

# 2024

## NAR Stakeholder RESOURCE GUIDE

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# NAR POLICIES

## **SOCIAL MEDIA GUIDELINES FOR NAR LEADERS**

Social media is a powerful and effective communication and engagement tool and NAR encourages NAR leaders to utilize social media to help raise awareness of NAR's work and issues of interest to REALTORS® and consumers.

These Social Media Guidelines for NAR Leaders (Guidelines) are intended to enable NAR leaders to maintain their ability to express themselves personally on social media, while also ensuring that the reputation and work of NAR is protected. In furtherance of these objectives, NAR leaders should try to follow these Guidelines:

1. While the President is the chief spokesperson for NAR, all NAR leaders are encouraged to use social media to promote NAR's mission, policy positions, advocacy efforts, and other association news.
2. Unless otherwise stated, it is acceptable to repost or share NAR published communications and established policy positions.
3. Always be professional and ethical when engaging in social media and avoid making statements or posting photographs that could reasonably harm the Association.
4. In the capacity of an NAR leader, avoid making statements contrary to NAR's public positions on federal issues, including but not limited to contrary statements about appointees, elected officials or candidates, and legislative or regulatory matters.
5. When reasonably necessary or useful, include a disclaimer that views expressed by the NAR leader are personal to the individual and do not represent the official views of NAR.
6. Do not disclose any confidential information.
7. Do not call for a boycott of a product, service, or company.
8. Avoid any connection to NAR when making personal statements of endorsement or opposition to particular products, services, or companies.

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9. Respect third-party intellectual property, and always use NAR's trademarks in accordance with NAR's Membership Marks Manual. REALTOR® means member of the National Association of REALTORS® and must not be used generically as a synonym for the occupation of "real estate agent" or "broker".
10. If an NAR leader is unsure whether a particular communication is appropriate, the NAR leader should refrain from making the social media post or contact the President or CEO prior to publishing the post.

NAR leaders who do not adhere to these Guidelines or who otherwise act inappropriately when engaging in social media, may be contacted by the President or CEO to resolve the situation, which may include withdrawing, correcting, or revising the communication at issue.



### OWNERSHIP DISCLOSURE POLICY

Members of any NAR decision-making body must disclose the existence of any of the following:

- (1) an ownership interest\* in,
- (2) a financial interest\*\* in, or
- (3) service in a decision-making capacity for any entity prior to speaking to an NAR decision-making body on any matter involving that entity.

After making the required disclosure, such member may participate in the discussion and vote on the matter unless that member has a conflict of interest as defined below.

*\*Ownership interest is defined as the cumulative holdings of the individual; the individual's related spouse, children, and siblings; and of any trust, corporation, or partnership in which any of the foregoing individuals is an officer, director, or owns in the aggregate at least 50% of the (a) beneficial interest (if a trust), (b) stock (if a corporation), or (c) partnership interests (if a partnership).*

*\*\*Financial interest means any interest involving money, investments, extension of credit or contractual rights.*

### CONFLICT OF INTEREST POLICY

A member of any NAR decision-making body has a conflict of interest whenever that member:

1. is a principal, partner, or corporate officer of a business providing, or being considered as a provider of, products or services to NAR (“Business”); or
2. serves on the board of directors of the Business unless the individual’s only relationship to the Business is service as NAR’s representative on such board; or
3. holds an ownership interest\* of more than one percent of the Business.

Members with a conflict of interest must immediately disclose such conflict of interest prior to participating in any discussions or vote of an NAR decision-making body that pertains to the Business. Such members may not participate in any discussions related to that Business other than to respond to questions asked of them by other members of the body.

A member may not vote on any matter in which the member has a conflict of interest.

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### NAR'S COMMITMENT TO ANTITRUST COMPLIANCE

The National Association of REALTORS® is a not-for-profit trade association devoted to improving the business conditions of the real estate industry. NAR meetings and events often include real estate professionals and other industry stakeholders who compete with each other or work for competing businesses. NAR is committed to conducting all meetings and events in a professional, ethical, and lawful manner, including in adherence to all antitrust laws. To that end, the topics for this meeting will focus on advancing the interests of real estate professionals and consumers of real estate services, increasing competition, reducing risk for all parties involved in real estate transactions, and sharing insights on business best practices. The following discussion topics are always prohibited: agreements to fix prices, limit product or service offerings, allocate geographical territory or customers, and refuse to deal. Any discussion inconsistent with this policy will not be tolerated.



### STATEMENT OF APPROPRIATE EVENT CONDUCT

The National Association of REALTORS® (NAR) is committed to providing a positive and rewarding experience for everyone associated with an NAR event. In addition to NAR members' adherence to the NAR Member Code of Conduct, all attendees agree to abide by this Statement of Appropriate Event Conduct by virtue of their attendance at an NAR event.

