



# **PRESIDENT AND ASSOCIATION EXECUTIVE CHECKLIST**



*A professional and effective working relationship between the association executive (AE) and president is paramount to the association's overall success. Each role has responsibilities that impact various aspects of the association and establishing a clear working partnership can help create a high functioning association and a positive culture for volunteers and staff.*

## **Responsibilities of the AE**

*The AE manages the day-to-day operations of the association, including (but not limited to):*

- Implementing administrative functions
- Operating within the approved budget
- Managing all human resources matters
- Executing the goals of the strategic plan

## **Responsibilities of the President**

*The president focuses on governance, including:*

- Leading the development of the strategic plan
- Leading the board of directors in their mission
- Defining committee goals

## **Importance of Collaboration**

Collaboration and communication between the AE and president are essential, regardless of association size. Working together to share ideas and set boundaries and expectations is recommended to create a strong partnership and benefit the members of the association.

## **Establishing Clear Roles**

It is important for the AE and president to agree on their respective roles to maintain a positive work and volunteer experience. In each section, there are best practices that highlight the suggested management method of tasks. Use the checklist to indicate which parties are responsible for the other outlined tasks that can vary from association to association, depending on structure and culture.

## **Tailoring Responsibilities**

This list of roles and responsibilities is not exhaustive. Associations are encouraged to add tasks that suit their specific needs. In small associations, the elected leadership may be expected to take on more responsibilities, with the AE possibly serving as the sole staff member. In larger associations, responsibilities are managed more effectively by the AE and their staff.

## **Instructions**


This **checklist** and the **best practices** provided under each category are designed to help determine the division of duties between the AE and the elected leadership. To use this checklist, review each item on the list and place an "X" in the space(s) indicating who has primary responsibility for each task.

# STATE AND/OR NAR PARTICIPATION:



## BEST PRACTICES:

- AEs and elected leadership should determine their own ability to participate on state association committees and/or NAR committees.
- The ability to recommend members for state association and/or NAR committees varies from location to location and the established or preferred protocol should be discussed.
- President, president-elect, and AE regularly read and monitor communications from the state association and NAR.
- Participation and travel to state/national meetings should be outlined in the association's policy and procedures manual.

 <b>CHECKLIST:</b>	<i>AE</i>	<i>President</i>	<i>Executive Committee</i>	<i>Board of Directors</i>	<i>Committee Chair</i>	<i>Other</i>
<b>1.</b> Participates in regional meetings (if applicable).						
<b>2.</b> Attends all/some state association meetings or directors' meetings.						
<b>3.</b> Attends all/some NAR meetings.						
<b>4.</b> Applies to serve on state association and NAR committees and/or work groups.						
<b>5.</b> Other:						
<b>6.</b> Other:						

# EXECUTIVE COMMUNICATIONS:




## TOGETHER, THE AE AND PRESIDENT SHOULD:

- Establish their preferred method of contact (*i.e. text, email, phone call*).
- Clearly outline their best hours for communication.
- Establish communication response expectations.
- Develop a plan for communication during emergencies and establish a clear understanding of accessibility during after-hours, holidays, weekends, vacation, sick leave, etc.

# COMMUNICATIONS:

## BEST PRACTICES:


- Most communication functions are a staff function and managed internally by the AE themselves, or their responsible staff member(s).
- Regular forms of communication that are sent by the association can be managed by staff, without approval from elected leadership to ensure effective operations.
- For continuity, the AE and staff establish and maintain the association’s media contact list and build rapport with reporters and other media professionals.
- Presidents should notify the AE of any presentations they are scheduled to make in their capacity as president.
- There should be a crisis communication plan that the elected leadership is aware of, defining what constitutes a “crisis”, as well as a plan of action to be taken during any crisis.

