

Rise to the Challenge

2010 Issues and Challenges

Leadership Summit
August 24-25, 2009

Welcome to the 2009 NAR Leadership Summit!

“Each day is a different one, each day brings a miracle of its own. It’s just a matter of paying attention to this miracle.” ~ Paul Coelho

The most valuable life lesson I ever learned came directly from my participation in organized real estate: *Loving what you do and having a passion for your work can drastically change your life.*

I entered the real estate business as a young woman, desperate to change my circumstances. Times were tough then, and I quickly learned that working hard and being involved in the REALTOR® organization were vital to my personal and professional success.

As your 2010 NAR President, I hope to inspire that same attitude in all REALTORS®, as we work together to keep real estate and our organization ***On the Rise*** in 2010. Specifically, I am challenging you, NAR’s state and local leaders, to meet two critical goals:

- First, I ask that you increase participation in political advocacy through the *REALTOR® Action Center*.
- Second, I ask that you help members take advantage of NAR’s *Right Tools, Right Now* initiative and develop your own version, with state and local resources.

This *Issues & Challenges* document will serve as a valuable guide, as you work with your members to achieve these goals. It includes a wealth of information on a broad range of NAR programs that can help you and your members tackle critical challenges. Additionally, we have highlighted programs, tools and resources that are part of the Right Tools, Right Now initiative.

During the Leadership Summit, we will delve deeper into many of these issues. You’ll hear directly from fellow leaders who know how to succeed in a tough environment. We also have a great lineup of industry experts and staff to explain some of the newest ideas, gadgets and programs available to association leaders. I encourage you to listen, participate, and share what you learn during the next two days with REALTORS® in your states.

It’s no secret that real estate is undergoing a fundamental change. With your leadership, and the participation of all 1.1 million NAR members, I believe we will see the dawning of a new day for organized real estate in 2010 and lay the foundation for even brighter days to come.

Sincerely,



Vicki Cox Golder
2010 NAR President

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NEW *New in 2009,  Part of Right Tools, Right Now initiative*

MARKET

*“Kites rise highest against the wind, not with it.”
Winston Churchill*

Just as a strong opposing wind is necessary to lift kites high in the sky, so now the current economic winds offer REALTORS® the opportunity to shape and guide the discussion about how to revitalize housing and commercial markets. In 2010, NAR is focused on public policy issues that will help the housing and commercial markets recover.

ISSUE: MOVING THE HOUSING MARKET FORWARD

During each of the past seven economic contractions since World War II, housing has led the national economy toward a lasting and durable recovery. We believe the same can happen now, and REALTORS® are focusing on implementing public policies that will move the housing market forward.

Challenge: Bringing Buyers Back to the Market

Solutions:

Home Valuation Code of Conduct NEW

NAR will continue to support an 18-month moratorium on the Home Valuation Code of Conduct (HVCC). NAR also is working with Federal Housing Finance Agency, Fannie Mae, Freddie Mac, the New York Attorney General’s Office, and the Appraisal Institute, to provide increased educational opportunities for various stakeholders. Because of NAR’s efforts, HVCC rules have been clarified. However, more needs to be done. NAR created the Appraisal Insight Blog to keep members engaged on all issues affecting appraisals, including NAR’s effort to improve the HVCC. It also provides information on available resources for appraisers, such as continuing education or Uniform Standards of Professional Appraisal Practice updates.

Staff Contact: Jerry Nagy, (202) 383-1233

Keyword Search: HVCC, Appraisals, Appraisal Blog

URL: Realtor.org/HVCC

Homebuyer Tax Credit NEW

The homebuyer tax credit is one of 10 key provisions of the American Recovery and Reinvestment Act signed by President Obama into law on Feb. 17, 2009. This tax credit is set to expire November 30, 2009, which means all closings must be completed by December 1, 2009. NAR seeks to extend it well into 2010 and to expand eligibility to all purchasers. If possible, the amount of the credit should be increased as well.

Staff Contact: Linda Gould, (202) 383-1083

Keyword Search: Homebuyer Tax Credit

URL: Realtor.org/TaxCreditBasics

Homebuyers Tax Credit Tools in Right Tools, Right Now

The Right Tools, Right Now initiative offers several tools that explain how to use the credit that include Webinars, brochures and REALTOR[®] magazine articles.

Staff Contact: Judy Perez (888) 648-8321

Keyword Search: Realtor.org/RightTools

Mortgage Interest Deduction

No provision of current law is as fundamental to sustaining homeownership as the Mortgage Interest Deduction. NAR will aggressively oppose any efforts to reduce the value of that deduction.