All attendees (including without limitation NAR members, guests, speakers, exhibitors and vendors) are expected to conduct themselves professionally, to use good judgment and be respectful at all times while present at an NAR event. This includes an attendee's conduct while physically present at an NAR event, as well as an attendee's conduct on any virtual platform associated with an NAR event.

NAR does not tolerate any inappropriate behavior, including harassment or discrimination in any form. Examples of inappropriate behavior include, but are not limited to, harassing or defamatory verbal or written comments, display or use of graphic images or language, destruction of property, threats, intimidation, unwanted physical contact, unwanted sexual conduct whether physical or verbal or non-verbal, and any conduct, statements or images that denigrates or shows hostility toward an individual or group based on a protected characteristic.

Any attendee should immediately report any behavior they believe in good-faith violates this Statement of Appropriate Event Conduct to Lesley Muchow, General Counsel & VP of Legal Affairs & Antitrust Compliance | Legal, Marc Gould - Chief Learning and Events Officer, or Heidi Henning, Vice President | Meetings, Sales & Events. Please include as much detail as possible, such as the date, time, location and a description of the incident being reported. Any attendee who believes they are in immediate danger should report the incident directly to the police via 911.

NAR reserves the right to take any necessary and appropriate action against any attendee who violates this Statement of Appropriate Event Conduct, including, but not limited to, immediate removal from the event, prohibition from attendance at future NAR events, removal from a committee appointment, and expulsion from membership.

We value your attendance and thank you for your cooperation and commitment to ensuring a positive event experience for all.



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### MEMBER CODE OF CONDUCT POLICY

The NAR Member Code of Conduct applies to all (1) NAR-related activities, meetings, and events, whether held in public or private facilities (including those sponsored by organizations other than NAR and held in conjunction with NAR activities, meetings, or events), and (2) NAR member communications, whether written or verbal, related to NAR business or with NAR staff.

#### **NAR Commitment:**

NAR is committed to providing a productive and welcoming environment that is free from discrimination, harassment, and retaliation. Members are expected to act with courtesy and mutual respect toward each other, NAR staff, service providers, speakers, and event participants and to comply with the Member Code of Conduct.

#### **Discrimination:**

NAR prohibits discrimination based on an individual's race, color, religion, sex, gender, pregnancy, sexual orientation, gender identity and/or expression, age (40 and over), national origin, ancestry, physical or mental disability, genetic information, marital status, military or veteran status, political affiliation, personal appearance, and any other characteristic protected by applicable law.

#### **Harassment:**

NAR prohibits the harassment of its members, NAR staff, service providers, speakers, and event participants, based on an individual's race, color, religion, sex, gender, pregnancy, sexual orientation, gender identity and/or expression, age (40 and over), national origin, ancestry, physical or mental disability, genetic information, marital status, military or veteran status, political affiliation, personal appearance, and any other characteristic protected by applicable law. Prohibited harassment includes all unwelcome behavior based on a protected characteristic where the purpose or effect of the behavior is to create a hostile, abusive or intimidating environment, or where the behavior otherwise adversely affects an individual's ability to participate in or at NAR-related activities, or adversely affects an NAR staff member's employment in violation of this Code. Prohibited harassment may take various forms, including, but not limited to, the following examples:

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- Verbal conduct, such as epithets, derogatory comments, slurs, or jokes, or unwanted sexual advances, solicitations, or comments.
- Visual conduct, such as derogatory or sexually oriented posters, cartoons, drawings, or gestures.
- Physical conduct, such as assault, impeding, or blocking movement.
- Via technology or computers, including to transmit, communicate or receive derogatory, inappropriate pornographic, sexually suggestive, or explicit pictures, cartoons, messages, jokes, or material.
- Threats and demands.
- Requests for sexual favors, such as unwanted sexual advances, which condition a benefit upon an exchange of sexual favors.
- Violence or threats of violence.

Harassment includes inappropriate conduct, comment, display, action, or gesture based on another person's sex, color, race, religion, national origin, age, disability, sexual orientation, gender identity, and any other protected characteristic.

Examples of harassment include, but are not limited to: epithets, slurs or negative stereotyping; threatening, intimidating or hostile acts; denigrating jokes; and the display or circulation of written or graphic material that denigrates or shows hostility toward an

### SEXUAL HARASSMENT

Sexual harassment is one form of prohibited harassment. Sexual harassment includes but is not limited to 1) unwelcome sexual advances and other unwelcome verbal, visual or physical conduct of a sexual nature, or 2) requests for sexual favors or conduct of a sexual nature when (a) submission to or rejection of such advances, requests, or conduct is made either explicitly or implicitly a term or condition of membership, a benefit associated with membership, or employment; (b) an individual's submission to or rejection of such conduct is used as a basis for a decision affecting that individual; or (c) the purpose or the effect of such conduct is to substantially interfere with the affected individual's membership or employment or to create an intimidating, hostile or offensive work environment; or 3) sexual misconduct, which means any behavior of a sexual nature which also involves coercion, abuse of authority, or misuse of an individual's leadership position.

