



2024

LEADERSHIP
**RESOURCE
GUIDE**



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Hello.

Welcome to the
National Association
of REALTORS® 2024
Leadership Summit!

WELCOME

TRACY KASPER
2024 PRESIDENT

Welcome to the National Association of REALTORS® 2024 Leadership Summit!

Property ownership makes a profound difference in people's lives. It helps build wealth, brings communities together, and cements family stability and prosperity. There's nothing like that sense of pride that comes with owning your first home or your first investment property—as REALTORS®, we see that firsthand every single day.

Leadership also makes a profound difference in people's lives. We have a unique opportunity to shape our industry, to shape policy and legislation at every level and to help our members change the lives of their clients as well. I truly believe we “get” more than we “give.”

The NAR Leadership Summit is your opportunity to engage with the National Association of REALTORS® and your fellow REALTOR® leaders from across the country. It's a chance to get acquainted with the NAR 2024 Leadership Team and learn more about NAR goals and strategies moving into next year. As we work together and coordinate our efforts, REALTORS® are a force. And when all 1.5 million NAR members come together, there's nothing we can't accomplish.

Here at Leadership Summit, you'll meet the association executives, presidents-elect, the chairs and vice-chairs of our more than 90 NAR committees, and other REALTOR® leaders who are forging a path for our industry. You'll gain a greater understanding of REALTOR® association governance and structure at all three levels. And you'll understand your role in our movement, and how your participation and your voice are key to helping us achieve success.

Your NAR 2024 Leadership Team is here to get to know as many of you as we can. We want to learn more about your vision and aspirations for our organization. And we want to personally thank each of you for making the time to join us. We all have busy lives—with our businesses, our families and our clients for whom we know you move mountains. Every second is valuable.

Riding with the Brand this year has set an amazing stage for engaging our members like we never had before. And now we have an opportunity to build on that momentum. We want to continue to engage all of our members, and our communities. If you're here, you already know that REALTORS® shine brightest when we **ignite others**. We light the way for our clients, our communities and our fellow members through the power of property ownership, fair housing and our Code of Ethics. I'm immensely proud to be a REALTOR®, and I know you are too.

Thank you for all you do to **light the way** for others and empower them to live their American Dream. REALTORS® have the most noble job in the world.

Have a great time in Chicago!

And Thank You for saying YES!





An abstract graphic design featuring a dark blue background. In the top left corner, there are two overlapping circles: a smaller dark blue one and a larger orange one. A light blue triangular shape points from the top left towards the center. A thin green diagonal line runs from the top right towards the bottom left. The text 'NAR RESOURCES' is positioned in the bottom right area.

NAR RESOURCES

2024 NAR LEADERSHIP

NAR's Leadership Team guides the association's strategic direction and policymaking in such areas as legislation, professional standards and business services.

Please scan the QR code to read complete bios and publications featuring our current Leadership Team. Following the installation of the 2024 Leadership Team at NAR NXT, The REALTOR® Experience in Anaheim, CA, the webpage will be updated accordingly.



TRACY KASPER
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OFFICER MEETING REQUEST

To request an NAR Officer's attendance at your state or regional meeting, please scan the QR code for complete instructions and planning guidelines.

To ensure that both the NAR Officers and senior management staff are able to attend as many state and regional meetings as possible, only one Officer and/or Senior Vice President will be scheduled to attend any state meeting; up to two Officers and/or Senior Vice Presidents will be scheduled to attend regional meetings.

Comments or questions regarding a request should be directed to the Officers' Scheduler at scheduler@nar.realtor.



2024

REGIONAL VICE PRESIDENTS



Regional Vice Presidents oversee the work of the association and serve as NAR spokespersons, attend their region's conferences and chair the regional caucuses held at NAR's two annual meetings.

Following the installation of the 2024 Leadership Team at NAR NXT, The REALTOR® Experience in Anaheim, CA, the webpage found in the QR code will be updated accordingly.



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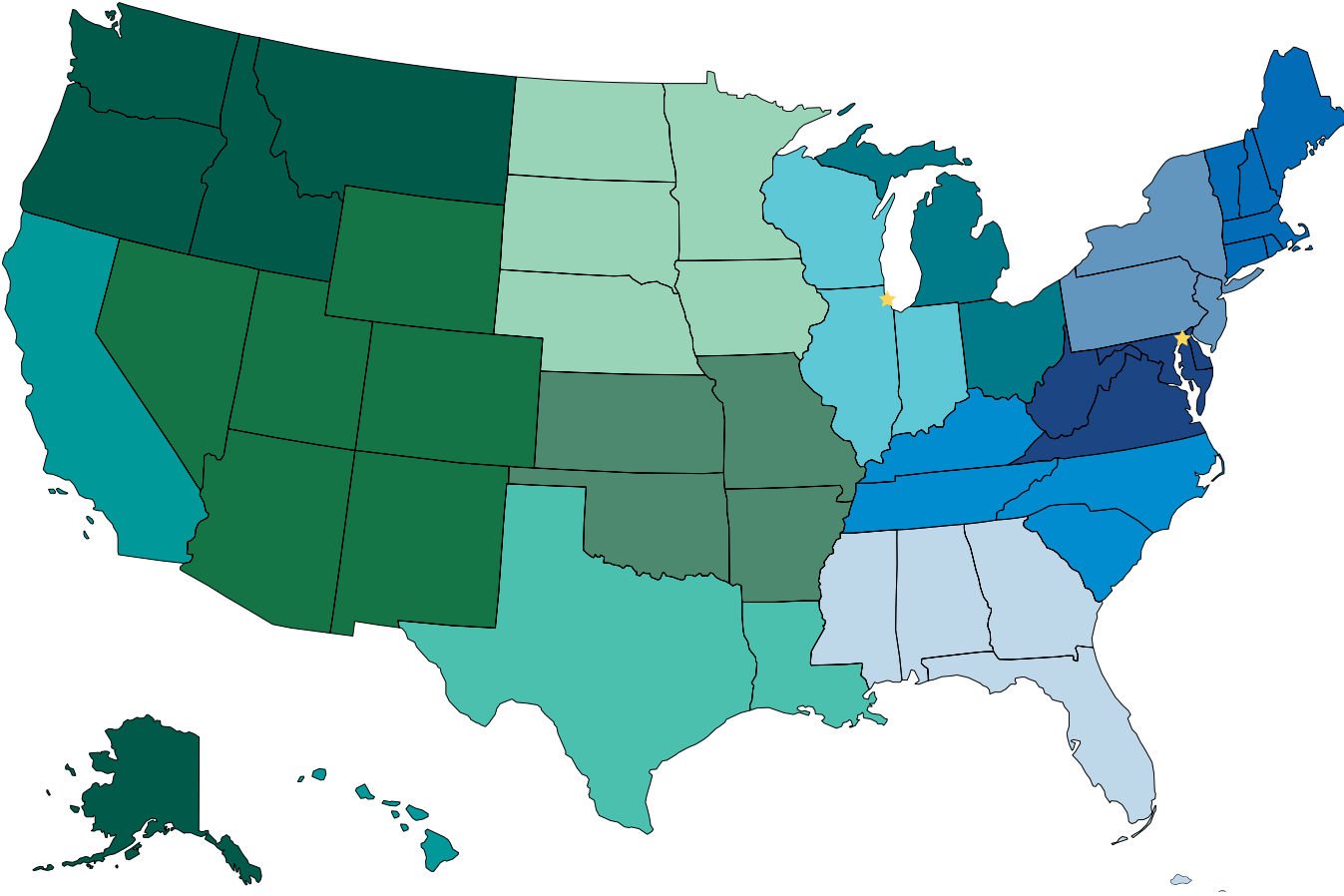


