

# Commercial Services Accreditation

The Commercial Services Accreditation is a prestigious recognition program, acknowledging local and state REALTOR® associations for their commitment to providing commercial services to membership, engaging commercial members within the association, and developing the association as voice and resource for commercial real estate in the local market. The accreditation was developed by NAR with the help of commercial structures in 2008 to help in assisting any association develop and strengthen the commercial services offered locally to members and as a membership recruitment tool.

Benchmarks have been established, representing core commercial services for associations to provide to members. To earn the Commercial Services Accreditation an association must have a total of 35 benchmarks as outlined below; 25 are required, and 10 additional benchmarks must be achieved.

Note: These are the minimum requirements to be recognized with the NAR Commercial Services Accreditation. Of course, we encourage you to exceed this minimum and let these best practices help guide you and your commercial leadership in strengthening your local commercial services.

At any time in the process, NAR's Commercial Staff Team is available to assist you with the application or implementation of any of the benchmarks. Please email [NARCommercial@REALTORS.org](mailto:NARCommercial@REALTORS.org).

## Categories

Communications/Marketing	6 required, 0 additional
Education/Professionalism	3 required, 2 additional
Legislative/Advocacy	3 required, 1 additional
Technology/Data	2 required, 2 additional
Governance/Structure	3 required, 1 additional
NAR/State Association Involvement	3 required, 1 additional
Community/Member Involvement and Networking	5 required, 3 additional

# Commercial Services Accreditation

## APPLICATION

### ■ COMMUNICATIONS & MARKETING

#### 6 required benchmarks

- ☐ There is a specific commercial communications piece or commercial section of an overall association piece that is distributed at least quarterly. **Attach an example.**
- ☐ The association utilizes content from NAR's Commercial News for Association Staff cut/paste section. **Attach at least 3 examples from the past year.**
- ☐ There is a dedicated commercial services or resources webpage that exists within your association's website.

**Provide URL:** \_\_\_\_\_

- ☐ The red commercial R logo (use of logo R or pin R) is featured on the home page of your association's website and/or the commercial page. **Provide URL:** \_\_\_\_\_

- ☐ The following links from **REALTOR.org** appear on the association's website. **Provide the URL for each link listed below.**

NAR's Commercial landing page: [REALTOR.org/Commercial](https://REALTOR.org/Commercial) \_\_\_\_\_

NAR's Commercial Advocacy/Legislation page: [REALTOR.org/commercial/legislation-and-advocacy](https://REALTOR.org/commercial/legislation-and-advocacy) \_\_\_\_\_

NAR's Commercial Education page: [REALTOR.org/commercial/educational-opportunities](https://REALTOR.org/commercial/educational-opportunities) \_\_\_\_\_

NAR's Commercial Research page:

[REALTOR.org/research-and-statistics/research-reports/commercial-real-estate](https://REALTOR.org/research-and-statistics/research-reports/commercial-real-estate) \_\_\_\_\_

NAR's Commercial Real Estate Blog, The Source: [blog.commercialsources.com](https://blog.commercialsources.com) \_\_\_\_\_

- ☐ The following links to each of NAR's Commercial Affiliate Organizations appear on the association's commercial services page. **Provide URL:** \_\_\_\_\_

CCIM Institute: [ccim.com](https://ccim.com)

REALTORS® Land Institute: [rliland.com](https://rliland.com)

Counselors of Real Estate: [cre.org](https://cre.org)

Society of Industrial & Office REALTORS®: [sior.com](https://sior.com)

Institute of Real Estate Management: [irem.org](https://irem.org)

**There are no required benchmarks in the section below (but these are great best practices).**

- ☐ The association has implemented regular social media use as a way to engage commercial members and the general community. **Please provide your social network links and describe your strategy.**

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- ☐ The association has a blog in which commercial topics and issues are discussed.

**Provide URL:** \_\_\_\_\_

- ☐ The association has submitted a blog post for NAR's commercial blog, *The Source*. **Date submitted:** \_\_\_\_\_

- ☐ If already accredited, the NAR Commercial Services Accreditation logo is used on the association website.

**Provide URL:** \_\_\_\_\_

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## APPLICATION

### ■ EDUCATION / PROFESSIONALISM

**5 benchmarks needed in this section**

**3 required benchmarks:**

- ☐ The online Quadrennial Ethics Training for REALTORS® is made available to those who practice commercial real estate, with the commercial track option specifically promoted. ***Provide example and/or attach any fliers.***

- ☐ 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.***

- ☐ At least one member of your association's board of directors holds a commercial designation.

***Name of member:*** \_\_\_\_\_

**2 additional benchmarks are needed from the section below:**

- ☐ Commercial educational programs/workshops should be offered at least 4 times per year.

***List programming and dates offered in the past year or currently.***

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- ☐ Links to the designation coursework of NAR's commercial affiliates are posted on your association's website.

***Provide an example.*** \_\_\_\_\_

- ☐ Coursework that applies to commercial real estate and qualifies for continuing education credit is offered at least once per year. ***Provide an example and attach a flyer.*** \_\_\_\_\_

- ☐ Annual or ongoing ethics courses are presented at your association or made available through other collaborative efforts, which include commercial case studies, situations and processes relevant to commercial real estate professionals. ***Provide an example and attach a flyer.*** \_\_\_\_\_

- ☐ Your association offers commercial educational programming to attract non-members.

***Please attach examples and the average pricing for members and non-members.***

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## APPLICATION

### ■ LEGISLATIVE / ADVOCACY

#### 4 benchmarks needed in this section

##### 3 required benchmarks:

- ☐ The association has an active advocacy program for local and regional commercial real estate issues.  
***Describe and provide an example of a local or regional issue which was the focus of your program.***

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- ☐ NAR's Commercial Issues & Actions document or a link to the document on [REALTOR.org](https://www.realtor.org) is posted on your association's website. ***Provide URL:*** \_\_\_\_\_

- ☐ The association communicates commercial legislative/advocacy updates from NAR to members. ***Attach an example.***

##### 1 additional benchmark is needed from the section below:

- ☐ The association demonstrates cooperation with the state or national associations on specific commercial focused legislative, political or fundraising activities. ***Provide an example.***

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- ☐ The association has utilized NAR's public awareness campaign, promoting REALTORS® who are commercial members.  
***Please describe.***

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- ☐ The association has a commercial specific RPAC program in place.  
***Please describe.*** \_\_\_\_\_

- ☐ The association has applied for REALTOR® Party funding for a community outreach project.  
***Provide project name and application date.***

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- ☐ The association has applied for the REALTOR® Party funding for a Land Use Initiative.  
***Provide project name and application date.***

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- ☐ The association has held a Better Block, Mainstreet or Placemaking event through REALTOR® Party funding.  
***Provide project name and date.***

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# Commercial Services Accreditation

## APPLICATION

### ■ TECHNOLOGY / DATA

#### 4 benchmarks needed in this section

##### 2 required benchmarks:

- ☐ The association participates in or communicates to members the service to add their listings to a local commercial information exchange (CIE), MLS, Commercial MLS, and/or [CommercialSearch.com](https://www.commercialsearch.com).

**Name of CIE, MLS or CMLS:** \_\_\_\_\_

**URL:** \_\_\_\_\_

- ☐ There is a REALTORS® Property Resource Commercial badge/button on the commercial services page of the association website. **Provide URL:** \_\_\_\_\_

##### 2 additional benchmarks needed from the section below:

- ☐ The association provides commercial transaction forms or access to a vendor that offers commercial transaction forms.  
**Please provide details.**

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- ☐ A forum for members to exchange property information either online or through a program event is available.  
**Please provide details.**

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- ☐ A link to the [CommercialSearch.com](https://www.commercialsearch.com) website is on the association's website.

**Provide URL:** \_\_\_\_\_

- ☐ The association is a Data Content Provider to [CommercialSearch.com](https://www.commercialsearch.com).

- ☐ The REALTORS® Property Resource Commercial LIVE Webinar trainings are posted on the association's education calendar and/or commercial services page of the association website.

**Provide URL:** \_\_\_\_\_

# Commercial Services Accreditation

## APPLICATION

### ■ GOVERNANCE / STRUCTURE

**4 benchmarks needed in this section**

**3 required benchmarks:**

- ☐ 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.
- ☐ The association or commercial group holds commercial specific meetings/events at least 4 times per year.  
***Please describe and provide dates for meetings.***

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

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**1 additional benchmark is needed from the section below:**

- ☐ The association has a separate governing body for the commercial group.
- ☐ The commercial group has leadership positions including a President or President-Elect, or others.  
***Please list the leadership positions.***

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- ☐ There is a specific Commercial Professional Standards committee composed of commercial members who conduct ethics and arbitration hearings in accordance with the Professional Standards policies of NAR.
- ☐ There is a Commercial Grievance committee composed of commercial members who oversee the grievance process, pursuant to the Professional Standard policies of NAR.
- ☐ Commercial committees, subcommittees, councils, focus groups, task forces are established when needed.  
***If yes, give examples.***

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# Commercial Services Accreditation

## APPLICATION

### ■ NAR / STATE ASSOCIATION INVOLVEMENT

#### 4 benchmarks needed in this section

##### 3 required benchmarks:

- ☐ A member of the association has attended a NAR Commercial Committee meeting at RPCTE (Midyear) or Annual in the last two years.

**Name of member and year attended:** \_\_\_\_\_

- ☐ A member of the association has attended the NAR Commercial Leadership Forum at RPCTE (Midyear) or Annual in the last two years.

**Name of member and year attended:** \_\_\_\_\_

- ☐ The AE or incoming leader attended the Commercial Roundtable at Leadership Summit in the last two years.

**Name of member and year attended:** \_\_\_\_\_

##### 1 additional benchmark is needed from the section below:

- ☐ A member of the association has served or is currently serving on the NAR Commercial Committee.

**Name of member:** \_\_\_\_\_

- ☐ A member of the association has attended the NAR Commercial Networking Reception at RPCTE (Midyear) or Annual in the last year.

**Name of member and year attended:** \_\_\_\_\_

- ☐ 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:** \_\_\_\_\_

- ☐ A NAR Commercial staff member has visited or held a consultation with your board.

**Staff member name and visit date:** \_\_\_\_\_

- ☐ The AE, a staff member and/or a volunteer member leader has taken the course "Commercial Membership By Design" (new for 2014).

**Name and when taken:** \_\_\_\_\_

- ☐ An Association Profile for your commercial group has been updated for the current year.

- ☐ The association has been awarded a Commercial Innovation Grant.

**Year:** \_\_\_\_\_

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

**Year:** \_\_\_\_\_

# Commercial Services Accreditation

## APPLICATION

### ■ COMMUNITY / MEMBER INVOLVEMENT AND NETWORKING

**8 benchmarks needed in this section**

**5 required benchmarks:**

- ☐ All new members are asked to identify their primary field of business as residential or commercial, and the association POE updates the NRDS record. ***Provide example of membership form where this is asked.***
  - ☐ The association holds a new member orientation program including a commercial services component for all members. ***Describe and attach an outline or copy of the orientation materials.***
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- ☐ The association holds at least 2 events established to engage the commercial membership and attract potential new commercial members to the association.

***Please check all that apply and provide marketing flyers or collateral.***

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|---|--|
| <input type="radio"/> Commercial programming/events at association Annual Conference/Expo | <input type="radio"/> Installation event for commercial officers     |
| <input type="radio"/> Awards event featuring commercial awards                            | <input type="radio"/> Networking events for commercial practitioners |
| <input type="radio"/> Bus tour of properties  | <input type="radio"/> Live webinar or podcast events                 |
| <input type="radio"/> Charity event   | <input type="radio"/> Young brokers event                            |
| <input type="radio"/> Women in Commercial event   | <input type="radio"/> Other (please specify)                         |
| <input type="radio"/> Golf Tournament   |  |
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- ☐ 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.***
- ☐ The association works collaboratively on an ongoing basis with at least 3 external groups to build community relationships and joint programming.

***Choose from the following all that apply.***

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|---|---------------------------------------|
| <input type="radio"/> Chamber of Commerce                         | <input type="radio"/> ICSC            |
| <input type="radio"/> Economic Development Council or Agency      | <input type="radio"/> NAIOP           |
| <input type="radio"/> Financial Institutions                      | <input type="radio"/> CREW            |
| <input type="radio"/> Other local REALTOR® Associations (specify) | <input type="radio"/> ULI             |
| <input type="radio"/> BOMA  | <input type="radio"/> Other (specify) |
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## APPLICATION

### ■ COMMUNITY / MEMBER INVOLVEMENT AND NETWORKING (continued)

#### **3 additional benchmarks are needed from the section below:**

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

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- ☐ The association has 4 examples of ongoing or annual collaborative relationships and programs. ***Please list examples of these programs.***

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- ☐ At least once per year, all members are asked to update their NRDS record. ***Provide example of communication.***

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- ☐ 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.***

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- ☐ The association holds a commercial specific new member orientation program. ***Attach copy of the outline and materials from the orientation.***

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

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- ☐ A calendar of commercial events on a local, regional, and national basis is posted on the association website. ***Provide URL:*** \_\_\_\_\_

- ☐ The association holds at least 2 additional events established to engage the commercial membership and attract potential new commercial members to the association.

***Please check all that apply and provide marketing flyers or collateral.***

- |   |  |
|---|--|
| <input type="radio"/> Commercial programming/events at association Annual Conference/Expo | <input type="radio"/> Installation event for commercial officers     |
| <input type="radio"/> Awards event featuring commercial awards                            | <input type="radio"/> Networking events for commercial practitioners |
| <input type="radio"/> Bus tour of properties  | <input type="radio"/> Live webinar or podcast events                 |
| <input type="radio"/> Charity event   | <input type="radio"/> Young brokers event                            |
| <input type="radio"/> Women in Commercial event   | <input type="radio"/> Other (please specify)                         |
| <input type="radio"/> Golf Tournament   |  |