Harassing conduct, including sexually harassing conduct, can be committed by a person of either the same sex or gender, or the opposite sex or gender (or any other protected category) of the person subjected to the harassment. A person may be the victim of harassment even though the offensive conduct has not been directed at the person alleging harassment, regardless of the sex, gender, gender identity, gender expression, sexual orientation or other class status of the perpetrator. Additionally, sexually harassing conduct need not be intentional or motivated by sexual desire.

The following are examples, but do not represent an inclusive list of conduct that may constitute prohibited sexual harassment:

- Unwelcome sexual flirtations or propositions.
- Unwanted physical touching or closeness, such as massaging a person's back, neck or shoulders, hugging, kissing, patting, pinching, fondling, or touching/pulling an individual's clothing or hair.
- Physical gestures that imply a sexual act or sexual anatomy, touching oneself in a sexual nature.
- Brushing up against another person, standing too close, or lingering.
- Using vulgar words of a sexual nature, describing body parts, or sexual acts.
- Discussions or inquiries about sexual fantasy, preferences, history, or sex life about self or others.

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- Displaying sexually suggestive or demeaning objects, pictures or cartoons, or other materials on a personal or company-owned device shared in the workplace.
- Giving personal gifts that imply an intimate relationship.
- Repeated invitations and/or pressuring/coercion for dates or sexual favors; harassing phone calls, emails, texts, social media posts, or other communication.

Any suggestion that an individual's committee assignment, leadership position, job security, project assignment, or the terms or conditions of employment depend at all on the submission to or rejection of requests for sexual favors or relations.

### **How to Report Incidents of Harassment or Inappropriate Behavior:**

Any person who believes they experienced or witnessed discrimination, harassment, retaliation, or any other inappropriate behavior in violation of this Code should promptly report the incident to one of the following individuals: the NAR General Counsel, Senior Vice President of Talent Development Resources, or Chief Executive Officer.

Leadership Team members must promptly report to NAR any possible violation of this Code they observe or become aware of, and failure to do so will generally be deemed to be a violation of this Code.

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### INVESTIGATION AND DISCIPLINE

Upon receipt of a report of possible discrimination, harassment, retaliation, or any other inappropriate behavior in violation of this Code, NAR will promptly conduct an investigation at the direction of NAR's General Counsel. Members have a duty to cooperate with and participate in an investigation into any reported violation of this Code when asked by NAR, to do so in good faith, and to provide complete and truthful information to NAR. During the investigation, NAR will involve only those deemed necessary to the investigation, and disclosures will only be made on an as-needed basis.

If it is determined that the investigation substantiates that a violation of this Code has occurred, NAR's President, President-Elect, and First Vice President will be briefed on the investigation and in consultation with NAR's General Counsel, will determine any disciplinary action. If one or more of the foregoing officers are named in the complaint, NAR's General Counsel will identify a substitute to be selected from the Leadership Team or, if necessary, the Executive Committee.

NAR reserves the right to take any necessary and appropriate action against a member who engages in any form of discrimination, harassment, retaliation, or inappropriate behavior in violation of this Code. Such actions may include, but are not limited to, prohibition from attendance at future NAR meetings or events, suspension from NAR-related travel, removal from a leadership or committee appointment, referral of a request for removal of an officer to the Credentials and Campaign Rules Committee, expulsion from membership, or any other action deemed appropriate by NAR.

NAR strictly prohibits all individuals from retaliating against any person who in good faith reports, or participates in the investigation of, possible discrimination, harassment, retaliation, or other inappropriate behavior in violation of this Code.

To the greatest extent allowed by law, NAR is not and will not be held responsible for any member's alleged violation of this Code or otherwise inappropriate or unlawful act

# NAR STRATEGIC PLAN & DEI STRATEGIC PLAN

In 2022, the Strategic Planning Committee and the Diversity undertook the important initiative to create plans that will shape the focus and direction of NAR well into the future. The results of their hard work, the new NAR Strategic Plan and the NAR DEI Strategic Plan, are on the pages that follow.

### **Plan Components and Focus:**

- Both the NAR Strategic Plan and the DEI Plan are similarly structured
- NAR Strategic Plan represents a broader set of directives for focus and action over the next three years
- The DEI Plan represents an important thread within the NAR Strategic Plan with more specifics
- on targets to reach and critical areas for action

The plans are also available at [nar.realtor](https://www.nar.realtor) under the “About Us” tab.



# **STRATEGIC FRAMEWORK**

AND

**2023-2025**

# **STRATEGIC PLAN**

**2024 UPDATE**



# THE NAR STRATEGIC FRAMEWORK

## MISSION

To empower REALTORS® as they preserve, protect, and advance the right to real property for all.

## VISION

To be a trusted ally, guiding our members and those they serve through the ever-evolving real estate landscape.

## OPERATING VALUES

### WHAT DO WE STAND FOR?

#### **Right to Housing Opportunity.**

We believe that every individual should have access to safe, decent, affordable housing.