Staff Contact: Linda Goold, (202) 383-1083

Keyword Search: Mortgage Interest Deduction

Challenge: Unlocking Frozen Credit Markets

Solutions:

Federal Reserve and Treasury Purchases of Mortgage-Backed Securities

Federal Reserve and Treasury Department must continue to purchase mortgage-backed securities to help unlock frozen credit markets and keep interest rates low. This strategy is essential to bringing buyers back to the market and reducing inventories. NAR led the way in encouraging Fed and Treasury involvement, and we will continue to advocate for broadening of this effort.

Staff Contact: Jeff Lischer, (202) 383-1117

2009 Loan Limits

Currently, Fannie Mae, Freddie Mac and Federal Housing Administration (FHA) high cost loan limits are set to be reduced after December 31, 2009. With the current tight constraints on mortgage availability, lowering the loan limits only further restricts liquidity. Making the 2009 limits permanent at levels appropriate in all parts of the country will provide homeowners and homebuyers with safe, affordable financing and help stabilize local housing markets.

Staff Contacts: (FHA) Megan Booth, (202) 383-1222;

(Fannie Mae, Freddie Mac) Tony Hutchinson, (202) 383-1120

URLs: Realtor.org/FHA, Realtor.org/GSEs

FHA Mortgage Insurance Program

FHA's market share has expanded from a low of less than 3 percent to nearly 35 percent today. Its resources are stretched to satisfy demand. NAR seeks the addition of sufficient resources so that FHA may operate efficiently and effectively. NAR supports funding (either through appropriations or use of FHA excess revenue) for additional staff for FHA and upgrading of their out-of-date computer systems.

Staff Contact: Megan Booth, (202) 383-1222; Jerry Nagy, (202) 383-1233

Keyword Search: FHA

FHA Toolkit RIGHT TOOLS RIGHT NOW

FHA's mortgage insurance programs help low- and moderate-income families become homeowners by lowering some of the costs of their mortgage loans. Recent changes have made FHA programs easier to use and a more viable option for many home buyers. The FHA toolkit is an interactive education resource designed for REALTORS[®] with little or no experience using FHA products, or for members who have not used FHA products recently. It provides an FHA overview, detailed information on FHA products, and resources to address common misconceptions about FHA. The toolkit includes an FHA brochure, interactive DVD, program booklet, "cheat sheet," and two pullouts.

Staff Contact: Jerry Nagy, (202) 383-1233

Keyword Search: FHA Toolkit, FHA

Regulatory Reform to Protect Consumers

NAR worked diligently to ensure that the new Real Estate Settlement Procedures Act (RESPA) protects consumers without unduly burdening industry or increasing costs for homebuyers and sellers. Regulatory reform efforts will undoubtedly generate additional changes to RESPA and the Truth in Lending Act (TILA). In addition, the administration has proposed a Consumer Financial Protection Agency (CFPA) that would regulate financial products offered to consumers. Mortgages could be among the products this agency would oversee. As Congress designs a new CFPA agency, NAR will be in the forefront ensuring that the interests of both REALTORS[®] and their clients are protected.

Staff Contacts:

(RESPA) Scott Rinn, (202) 383-7508; Ken Trepeta, (202) 383-1294

(TILA, CFPA) Tony Hutchinson, (202) 383-1120; Jeff Lischer, (202) 383-1117

Keyword Search: Truth in Lending Act, TILA

URL: Realtor.org/RESPA, Realtor.org/GovernmentAffairs

Challenge: Stemming the Tide of Foreclosures

Solutions:

Loan Modifications NEW

As part of NAR's continued efforts to keep people in their homes, NAR is seeking additional improvements to loan modification programs, such as the Making Home Affordable Program. Minor changes and/or easing of restrictions can go a long way to making these efforts more successful. NAR and its members can play a valuable role in suggesting where fixes are necessary and where they will work.

Staff Contact: Jeff Lischer, (202) 383-1117

Keyword Search: Making Home Affordable

Short Sales and Foreclosure Resource Certification NEW RIGHT TOOLS RIGHT NOW

Short sales and foreclosures are difficult to navigate and the rules change often. There are specific skill sets and tools that will increase the agent's ability to close these transactions. To help REALTORS[®] master this growing market demand, NAR created Short Sales and Foreclosure Resource, a new certification program that gives residential REALTORS[®] expert training on how to manage short-sale, foreclosure, and REO transactions and find real estate opportunities in today's distressed-property markets. The certification includes resources and tool kits for keeping up to date on national and state specific information as the market for distressed properties evolves.

Staff Contact: Marc Gould, (312) 329-8564

URL: Realtor.org/Foreclosure

Short Sales Process

Fannie Mae, Freddie Mac and the Obama Administration responded to NAR's concerns about the short sale process, yet problems still remain. NAR continues to work with all market participants and the Administration to remove every hurdle, help avoid foreclosures and reduce housing inventory.

