



Working Together
to Help Our Members.

Right Now.



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The Voice for Real Estate

Thank You for Tuning In

- Sorry for being a bit cryptic about the purpose of the webcast but we were getting final approvals up to the last minute.
- The current state of the economy and housing market presents members with significant challenges—and many have turned to their Association for help in addressing them.
- Members need help increasing business to ease the financial strain they are experiencing.
- Members and Associations need valuable tools that can help them in their daily efforts—today.
- We're here to talk to you about delivering as many of these tools to as many members and Associations as possible.



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Our Goal – To reach out to ALL Members and All Associations with the Right Tools. Right Now.



- How, by providing all of our publications, education, services, resources and tools for FREE, at cost, or at significantly reduced pricing in the following categories:
- NAR will forgo “ALL” profit on its entire array of Products and Services.
- NAR will launch this initiative Right Now, with monthly additions throughout 2009/2010.
- Puts more tools into our members hands to help them with their business— Right Now.
- Reduces their financial burden.
- Helps them navigate these economic times with critical information
- What are the ‘specifics’?



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REALTOR Online Educational and Marketing Publications (PDF, no charge)

NAR will convert 34 'for sale' educational publications to online (PDF's) and offer them to members at no charge. To the extent that they can be provided in a 'hard copy' format, we will provide them to members at cost (including shipping).

Here they are:



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- It's a Great Time to Buy Brochure
- Energy Savers Brochure
- Getting it Sold Brochure
- Save Now With the Home Buyers Tax Credit Brochure
- Antitrust DVD
- Antitrust for REALTORS Brochure
- Antitrust for Boards Brochure
- It Pays to Work with a REALTOR English
- It Pays to Work with a REALTOR Spanish
- Why Rent English
- Why Rent Spanish
- Equal Opportunity in Housing English
- Equal Opportunity in Housing Spanish
- Property Disclosures Brochure
- RESPA Do's and Don'ts Card
- RESPA / AFBA Do's and Don'ts Card
- RESPA Pocket Guide
- AFBA Pocket Guide
- Guide to Radon
- A Guide to Mold, Moisture and Your Home
- Facts About Mold
- Workplace Harassment
- NAR Education Matrix
- Fair Housing Handbook
- Fair Housing DVD
- Fair Housing Rental Guide
- Fair Housing Sales Guide
- Liability Pocket Trio
- Lead In Your Home Pocket Guide
- Trademark Guide
- Free 1 Day REBAC Foreclosure Class
- Appraisal brochure
- International Resources Booklet
- RSPS Marketing Materials

REALTOR Online Educational Courses and Networking Events (no charge)

NAR will provide 7 online educational courses at cost and a number of networking opportunities to members at no charge.

Here they are:



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- Risk Reduction Online Course (at cost)
- DBIM Online Course (at cost)
- 1 Day CIPS Course Online (at cost)
- 2 Day CIPS Course Online (at cost)
- Free RSPS Webinars
- Free Appraisal Webinars
- 2 Free International Webinars on International Networking and Education
- RSPS Networking Event registration fee waived for RSPS Designees
- RSPS Resort Symposium registration fee waived for RSPS Designees

REALTOR Research Tools – Online PDF (no charge)

- **NAR will convert 12 current and historical research tools to online (PDF) and offer them to members at no charge.**

Here they are:



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- 2008 Member Profile Survey
- 2008 Home Buyers and Sellers Profile #186-45-08
- Home Buyers and Sellers survey Oversamples
- 2007 Home Feature Preferences
- 2007 Home Buyers and Sellers Profile #186-45-08
- 2007 Member Profile
- 2006 NAR Baby Boomers and Real Estate: Today and Tomorrow
- 2006 NAR Profile of Second-Home Owners
- 2005 Profile of Referral and Relocation Activity
- 2006 NAR Commercial Member Profile
- 2006 NAR Profile of Real Estate Firms: An Industry Overview
- 2005 NAR Profile of Second Home Buyers



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MLS Research Tools

NAR will provide all MLS's a subscription to the very popular "MLS Economic and Market Watch Reports" at a 50% discount, from \$3,000 to \$1,500.



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Discounted Specialty Products and Membership Fees

NAR will offer 8 courses, tools and specialty memberships at a significant discount.

They are:

- REBAC Homebuyer Toolkit at “buy one get one free”
- 20% rebate for REBAC / ABR elective course
- 20% rebate for RSPS Resort Course
- Discount on Risk Reduction CD from \$199 to \$99
- CIPS dues for 2009 will be discounted 50% for all US members
- Discount 1 day CIPS Midyear Course from \$195 to \$150
- Discount 2 day CIPS Annual Course from \$295 to \$250



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Marketing Products (hard copy) at Cost (plus shipping & handling)

NAR will offer 197 hard copy publications to our members at cost.