**Real Estate Impact.** We believe that a thriving residential and commercial real estate market is a critical economic engine to support healthy vibrant communities.

**Private Property Rights.** We believe that the freedom to buy, sell, and utilize property, as protected by the 5th amendment, underlies all real estate transactions and markets.

**Homeownership.** We support the broadest opportunity for homeownership and promote the benefits to individuals, families and the community.

**Entrepreneurship.** We believe that every individual should have the freedom to pursue their business goals and succeed in creating the quality of life they desire.

**Professionalism.** We believe that all REALTORS® ascribe to the highest standards of ethics and professionalism.

### HOW WILL WE OPERATE?

**Empathy.** In all that we do, we are guided by a deep understanding and sensitivity to our members' needs and concerns and stay focused on removing barriers to their success and profitability.

**Collaboration.** We believe that by sharing expertise, ideas and resources with others, we can build relationships and solutions that will advance the industry. We will always seek to find best in brand companies, partners or platforms, rather than build or develop it ourselves.

**Stewardship.** We believe that we have a responsibility to manage and direct the assets of the association, including the integrity of the REALTOR® brand, for the sole purpose of benefiting our members.

**Transparency.** We strive for open, two-way communication with members to inform our actions and decisions on their behalf.

**Resilience.** To lead effectively, we must adapt to our changing environment and be proactive in shaping a future in which our members can thrive.

**Inclusivity.** We believe that every voice has value in shaping the work we do, and that by embracing our differences, we will learn more, be stronger and develop better solutions.



## LONG-TERM GOALS

### PILLAR: LEADERSHIP AND INFLUENCE

NAR will continue to be the trusted voice for real estate.

NAR will advocate for the issues that impact the development of sustainable, vibrant, accessible communities.

NAR will seek to partner with those who can drive innovation in the business of real estate and in meeting the changing needs of the consumer.

### PILLAR: INDUSTRY OUTREACH

NAR will unite all facets of the residential and commercial industry to create a powerful, cohesive voice for real estate.

NAR will advance the real estate profession worldwide.

### PILLAR: MEMBER SUCCESS

NAR will pursue innovative programs, products and services that support the productivity and success of the REALTOR®.

The value of membership in NAR will be clear, essential and undeniable.

### PILLAR: REALTOR® BRAND

NAR will serve the member and the consumer by setting and enforcing the standard for the consistent, ethical practice of real estate.

The REALTOR® will be recognized and trusted as the consumer's advocate and the expert advisor for all things real estate.

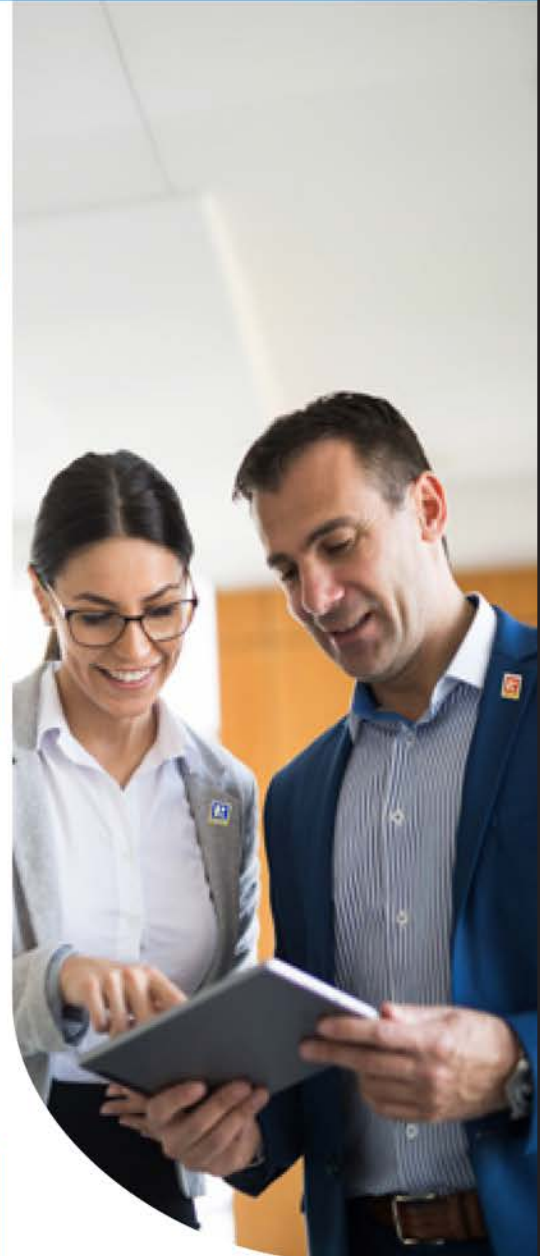
### PILLAR: THE MEMBER EXPERIENCE

NAR will provide a customized member experience, targeting communication, service delivery and engagement opportunities to individual member needs and expectations.