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REGIONAL MAP



Region 1
Connecticut, Massachusetts,
Maine, New Hampshire,
Rhode Island, Vermont

Region 2
New Jersey, New York,
Pennsylvania

Region 3
Delaware, District of Columbia,
Maryland, Virginia, West
Virginia

Region 4
Kentucky, North Carolina,
South Carolina, Tennessee

Region 5
Alabama, Florida, Georgia,
Mississippi, Virgin Islands,
Puerto Rico

Region 6
Michigan, Ohio

Region 7
Illinois, Indiana, Wisconsin

Region 8
Iowa, Minnesota, Nebraska,
North Dakota, South Dakota

Region 9
Arkansas, Kansas,
Missouri, Oklahoma

Region 10
Louisiana, Texas

Region 11
Arizona, Colorado, Nevada,
New Mexico, Utah, Wyoming

Region 12
Alaska, Idaho, Montana,
Oregon, Washington

Region 13
California, Hawaii, Guam

VP TEAM REGION ASSIGNMENTS & EXECUTIVE OUTREACH PROGRAM

NAR VP teams will serve as direct points of contact for the staff and leadership of the local, state and MLS entities within each of the 13 regions. In coordination with the NAR Regional Vice Presidents, NAR senior management will regularly connect with these stakeholders in each region.

Executive Outreach Program

The Executive Outreach Program is designed to strengthen relationships and ensure a greater understanding and support for key issues facing the REALTOR® family. If you have a question, need clarification on an issue or would like someone from NAR to attend one of your membership or staff meetings, just ask!

Please scan the QR code to request an outreach visit or review a map of region assignments.



REGION 1 (CT, MA, ME, NH, RI, VT)

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REGION 2 (NJ, NY, PA)

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REGION 7 (IL, IN, WI)

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2024 COMMITTEE LIAISONS & REALTOR® PARTY DIRECTOR



Committee Liaisons serve as a conduit for communication between the Leadership Team and their assigned committees, help committees operate effectively and help identify future committee leaders.

Following the installation of the 2023 Leadership Team at NAR NXT, The REALTOR® Experience in Orlando, FL, the webpage found in the QR code will be updated accordingly.



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COMMITTEE CHAIRS & VICE CHAIRS

Each year, the incoming president-elect appoints vice chairs for all of NAR's committees, forums and advisory boards. Chairs and vice chairs take their positions Dec. 1, with one exception: The AEC-AE Institute Advisory Board chair and vice chair start their terms April 1 each year.

For a complete list of Chairs & Vice Chairs, please scan the QR code.



COMMITTEE LEADERSHIP RESOURCES



There is a tremendous amount of work that goes on behind the scenes, among several governing bodies, to ensure that our organization functions efficiently and effectively. To help you feel as prepared as possible for your leadership year, an overview of these governing bodies and oversight diagrams are provided below. Complete governance resources and additional leadership documents can be found by scanning the QR code.

NAR's Governing Bodies

The National Association's governing bodies are comprised of elected and appointed members serving in leadership positions. NAR's Governing Bodies include:

Leadership Team. The Leadership Team manages the businesses of the Association and provides direction and leadership to our members. They also have the authority to act on behalf of the NAR Board of Directors between its two annual meetings.

Executive Committee. The Executive Committee has the authority to consider motions brought forth by the NAR committees and recommend to the Board of Directors approval, defeat, referral or an amendment to committee motions.

Board of Directors. Directors have the authority to approve new or requests for revisions to NAR policies, programs, products or services, the strategic plan, financial expenditures, and membership dues. The Directors approve amendments to NAR bylaws and recommend to the Delegate Body amendments to the NAR Constitution and Code of Ethics.

Delegate Body. The Delegate Body meets once a year at the REALTORS® Conference. The Delegate Body is composed of the presidents of 1,130 member boards and they have the authority to approve proposed amendments to the NAR Constitution and Code of Ethics.