 <b>CHECKLIST:</b>	<i>AE</i>	<i>President</i>	<i>Executive Committee</i>	<i>Board of Directors</i>	<i>Committee Chair</i>	<i>Other</i>
<b>1.</b> Directs media calls and questions to association spokesperson.						
<b>2.</b> Responds directly to media inquiries.						
<b>3.</b> Responds directly to political media inquiries.						
<b>4.</b> Approves press releases or other written media statements.						
<b>5.</b> Regularly reviews association talking points, strategic plan for risk, liability brand management.						
<b>6.</b> Other:						
<b>7.</b> Other:						

# FINANCIAL MANAGEMENT:

## BEST PRACTICES:


- The association adopts policies to guarantee the fiscal integrity of the association’s financial operations.
- The AE works directly with the contracted accounting professionals to oversee and enact the financial policies that the association has adopted.
- The treasurer should work with the AE or the AE’s designated representative directly on any items related to the association’s finances.
- The president, treasurer, and AE work together to implement fiscal management in accordance with long range planning guidelines of the association.

 <b>CHECKLIST:</b>	<i>AE</i>	<i>President</i>	<i>Executive Committee</i>	<i>Board of Directors</i>	<i>Committee Chair</i>	<i>Other</i>
<b>1.</b> Develops annual budget.						
<b>2.</b> Performs bookkeeping and accounting duties.						
<b>3.</b> Reviews monthly financial statement produced by account professionals/AE.						
<b>4.</b> Provides narrative report summarizing financial performance, explains reasons for deviations from budget.						
<b>5.</b> Supervises association savings and /or investment accounts.						
<b>6.</b> Other:						
<b>7.</b> Other:						

# GOVERNANCE AND PROCEDURES:

## BEST PRACTICES:


- The president should be aware of the policies and operational function of Presidential Advisory Groups (PAGs), task forces, work groups, committees.
- All committee agendas and minutes, and board and executive committee agendas and minutes are retained by the AE and staff for continuity and security.
- The AE determines what staff positions, if any, should be present during board meetings.
- The AE ensures that the association complies with all state and federal laws, including filing any necessary reports (corporate filings, tax returns, etc.).
- The AE and the president work together to train the board of directors on the importance of NAR's Core Standards, and the requirements therein.
- The AE and president develop a strong orientation program to onboard the board of directors.

 <b>CHECKLIST:</b>	<i>AE</i>	<i>President</i>	<i>Executive Committee</i>	<i>Board of Directors</i>	<i>Committee Chair</i>	<i>Other</i>
<b>1.</b> Routinely evaluate the association's policies and procedures to ensure they are in alignment with the bylaws and bring forth to the elected leadership any suggested edits needed.						
<b>2.</b> Prepares executive committee and/or board of directors' agendas.						
<b>3.</b> Supports executive committee and/or board of directors and offers input and guidance, as necessary.						
<b>4.</b> Submits monthly activity reports to board of directors.						
<b>5.</b> Reviews bylaws to help keep association nimble and forward thinking.						
<b>6.</b> Executes and ensures association activities are in alignment with the strategic plan.						
<b>7.</b> Other:						
<b>8.</b> Other:						

# ADVOCACY:

## BEST PRACTICES:


- The AE, president, and Government Affairs Committee chair (or applicable committee, if any) should be well versed on the association’s policy stances and statements.
- The AE, president, and Government Affairs Committee chair should be well versed on the state association and NAR policy stances and statements.
- The Government Affairs Committee is aware of the Vote, Act, Invest initiatives in Core Standards.
- Endorsements, like all board decisions, are backed by the board.

 <b>CHECKLIST:</b>	AE	President	Executive Committee	Board of Directors	Committee Chair	Other
1. Actively communicates the value and benefits of investing in RPAC.						
2. Reviews policy statements to ensure timeliness and alignment with REALTOR® Party values and association priorities.						
3. Approves association advocacy policy stances.						
4. Composes correspondence to elected officials on various issues for approval.						
5. Handles communication and day-to-day interactions with elected officials, regulatory personnel, and government agencies on behalf of the association.						
6. Attends local legislative meetings.						
7. Other:						
8. Other:						

# INTERACTION WITH SERVICE PROVIDERS AND VENDORS:

## BEST PRACTICES:

- The AE manages all correspondence, requests, work, relationships, and interactions with association vendors.
- The AE is the primary contact for all vendors.
- The AE retains records of all vendor contracts.
- The AE manages property owned by the association.
- The AE completes and provides all RFPs for vendors.
- The AE manages staff who execute any of the above duties as a part of their job function.
- The association has a policy in place that indicates who signs contracts and the appropriate approval process.


