**The Commercial Innovation Grant Program was created to assist REALTOR® associations with funding for game changing ideas that have a Commercial member benefit or add value to commercial real estate professionals on a local level.**

**Innovation Goals:**

1. To enhance the membership value and experience of members involved in commercial real estate.

2. To connect and engage members in relationship building programs within the association.

3. To elevate the exposure and expertise of the local commercial real estate professional and REALTOR® association within the market area and community.

**Innovation Criteria:**

1. Does the Innovation Grant proposal impact the REALTOR® association with a new or enhanced product, program, process or service to improve the member’s experience?

2. Does the proposal educate the general membership on commercial real estate issues or programs?

3. Does the proposal increase awareness of REALTORS® who are commercial real estate practitioners?

4. Are there clearly demonstrated measurable goals that indicate the potential success of the project?

5. Is there a reasonable understanding of budget and timeline necessary to achieve success?

6. Does the applicant recognize factors that may inhibit the ability of the project to meet its goals?

7. Can the idea be adapted to other REALTOR® associations?

8. Does the REALTOR® association have an active commercial structure (committee, division, alliance, etc.)

**Innovation Grant Process**

1. The same assessment criteria will be utilized for every submission received.

2. Applications are currently available online

3. Individual grants will only be awarded in amounts ranging from $500 up to $2,000.

4. Please complete the application form completely and submit it to NAR with appropriate attachments no later than July 31, 2014.

Applications may be emailed to svarner@realtors.org or mailed to:

NATIONAL ASSOCIATION OF REALTORS®

430 North Michigan Avenue

Chicago, IL 60611

Attn: Shara Varner

**Important Notes:**

* **Not all applicants will receive grants.**
* **NAR does not fulfill requests for funding towards general Operating Expenses.**
* **If you have received a 2013 Innovation Grant you must have submitted your 2013 Executive Summary in order to be considered for a 2014 Innovation Grant.**

**Innovation Project Title:** Click here to enter text.

Please select which area the project impacts from categories below:

Strategic Planning

Education/Training

Marketing/Communications

Technology

Networking/Community Event

☐ Other (please explain) Click here to enter text.

Amount Requesting: $Click here to enter text.

Number of total association members: Click here to enter text.

Number of identified commercial members: Click here to enter text.

Has your association earned the Commercial Services Accreditation? Y N

Association Name: Click here to enter text.

Address: Click here to enter text.

City/State/Zip: Click here to enter text.

Applicant Contact Name: Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

Association Executive Contact Name (if different from above): Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

**PROPOSAL NARRATIVE**

**A. Summarize your association’s mission statement (2-3 sentences)**

Click here to enter text.

**B. Briefly describe your Innovation Project idea, including how it will:**

**a. Enhance the membership value and experience for your members involved in commercial real estate.**

**b. Connect and engage members in programs/services.**

**c. Elevate the exposure and expertise of your members and the association in the commercial real estate market & community.**

Click here to enter text.

**C. What is the measure of success upon the completion of your Commercial Innovation project? Please include the number of members who would be directly served or expected to participate.**

Click here to enter text.

**D. What factors exist could pose challenges to the success of this Commercial Innovation project?**

Click here to enter text.

**E. Please provide a specific budget and timeline for your proposed project. Include the resources your association plans to contribute to the implementation, both financial and staff time.**

Click here to enter text.

**F. Does your project involve engaging other related industry groups, community partners, the general public or other entities? Please explain.** Click here to enter text.

**G. How could your idea be implemented in other markets and/or REALTOR® associations?**

Click here to enter text.

**H. What is the single most important thing you want members to remember or take away from the “innovation”?**

Click here to enter text.

All selected submissions and final innovations will be shared with other REALTOR® associations as guidance and examples of innovations they may implement in their organizations. By submitting this application, you grant the NATIONAL ASSOCIATION OF REALTORS® a nonexclusive, irrevocable, worldwide license to use, share, reproduce, distribute, and create derivative works based on the submission in any way possible without further compensation or consideration to you or your association. Not all associations applying will receive a grant. Grants will be awarded based on the evaluation of this application with close attention focused on the direct member benefit and value to the association.

Signature of Association Executive: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Association Executive Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**All completed applications are due no later than January 31, 2014.**

Email, fax or mail completed application to:

Attn: Shara Varner

Commercial Membership Development Coordinator

National Association of REALTORS®

430 North Michigan Avenue

Chicago, IL 60611

e: svarner@realtors.org

f: 312.329.8358

p: 312.329.8282