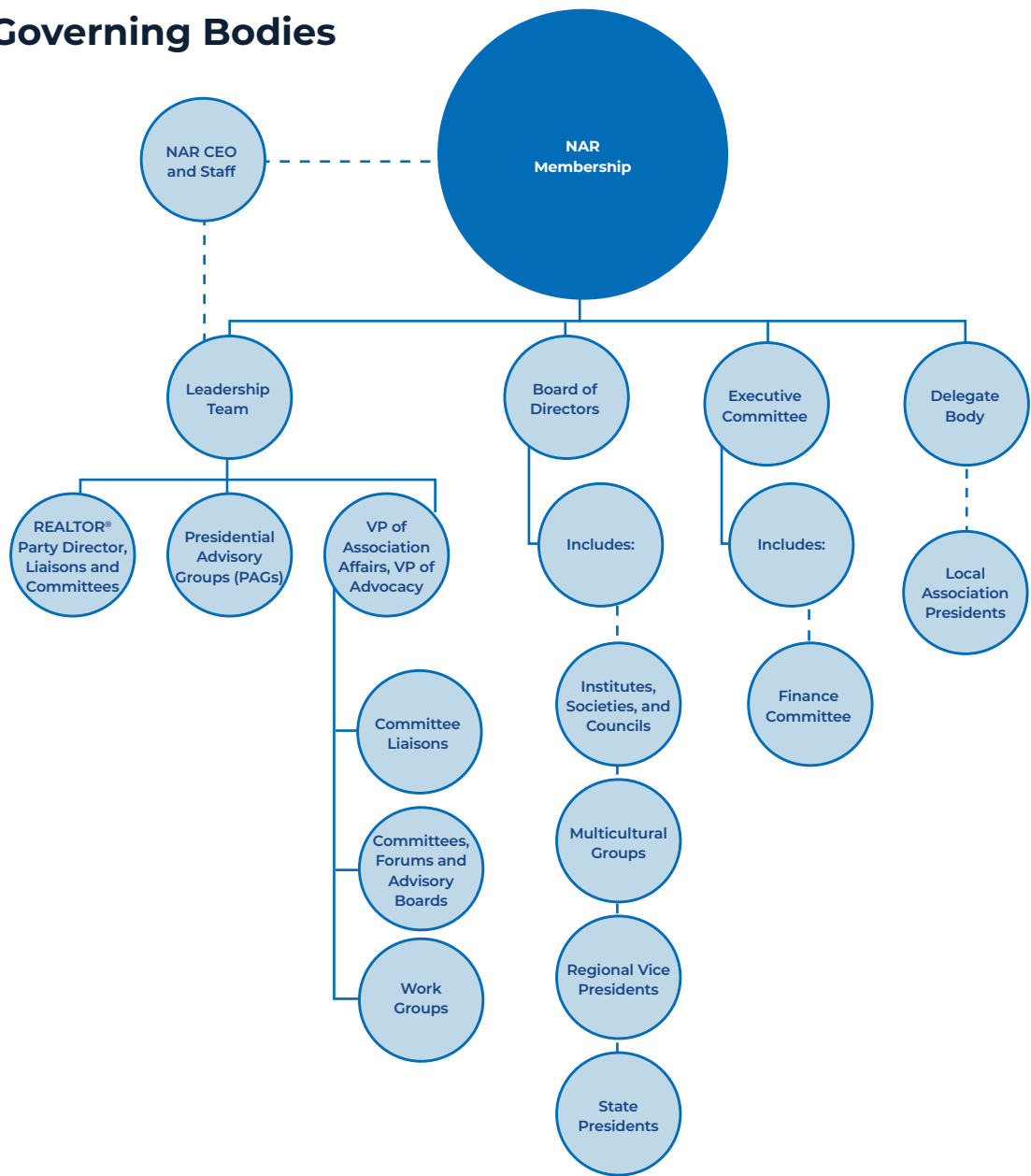
Committees. The Committee structure is comprised of Committees, Advisory Boards, Advisory Groups, Forums and Councils, overseeing public policy issues, advocacy efforts, diversity engagement, association management and many more.

Elected & Appointed Leadership

- [Leadership Team](#). The Leadership Team consists of eight elected and appointed members, composed of the President, President-Elect, First Vice President, Treasurer, Immediate Past President, Vice Presidents of Advocacy and Association Affairs (appointed by the President) and CEO (non-voting).
- [Regional Vice Presidents](#). RVPs serve as spokespersons for the National Association in his/her respective region. Regions are comprised of 54 states and territories which are broken down into 13 geographic areas.
- [Committee Liaisons](#). Liaisons are appointed each year by the President to assist in facilitating committee issues and activities. The Liaisons facilitate communication amongst the committee chairs, vice chairs, committee members; monitor committee goals; ensure that major strategies are in place to achieve goals; and assist in identifying and developing effective committee leadership.
- [Committee Chairs and Vice Chairs](#). Vice Chairs are appointed each year by the incoming President-Elect. They will automatically rise to the position of Chair, pending confirmation by the incoming President. The Chairs and Vice Chairs set goals for their committee/advisory board/council/forum each year in order to further the overall strategic goals of the association.
- [Committee Structure](#). Each committee has a purpose, composition, terms of service, and desired membership qualifications. A complete list of committees can be found by scanning the Committee Leadership Resources QR code.

NOTES

NAR Governing Bodies



NAR Strategic Plan Pillars

PILLAR: Leadership & Influence	PILLAR: Industry Outreach	PILLAR: Member Success	PILLAR: REALTOR® Brand	PILLAR: Member Experience	PILLAR: Organizational Development & Performance
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NAR GRANTS & FUNDING

NAR funds the betterment of the real estate industry through assistance provided by the following grants and funding programs.

Each program has their own allotment, requirements and application process. Please scan the QR code for complete details on all available grants and programs.



Available Grants and Funding Programs

Broker Engagement Grant: The Broker Engagement Grant allows local and state associations to create Broker activities which align with the Broker Engagement Committee's and Broker Engagement Council's purpose: increase broker engagement, representation and feedback regarding NAR's programs, services and strategic priorities. State and local associations may apply for a grant of up to \$5,000 for broker engagement purposes annually.