NAR will provide opportunities for members to collaborate, learn and grow across disciplines.

### PILLAR: ORGANIZATIONAL DEVELOPMENT AND PERFORMANCE

NAR will be a nimble, decisive leader in shaping the future of real estate.



# THE NAR 2023-2025 STRATEGIC PLAN

## PILLAR: LEADERSHIP AND INFLUENCE

### STRATEGIC OPPORTUNITY: Political Advocacy

#### 2025 OBJECTIVES

- Modernize NAR's advocacy approach in a changing political landscape to wield greater influence with legislative, executive and regulatory entities on the federal level.
- In collaboration with state and local associations, increase engagement and impact on housing issues at the local community level.
- Strengthen messaging around Fair Housing in political advocacy efforts.
- Develop a robust pipeline of committed passionate political advocates.

### STRATEGIC OPPORTUNITY: Housing Production and Access

#### 2025 OBJECTIVES

- Improve housing availability, affordability, accessibility and sustainability to better meet consumer demand.
- Critically review NAR public policy through an equity lens, and incorporate the NAR operating value of diversity, equity and inclusion as an organic part of the policy development and review process.

### STRATEGIC OPPORTUNITY: Consumer Advocacy

#### 2025 OBJECTIVES

- Enhance the next generations' understanding of the benefit of homeownership and the essential expertise of the REALTOR® and capture their passion and influence in addressing real estate and community issues.

### STRATEGIC OPPORTUNITY: Climate and Sustainability

#### 2025 OBJECTIVES

- Raise member understanding of the impact of climate change and the importance of sustainability practices to our industry.
- Become the recognized leader, advocate and resource for industry and community sustainability and resiliency.



## PILLAR: INDUSTRY OUTREACH

### STRATEGIC OPPORTUNITY: **Commercial Industry Engagement**

#### 2025 OBJECTIVES

- Define and better communicate NAR value for the commercial industry, including advocacy, education and technology.
- Reimagine engagement of all commercial sectors.

### STRATEGIC OPPORTUNITY: **Strategic Alliances**

#### 2025 OBJECTIVES

- Significantly expand non-traditional strategic alliances to improve collaboration on a wide range of issues impacting real estate and sustainable, vibrant, accessible communities.

### STRATEGIC OPPORTUNITY: **Global Outreach**

#### 2025 OBJECTIVES

- Boost global member business opportunities and strengthen international real estate markets by creating networks for education and sharing of information and best practices.
- Continue to position and better communicate the value proposition of NAR's Global Program for U.S. based and international stakeholders.

## PILLAR: MEMBER SUCCESS

### STRATEGIC OPPORTUNITY: **Business Intelligence, Resources and Tools**

#### 2025 OBJECTIVES

- Provide members with the data, tools, technology and education to deliver distinctive, exceptional service to consumers and to maximize members' business success.

### STRATEGIC OPPORTUNITY: **Business Risk and Opportunity**

#### 2025 OBJECTIVES

- Advocate and champion a pro-consumer, pro-competition real estate environment.
- Protect the right to real property and educate and support members to anticipate and mitigate risk in the practice of real estate, including Artificial Intelligence and other disruptors.

### STRATEGIC OPPORTUNITY: **REALTOR® Well-Being**

#### 2025 OBJECTIVES

- Develop and promote practices that support member safety, financial and personal well-being.

# THE NAR 2023-2025 STRATEGIC PLAN

## PILLAR: REALTOR® BRAND

### STRATEGIC OPPORTUNITY:

## Professional Standard of Excellence

### 2025 OBJECTIVES

- Set a higher standard of excellence in real estate so that REALTORS® can consistently meet changing consumer needs and expectations.
- Promote REALTORS® as champions of diverse, inclusive, accessible, and sustainable communities.

### STRATEGIC OPPORTUNITY:

## REALTOR® Value

### 2025 OBJECTIVES

- Ensure that REALTORS® know their value, can communicate their value and consistently embody their value in serving consumers.
- Showcase the value of a REALTOR®, including integrity, knowledge and excellence, and portray the experience of working with a REALTOR® as personal and inspiring.

## PILLAR: THE MEMBER EXPERIENCE

### STRATEGIC OPPORTUNITY:

## NAR Communication Strategy

### 2025 OBJECTIVES

- Enhance the MI database as a more robust platform that helps NAR and local and state associations more effectively communicate with members and target benefits and services.
- Develop an organization-wide strategic communications plan that coordinates, integrates and customizes content and messaging to members and consumers.

### STRATEGIC OPPORTUNITY:

## Partnership with Brokers

### 2025 OBJECTIVES

- Effectively partner with brokers and managers to engage members and advance our common industry goals and priorities.

### STRATEGIC OPPORTUNITY:

## Member Engagement and Collaboration

### 2025 OBJECTIVES

- Create and promote pathways for engagement of next generation REALTORS®, resulting in a strong sense of belonging and contribution of their voice and talents.
- Provide opportunities for members to share and collaborate around specific areas of interest and expertise.
- Create an association culture in which all members feel connected to and a valuable part of NAR.
- Identify and remove barriers to volunteerism in NAR.