 <b>CHECKLIST:</b>	<i>AE</i>	<i>President</i>	<i>Executive Committee</i>	<i>Board of Directors</i>	<i>Committee Chair</i>	<i>Other</i>
<b>1.</b> Facilitates access to association legal counsel for advice and guidance.						
<b>2.</b> Other:						
<b>3.</b> Other:						



# PERSONNEL ADMINISTRATION AND STAFF DEVELOPMENT:

## BEST PRACTICES:

- The AE is responsible for conducting annual employee performance evaluations.
- The AE determines staff salary increases and bonuses within the framework of the approved budget.
- The AE is solely responsible for hiring and dismissing employees.
- The AE trains all staff members.
- The AE communicates the direction and guidance from the board of directors to the staff.
- The AE aids in the professional growth of staff.
- The AE supervises any staff who execute any of the above duties as a part of their job function.
- The AE should develop an emergency plan for the office, and the president should have a clear understanding of the emergency plan in place for the office.
- President and board of directors should go to the AE to request any work above and beyond what is normally produced for the board from staff.


 CHECKLIST:	<i>AE</i>	<i>President</i>	<i>Executive Committee</i>	<i>Board of Directors</i>	<i>Committee Chair</i>	<i>Other</i>
1. Ensures that policies and procedures are in place for conducting an annual performance review (or agreed upon frequency) for the AE.						
2. Can receive complaints relating to allegations of sexual, racial, religious, etc. harassment.						
3. Certifies that the AE has at least six hours of REALTOR® association professional development annually.						
4. Ensures that the association has access to legal counsel.						
5. Other:						
6. Other:						

# MEMBERSHIP:



## BEST PRACTICES:


- The AE and staff should be accessible during established business hours of the association, unless otherwise occupied in a meeting, with a member, or on breaks.
- The president must have a clear understanding of the AE’s accessibility to the general membership after association hours, during holidays, weekends, vacation, sick leave, etc.

 <b>CHECKLIST:</b>	<i>AE</i>	<i>President</i>	<i>Executive Committee</i>	<i>Board of Directors</i>	<i>Committee Chair</i>	<i>Other</i>
1. Participates in New Member Orientation.						
2. Visits member offices for association presentations.						
3. Other:						
4. Other:						

# CODE OF ETHICS AND PROFESSIONAL STANDARDS:

**BEST PRACTICE:**


- Leadership stays abreast of changes and attends training as policy stipulates.

 <b>CHECKLIST:</b>	<i>AE</i>	<i>President</i>	<i>Executive Committee</i>	<i>Board of Directors</i>	<i>Committee Chair</i>	<i>Other</i>
<b>1.</b> Ensures access to professional standards process.						
<b>2.</b> Responds to complaints, respondents, and/or the public.						
<b>3.</b> Stays updated on new state and NAR developments with grievance and professional standards.						
<b>4.</b> Administers and implements Code of Ethics training requirements for new and existing members.						
<b>5.</b> Other:						
<b>6.</b> Other:						

# MULTIPLE LISTING SERVICE (IF APPLICABLE):

**BEST PRACTICES:**

- The AE and elected leadership review annual changes in MLS policy and model MLS Rules and Regulations.
- The AE and elected leadership stay abreast of the latest legal developments through [facts.realtor](https://facts.realtor).
- The AE certifies compliance with NAR mandatory MLS policies/rules.

 <b>CHECKLIST:</b>	<i>AE</i>	<i>President</i>	<i>Executive Committee</i>	<i>Board of Directors</i>	<i>Committee Chair</i>	<i>Other</i>
<b>1.</b> Facilitates ongoing broker engagement to discussion and identify business issues.						
<b>2.</b> Attends webinars and conferences to learn the latest MLS developments and industry efforts.						
<b>3.</b> Reviews and approves data feed requests for Participants, Subscribers, and third-party service providers.						
<b>4.</b> Processes allegations of MLS rules violations.						
<b>5.</b> Examines and understands the Protech offerings in the MLS’s market.						
<b>6.</b> Other:						
<b>7.</b> Other:						