Questions? Contact Penelope Evans pevans@nar.realtor

Commercial Innovation Grants: The Commercial Innovation Grant Program provides "kickstarter" funds to help associations create new commercial services or programs.

Questions? Contact CommercialInnovationGrant@nar.realtor

Consumer Advocacy Grants: The Consumer Advocacy grant allows local and state associations to create consumer advocacy activities in their communities that advance wise public policies that strengthen the real estate market, promote property ownership and build strong communities leading to a healthy economy.

Questions? Contact Erin Murphy emurphy@nar.realtor

Fair Housing Grants: Fair Housing grants support state and local REALTOR® Associations' activities that create or improve systems, programs and policies that uphold fair housing laws and strengthen REALTORS® commitment to offering equal professional service to all.

Questions? Contact FairHousingGrants@nar.realtor

Housing Opportunity Grants: Housing Opportunity Grants support state and local REALTOR® Associations' activities that create or improve systems, programs and policies that expand access to housing that is affordable.

Questions? Contact HousingOpportunityGrants@nar.realtor

Issues Mobilization Grant: The Issues Mobilization Grant provides financial assistance to state and local REALTOR® Associations to support effective advocacy campaigns on public policy issues.

Questions? Contact John Winston jwinston@nar.realtor

Legal Action Program: NAR's Legal Action Program provides financial assistance and amicus participation to support litigation of significance to the real estate industry, the operation of real estate associations and private property rights.

Questions? Contact LegalAction@nar.realtor

Placemaking Grants: Placemaking Grants fund state and local REALTOR® association projects that create new, outdoor public spaces and destinations in a community on unused or underused sites. The goal of the program is to enable REALTORS® to strengthen ties with their community, to develop relationships with public officials and to spur economic growth and development through the creation of new public gathering places.

Questions? Contact PlacemakingGrants@nar.realtor

REALTORS® Political Action Fundraising Grants: The RPAC Fundraising Grant assists state and local associations in hosting fundraising events and activities designed to increase RPAC fundraising receipts and RPAC participation.

Questions? Contact rpacpartnership@nar.realtor

Rural Outreach Grant: The Rural Outreach Grant supports state and local REALTOR® association initiatives, including trainings, forums, events, studies and ordinance drafting, on a wide range of rural issues.

Questions? Contact ruraloutreachgrants@nar.realtor

Safety Program Reimbursement Grant: The goal of the NAR Safety Program Reimbursement Grant is to provide funding assistance to state and local REALTOR® Associations to help implement a Safety Program or feature for their members, and to encourage ongoing awareness of REALTOR® Safety.

Questions? Contact Bernelly Gamboa bgamboa@nar.realtor

Smart Growth Grants: Smart Growth Grants support state and local REALTOR® Associations' efforts to advance programs, policies and initiatives aligned with one or more of the 10 Smart Growth Principles.

Questions? Contact SmartGrowthGrants@nar.realtor

Sustainability Grant: The goal of the NAR Sustainability Grant is to provide funding assistance to state and local REALTOR® Associations to aid in implementing a sustainability program, event, plan or update for their members, and to encourage the ongoing awareness of sustainability in real estate.

Questions? Contact SustainabilityGrant@nar.realtor

WCR Supporting Women of Real Estate Grant: The Supporting Women of Real Estate Grant provides local and state REALTOR® associations with the opportunity to receive funding to provide new and innovative programs focused on advancing women in the real estate industry. The goal of this program is to inspire women professionals to take on greater leadership roles in both business and organized real estate.

Questions? Contact Olivia Peterson opeterson@wcr.org

NEW! Ignite Others Initiative Grant: This grant program offers financial support to empower local REALTOR® Associations to host a new, community-based Ignite Others event or activity. Interested local associations have until Friday, February 23, 2024 to apply for Ignite Others event grants. After that date, the application will close, and no further requests will be considered or funded.

Questions? Contact IgniteOthersGrants@nar.realtor or visit nar.realtor/ignite



MAXIMIZE YOUR MEMBERSHIP BENEFITS

NAR's core mission is to empower REALTORS® as they preserve, protect and advance the right to real property for all. Whether you're a new agent or an experienced broker, you have access to a wide array of resources designed to help you succeed in today's market.

Please scan the QR code to access the NAR Membership Guide, learn about Featured Programs and explore the power of your REALTOR® membership.



GET EMPOWERED

Resources and campaigns to help the public understand the value of working with a REALTOR®.



GET SUPPORTED

NAR advocates every day for federal, state and local policy initiatives that protect REALTORS® and the public.



GET AHEAD

Expand your knowledge and explore new interests with publications, research reports, advanced training and specialties.

Library & Archives

Did you know that the National Association of REALTORS® Library & Archives offers a variety of research services and thousands of print and digital resources? Scan the QR code to check them out!



GET NOTICED

Be known as your community's expert with marketing/technology solutions including professional property reports and content for social media marketing.



GET SAVINGS

Your membership pays for itself with savings and special offers in personal insurance, technology, marketing resources, shipping, car rentals and many more.



GET CONNECTED

NAR builds innovation in the industry by investing in companies transforming real estate, and offers opportunities for REALTORS® to meet and share ideas.



GET INVOLVED

Caring for communities and advancing the industry are key parts of the REALTOR® mission.

REALTOR® PARTY RESOURCES

The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to advance public policies and candidates that build strong communities, protect property interests and promote a vibrant business environment.

A driving force in economic development, affordability, fair housing, and innovative community design, the REALTOR® Party is solely focused on issues that matter to existing and future homeowners and to the real estate industry. The collaboration between residential and commercial members; affiliated institutes, societies and councils; multicultural real estate groups; and industry partners strengthen our resolve.

