

MAKING THE CASE FOR SUSTAINABILITY

Sustainable solutions benefit communities, your members & your bottom line.



NAR'S SUSTAINABILITY PROGRAM

Provides extensive resources—publications, research, advocacy, grants, certifications, courses, and staff support—all designed to help members, associations and brokerages respond to growing consumer and professional interest.

Sustainability is a great way to elevate REALTOR® value and the benefits your association or brokerage provides to your members.

EDUCATION & RESOURCES

- **FREE! ONLINE INTRO COURSE**

Intro to Sustainability and Resiliency: What REALTORS® Need to Know

Available through **learning.realtor** and designed for REALTORS® who want to better understand the intersection of sustainability and real estate.

Format: Self-paced

Duration: 1-hour

Modules: 3

- **GREEN BUSINESS BUREAU CERTIFICATION**

Showcase sustainability leadership at your association and track your progress with a discounted membership in the GBB. As a trusted authority in green business, GBB provides guidance and solutions to certify sustainable initiatives.

*Save 30% off membership with code **NAR30**.*

- **ASSOCIATION SUSTAINABILITY SUPPORT**

Ready-to-use guidance to help you integrate sustainability into your association planning, programming, and operations. *Associations can access NAR's Annual ESG+R Report for additional inspiration.*



SCAN TO ACCESS
ESG+R REPORT

- **RESEARCH AND REPORTS**

Key data and significant findings through annual studies on sustainability in real estate, led by NAR's Research Team. Use this information when building your association strategy to better engage members on sustainability.

NAR'S SUSTAINABILITY AND RESILIENCE PLAN

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

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 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.

SUSTAINABILITY IN NAR'S 2023-2025 STRATEGIC PLAN

LEADERSHIP & INFLUENCE

Strategic opportunity included for **Climate and Sustainability** to raise member understanding of the impact of climate change and the importance of sustainability practices to our industry, and to become the recognized leader and resource for industry and community sustainability and resiliency.

ORGANIZATIONAL DEVELOPMENT & PERFORMANCE

Strategic opportunity for **ESG+R practices**. Use an ESG+R lens on a regular basis to evaluate NAR policies, practices and decisions.

Join NAR in leading the real estate industry to a more sustainable future. Visit nar.realtor/sustainability to learn more.