

**Q1: Is the resort real estate market a growing real estate industry?**

A. Yes! According to NAR market research, the vacation and second home sector is experiencing incredible growth due to the Baby Boom generation. Just in the last five years alone, sales in the resort market have increased by 25% to \$50 billion per year. The resort market is projected to grow to \$150 billion by 2005, according to NAR market research, and the number of REALTOR® members who work within the resort market is noticeable. There are approximately 108,000 REALTOR® members that have been identified as being in the resort/recreation and second home market, and the number of resort specialists keeps growing as the industry continues to develop.

**Q2: How does NAR define a resort specialist?**

A: According to NAR, you are a resort specialist if you are a real estate practitioner who facilitates the buying, selling or management of properties for investment, development, retirement, or second homes in a resort, recreational and/or vacation destination.

**Q3: What services does NAR currently offer its resort specialists?**

A: Services currently provided to resort specialists include the following:

<b><u>NAR Services included in Core Dues</u></b> <b><u>(Requires separate fees)</u></b>	<b>Description</b>
Resort Committee	Allows members to discuss issues & concerns and recommend policy through NAR's Board of Directors
Education <ul style="list-style-type: none"><li>• Resort Forum</li><li>• 2-day course (registration-required)</li><li>• *Symposium (registration-required)</li><li>• Presentations at national meetings</li></ul>	Education programs provide personal and professional networking  Course completion builds personal skills & market knowledge and grows NAR expert database
Online resources <ul style="list-style-type: none"><li>• Resort 'Power Tools and Field Guides' via NAR Virtual Library</li><li>• Resort home page</li></ul>	Special resort home page provides industry-related links and up-to-date news and information.  Resort Power Tools and Field Guides

<ul style="list-style-type: none"> <li>Resort ListServe (regular info-e-mail pushes coming this summer)</li> </ul>	<p>accessed via NAR’s virtual library provide targeted reference materials &amp; resources</p> <p>See: <b>www.REALTOR.org/Resort</b></p>
<p>Specialized Field of Business categories in NRDS</p> <ul style="list-style-type: none"> <li>Resort Specialist</li> <li>Second Homes</li> <li>Vacation Rentals</li> <li>Timeshare Sales</li> <li>Condos; Resorts</li> <li>Investment Sales</li> <li>Hotel/Leisure</li> </ul>	<p>Allows members to self-identify and promote their specialty;</p> <p>Ability to quickly locate members in other parts of the country</p>
<p>Networking opportunities</p>	<p>National meetings and special functions promote networking</p>

**Q4: Does NAR offer resort-specific education?**

A: Yes! The “**Resort & Second Home Markets**” course is a comprehensive two-day course that focuses on the essentials of assisting customers and clients in the resort market.

The course objectives include:

- To use community resources and tourism bureaus to your advantage
- To be prepared to act when laws, directly affecting your business, are scheduled to change
- To use 1031 exchanges in your market
- To make the best use of your marketing dollars
- How to handle the media without it handling you
- To recognize the rights and the wrongs of second home ownership and investment

**Q5: How do I locate the dates and locations for the “Resort & Second Home Markets” course?**

A: Go to **www.CourseCalendar.com** for a national listing of courses currently being offered. Once you are on **www.CourseCalendar.com**, click on **Courses**. You will click on **Topic** and choose **resort** from the drop-down box. **Resort & Second Home Markets** will appear with information about the course outline, including course dates and locations.

**Resort & Second Home Markets** also serves as an elective course for the ABR designation, which is awarded through the Accredited Buyer's Agent Council, or REBAC. To learn more about the ABR designation, please go to [www.REBAC.net](http://www.REBAC.net).

**Q6: Does NAR offer a certification or designation program for resort practitioners?**

A: No. While NAR offers resort-specific education, it does not currently lead to a resort certification or designation.

**Q7: Why doesn't NAR endorse the Resort & Recreation Specialist (RRS) designation program?**

A: As a general rule, NAR does not endorse programs that are not affiliated with NAR. The Resort & Recreation Specialist (RRS) designation is a program developed by the Worldwide Resort & Recreation Sales Council. This program is not offered or endorsed by NAR.

**Q8: Is the "Resort & Second Home Markets" course available online?**

A: Currently, the "Resort & Second Home Markets" course is not available online.

**Q9: Is there a member directory for resort specialists?**

A: Yes! Go to [www.REALTOR.org/Resort](http://www.REALTOR.org/Resort), and click on **Find a Resort Specialist**. This is a great tool to identify yourself as a resort specialist, and for those seeking referral opportunities.