REALTOR® Party Resource Guide

Please scan the QR code to access the REALTOR® Party Resource Guide. This guide offers a comprehensive, easy-to-search view of more than 80 grants, educational opportunities, member engagement, political fundraising resources and other tools—all designed to help take your advocacy and community outreach efforts to the next level.

Questions? action@nar.realtor



REALTOR® Party & RPAC Speaker Request Form

REALTOR® Party Leaders are available to speak at your REALTOR® Association events, on a variety of topics. Speaking engagement opportunities are available for both in-person and virtual events. Please note: Only one REALTOR® Party Leader will be approved per event.



Invest in the REALTORS® Political Action Committee

The REALTORS® Political Action Committee and other political fundraising are the keys to protecting and promoting the real estate industry. Take advantage of these programs, grants, promotional materials and fundraising tools to create a culture of RPAC engagement in your REALTOR® Association.



RPAC FUNDRAISING GRANTS

The RPAC Fundraising Grant assists state and local associations in hosting fundraising events and activities designed to increase RPAC fundraising receipts and RPAC participation.

RPAC ONLINE FUNDRAISING PROGRAM

NAR assists state and local associations in RPAC online fundraising efforts by providing tools such as email campaigns, phone banks and webforms to implement successful online campaigns.

PHONE-A-FRIEND FOR RPAC

Leverage the power of member-to-member outreach and host a phone bank event to educate non-investing members about RPAC.

CORPORATE ALLY PROGRAM

The Corporate Ally Program (CAP) is a powerful partnership between the National Association of REALTORS® and corporate allies aimed at protecting, promoting and strengthening the real estate industry.

MAJOR INVESTOR EVENT FUNDRAISING

The Major Investor Event-Based Fundraising Program helps associations educate REALTORS® on the importance of investing in RPAC and to recruit new and step-up RPAC Major Investors.

President's Circle

The President's Circle is a group of REALTORS® who contribute directly to REALTOR®-friendly candidates at the federal level. Political Action Committees, like RPAC, can only legally contribute \$10,000 per election cycle to a congressional candidate. The President's Circle Program supports REALTOR® Champions—members of Congress who have made significant achievements in advancing the REALTOR® public policy agenda. The President's Circle Program allows REALTORS® to contribute beyond RPAC dollars and increase the strength of the REALTOR® voice on Capitol Hill.



President's Circle Recognition and Benefits

President's Circle members must be [RPAC Major Investors](#), and will receive the benefits for their chosen major investor level. They also will receive an invitation to attend the President's Circle Conference the year following their first year in the program. A long-standing tradition of the President's Circle program is the preeminent President's Circle Conference, which provides an opportunity to network with NAR's top political investors and to engage with cutting edge speakers.

Joining President's Circle

- You must be an RPAC Major Investor to join.
- Contact NAR RPAC staff, Avery Walker awalker@nar.realtor, with your interest in joining.
- All contributions must be complete by September 30 each year.
- Access complete details via the QR code!

NAR'S FEDERAL ADVOCACY AGENDA

NAR represents over one million residential REALTORS® and commercial practitioners involved in all facets of the industry as brokers, sales agents, property managers, appraisers and counselors. NAR advocates policy initiatives that promote and protect a fundamentally sound and dynamic U.S. real estate market fostering vibrant communities.

Please scan the QR code to learn about 2022 Advocacy Success and the top federal issues we're watching.



NOTES

INSTITUTES, SOCIETIES & COUNCILS



Eight specialty institutes, societies and councils are affiliated with NAR, and their leadership serves on NAR's Board of Directors.

CCIM Institute: CCIM Institute courses, taught by instructors who are themselves industry leaders, deliver commercial real estate investment methodologies and tools that speed the pathway between opportunity, a go/no-go decision, and success for an asset. Since its founding more than 50 years ago, the Institute has been educating real estate specialists across continents and industry categories.

Institute of Real Estate Management (IREM): IREM is an international institute for property and asset managers, providing complete knowledge to take on real estate management's most dynamic challenges. For 90 years, our members have made us the world's strongest voice for all things real estate management. Today, almost 20,000 leaders in commercial and residential management call this home for learning, certifications, and networking.

Real Estate Business Institute (REBI): REBI empowers a diverse community of real estate professionals who manage clients, teams and firms with the knowledge and resources to build and sustain profitable businesses and maximize success.

REALTORS® Land Institute (RLI): Members of the REALTORS® Land Institute share a nuanced understanding of the land real estate industry and specialize in brokerage related to all types of land including farms and ranches, recreational land, timberland, vineyards, orchards, transitional and development land, subdivision and lot wholesaling, site selection and assemblage of land parcels, appraisals and land valuation, auctions and farm and land management.

RLI, the Voice of Land, works to elevate the level of professionalism in the land industry by offering all land professionals the credibility, confidence and connections that are the foundation for becoming the best in the business.

Residential Real Estate Council (RRC): Many REALTORS® find it hard to set themselves apart and take their business to the next level. RRC provides the tools, education and resources to help REALTORS® be more successful.

Society of Industrial & Office REALTORS® (SIOR): The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® is the leading global professional office and industrial real estate association. With 3,700 members in 45 countries and 722 cities, SIOR represents today's most knowledgeable, experienced and successful commercial real estate brokerage specialists.

The Counselors of Real Estate (CRE): The Counselors of Real Estate, established in 1953, is an international consortium of credentialed real estate problem solvers who provide expert advice on complex real property and land-related matters. Membership is extended by invitation—though qualified individuals may self-apply—and includes principals of prominent real estate, financial, legal and accounting firms as well as developers, economists, futurists and ranking leaders of Wall Street and academia.

Women's Council of REALTORS® (WCR): The Women's Council of REALTORS® is recognized as the voice for women in real estate, and the premier source for the development of leaders in the industry, organized real estate and beyond.

CENTER FOR REALTOR® FINANCIAL WELLNESS

The Center for REALTOR® Financial Wellness is a resource designed exclusively to meet the specific financial planning needs of REALTORS®. This comprehensive program includes education materials and resources for wealth building, business planning and investing in real estate.

