

Commercial Services Accreditation

Program Overview

NAR's Commercial Services Accreditation is designed to assist your association to develop commercial services and recruit and retain commercial members in your market. The program, consisting of benchmarks centered on services, was first pioneered in 2008 in collaboration with NAR's commercial boards & structures. NAR strives to acknowledge local and state REALTOR® associations like yours for a commitment to providing commercial services and engaging commercial members.

How can the accreditation benchmarks help our association?

Fundamentally, this program can assist you to identify the existing level of commercial member-centric services and engagement you have at your association. By simply starting with assessing how many of the benchmarks you currently achieve, you can develop a course of action to not only increase services, but bring in new commercial members. The accreditation program also serves as a visual recognition to practitioners in your market, signifying the quality of services they can expect from your association which have a positive impact on their business and increase recruitment opportunities for your membership.

Your association will receive recognition as a Commercial Services Accredited Association and be presented with a certificate to display at your association office. Awards will be presented for associations achieving higher level award levels. Associations who receive a Diamond-level accreditation will receive a \$1,000 grant from NAR.

What are benchmarks?

Benchmarks represent key commercial services and member engagement activities, many of which are aligned with Core Standard requirements. The benchmarks were derived from best practices at commercial overlay boards and commercial structures around the country as services proven to increase commercial member engagement.

How are associations recognized?

To earn the Commercial Services Accreditation, your association must achieve the minimum twenty (20) required benchmarks. Each benchmark earns the association at least one point. Once you meet the required benchmarks, your association will be recognized with Gold level Accreditation Award after meeting an additional 16 optional benchmarks. Associations earning additional benchmarks will achieve higher level awards. You may apply once a year during the application period in July to achieve a higher level. All levels of accreditation are in addition to the 20 minimum required benchmarks.

- Gold Level: 16-35 benchmarks (plus 20 required)
- Platinum Level: 36-40 benchmarks (plus 20 required)
- Diamond Level: 41+ benchmarks (plus 20 required)

How do I apply for accreditation?

Your association can apply once per year during the application review period in July. Once your application is complete, press submit, and you will receive feedback when your application is under review. If your application is approved your association will be recognized at the next major NAR event.

What if I need help?

NAR is ready and available to assist your association in assessing how you are currently serving and engaging commercial members. Staff will walk you through the benchmarks, provide examples of how other associations are meeting them, and help you develop a strategy for implementing new services. Contact 800-874-6500.

Governance/Structure

1. **At least one member of your association's board of directors is a commercial practitioner. (required)**

Name of Member:

2. **The association has a Professional Standards committee composed of residential and commercial members who conduct ethics and arbitration hearings in accordance with the Professional Standards policies of NAR.**

Describe current makeup of committee:

3. **There are commercial specific meetings or events for members to attend at least 4 times per year. Includes general membership meetings or events where a commercial topic is on the agenda.**

Describe meetings and provide dates for meetings.

4. **A staff member is designated to oversee the commercial programs and services offered to members and /or the commercial group.**

Staff Name and Title

5. **The association has either a separate governance structure or established committees, subcommittees, or councils specific for their commercial members.**

Give examples:

6. **There is a Commercial Grievance committee composed of commercial members who oversee the grievance process, pursuant to NAR's Professional Standards policies.**

Describe:

7. **The association participates in a cooperative enforcement agreement pursuant to the professional standards policies of NAR.**

Describe:

Communications

- 1. There is a specific commercial communications piece or commercial section of an overall association piece that is distributed on a consistent basis, more than four times per year. This can include consistent posting of commercial specific content through social media channels. (required)**
- 2. There is a dedicated commercial services webpage that exists within your association's website. (required)**
Provide URL:
- 3. NAR's updated red commercial R logo is featured on the home page of your association's website and/or the commercial page. (required)**
Provide URL:
- 4. The following links from NAR.Realtor appear on the association's website. (required)**
Provide the URL for each link listed below:
NAR's Commercial landing page: nar.realtor/Commercial
NAR's Commercial Advocacy/Legislation page: nar.realtor/commercial/legislation-and-advocacy
NAR's Commercial Education page: nar.realtor/commercial/educational-opportunities
NAR's Commercial Research page: nar.realtor/research-and-statistics/research-reports/commercial-real-estate
NAR's Commercial Affiliate organizations appear on the associations's commercial services page
- 5. Links to NAR's Commercial Affilaite organizations' local chapter appear on the association's commercial services page. (required)**
Provide URL:
- 6. The association has implemented regular social media use as a way to engage commercial members and the general community.**
Provide your social network links and describe your strategy.
- 7. The association utilizes NAR's consumer awareness campaign, promoting REALTORS® who are commercial practitioners.**
- 8. If already accredited, the NAR Commercial Services Accreditation logo is displayed on the association website.**
Provide URL:
- 9. The association actively communicates to engage with and recruit commercial practitioners who are not part of the REALTOR® organization.**
Please include examples of the communications:
- 10. The association promotes the commercial activities of other REALTOR® associations (state, local or national) to spread awareness of the commercial REALTOR® brand in the industry.**
Please describe:
- 11. The association either tracks or attempts to increase their search engine optimization (SEO) to increase awareness of the REALTOR® brand specific to commercial services and practitioners.**
Please describe:

Education/Professionalism

- 1. The online Ethics Training for REALTORS® is made available to those who practice commercial real estate, with the commercial track specifically promoted. (required)**
Provide example and/or attach any fliers.
- 2. The association offers commercial educational programs/workshops at least 2 times per year. (required)**
List programming and dates offered in the past year or currently. (2 fillable blanks) Hold up to 6 additional courses and receive half a point per course offering. List programming and dates offered in the past year or currently.
- 3. Links to the education of NAR's commercial affiliates are posted on your association's website. (required)**
Provide URL
- 4. The association holds a new member orientation program including a commercial services component for all members. (required)**
Describe and attach an outline or copy of the orientation materials.
- 5. Additional ethics courses are presented at your association or made available through collaborative efforts, which included commercial case studies, situations and processes relevant to commercial real estate professionals.**
Provide example and/or attach any fliers.
- 6. Your association offers educational programming about the basics of commercial real estate to residential agents who may wish to transition or learn more about this part of the industry.**
Provide example and/or attach any fliers. (Please note, this is only a required benchmark for associations whose members are not solely commercial practitioners.)(required)
- 7. At least one member of your commercial structure holds a commercial designation.**
Name of member:
- 8. The association conducts trainings for members on technology resources offered by NAR, the state, or local association.**
Give examples:
- 9. The Realtors Property Resource® (RPR) Commercial Webinar trainings are posted on the association's webpage, and all commercial practitioners are trained on how to use RPR during their new member orientation with the association. (required)**
Give examples:
- 10. Your association offers commercial educational programming to attract non-members.**
List the average pricing for members and non-members and add attachments:

Legislative/Advocacy

- 1. The association has an active advocacy program including local and regional commercial real estate issues, and communicates their specific efforts to members on a consistent basis. (required)**

Describe how you achieve this:

- 2. The association updates their members on NAR's commercial advocacy efforts, or provides a direct link to NAR's commercial priorities and resources.(required)**

Provide URL:

- 3. The association has attained its RPAC goal for the past year as set by the state association.**

Describe:

- 4. Member(s) of your association have participated in a Hill Visit during the REALTORS® Legislative meetings in DC.**

Name of member:

- 5. The association has a commercial specific RPAC program in place.**

Describe:

- 6. At least 2 commercial members are RPAC major investors.**

List names:

- 7. The association has applied for REALTOR® Party funding for a community outreach project.**

Provide project name and application date:

- 8. The association has applied for the REALTOR® Party funding for a Land Use Initiative.**

Provide project name and application date:

- 9. The association has held a Better Block, Mainstreet or Placemaking event through REALTOR® Party funding.**

Provide project name and date.

