

NATIONAL ASSOCIATION OF REALTORS®

**Strategic Association
Management (SAM)
Consulting Services**



**IT'S OUR
BUSINESS
TO HELP
YOU WITH
YOURS**



NATIONAL
ASSOCIATION *of*
REALTORS®

STATE AND LOCAL REALTOR® ASSOCIATIONS ARE FACING MORE CHALLENGES THAN EVER.

The real estate industry is undergoing transformative changes, requiring your members to navigate unprecedented business threats and disruptions. At the same time, unemployment is at an all-time low, so finding — and retaining — talented, motivated, and skilled employees is harder than ever.

The environment in which you operate is rife with obstacles you must overcome in order to succeed and ensure your members' and association's long-term success.

This is where we can help.

NAR's Strategic Association Management (SAM) Consultants have the credentials, professionalism, and industry expertise you need to manage the business challenges inherent in today's complex association management world. Most importantly, we customize our services and pricing to meet your association's specific needs and budget.

HOW CAN WE HELP YOU?

Here's just a sampling of the business challenges we can help you with:



You need the right leader for your association. Regardless of size or location, everything starts at the top to ensure your association's success and guide its future. But we recognize that every association is different. So the foundation of our Association Executive Search is in understanding the intricacies of your organization's short- and long-term goals.

We don't adhere to a cookie-cutter process. While we have professional relationships with industry insiders and are privy to information that other consultants aren't, we remain unbiased as we work on your behalf to find the best candidate to lead your association. That way, we help ensure that you hire the right person, limit your liability, and reduce the odds of making an ill-informed hire.



You need the right employees in the right positions to meet your long-term goals. Without the right organizational structure, it's impossible to achieve operational efficiency. Aligning your team's structure and skills with your Strategic Plan is key to your success. When you engage us to conduct a Structural Audit (staffing plan), you'll learn whether your team has the right skills, knowledge, and experience to keep your association moving forward.



You need to attract and retain the best, most skilled employees.

Recruiting for staff vacancies requires an inordinate amount of time, effort, and expertise. But chances are, your plate is already full. When you engage our Staff Recruiting Services, we'll draft your job postings, ensure they get maximum candidate visibility, screen applicants, and recommend viable candidates.

And while several elements factor into employees' satisfaction, you can't afford to ignore compensation. So we'll also conduct a Compensation Analysis to help determine whether your new hires — and you and the rest of your staff — are paid at market levels.



You need a plan to ensure your long-term success. If you don't know where you're going, how will you ever know if you arrive? Our seasoned consultants will work with you on Strategic Planning to solidify your long-term vision, goals, and tactics, along with minimizing the roadblocks currently standing in your way.

WHY US?

Here's how we're different and how that's of value to you:



We're family. We're employees of the National Association of REALTORS®. As such, we understand REALTOR® association structure, politics, and the ins and outs of our industry. Precisely because of that, we have insight that other consultants may not. We leverage that knowledge to help you make the best possible business and hiring decisions.



We're not in it for the money. While there's a fee for many of our services, we also offer a myriad of free resources (www.nar.realtor/hrtoolkit). Like you, we're budget-conscious and recognize that one price or solution doesn't fit all. We engage with associations of all sizes and are driven by our desire to help — not by our bottom line. With that in mind, we make ourselves available for no-charge, no-obligation consulting appointments at every major NAR meeting.



We're industry experts. Like many of you, we've earned designations in our discipline. NAR's Strategic Association Management Consultants maintain credentials, which require continuing education and ongoing training. Because of that, we're on top of operational and business-related best practices.



GET TO KNOW US

Meet your business partners:



CAROLE KAPTUR, SHRM-SCP, HCS, GRI

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Director, Strategic Association Management Consulting Services

Carole has more than 15 years of experience in both the private and public sector. She has deep experience in recruiting, leadership development, organizational effectiveness, training, performance management, change management, employee relations, policy development, compliance, compensation, benefits administration, and succession planning. Carole has a master's degree in human resources and is a Senior Certified Professional with the Society for Human Resource Management (SHRM) as well as a certified Human Capital Strategist.



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Representative, Strategic Association Management Consulting Services

Kelsi has an MBA with a concentration in Human Resources and is a Certified Professional in the Society for Human Resource Management. Her areas of expertise include recruiting, compensation analysis, and workforce planning. She joined NAR in 2015.

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