Log on to FinancialWellness.realtor to assess your current financial profile, receive personalized financial planning goals, practice financial planning decisions in a risk-free way and explore a robust library of budgeting, retiring and real estate investing resources.



EDUCATION: GAIN A COMPETITIVE ADVANTAGE

NAR and its affiliated Institutes, Societies, and Councils offer a wide selection of real estate training options.



Build on your experience and explore a variety of offerings, which include:

Code of Ethics Training REALTORS® are required to complete ethics training of not less than two and a half hours of instructional time every three years. The training must meet specific learning objectives and criteria established by the National Association of REALTORS®.

Online Courses Learn at your own pace and on your own schedule.

Virtual Courses Take live, virtual instructor-led online courses.

Continuing Education Requirements Real Estate CE requirements vary by state. Choose your state to check specific real estate licensing rules, timeframes and due dates.

Designations & Certifications NAR offers designations & certifications for real estate professionals. Completing ongoing real estate education is a sign of experience and expertise.

REALTORS® Commitment to Excellence C2EX develops and enhances competencies that indicate a REALTOR®'s commitment to ethics, advocacy, technology, data privacy and customer service.

REALTOR® L.E.A.D Courses Four exciting new courses equip participants with the concepts, knowledge and practices needed for effective association leadership.

REALTOR® Association Management Self-Study Courses Resources to help association executives increase their knowledge of REALTOR® association management.

Center for REALTOR® Development Sharpen your skills and boost your business by investing in yourself through education.

NAR Academy at Columbia College NAR members receive financial assistance when they enroll in certificate, associate, bachelor's and master's degree programs.

NEW! IGNITE OTHERS HIGH SCHOOL FINANCIAL WELLNESS PROGRAM



Empowering REALTORS®, Transforming Futures!

Join us in 2024 for this groundbreaking program designed specifically for REALTORS® who are passionate about making a lasting impact on young minds.

Program Highlights:

Inspire a Generation: As a REALTOR®, you possess the power to shape the lives of future homeowners. By teaching financial literacy to 11th graders, you will ignite a spark within them, empowering them to make informed decisions and secure a prosperous future.



Multiple Pathways to Success: We understand the importance of flexibility and collaboration in reaching as many students as possible. Through this program, you have the option to choose from various pathways, including:

- Collaborating with state and local REALTOR® Associations already offering financial literacy programs. Leverage existing resources, networks and expertise to expand the reach and impact of your teaching efforts.
- Partnering with renowned organizations like Junior Achievement, known for their commitment to youth education and their extensive financial literacy curriculum. Together, we can amplify the impact and create a more comprehensive learning experience.
- Utilizing the exceptional curriculum and resources provided by the National Association of REALTORS®. Benefit from NAR's wealth of knowledge and proven educational materials to deliver a high-quality financial literacy program to 11th graders.

Industry Expertise: As a REALTOR®, you bring a wealth of industry knowledge and personal experiences to the classroom. Share your insights, success stories and challenges faced in the real estate realm, providing invaluable context that connects the dots between financial literacy and real-world application. While you're at it, you just might inspire a future REALTOR®.

Community Impact: By teaching financial literacy, you'll contribute to the betterment of your local community. Equipping young individuals with financial knowledge empowers them to make sound financial decisions, fostering economic stability and prosperity for generations to come.

Join us in this incredible endeavor to shape the financial futures of our youth. Together, we'll revolutionize the way 11th graders perceive money, empower them with essential financial skills and help them understand that they can realize the American dream of homeownership, one student at a time.

Learn more at nar.realtor/ignite
or email HighSchool@nar.realtor

NAR EVENT CALENDAR & INFORMATION

Network with other professionals, attend a seminar, and keep up with industry trends through events hosted by NAR. Live virtual events and webinars continue to be offered for members, often at a discounted rate.

Scan the QR code to explore a comprehensive list of NAR meetings for upcoming calendar years, and view select videos and sessions from recent NAR events.



UPCOMING NAR EVENTS

2023

iOi Summit

August 29-30
Miami Beach, FL

Sustainability Summit

September 12-13
Austin, TX

C5 Summit

September 28-30
Atlanta, GA

NAR NXT, The REALTOR® Experience

November 14-26
Anaheim, CA

REALTOR® Party Training Conference

November 30-December 2
St. Louis, MO

2024

RPAC President's Circle

March 18-21
Miami Beach, FL

Association Executives Institute

March 12-15
San Diego, CA

REALTORS® Legislative Meetings

May 4-9
Washington, DC

Leadership Summit

August 26-27
Chicago, IL

NAR NXT, The REALTOR® Experience

November 8-10
Boston, MA

Did you know that NAR keeps a digital library of event photos?

Flip through images from NAR meetings & events here!



NAR MOBILE APP

With the NAR Mobile App, you're the curator! No more searching for what's important, just fill your feed with your choice of topics. Set up your personal parameters, tap the app and quickly access valuable real estate industry facts at your fingertips.



With the app, you can easily access:

- Latest Industry News and Research
- Education Courses
- Marketing Resources
- Member Benefits and the Latest Discounts
- Podcasts and Videos
- Searchable Member Directory
- Your Member Profile
- Your REALTOR® Code of Ethics Status
- NAR Events

And so much more!



Getting information right from the most trusted source in real estate just got easier. The NAR Mobile App is your destination for the latest news, member information and education you need—and want.



Your content. Your way. The app lets you customize the real estate information you want—and need—to help your business succeed. Just select topics of interest to you to get a custom news feed in the app. Enable push notifications for your content so you never miss a story. You're in control of the information you receive!



Get your member card and easily add to your digital wallet. Check your Code of Ethics status, access your member benefits, see upcoming events, and view NAR's featured programs and education, all in the palm of your hand.

Download the app and check it out for yourself!
nar.realtor/nar-app

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NAR+PHOTOFY APP OVERVIEW

Boost your brand and increase engagement with personalized, ready-to-share social templates from NAR + Photofy that you can post across your social media platforms.

Use the Photofy App to:

- Personalize ready-to-share content from the “That’s Who We Are” consumer ad campaign, certifications and designations, holidays and commemorations, HouseLogic and more.
- Easily schedule posts.
- Maximize your marketing mix and member value.

Some state and local associations, and NAR affiliates, have created their own branded graphics on Photofy, which are accessible via the Accounts menu at the bottom of the main screen based on your Member ID.

How to Sign Up, Download and Use the App

1. Signup at Photofy.com/NAR

- a. Signup with your name, contact information and Member ID.
- b. You will receive an email to download the Photofy app.
- c. If you don’t receive an email you can go to the App store on iTunes or Google Play and download it there.
- d. Helpful tutorial videos: vimeo.com/showcase/nar



2. Open the App and Make Sure Your Profile Is Set Up First

- a. Sign in using the same email address and password you created already.
- b. In the top-left corner, you’ll see a “burger” menu. Tap on it to reveal options.
- c. Select “Settings” and then “Manage Profile.”
- d. Under the “Update Tokens” section, enter your contact information. This information will be used to pre-fill the templates. You can always edit the pre-filled text prior to sharing.



2



3

3. Home Screen

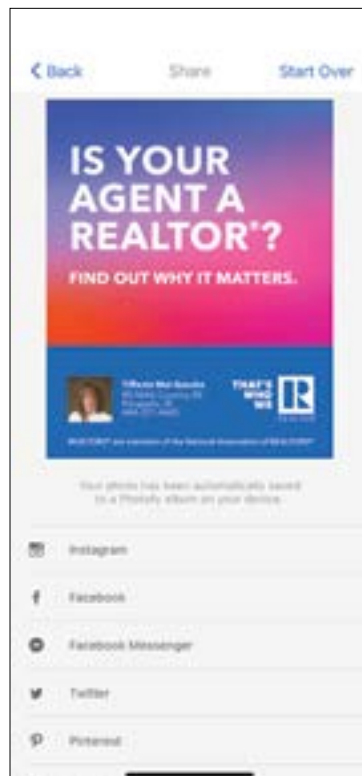
The home screen has several buttons that take you to their respective sections: Photo Templates, Quick Share and Scheduler (on iOS devices).

4. Photo Templates

- a. This section contains templates that you can personalize with your photo or logo and contact information, depending on which template you choose from the category tabs at the top. You can use any of the graphics on any social media platform, but you may need to adjust their size within the social media app when you preview the post.
- b. For the templates that allow text customization, your profile information will be pre-filled from your profile, which you can edit prior to sharing.
- c. For Photo templates, tap on “Tap to Add Photo” and choose one from your device’s photo gallery or connect to Dropbox or Google Drive.



4



5

- d. For Logo templates, tap on “logo+” and choose a logo, preferably a transparent PNG file.
- e. You can reposition the photo by dragging it.
- f. Tap on the text boxes to edit them as you like.
- g. Tap “Apply.”
- h. When finished, tap “Done.”
- i. You can now select a social media account or another share option where it will be loaded within your selected social media app (Facebook, Instagram, LinkedIn, Twitter, or Pinterest). If desired, you can resize it by pinching in/out to make sure none of the image gets cut off before you post it. For example: a rectangular image on Instagram.

5. Quick Share

This section contains galleries of videos and graphics that you can post on your social media accounts. They are not customizable.

6. Scheduler

This section lets you schedule posts. You will get a notification at the date and time you set up and it will show you a preview, asking you to confirm if you want to post it.

7. Menu

The app's menu can be accessed via the “burger” icon in the upper left-hand corner, which when tapped will show several options.

- a. Projects—you can ignore this section.
- b. Scheduler—takes you to the “Scheduler” screen.
- c. Settings
 - Manage ProfileUnder the “Update Tokens” section, you can enter your contact information which will be used to pre-fill the templates. You can always edit the pre-filled text prior to sharing.
- d. Support—use this if you are having any issues with the app.





ADDITIONAL RESOURCES

LEAD.WIN.



LAWS OF COMBAT

COVER & MOVE

- TEAMWORK • BREAKING DOWN SILOS • IF THE TEAM FAILS, EVERYONE FAILS • **RELATIONSHIPS**

SIMPLE

- SIMPLIFY THE MISSION • COMMUNICATION: SIMPLE, CLEAR, CONCISE
- IF PEOPLE DON'T UNDERSTAND, THEY CAN'T EXECUTE • **READBACK**

PRIORITIZE & EXECUTE

- RELAX, LOOK AROUND, MAKE A CALL • EXECUTE HIGHEST IMPACT TASK
- **DETACH**

DECENTRALIZED COMMAND

- EVERYONE LEADS • DON'T WAIT FOR ORDERS; LEAD
- TEAM MUST UNDERSTAND NOT JUST WHAT TO DO BUT **WHY**

MINDSETS FOR VICTORY

DEFAULT: AGGRESSIVE

- MAKE THINGS HAPPEN • MOVE FAST • SEIZE INITIATIVE
- MITIGATE RISK • **SOLVE PROBLEMS**

INNOVATE AND ADAPT

- NEW TACTICS EMERGE • TECHNOLOGY EVOLVES • EDUCATE YOURSELF
- **EMBRACE AND DRIVE CHANGE**

HUMILITY

- EGO IS THE NUMBER ONE KILLER IN BUSINESS & LIFE • **CHECK YOUR EGO**

DISCIPLINE EQUALS FREEDOM

- BEING DISCIPLINED WITH HIGH STANDARDS LEADS TO MORE FREEDOM • **SELF DISCIPLINE IS THE KEY**

EXTREME OWNERSHIP

- NO EXCUSES • NO BLAMING OTHERS • **OWN ALL PROBLEMS**

FIVE EFFECTIVE STEPS OF OWNERSHIP

1. PROBLEM: EXPLAIN THE PROBLEM

The key to this step is to correctly identify the problem. For example, you might think that the problem is that a subordinate didn't complete a task on time, but the actual problem is that YOU didn't clearly explain why that task needed to be completed in that time frame, or YOU didn't set a clear deadline, or YOU didn't provide the necessary resources to enable that subordinate to complete the task on time. Figure out how YOU caused the issue. That is the real problem.