Staff Contact: Jeff Lischer, (202) 383-1117

URL: Realtor.org/ShortSales

Challenge: Approaching Energy Efficiency with Reasonable Solutions

Solutions:

Energy Efficiency Exemptions NEW

NAR believes that labeling every home in America will not improve building efficiency. Instead, it would reduce property values and negatively impact owners of older homes. This burden would fall heavily on the elderly, on modest-income families and on older urban and rural communities. NAR successfully exempted existing homes and buildings from federal labeling guidelines in the energy bill. We will work to keep that exemption as the bill moves through the legislative process.

Staff Contacts: Austin Perez, (202) 383-1046; Russell Riggs, (202) 383-1259

Keyword Search: Energy Efficiency

Energy-Efficient Homes with Green Features RIGHT TOOLS RIGHT NOW

Ninety-two percent of recent homebuyers think energy efficiency is either “somewhat” or “very” important when considering a home for purchase. NAR’s Selling Green pocket card evaluates the characteristics of homebuyers and their home feature preferences with regard to energy efficiency and helps REALTORS[®] stay informed on this important topic.

Staff Contact: Jessica Lautz, (202) 383-1216

Keyword Search: Energy Efficient Homes

ISSUE: STABILIZING COMMERCIAL MARKETS

A crisis is looming in the commercial real estate market due to deteriorating property fundamentals, declining property values and severe tightening of the lending markets. Banks remain reluctant to extend loans, and the commercial mortgage-backed securities market has ceased to function. NAR has identified important challenges and developed solutions that will help you better serve commercial practitioners in 2010.

Challenge: Increasing Liquidity to Commercial Markets

Solutions:

Commercial Advocacy NEW

NAR brought together commercial leaders and allied industry representatives to identify and advocate for realistic solutions to the crisis in the commercial real estate market. NAR's advocacy efforts include work group reports, consensus briefing papers, and Capitol Hill testimony. Advocacy updates are offered through commercial services such as NAR commercial quarterly newsletters, commercial podcast, electronic industry news updates, and interactive webinars. These tools help commercial members in their businesses and allow them to stay in touch with NAR.

Staff Contact: Barbara Hamlin (312) 329-8464

Keyword Search: Commercial

URL: Realtor.org/Commercial

Mark-to-Market NEW

The ability to value commercial assets in inactive markets continues to be a serious issue. Lawmakers and industry representatives (financial institutions, investors, auditors, etc.) have increasingly been calling for clarification of the fair value accounting guidelines and the "mark-to-market" accounting application of these guidelines. Marking the value of securities to market when the markets are dysfunctional has severely impaired liquidity in the commercial and residential mortgage markets without accurately reflecting the value of the securities. NAR believes clear policy guidance is needed to encourage reporting entities and auditors to look to alternative and appropriate methods of asset valuation, such as the discounted cash flow model.

Staff Contacts: Lisa Brechtel, (202) 383-1090; Tony Hutchinson, (202) 383-1120

Keyword Search: Mark to Market

TALF and Term Loans NEW

NAR supports programs, such as the Term Asset-backed Lending Facility (TALF) and the Public Private Investment Program, which seek to provide additional liquidity support for both the commercial and residential credit markets. NAR supports extending the TALF program for another year. NAR will continue to support and promote federal tax policies that strengthen and support commercial real estate while also working with policymakers to ensure that proposed changes to accounting principles do not impede efforts to revitalize the securitized credit markets.

Staff Contacts: Lisa Brechtel, (202) 383-1090; Jeff Lischer, (202) 383-1117

Keyword Search: TALF

Challenge: Engaging Commercial Practitioners

Solutions:

Commercial Leading Indicator

NAR produces a quarterly Commercial Leading Indicator to provide early signals of turning points between expansions and slowdowns in commercial real estate. NAR's Research Department, in collaboration with the Society of Industrial and Office REALTORS[®], also produces a national Commercial Real Estate Index that measures ten variables pertinent to the performance of U.S. industrial and office markets.

Staff Contact: George Ratiu, (202) 383-1081

Keyword Search: Commercial Leading Indicator, CLI

Commercial Real Estate Market Survey

The REALTORS[®] Commercial Real Estate Market Survey is a new project from NAR's Research Department that measures activity in the commercial real estate markets. The survey collects data from commercial REALTORS[®] and is designed to provide members with an overview of market performance, sales, rental transactions, current economic challenges and future expectations.