Some of them are:

- 180 Bookshelf Publications
- NAR Guide to Home Buying
- NAR Guide to Home Selling
- Real Estate Riches – How to Become Rich Using your Banker’s Money
- The Insider’s Guide to Making Money in Real Estate
- Managing Legal and Business Issues
- Code of Ethics and Arbitration Manual
- FHA Toolkit
- Code of Ethics & Standards of Practice Booklets
- Code of Ethics & Arbitration Manual 166-876
- MLS Handbook
- Professionalism in Real Estate Practice Pamphlet
- Broker to Broker (478 units available)
- 1200 Great Sales Tips (600 units available)
- Centennial Book (4,278 units available)
- SRES Home Buyers Survey (856 units available)
- SRES Home Sellers Survey (859 units available)
- SRES Combo Package Survey (see above)

How Does It Help You?

- Tangible demonstration of how the REALTOR® Family works closely together to help our members, especially in their time of need.
- Increases members' value in their Associations.
- Provides positive 'news' to communicate to members.
- A dedicated marketing concierge staff person is being provided to help you best take advantage of the 'Right Tools. Right Now.' initiative.
- Numerous Association & Board Resources offered for FREE or at discount:

Association & Board Resource Package

NAR is particularly sensitive to the difficult challenges our State and Local Associations are facing, and has defined a package of discounts and rebates designed to help them through this difficult period. The package (or any part thereof) is available on a voluntary, request basis to those that feel they need it the most and we can only do this for 2009. Some State Associations and Local Associations will evaluate the package and determine that they are financially strong enough to pay full price for some or all of the items and we honor them for their integrity and spirit in helping those who are not positioned quite as well – we trust all to make the appropriate decision. While NAR is in a good position to provide these products and services at no charge or significant discounts, many Associations may need help determining how best to market their availability and usefulness. NAR is also going to provide a 'concierge' staff person available via phone and email to help them with questions and inquiries. Additionally, NAR will be producing marketing materials to help us and you deliver these products and services to as many members as possible.

- Dues Collection 'interest penalty' date extended by 60 days
- All Associations offered 'Custom Messaging' in NAR Member Kit (no charge)
- \$1,000 Stipend for 2009 AEI for all AE attendees (plus \$450 registration fee waived)
- \$750 Stipend each for all AEs and President-Elects to attend 2009 August Leadership Summit
- FPC \$1,000 stipend to attend Midyear Legislative Conference
- 2009 GAD Seminar \$500 Stipend
- REALTORS Excelling in Association Leadership online self-study course (no charge)
- Marketing 'Concierge' to work with State and Local Associations
- Create video and marketing materials for "NAR Helps You" Program
- Continue providing "Surround Sound" program at no charge
- Add link to all Info Central communications and extend hours to 6:00pm CST
- One Click Checkout Functionality built into online store functionality
- Complimentary copy of the Brand New 2009 Swanepoel "Trends Report"
- Human Resources consulting offered free to associations, up to 2000 hours
- Human Resources manual review discounted from \$150 to \$75 (150 people)
- Annual Education Directors 2010 Symposium (Hi Wichita!) \$400 Stipend
- CIPS AE Course discounted from \$165 to \$65 (at AEI)
- Based on CIPS Online Courses discount, NAR will waive course royalties for CIPS 5 day course (to all locals who also reduce their prices)
- Based on CIPS Online Course discount, NAR will waive course royalties for CIPS 2 day local market prerequisite (to all locals who also reduce their prices)
- 25% Discount on CIPS Directory Advertising
- NAR will offer a 10% discount on their 2009 office rent to all Chicago building based Institutes, Societies, and Councils.

- A new program “Unlocking the American Economy: A Foreclosure Prevention & Response Program” with funding and assistance for State & Local Association implementation. This program will follow the ‘Surround Sound’ format and be funded similar to the Housing Opportunity Foundation process.



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We Need Your Help

- The 'Right Tools. Right Now.' strategy will be communicated through an Association-wide, integrated plan with the goal of reaching every member, including:

e-mail, REALTOR® and trade magazine advertising, online advertising, State & Local Association communication vehicles, a strong Web presence, conferences and events, magazine editorial, conventions, REALTOR.org, President's podcasts— any touchpoint we have with members—to communicate this important news.

- But, WE NEED YOUR HELP. Please help us in communicating this important initiative and its benefits to members. To assist you, NAR is developing communication tools for you to utilize, including:

- Print Ads
- Banner Ads
- Widget you can place on your site
- Flyers
- More

Thank You

- www.REALTOR.org/RightTools will be live Feb 27.
- Tools to help you communicate 'Right Tools. Right Now.' will be available Feb 27 at www.REALTOR.org/AEMemberToolkit
- Announcements to members will begin March 1.



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In Closing

- Thank you for helping communicate and deliver the 'Right Tools. Right Now.' to relieve some of the financial burden on members. We also encourage all Associations to take advantage of the benefits of this initiative themselves.
- We challenge YOU to look at everything you do and find ways to get your valuable resources to as many members as you can.

You've heard this simple refrain before – but it's never been more appropriate...

“If Not Now – When? If Not Us – Who?”



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