2. CONSEQUENCES: RECOGNIZE THE IMPACT TO THE TEAM AND THE MISSION

This step is often missed but is extremely critical. Focus on the consequences of this problem – how this problem impacts the person you are speaking with and the entire team. The issue is not about how this problem impacted you. While it might seem obvious, there is a chance that the impact is not apparent to others. Focusing on the impact is also an opportunity to show the people you are speaking with that you actually understand how your actions and inactions impact THEM.

3. OWNERSHIP: TAKE OWNERSHIP

Always take full ownership. Do not use words that gloss over the ownership. Use “this is my fault” or “this is 100% on me” instead of “I might not have...” or “I probably contributed to this”.

4. SOLUTION: PROVIDE A SOLUTION

Focus on what YOU will do to correct the problem moving forward. It should not be about asking for any action from the other person. Provide a realistic solution on which you can take action at your level to solve the problem.

5. IMPLEMENT: FACILITATE IMPLEMENTATION OF THE SOLUTION

If you don't follow through after the conversation, you lose all credibility and aren't actually taking ownership. Ensure that the solution you provided is executed.

You can use these steps in any form of communication. Write them out when responding to emails. As you practice for a challenging discussion, talk through each step in a role play. Utilize it during those hard conversations. Each step in this process is critical to addressing difficult situations and having hard conversations. Use these steps as often as possible to cultivate the habit of taking ownership.



**FOR EVEN MORE INSIGHT AND PRACTICE IN USING THESE STEPS,
CHECKOUT THE FREE COURSE - EXTREME OWNERSHIP FRAMEWORK
ON THE EXTREME OWNERSHIP ACADEMY**

The 7 Simple Habits of Inclusive Leaders

1

Perspectives

If I'm solving a problem, then I will involve those responsible for the execution and consider their opinion.

2

Hiring Decisions

If I'm building a team, then I will be intentional about hiring for difference, not familiarity.

3

Empathy

If someone describes an unfair experience, then I will actively listen to understand and empathize, even if I disagree.

If my first impression of someone is negative, then I will ask myself, "Did they earn this impression through their actions, or did my biases assign it?"

4

Leading People and Self

If team members have conflicting ideas, then I will say, "Although this feels uncomfortable, let's lean in until we thoroughly grasp each other's positions."

If I catch my biased thoughts, then I will examine them and mindfully choose my actions.

5

Collaboration

If I hear someone get interrupted, then I will echo their voice.

If I'm in a group discussion, then I will intentionally involve all, especially the less vocal.

If I have an idea for a new initiative, then I will proactively solicit all the reasons why it might not work.

If we're sharing opinions and ideas, then I will wait to share my thoughts last.

6

Mindset

If someone shares a contrarian opinion, then I will choose curiosity instead of getting offended and ask them to tell me more.

7

Values and Strategy Design

If I have organizational values, then I will include behavior expectations for diversity, inclusion, belonging, and equity.

If I commit to D&I solutions, then I will ensure they are informed by evidence, not opinion.





Allison Massari

Keynote Speaker, Executive Coach, Celebrated Artist

Three Secrets To Mastering Your Life:

Embrace the idea that joy and pain exist side-by-side.

Understanding that happiness is *possible* in the midst of suffering is the foundation for building a peaceful life. Imagine that you have a mountain of your pain in one hand - and your joy is in the other. *Focus on your joy, even if it is the smallest thing.* Then *build it* – grow and nourish it – *so much*, that eventually your *joy towers over your pain.*

Choose kindness.

There comes a point when we can learn to feel good, even if we are *struggling*. Our happiness is born from our ability to see *all that is beautiful and good*, AND all that is *painful and unfair* - and to choose to be kind, compassionate, and loving anyway. And, when times are challenging, ask yourself, "What if I could be happy anyway?"

Have courage, tenacity, determination. Never give up.

Sometimes in life there is no break, *no quick fix* - you must dig deep, and *survive it*. The synergy of love and tenacity is what creates total aliveness.

To inquire about Allison's speaking please contact Jeff Bigelow with SpeakInc: jbigelow@speakinc.com (858) 254-5419 allisonmassari.com

If you know a teen burn survivor, age 14-18, who would like to attend Allison's free Roger Pepper Adventure Camp, please contact Hannah Lang at: hannah@adaptivesports.org

Named One of the "Top 10 Best Speakers" in North America for "Motivation"

— M&C Magazine

"What is it that we all want?"

We want to live with passion, focus and clarity. We want success, genuine well-being... *inner peace*. We want to be powerful in our lives, equipped with the capacity to handle the unexpected, and with the tools to successfully navigate difficult people and challenging circumstances. But it's more than that – we want to feel like we've come alive, that we're living our mission, walking in the world, vital... I specialize in helping people transform their personal and professional lives. You will experience profound results and a lot of heart. I'm all yours."—Allison Massari

"I watched as the entire room rose to their feet in a standing ovation. Her work is phenomenal, and life altering."

Jessica Chapman Neuroscience Sales
Global Pharmaceutical Company
Ranked 119 on the Fortune 500



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Team up with C2EX today!



Over 140,000 REALTORS® utilize C2EX to elevate professionalism across the industry by committing to conducting business at the highest level.

Did You Know?

Earning a C2EX Endorsement fulfills NAR's Code of Ethics training requirement. Every three years, REALTORS® must renew their Endorsement for access to the latest tools designed to enhance their skills and knowledge.



**Commit to Excellence by adding
C2EX to your 2024 Agenda!**



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