Staff Contact: George Ratiu, (202) 383-1081

Keyword Search: Commercial Real Estate Market Survey

Commercial Real Estate Outlook RIGHT TOOLS RIGHT NOW

The Commercial Real Estate Outlook is NAR's flagship commercial research publication. It is produced quarterly and includes the latest market information on four major commercial real estate sectors – industrial, office, multifamily and retail. The publication includes national and metropolitan data from research firms Torto Wheaton and Real Capital Analytics, along with in-depth analyses from NAR's Research Department. The full report is available only to NAR members.

Staff Contact: Jed Smith, (202) 383-1022

Keyword Search: Commercial Real Estate Outlook

CommercialSource.com RIGHT TOOLS RIGHT NOW

REALTORS® involved in commercial real estate need national exposure for their listings. CommercialSource.com enables practitioners to upload or search for commercial properties for sale or lease at no cost. Market snapshots, featured properties, and space availability from around the country is easily accessible at CommercialSource.com, making it a go-to place to gather market data to keep members informed.

Staff Contact: Kaela Altman, (312) 329-8282

Keyword Search: Commercial

URL: CommercialSource.com

Commercial Podcast NEW RIGHT TOOLS RIGHT NOW

New in 2009, 2010 NAR Treasurer and commercial member Jim Helsel hosts a monthly podcast to update members on legislative developments and NAR's efforts to revitalize the commercial real estate market. It also discusses ways in which commercial practitioners can get involved to influence the political process. The podcast is posted the last Tuesday of each month on the commercial Web pages.

Staff Contacts: Laura Bowen, (202) 383-1195; Laura Lewis, (202) 383-1043

Keyword Search: Commercial Podcast

NRDS Field of Business Codes NEW

NAR encourages commercial members to update their Field of Business codes in their NRDS member record. By selecting commercial real estate, members may receive information and education targeted to their business practice, and they can be used as resources to identify concerns and solutions.

Staff Contact: Kaela Altman, (312) 329-8282

Keyword Search: NRDS

ISSUE: REFORMING HEALTH INSURANCE

In a member survey, more than one out of every four REALTORS® currently does not have health insurance. Rapidly rising health insurance premiums and small profit margins have made it increasingly difficult for the self-employed and small businesses to afford health insurance. NAR has identified several solutions to help ensure REALTORS® have access to quality, affordable health care.

Challenge: Ensuring the Self-Employed and Small Businesses are Included in Health Reform.

Solutions:

CHOICE Act

House Small Business Committee Chair Nydia Velazquez introduced Choice in Health Options Insures Care for Everyone (CHOICE) Act, a bill to create small business health insurance cooperatives that would operate as a bona fide association or financial cooperative organization of persons with a common affiliation (such as employment, place of residence or line of business). The CHOICE Act creates tax credits that would be provided to small employers who provide insurance to their employees through the cooperative. NAR supports the cooperative approach.

Staff Contact: Marcia Salkin, (202) 383-1092

URL: Realtor.org/HealthReform

Comprehensive Health Reform

Five congressional committees are crafting bills that would go well beyond the targeted market approaches in Small Business Health Options Program (SHOP) Act and CHOICE Act. No bills have yet been formally introduced; rather, the committees of jurisdiction are agreeing to outlines of sweeping changes to not only health insurance markets but also to health care delivery, medical education, preventive care and other arenas. NAR's consistent message to the committees is that any package they adopt should provide workable solutions that will make it easier and more affordable for the self-employed and small business owners to obtain and/or offer health insurance.

Staff Contact: Marcia Salkin, (202) 383-1092

Keyword Search: Health Care

URL: Realtor.org/HealthReform

SHOP Act

The Small Business Health Options Program (SHOP) Act is a bipartisan bill that REALTORS® support. While its approach is considerably less far-reaching than the legislation currently being considered in Congress, it hits at the heart of problems that individuals and small businesses face as they try to obtain affordable health insurance. It would eliminate the individual health insurance market and would instead allow insurance companies to pool risks in new ways that will make health insurance far more accessible. Many of the concepts in the SHOP Act provide the foundation for more expansive health reforms that the Administration and Congress are considering. The House and Senate bills are H.R. 2360 and S. 979, respectively.

Staff Contact: Marcia Salkin, (202) 383-1092

URL: Realtor.org/HealthReform

BUSINESS

*“A rising tide lifts all boats.”
John F. Kennedy*

A strong and stable real estate market will create a rising tide that will lift all boats, including REALTORS[®], our communities and the national economy. To create a rising tide that will benefit all members, NAR created the bold **Right Tools, Right Now** (www.Realtor.org/RightTools) initiative. It offers members access to NAR’s tools, products and services for free, or at cost. It will help members develop new skills to meet the demands in a challenging marketplace without placing additional financial burdens on their resources. Hundreds of thousands of members have already taken advantage of the initiative that is worth several million dollars in resource value. Currently additional programs and resources are being added every month. Along with the Right Tools, Right Now initiative, NAR identified the key business issues and their challenges to help you help your members throughout the year.