## PILLAR: ORGANIZATIONAL DEVELOPMENT AND PERFORMANCE

### STRATEGIC OPPORTUNITY:

## NAR-State-Local Association Relations

### 2025 OBJECTIVES

- Improve communication and alignment of national, state and local association roles around a shared member.

### STRATEGIC OPPORTUNITY:

## Diversity, Equity and Inclusion

### 2025 OBJECTIVES

- Fully realize and maintain the impact of the DEI strategic plan in NAR policy, governance, membership, and member engagement.
- Reduce bias in interactions with members and in processes designed to engage members in the association.

### STRATEGIC OPPORTUNITY:

## Environment, Social, Governance and Resilience (ESG+R) Practices

### 2025 OBJECTIVES

- Use an ESG+R lens on a regular basis to evaluate NAR policies, practices and decisions.

### STRATEGIC OPPORTUNITY:

## NAR Focus and Priority

### 2025 OBJECTIVES

- Conduct annually a consistent, integrated process of planning that aligns the focus and resources of the association around an agreed upon set of goals and priorities.

### STRATEGIC OPPORTUNITY:

## Leadership Development

### 2025 OBJECTIVES

- Develop a system to identify, cultivate and encourage competent, engaged volunteers and leaders who represent the diversity of the membership and who are committed to advancing the industry and the communities they serve.

### STRATEGIC OPPORTUNITY:

## Organizational Culture

### 2025 OBJECTIVES

- Reinforce an NAR organizational culture that fully embraces the association's operating values in decision-making, action and behavior throughout the organization.



# 2024 STRATEGIC PRIORITIES

1. Clarity and pride in being part of the REALTOR® brand
2. Housing opportunity for all: availability, affordability, accessibility, and sustainability (including a focus on local solutions)
3. REALTOR® safety and financial and personal wellness
4. Continued implementation of the NAR Diversity, Equity and Inclusion Strategic Plan
5. Value and engagement of the commercial sector
6. Member success through engagement in innovative, timely education, business resources and tools, including the benefits, cautions and use of artificial intelligence
7. Pursuit of strategic alliances and partnerships that strengthen the REALTOR® brand with members and consumers
8. Development of members' leadership abilities and multiple pathways for engagement
9. A targeted, customized member experience
10. Enhance and strengthen our internal culture to ensure a safe, inclusive environment of members and staff to conduct the business of the association



**Questions?**

Contact [nargovernance@nar.realtor](mailto:nargovernance@nar.realtor)



**Visit**

[nar.realtor/Strategic-Plan](https://nar.realtor/Strategic-Plan)

# DIVERSITY, EQUITY, AND INCLUSION STRATEGIC PLAN



NATIONAL  
ASSOCIATION OF  
REALTORS®

# NAR'S DIVERSITY, EQUITY, AND INCLUSION // STRATEGIC PLAN

## **PILLAR:** EXECUTIVE COMMITMENT

### STRATEGIC OPPORTUNITY:

Diversity, Equity and Inclusion are prioritized, built into our association structures and process, and measured consistent with other NAR strategic initiatives.

### OBJECTIVES

1. Create permanent D.E.I. infrastructure for the Association membership.
2. Establish accountability and measures for D.E.I. results.
3. Ensure NAR Leadership is educated on D.E.I.

## **PILLAR:** MEMBERSHIP

### STRATEGIC OPPORTUNITY:

We have a diverse membership that is represented in our leadership, governance, and committee structures.

### OBJECTIVES

1. Remove bias from any stage of the selection process.
2. Utilize leadership academies to advance D.E.I.
3. Establish an expectation that serving on a national committee is an opportunity in succession planning. Members can move to other committees and recommend others to serve. It is important to ensure this is not implemented on a selective basis by maintaining and analyzing the service records.

## **PILLAR:** PARTNERS

### STRATEGIC OPPORTUNITY:

We identify and develop a diversity of partnerships to better serve our members, the real estate industry, and communities.

### OBJECTIVES

1. Continue to enhance partnerships with four multicultural real estate organizations and continue to elevate these organizations at the national level in partnership with NAR.
2. Enhance pipeline development initiatives to increase diversity in the real estate industry.
3. Expand NAR D.E.I. priorities to include financial investment into homeownership and intergenerational wealth initiatives in multicultural communities.

## **PILLAR:** COMMUNICATION & MARKETING MANAGEMENT

### STRATEGIC OPPORTUNITY:

We deliver the D.E.I. message to the hearts and minds of our members, the real estate industry, and communities.

### OBJECTIVES

1. Position the business case for Diversity, Equity, and Inclusion at NAR to support other D.E.I. efforts within our Association.
2. Cascade D.E.I. buy-in, ownership, and accountability from leadership through State Associations, Councils, and Committees.
3. Expand efforts to include and retain racially and ethnically diverse members within our Association.



