider.
MEMBER SAVINGS

Get exclusive offers to meet your professional and personal needs.

REALTOR BENEFITS® PROGRAM

Wondering how you can fully leverage the value of your REALTOR® membership? Look no further to NAR’s REALTOR Benefits® Program, your official member benefits resource. This Program was designed to deliver savings and unique offers just for REALTORS®. In fact, in one year alone, 800,000+ REALTORS® saved $74+ million through this Program! How will you save this year?

nar.realtor/RealtorBenefits

TECHNOLOGY SERVICES

NAR’s official Bluetooth® REALTOR® lockbox system and leading provider of property access management solutions.

nar.realtor/Sentrilock

TRANSACTION MANAGEMENT

20% off electronic signature services and special plans from NAR’s exclusive eSignature provider.

nar.realtor/DocuSign

PERSONAL INSURANCE

NAR’s official auto, home, and renters insurance provider. Your clients can also save through Liberty Mutual’s Auto Referral Program™, while you earn a referral bonus (where available).

nar.realtor/LibertyMutual
Brought to you by the National Association of REALTORS®, this marketplace offers a roster of health and supplemental insurance options with complimentary consultative services.

[RealtorsInsurancePlace.com](http://RealtorsInsurancePlace.com)

### INSIDE THE MARKETPLACE

**Members Health Insurance Exchange**

Navigation and assistance with ACA-compliant major medical plans available through public exchanges.

**FLEXIBLE TERM Health Insurance**

Major medical coverage which can last from 30 to 364 days.

**REALTORS® CoreHealth Insurance**

Guaranteed acceptance Limited Medical plan for everyday health care needs.

**MEMBERS TeleHealth**

Health care via phone, tablet, web chat, or email.

**MEMBERS Supplemental Health Plans**

Supplemental plan for out-of-pocket medical expenses due to accident.

**Members Medicare Exchange**

Supplemental Medicare insurance options for those 65 and older.

**DRUG CARD AMERICA**

A free discount prescription drug card.
MEMBER SAVINGS

**DENTAL**

100% in-network preventive care and benefits for over 370 procedures.

**VISION**

Exams, frames, lenses, and other eye health expenses.

**PET**

Pet health insurance for cats and dogs.
MEMBER SAVINGS

Dive into digital advertising and build your brand through targeted campaigns in your local area and sphere. Receive 15% additional impressions on newly purchased and renewing campaigns, which can be combined with other eligible discounts.

nar.realtor/Adwerx

Automate social media marketing for listings, content, and lead generation. Available for both the enterprise and individual agent.

nar.realtor/BackAtYouMedia

10% to 20% off select print and copy services, including business cards, flyers, signs, binding, and more.

nar.realtor/FedExOffice

20% off professional real estate websites, which include IDX integration capability, advanced property search, multiple site designs, unlimited pages, and more.

nar.realtor/Placester

10% off your first order of REALTOR®-logo branded products, including pins, merchandise, and custom logo items. Now available: ‘That’s Who We R’ merchandise.

NARTeamStore.realtor

Enjoy access to exclusive benefits when signing up for professional lead verification and qualification services from ReferralExchange.

nar.realtor/ReferralExchange
MEMBER SAVINGS

ELECTRONICS AND MOBILE TECHNOLOGY

Members-only pricing on laptops, desktops, electronics and accessories, servers, and more.

[Link] nar.realtor/Dell

Up to 40% off computers, tablets, smart devices, and more.

[Link] nar.realtor/Lenovo

OFFICE SUPPLIES AND SERVICES

Up to 26% off with NAR’s exclusive shipping provider, including express and ground.

[Link] nar.realtor/FedEx
Up to 25% off base rates on car rentals.

AVIS  
[nar.realtor/Avis]

Up to 25% off base rates on car rentals.

Budget  
[nar.realtor/Budget]

Up to 25% off base rates on car rentals.

Hertz  
[nar.realtor/Hertz]

Enjoy a best-in-class travel platform with free access to full-service travel booking capabilities including hotel, resort, car, and air. Hotel savings of up to 25% and the possibility of booking your travel from start to finish.

[nar.realtor/TravelClub]
NAR Members and their clients can save $50 with 1-800-GOT-JUNK?, America’s most trusted name in junk removal.