ISSUE: EMPOWERING MEMBERS TO SUCCEED IN EVOLVING MARKETS

For REALTORS[®] to be successful they must be constantly harnessing their entrepreneurial spirit in response to changing markets and anticipating emerging trends. However, members face an additional financial burden when updating core competencies during difficult economic conditions. NAR identified key challenges and created bold solutions to help members succeed in every type of market.

Challenge: Understanding Market and Industry Developments

Solutions:

Economists’ Outlook

The Economists’ Outlook is REALTORS[®] best resource for economic news and views. Check daily to find out what NAR’s experts are saying about the economy, the housing market and other factors impacting your business and your life.

Staff Contact: Meredith Dunn, (202) 383-1207

Keyword Search: Economists’ Outlook

Existing-Home Sales and Prices

The existing-home sales and price series is the cornerstone of NAR's real estate market information. The figures, gathered through a national network of Multiple Listing Services and state and local associations are updated on or about the 25th of every month and are cited extensively.

Staff Contact: Wannasiri Chompoopet, (202) 383-1008

Keyword Search: Existing Home Sales

Local Real Estate Market Analysis

The Economic and Market Watch Reports help NAR experts share their expertise with the broader membership and gain valuable on-the-ground insights beyond what's shown in the data. In addition to analyzing local housing economic and housing market data for REALTOR[®] associations, NAR economists share this information with local media to help them portray their markets accurately. NAR economists also visit local boards to meet with members and discuss local market conditions.

Staff Contact: Ken Fears, (202) 383-1066

Keyword Search: Local Market Analysis

Metro Area Wealth Gain

How has the wealth of current homeowners changed as a result of homeownership? One way to answer that question is to create a snapshot of the equity individuals who purchased a home at the median price 5, 10, 15, and 20 years ago would have built up if they had kept that home through 2007. This analysis was conducted for 154 metropolitan statistical areas and the findings yield some revealing results useful to REALTORS[®].

Staff Contact: Danielle Hale, (202) 383-7511

Keyword Search: Metro Area Wealth Gain

Research Webinars

Each month, NAR's Research Department conducts a webinar on different aspects of the housing market or to feature the latest Research Department products. These webinars are free for members. Find out what NAR's economists are saying about the economy, the real estate market, and current events affecting REALTORS[®] and their businesses.

Staff Contact: T.J. Doyle, (202) 383-7535

Keyword Search: Research Webinars

State and Local Market Information

NAR's Research Department is bringing REALTORS[®] more locally relevant market information. Several new projects focus on state and local markets, providing reports on topics like metro-area wealth gain, state fiscal conditions and taxes, state mortgage conditions and state subprime ARM performance. These reports are available online only to members. In addition, state and local associations can piggyback on NAR's national surveys by oversampling their service area. Many associations have taken advantage of this opportunity, which offers a terrific mechanism to collect the local information members want and deserve at an affordable price.

Staff Contact: T.J. Doyle, (202) 383-7535

Keyword Search: Metro Home Price Analysis Reports

Challenge: Developing New Skills for Changing Markets

Solutions:

Auction

As the real estate market has slowed in many areas, auctions have become increasingly popular. Under these conditions, REALTORS[®] are being asked to understand how to use auctions as a means to sell properties. Through real estate specialty education in this area, including online courses, webinars and other emerging learning tools, NAR gives its members the tools they need to succeed.

Staff Contact: Marc Gould, (312) 329-8564

Keyword Search: Auction

e-PRO[®]

e-PRO[®] is the only technology certification program offered by NAR and recognized nationwide. Available exclusively online, the training program certifies NAR members as Internet professionals. The vision of e-PRO[®] is to create a well-trained core group of real estate professionals who are thriving in the online-based real estate industry by teaching them the Internet business principles required to remain in the center of the real estate transaction. In July 2009, NAR introduced an all-new e-PRO[®] program where students will receive complimentary access to NAR's brand new *Web 2.0 & Social Media Course for REALTORS[®]*, providing them with an in-depth look at Web 2.0/Social Media concepts and how they apply to their online real estate presence.

Staff Contact: Tiffini Williams, (312) 329-8543

Keyword Search: e-PRO

International Business Development

NAR International Operations offers more than 75 tools to assist with international business development. An important new tool is the Global Business Guide, a comprehensive resource that outlines all of NAR's International resources and services. NAR provides it to members, most at no cost, and it is available online at no charge in a wiki format. It is organized by business development strategies, including marketing, research, networking, emerging markets and more. Integrating international into local market business development plans will help REALTORS® better serve clients and customers while rising to the challenge of creating new avenues for business.