# NAR'S DIVERSITY, EQUITY, AND INCLUSION // STRATEGIC PLAN

## **PILLAR: CULTURE**

### STRATEGIC OPPORTUNITY:

We have an inclusive association culture where everyone feels welcomed, connected, a sense of belonging, and realizes the NAR value proposition.

### OBJECTIVES

1. Improve consistency in realizing the NAR value proposition across all demographics.
2. Build capacity to value diversity and demonstrate inclusive behaviors.
3. Create a culture change plan; specifically address "cliquishness" and unintended exclusionary behaviors.

## **PILLAR: ADVOCACY**

### STRATEGIC OPPORTUNITY:

We promote public policy and provide programs to advance broader homeownership availability and affordability in all communities. We prioritize efforts to narrow homeownership gaps among demographic groups and promote strong enforcement of anti-discrimination laws in the housing market.

### OBJECTIVES

1. Ensure participation of diverse member voices in development of NAR public policy positions.
2. Ensure the process for developing NAR public policy positions considers impact on groups that have been discriminated against in housing.
3. Update the training process for Federal Political Coordinators (FPCs) and association staff to encourage development of diversity in FPC program.
4. Ensure Real Estate Services Advisory Group and Top 50 Large Firm Directors include diverse participants and perspectives.
5. Ensure REALTOR® party programming and Community Outreach programs include diverse participants, activities, and perspectives.
6. Ensure, within legal confines, NAR's engagement in the NAR RPAC process incorporates diversity and considers NAR's commitment to fair housing.

DEI **IN** EVERYTHING.  
DEI **IS** EVERYTHING.

# ROLES & COMMUNICATING

## LIAISONS

Committee Liaisons are appointed by the President, and they:

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

The REALTOR® Party Director, also appointed by the NAR President, oversees and facilitates the activities of the REALTOR® Party initiatives — Vote, Act, and Invest.

## CHAIRS & VICE CHAIRS OF THE COMMITTEES

Vice Chairs are appointed each year by the incoming President-elect, and 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.
- Are a go-to resource when you want to recommend discussion topics, offer updates to the priorities, goals, or purpose of the committee, or any other committee business items.

# NAR STAKEHOLDER ONBOARDING

## Resource Guide

### STAFF EXECUTIVES

NAR staff executives are your go-to for historical knowledge of NAR's work on the topic at hand!

They will:

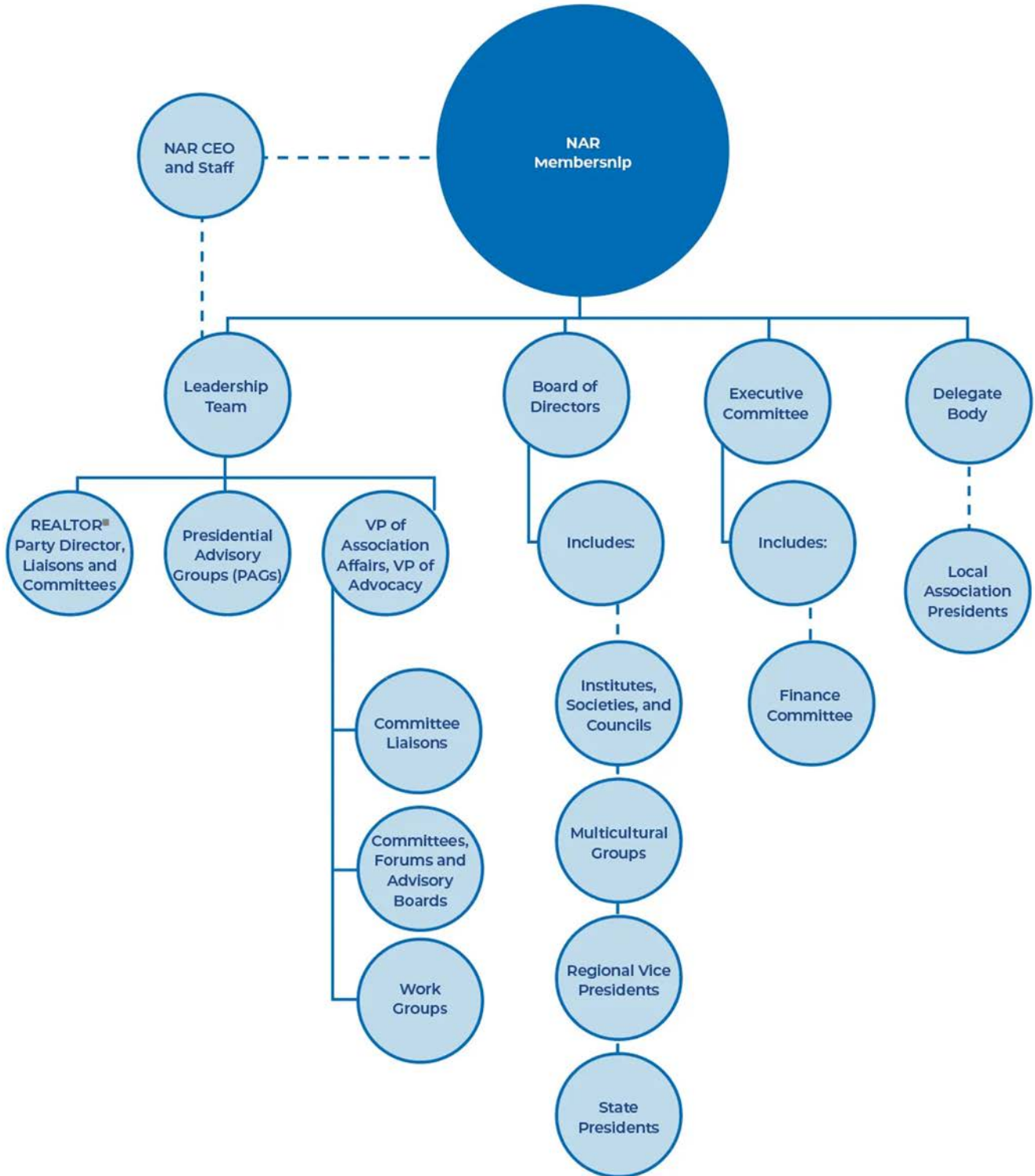
- Provide expert subject matter knowledge and logistical support to the work of NAR's committees, advisory boards, councils, and forums.
- Help the chair and vice chair prepare for meetings and assist them with reporting to the Leadership Team, Executive Committee or Board of Directors when presenting recommendations brought forward from your committee.
- Coordinate and communicate meeting information
- Assist with proposed changes to the structure or purpose of the committee
  - Assist with process to request an excused absence from a meeting.  
(Remember: committee attendance policy states that if you need to miss a meeting, a written notice should be submitted to the staff executive before the meeting date (email suffices as a written notice). If someone misses two consecutive regularly scheduled committee meetings, he or she automatically forfeits the committee appointment subject to review by the Leadership Team.