**Q10: How do I become listed in the Find a Resort Specialist Directory?**

Do you consider yourself a Resort Specialist? Make sure other members know how to find you in NRDS -- the NAR member record database!

Log on to [www.REALTOR.org](http://www.REALTOR.org) to update your REALTOR® member profile. From your own member record click on **Change Member's Information**. Scroll down to the **Primary Field of Business** section and select from the following **Field of Business** codes. Once you've entered your appropriate codes, simply select **Change** and you're done! The changes will become effective within the next 3-5 business days.

**Primary Field of Business**                      **Code#**

**RESIDENTIAL**

Resort Specialist	106
Second Homes	110
Vacation Rentals	111
Timeshare Sales	112
Condos; Resorts; Timeshare	132

## COMMERCIAL

Investment Sales	211
Hotel/Leisure	212

If you've never registered yourself as a user in [www.REALTOR.org](http://www.REALTOR.org), either click on **Register**, located at the very top of the web site and follow the instructions, or contact NAR Information Central at 1-800-874-6500 for one-on-one help.

### Q11: Where can I access resort information on [www.REALTOR.org/Resort](http://www.REALTOR.org/Resort)?

A: The [www.REALTOR.org/Resort](http://www.REALTOR.org/Resort) web site is for those seeking resort-specific information. It allows you to browse by topic areas including Education, Federal Issues, Industry News, Technology and more.

In addition, [www.REALTOR.org/Resort](http://www.REALTOR.org/Resort) offers valuable member-only resources such as real estate research and articles from NAR's online library, NAR weekly email updates sent right to your inbox, real estate legal updates from the Letter of the Law, and much more, provided to you by your dues dollars, at no extra cost!

Listed below are some examples of what you can find on [www.REALTOR.org/Resort](http://www.REALTOR.org/Resort), and where they are located:

- A Free 1031 Exchange Procedure Manual and other tax and investment information, located under **Online 1031 Exchange Procedure Manual** or **1031 Exchange Information**, located under **Resorts: Quick Reference**
- Referral opportunities through a membership directory and group discussions for resort specialists under **Find a Resort Specialist** and **Resorts Discussion Group**
- Resort-specific Field Guides, such as the **Field Guide: Vacation Homes**, or the **Field Guide: Selling Luxury Properties**, located under **Highlights** and **Tools**.
- Resort-specific education such as the “**Resort & Second Home Markets**” course, located under **Education**.
- **Power Tools for Resort Specialists** through the NAR Virtual Library, located under **Highlights**
- Helpful links for resort specialists, located under **Useful Links**

### Q12: I've heard members talking about a resort seminar in Los Cabos, Mexico? Is that being repeated?

A: Yes! The **Resort Symposium & Workshop** was a huge success last year and resort specialists worldwide were able to exchange ideas and network with one another. The

**Resort Symposium & Workshop** is designed to address the needs of the resort specialist experienced or new, by providing workshops, property tours, and networking opportunities that are industry-specific to the resort real estate market.

The **Resort Symposium & Workshop** occurs every 18 months with different dates and locations. The **2004 Resort Symposium & Workshop** will be held on Cape Cod, Massachusetts from June 9-11. The **2006 Resort Symposium & Workshop** will be held in Kihei, Hawaii from February 5-7. To find out more about the upcoming **Resort Symposium & Workshop**, please visit us at [www.REALTOR.org/Resort](http://www.REALTOR.org/Resort), and click on **Resort Symposium & Workshop**.

**Q13: What is NRDS?**

A: The National REALTORS® Database System (NRDS) is the Internet-based member database developed by the Association Executives and staff and local associations to store our 1 million REALTOR® members. As a member of the REALTOR® organizations you have access to [www.REALTOR.org](http://www.REALTOR.org), and you have the option of creating or altering your profile in NRDS.

**Q14: How do I create my profile in NRDS?**

Go to [www.REALTOR.org/Resort](http://www.REALTOR.org/Resort), and click on **Register**, located at the very top of the web site. Set up a password and username, and begin creating your profile by filling in the fields listed. We encourage you to enter your **Primary Field of Business** by choosing a “specialty code.” This “specialty code” will allow others to locate your record by business specialty within NRDS. If you have any questions regarding NRDS or your profile, please contact NAR Information Central at 1-800-874-6500.

**Questions or Comments?**

We are always striving to improve our services and resources that we provide our membership. If you have any questions or comments about this document, or about the NAR Resort Specialty, please contact us at 1-800-874-6500, ext. 8393. You can also email your feedback at [resort@realtors.org](mailto:resort@realtors.org).