Staff Contact: Elena Carrillo, (312) 329-8272

Keyword Search: Global Business Development

Green Designation

The Real Estate Buyer's Agent Council launched NAR's only recognized designation for REALTORS® who work with clients and customers who are concerned about environmental and sustainability issues and who want to incorporate those tenets into their practices.

Staff Contact: Al Medina, (312) 329-8602

Keyword Search: Green

REALTORS® Land Institute

The REALTORS® Land Institute is dedicated to building knowledge, relationships, and business for our members, who broker, lease, sell, develop and manage our most precious resource: land.

Staff Contact: Gloria Bowman, (312) 329-8444

Keyword Search: Land Issues, Land Advocacy, Land Education, RLI

URL: RLIland.com

Real Estate Buyer's Agent Council

The Real Estate Buyer's Agent Council is the largest of NAR's Institutes, Societies and Councils, with more than 50,000 members. Focusing on increased member benefits, REBAC has introduced new initiatives such as establishing a partnership with Freddie Mac, launching a new Web site and developing new marketing tools for REALTORS® who focus on representing buyers in residential real estate transactions.

Staff Contact: Marc Gould, (312) 329-8564

URL: REBAC.net

Resort and Second Homes

NAR offers a number of resources to help REALTORS[®] succeed in the resort and second home market. The Resort and Second Home Property Specialist (RSPS) certification course is now available online through the Resort and Second Home area of REALTOR.org. The 6th Annual Resort and Second Home Symposium will take place June 13-15, 2010 in Lake Tahoe-Incline Village, Nev.

Staff Contact: Colleen Loeffler, (312) 329-8495

URL: Realtor.org/Resorts

Seniors Real Estate Specialist[®]

The Seniors Real Estate Specialist[®] designation certifies proficiency in serving clients aged 50 and older. Specialty courses like those in support of SRES[®] are regularly updated to stay relevant. In addition, SRES recently established several new business partners in the seniors housing market.

Staff Contact: Jennifer Rzeszweski, (312) 329-8485

Keyword Search: SRES

URL: SRES.org

Challenge: Preparing for the Future

Solutions:

REALTORS[®] Federal Credit Union NEW

Created by NAR as a member benefit, REALTORS[®] Federal Credit Union is an independent and member-owned financial cooperative with financial services designed to meet the unique needs of the real estate professional. REALTORS[®] FCU officially opened its doors in May of 2009 as the only virtual credit union in the country.

Staff Contacts: Bob Goldberg, (312) 329-8269; Kristin Stafford, (312) 329-8628

Keyword Search: Credit Union

URL: Realtorsfcu.org

REALTORS[®] Property Resource

REALTORS[®] Property Resource will provide access to a national database of real property information and will give real estate professionals the best access to serve their clients. It will include in-depth, trusted information on every parcel of real property including public record information, details of prior transactions, MLS-provided information, zoning information, transfer tax information, and other relevant data sets. It will be based on the collaborative efforts of REALTORS[®] and the real estate community, including MLSs. It will drive development and implementation of data standards and definitions, and will increase the breadth, depth, immediacy and power of real estate information available to REALTORS[®].

Staff Contact: Ken Burlington, (312) 329-8360

Keyword Search: REALTORS[®] Property Resource, Property Archive

Second Century Ventures, LLC

Second Century Ventures (SCV) is a wholly owned subsidiary of NAR that was created as one of the package of Second Century Initiatives. SCV is a strategic and value-added investor that offers start-ups and early-stage companies an opportunity to work with NAR as a major strategic partner. Its objectives are to drive the commercialization of technology and business systems that support the life-cycle of the real estate transaction. SCV is committed to keeping NAR members central to the real estate transaction, while insuring that they have access to value delivered in the form of new products and services that ultimately help REALTORS[®] succeed in their practices.

Staff Contact: Constance Freedman, (312) 329-3297

URL: Realtor.org/SCV

ISSUE: EMPOWERING ASSOCIATIONS TO BETTER SERVE MEMBERS AND COMMUNITIES

REALTOR[®] associations strive to serve their members and build stronger communities. During challenging economic times achieving these goals can be tough. Because of this, associations need to think more creatively and stretch budget dollars, while also tackling community problems caused by rising foreclosures. NAR identified key challenges and created bold programs to help REALTORS[®] develop long-term solutions for their members and communities.

Challenge: Stretching Budgets to Exceed Member' Needs

Solutions:

Association Outreach Program

The REALTOR[®] Association Outreach Program enhances communications between NAR and state and local associations by providing direct assistance for projects, such as strategic planning and leadership training. Two NAR vice presidents serve as direct links between NAR and state and local associations and are available upon request to make personal visits to state and local associations. This service is offered at no charge.

Staff Contacts: Gar Anderson, ganderson@realtors.org; Alice Martin, (312) 329-8320

Keyword Search: Outreach

REALTOR[®] Association Models Planning Tool

This tool is an online resource to help Association Executives (AE) and other association leaders evaluate their association's current services and determine service delivery for the future. The questionnaire automatically creates personalized AE job descriptions so associations will know what skills and competencies are needed to manage the association. It provides interview questions that correspond to each association model. The questionnaire also offers a personalized elected leadership focus that can be used to develop customized job descriptions for elected leaders.

Staff Contact: Krystal Allen, (312) 329-8514

Keyword Search: Models

URL: Realtor.org/Models

Shared GAD Program

Through the NAR Shared Government Affairs Directors (GAD) program, NAR helps REALTOR[®] associations hire a government affairs director. NAR will help interested associations assess their need for a GAD, determine member expectations for a GAD and facilitate discussions about combining resources to increase an association's ability to effectively represent its membership. The Shared GAD Program can even help review resumes and interview candidates.

Staff Contact: Gerry Allen, (202) 328-1109

Keyword Search: Shared GAD Program

Challenge: Building Communities When Facing Challenging Economic Conditions

Solutions:

Diversity Toolkit

The Diversity Toolkit is an essential resource for associations seeking to understand, reach, partner with and provide services to consumers in today's increasingly diverse communities. The toolkit has helped associations of all sizes join NAR in its commitment to diversifying its membership and welcoming professionals of different cultural backgrounds into its leadership ranks.

Staff Contact: Hugh Morris, (202) 383-1278

Keyword Search: Diversity Toolkit

Flood Insurance Maps

NAR has supported an initiative by the Federal Emergency Management Agency (FEMA) to overhaul outdated flood insurance rate maps. These show whether or not a property is in the floodplain and help determine how much flood insurance the property needs. NAR will continue to work with FEMA to ensure that Congress continues to appropriate funds for this effort. NAR will also work closely with FEMA to assure that the funds are used efficiently, that the best information and data is included as the flood maps are developed and that local stakeholders are consulted during the new map review and approval process.

Staff Contact: Russell Riggs, (202) 383-1259

Keyword Search: Flood Insurance Maps

Foreclosure Prevention and Response Program NEW RIGHT TOOLS RIGHT NOW

NAR is providing \$3 million in grant funding to REALTOR® associations at the local and state level to design and implement programs to address locally identified needs regarding foreclosures. The funds, allocated by a formula based on membership levels, can be used for training, counseling, public education and a variety of activities that will help prevent foreclosures and/or work to address the damage done to communities by foreclosures.

Staff Contact: Bill Gilmartin, (202) 383-1102

URL: Realtor.org/Foreclosure

“Home From Work” Program RIGHT TOOLS RIGHT NOW

The “Home From Work” program encourages REALTORS® to become advocates for expanding housing opportunities. The program teaches REALTORS® how to effectively promote workforce housing initiatives at the grassroots level and to work with public and private-sector employers to establish employer-assisted housing benefits.

Staff Contact: Holly Moskerintz, (202) 383-1157

Keyword Search: Home From Work

Ira Gribin Workforce Housing Grants NEW RIGHT TOOLS RIGHT NOW

The Ira Gribin Workforce Housing Grants seek to provide state REALTOR® foundations and associations with the resources and support to take the initiative to address workforce housing issues in their state. Moreover, this initiative broadens the public’s understanding and appreciation of REALTORS®’ commitment to their communities and to community-building activities. The Ira Gribin Workforce Housing Grants will distribute funding directly to state REALTOR® foundations and associations to promote workforce housing initiatives within their state.

Staff Contact: Lora McCray, (202) 383-7560

Keyword Search: Ira Gribin

URL: Realtor.org/IraGribinGrant

Lead Paint Toolkit RIGHT TOOLS RIGHT NOW

The Environmental Protection Agency developed new regulations to reduce lead hazards during renovation, repair and painting projects in single and multi-family housing. NAR created a toolkit, which is available on REALTOR.org at no cost to members. It describes this new rule and what members need to do to comply. NAR will develop additional educational products to help educate members, especially property managers, about their compliance responsibilities under this new rule.