- 10. Association communicates the Call to Actions to boost participation by commercial practitioners.**

Attach an example:

Technology/Data

- 1. The association promotes or provides a commercial CIE or commercial MLS, and hosts a medium for members to exchange property information online or during a live member event. (required)**

Provide name of CIE, MLS, or Commercial MLS:

Provide URL:

- 2. A link to the NAR Commercial Data & Listing Resources page (<https://www.nar.realtor/commercial/commercial-data-listing-resources>) is promoted to members on your website and/or through member communications. (required)**

Provide URL:

- 3. A link to Realtors Property Resource® (RPR) Commercial website is provided by the association's website. (required)**

Provide URL:

- 4. The Association provides commercial forms or access to a vendor that offers commercial forms.**

Provide an example:

- 5. The association offers additional technology resources that are not a commercial information exchange or MLS.**

Provide URL:

- 6. Display a Co-Branded RPR landing page on your Association website. RPR offers the co-branded page free of charge. Request your custom page at rprcommercial@narrpr.com.**

Provide an example:

NAR/State Association Involvement

1. **All new members are asked to identify their primary field of business as residential or commercial, and the association POE updates the MI record.**

(required)

Provide a copy of your new member form or method for identifying Field of Business

2. **At least once per year, all members are requested to update their MI record.**

(required)

Provide an example of communication:

3. **A member of the association (includes staff) has attended a NAR Commercial Committee meeting at RLMTE (Midyear) or NAR NXT (Annual) in the last two years.**

Name of member and year attended:

4. **A member of the association (includes staff) has attended the NAR Commercial Leadership Forum at RLMTE (Midyear) or NAR NXT (Annual) in the last two years.**

Name of member and year attended:

5. **A member or staff person of the association has served or is currently serving on the NAR Commercial Committee, or committee that falls within the scope of the commercial real estate practice.**

Name of member:

6. **A member of the association has attended the NAR Caffeinated Breakfast or the NAR Commercial Red Carpet Networking Reception during Annual in the last 2 years.**

Name of member and year attended:

7. **A member of the association has been a part of any commercial related subcommittee, advisory board or workgroup at the national level (not including the NAR Commercial Committee).**

Name of member and group:

8. **The AE, a staff member and/or a volunteer member leader has taken the course Commercial Resources 101 at AEI, or a similar commercial-specific AEI session.**

Name and when taken:

9. **The AE; commercial supporting staff and/or the incoming leader attended the Commercial Leadership Development Day in the last two years.**

Name(s) and year attended:

NAR/State Association Involvement cont.

- 10. A REALTOR® member from the association has been nominated for a National Commercial Award.**

Year:

- 11. An NAR Commercial staff member from has visited or held a consultation with your association.**

- 12. An association profile for your commercial group has been updated for the current year.**

- 13. The association has been awarded a Commercial Innovation Grant.**

Year:

- 14. The association has participated in NAR's C5 Summit or MIPIM conference.**

Please describe:

- 15. A member or staff person from the association serves on a committee or Board of Directors at the state level.**

Please describe:

- 16. The association has applied for a member to be awarded the National Commercial Award over the past five years.**

Please describe:

Community/Member Involvement and Networking

- 1. The association holds at least 2 events established to engage the commercial membership and attract potential new commercial members to the association. (required)**

Check all that apply and provide marketing flyers or collateral:

- Awards event featuring commercial awards
- Bus tour of properties
- Charity event
- Women in Commercial event
- Golf Tournament
- Installation event for commercial officers
- Networking events for commercial practitioners
- Live webinar or podcast events.
- Other, please specify

- 2. The association works collaboratively on an ongoing basis with at least 3 external groups to build community relationships and joint programming. (required)**

Check all that apply:

- NAR's C5 Summit
- Chamber of Commerce
- ICSC
- Economic Development Council or Agency
- NAIOP
- Financial Institutions
- CREW
- Other local REALTOR® Associations (specify)
- ULI
- BOMA
- Other (specify)

- 3. The commercial group has been recognized or received an award for being a leader in the community or industry.**

Describe:

- 4. There is a recognition program in place with a specific award for a commercial member who is a REALTOR® member of the association.**

Describe:

- 5. A calendar of commercial events is posted on the association's website.**

Provide URL:

- 6. Members are surveyed at least every other year and asked specifically about their needs for services or resources related to commercial real estate.**

Provide a copy of the survey used:

- 7. Members that have identified their primary field of business as commercial are asked once per year to update any secondary fields of business.**

Provide example of communication: