

# Benefits & Frequently Asked Questions

## BENEFITS OF ACCREDITATION

- ✓ **Exclusive Monthly E-Newsletter** providing you a sneak preview of programs and resources for you to share with your members first! News is crafted in a “cut n’ paste” format, to make it easier for you to promote to your members.
- ✓ **One-on-One Consultations** where NAR Commercial will help you and your commercial governance continue to meet and exceed benchmarks. In addition, NAR Commercial staff team members are available for on-going planning sessions to help implement new commercial benefits, enhance your marketing & communications, and provide additional support and guidance.
- ✓ **Accredited Association Webinars** each quarter for connecting with staff from other accredited associations across the country. Network, share best practices, work through challenges, and get brief updates from NAR Commercial.
- ✓ **National Commercial Awards** that exclusively highlight the accomplishments of one of your award-winning members. Winners are interviewed and receive recognition in the Fall issue of *Commercial Connections*, NAR Commercial’s publication, distributed to more than 75,000 commercial real estate professionals. Additional recognition is provided on REALTOR.org/Commercial and at the annual REALTORS® Conference and Expo.
- ✓ **Recognition by NAR** on a national level as providing a high level of commercial services. Associations will be honored with a plaque at Midyear or Annual and receive recognition on REALTOR.org. Your association will also receive a special logo to use on marketing materials and/or your website to highlight and acknowledge your achievement.

## FREQUENTLY ASKED QUESTIONS

### Why would a local association want to become accredited?

- Value added programs and services from the NAR Commercial.
- Recruitment tool for commercial non-members who perceive local association as providing residential services only.
- Public relations tool for real estate community at large.
- Recognition from NAR as an association that runs viable commercial programming.

## **FREQUENTLY ASKED QUESTIONS (cont'd)**

### **How do I know if the local association meets the criteria?**

First, download and complete the application to determine what criteria your association currently meets. Contact a NAR Commercial staff member for assistance with the application process.

### **Our association wants to become accredited but currently does not meet the criteria. Can NAR Commercial help our association?**

Yes! NAR Commercial staff will work with your association to develop an action plan to achieve the remaining benchmarks needed for an accreditation. NAR Commercial could also partner you with another local board who can serve as a mentor to assist in implementing products, programs and services so that you can meet the criteria.

### **Does the Commercial Services Accreditation program mean that “commercial overlay boards” (COBs) are no longer encouraged by NAR Commercial?**

The Commercial Services Accreditation program is designed to recognize various successful commercial group formats. The decision on whether to be a commercial overlay board (COB) or commercial structure (CS) remains up to the local association.

### **Is NAR Commercial imposing new standards on local boards?**

No. The Commercial Services Accreditation program is entirely voluntary. Participation is at the discretion of the local organization. The program is designed to set benchmarks and assist in developing products, programs, and services for commercial practitioners in the association service area and attract new members.

### **How does the approval process work?**

A workgroup established by NAR Commercial will review and approve accreditation once the application process is completed by the association.

### **What fees are involved in becoming accredited?**

There is no application fee.

