

HOW NAR MEMBERSHIP DUES HELP REALTORS® SUCCEED

Thank you for being a part of the REALTOR® community, now over 1.5 million members strong. As a REALTOR® member, the National Association of REALTORS® is here to support and assist your professional growth every day. We're deeply engaged in all facets of real estate, strengthening your business and the entire industry, to ensure your success and the opportunity for all Americans to achieve the dream of home ownership and enjoy the benefits of investing in real property.



The Budget Review Team and Finance Committee are proposing to help keep our ad campaign competitive in the marketplace with an increased investment over five-years. The groups are suggesting this to address the rising media costs rather than use and deplete ad campaign reserves.



WHAT YOUR INVESTMENT GIVES YOU IN RETURN:



ADVOCACY: NAR has your back, advocating for federal, state, and local policy initiatives that strengthen the ability of Americans to own, buy, and sell real property.



EVENTS & NETWORKING: We provide opportunities across the country to meet and build relationships with fellow REALTORS® and future customers.



LEGAL & RISK MANAGEMENT: Access risk management advice, information on state & federal legal compliance, and valuable materials to help you navigate issues commonly faced by real estate professionals.



EDUCATION: Expand your knowledge and explore new interests with training and tools covering multiple areas of real estate, advanced training for areas of specialty, publications, research reports, and more.



TECHNOLOGY: NAR powers innovation in real estate and gives you access to the extraordinary Realtors Property Resource® platform.



SAVINGS: Through the REALTOR Benefits® Program, you'll find exclusive savings and special offers in the areas of personal insurance, risk management, marketing resources, and more.



REALTOR® BRAND: Your membership gives you the right to use the globally recognized REALTOR® brand, as well as NAR's award-winning "That's Who We R" ad campaign and materials, designed to help consumers understand the REALTOR® difference.



OTHER EXCLUSIVE BENEFITS: NAR supports you with business intelligence, including analysis of local market data, home buyer and seller demographics, commercial market insight reports, the world's largest real estate library, and much more.