[Link to offer: nar.realtor/1-800-Got-Junk]

Access member-only savings on GE Appliances’ full line of high-quality home appliances: refrigerators, freezers, icemakers, ranges, wall ovens, cooktops, washers/dryers, and more. In-home delivery, installation, and haul-away services are also offered, where available. Opt in for email communications to receive notice about limited-time savings.

[Link to offer: nar.realtor/GEAppliancesStore]

$50 off select home warranties for your own home.

[Link to offer: nar.realtor/AmericanHomeShield]

FREE dark web scan report, 60% off full-service identity theft protection, recovery plans, child-monitoring plans; 40% off the monthly retail price on a solution plan for small businesses.

[Link to offer: nar.realtor/SecurusID]

Premium credits with NAR’s preferred provider of errors and omissions insurance.

[Link to offer: nar.realtor/Victor]
Receive $100 off 100 Days to Greatness®, a unique video-based 14-week training program featuring industry expert Brian Buffini. Aimed at newer agents or those returning to the business, this program provides a step-by-step approach with weekly specific action items, real-world role plays, dialogues, and goals designed to build business success. Brokers can become certified and offer a companion program to help give agents a strong foundation.

nar.realtor/Buffini

NAR Members save $50 off full-priced education programs provided through Broker Solutions (excluding HR Consulting) when using promotional code: NAR50.

nar.realtor/RRCBrokerSolutions

NAR’s exclusive higher-education partner, providing opportunities for members to complete a variety of associate, bachelor’s, and master’s degrees in real estate-related courses. REALTORS® that enroll in the NAR Academy at Columbia College Spring 2022 semester can receive half off per course in financial support from the Center for Specialized REALTOR® Education (CSRE).

nar.realtor/nar-academy
MEMBER SAVINGS

DESIGNATIONS & CERTIFICATIONS

10% off* select online designation and certification courses offered through the Center for REALTOR® Development. Visit nar.realtor/RealtorBenefits/Education for more information.

- Accredited Buyer’s Representative Designation (ABR)
- NAR’s e-PRO® Certification (e-PRO)
- NAR’s Green Designation (green)
- Military Relocation Professional Certification (MRP)
- Pricing Strategy Advisor Certification (PSA)
- Seniors Real Estate Specialist® Designation (SRES)

For more information on these designations and certifications, please see pages 9-11.

*May not be combined with any other promotion.

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.
ADVOCACY

NAR protects your ability to do business.

REALTOR® PARTY
From city halls to Capitol Hill, the REALTOR® Party supports candidates and advances public policies that protect homeownership, promote a vibrant business environment, and build strong communities.

RealtorParty.realtor

REALTORS® POLITICAL ACTION COMMITTEE (RPAC)
RPAC is a nonpartisan, voluntary way to advocate on behalf of REALTORS® and real estate issues and have a voice in the future of the industry.

RealtorParty.realtor/RPAC
GET INVOLVED!

WANT TO BECOME A LEADER IN THE REAL ESTATE INDUSTRY?
Volunteer to serve on a national REALTOR® committee to shape the future of the real estate profession.

nar.realtor/Committees

WANT TO BECOME A LEADER IN YOUR LOCAL COMMUNITY?
Take advantage of REALTOR® Party’s community outreach grants, training, and more to become a leader in your community.

RealtorParty.realtor/Community-Outreach

WANT TO GIVE BACK?
Donate to the REALTORS® Relief Foundation and help disaster victims.

nar.realtor/Relief

ALREADY GIVING BACK?
Apply for NAR’s Good Neighbor Awards, which awards $10,000 grants to five REALTORS® each year to support their extraordinary accomplishments in community service, or Volunteering Works, NAR’s program that helps REALTOR®-driven volunteer efforts grow by providing seed money and mentoring from past Good Neighbor Award winners.

nar.realtor/gna

NAR’s REALTORS® Are Good Neighbors program celebrates all acts of giving back and shines a spotlight on the impactful role REALTORS® play in the community. Share how you give back – in big and small ways – to be featured in the RAGN social media accounts!

nar.realtor/rgn @RealtorsAreGoodNeighbors

(800)874.6500 • nar.realtor | 31
QUESTIONS ABOUT YOUR MEMBERSHIP?

CONTACT NAR’S MEMBER SUPPORT TEAM FOR ASSISTANCE!

(800) 874.6500  
ContactNAR@nar.realtor

nar.realtor/HELP

CONNECT WITH US!

@nardotrealtor   @narealtors

@National Association of REALTORS®

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