# NAR STAKEHOLDER ONBOARDING

## Resource Guide

### NAR GOVERNING BODIES



# THE HUB

[thehub.realtor](https://thehub.realtor)

**The Hub** is the primary communications vehicle for NAR committees, and the place where NAR members involved in the work of the association connect.

# NAR STAKEHOLDER ONBOARDING

## Resource Guide

### Engage with your committee

Every NAR committee has a community on the Hub. As 2023 committee members, you were all automatically added to your respective communities when your term began on December 1.

### Start the conversation

Any member of a committee is encouraged to initiate conversation or post a document; it isn't necessary for the chair, vice chair, or staff executive to initiate dialogue.

### Stay informed

NAR staff will post important information in your community regarding upcoming meetings, as well as resources or things you need to know to keep you up to date and informed on association or committee business.

### Thoughtful, productive messages

Be thoughtful, intentional, and productive with the messages, especially when replying to all.

### FAQs / Hub Assistance

Stay engaged and informed by using The Hub regularly! If you haven't used it yet, click on "[About the Hub](#)" from the home page and read through the helpful FAQ and resource guides available.

**You can set your email notifications to real-time, or "Daily Digest."**

**Learn how at:  
[thehub.realtor/about-the-hub/tutorials](https://thehub.realtor/about-the-hub/tutorials).**

# HELPFUL RESOURCES

**Ignite Others:** NAR members are beacons in their communities—bright points of light that Ignite Others to take action for the greater good. With a heart for service and a passion for progress, NAR members develop strong connections and deep ties in the community to help it thrive.

Explore each of the Ignite Others Six Points of Light and make an impact today!

<https://www.nar.realtor/ignite-others>



## Committee Leadership Resources

<https://www.nar.realtor/national-leadership/committee-members-liaisons/committee-leadership-resources>

## Robert's Rules of Order

<https://www.nar.realtor/national-leadership/board-of-directors/meeting-policies-and-procedures/roberts-rules-of-order>

## NAR Governance Team

[nargovernance@nar.realtor](mailto:nargovernance@nar.realtor)

# NAR EVENTS HIGHLIGHTS

Save the date for these important events in 2024!

## **President's Circle**

Miami Beach

March 18-21

## **Broker Summit**

San Diego

April 18-19

## **REALTORS® Legislative Meetings**

Washington, DC

May 4-9

## **iOi Summit**

Chicago

August 28-29

## **C5 + CCIM Global Summit**

Hollywood, FL

September 17-19

## **NAR NXT, The REALTOR® Experience**

Boston

November 8-10



# QUESTIONS?

Contact NAR staff at...

[nargovernance@nar.realtor](mailto:nargovernance@nar.realtor).

Find additional committee resource information at...

[nar.realtor/national-leadership/committee-members-liaisons](https://nar.realtor/national-leadership/committee-members-liaisons)