Staff Contact: Russell Riggs, (202) 383-1259

URL: Realtor.org/LeadPaint

On Common Ground Magazine

On Common Ground magazine is NAR's twice-yearly publication on smart growth. It describes the various approaches communities throughout the country are taking to improve their quality of life. Topics include community revitalization, transportation, land conservation, walkable communities, mixed-use development and transit-oriented development. NAR members' involvement in these efforts is also featured. The magazine is provided free-of-charge, and more than 250 REALTOR® associations distribute the magazine to public officials to highlight REALTOR® expertise and its commitment to better communities.

Staff Contact: Ted Wright, (202) 383-1206

Keyword Search: On Common Ground

Public Schools Toolkit

The Public Schools Toolkit, prepared under the direction of NAR's Public Education Working Group, helps REALTORS® and associations position themselves to influence the education debate and help meet the public education challenges that face our communities. The toolkit helps REALTORS® understand the importance of public schools and showcases efforts of individual REALTORS® and associations around the country that have made a difference in the quality of public school education.

Staff Contact: Bob McNamara, (202) 383-1268

Keyword Search: Public Schools Toolkit

School of the Future Student Design Competition

NAR sponsors the School of the Future Design competition for middle school students in partnership with the Council of Educational Facility Planners, International. Student teams re-design their schools to be better learning environments, save energy, be environmentally friendly and centers of community life. REALTORS® can be involved as mentors in the classroom and as competition judges. REALTORS® also are encouraged to recruit schools for the competition using promotional materials provided by NAR. NAR awards cash prizes at the regional and national levels of the competition and sponsors travel for finalists to Washington, D.C., for the national judging.

Staff Contact: Bob McNamara (202) 383-1268

URL: Realtor.org/SchoolDesign

Smart Growth Toolkit RIGHT TOOLS RIGHT NOW

REALTORS[®] are committed to improving communities' quality of life and addressing the challenges of growth. The Smart Growth toolkit reviews topics including land use planning and regulation, transportation options and redevelopment of older communities and features case studies of REALTOR[®] involvement in these issues.

Staff Contact: Hugh Morris, (202) 383-1278

Keyword Search: Smart Growth Toolkit

Transportation Toolkit RIGHT TOOLS RIGHT NOW

Transportation issues will be in the spotlight in 2010. With Congress aiming to adopt a new transportation funding act, communities are struggling to build and maintain their transportation infrastructure. NAR's Transportation Working Group is developing a new transportation toolkit to enhance the knowledge of REALTORS[®] and enable them to play a strong role in helping their communities find solutions to their transportation needs.

Staff Contact: Bob McNamara, (202) 383-1268

Keyword Search: Transportation

ISSUE: REACHING OUT TO CONSUMERS

Reaching out to consumers is a vital for a healthy marketplace. In the current market, consumers have been inundated with misinformation from the media, which creates fear and uncertainty about the market. NAR identified a critical challenge, and offers several important solutions to help you better reach out to consumers in 2010.

Challenge: Promoting Positive Messages about Real Estate

Solutions:

Consumer Web Site

A key component of NAR's Second Century initiative is to build a direct relationship with consumers. NAR is developing a Web site aimed at this important audience. REALTORS® know that the more than 70 million homeowners in the U.S. represent a powerful voice on issues of importance. Consumers and REALTORS® are natural allies with a wide range of shared priorities. NAR will be announcing further plans on the consumer Web site in the upcoming year.

Staff Contact: Anne Feder, (312) 329-8314

Keyword Search: Consumer Outreach Initiative

Public Awareness Campaign

Through the Public Awareness Campaign, NAR's Public Affairs office speaks directly to consumers, educating them about the benefits of homeownership and buying opportunities in a changing real estate market. In an ongoing effort to educate buyers about these opportunities, the campaign is now running new TV and radio ads that reinforce messages about the temporary \$8,000 tax credit, and urges them to contact a REALTOR® to help them realize their dreams of homeownership. In 2010, the campaign continues its year-round presence on network and cable television and national radio, and provides materials that local and state associations can customize in their own markets.

Staff Contact: Stephanie Singer, (202) 383-1050

Keyword Search: Public Awareness Campaign

Real Estate Today NEW

To further strengthen the relationship between consumers and REALTORS[®], NAR launched *Real Estate Today*, a nationwide talk radio show in early 2009. The program positions REALTORS[®] as the most credible and timely source of real estate information, while also convincing consumers to use a REALTOR[®] when buying, selling, or investing in real estate. The show is currently heard on nearly 30 radio stations around the nation, including Washington, D.C., New York City, Portland, Ore., Seattle and more. Satellite radio subscribers can also hear the show on XM and Sirius stations. Each week, the estimated audience is more than 100,000 listeners. The show is expected to quickly expand as NAR membership helps increase its popularity nationwide.

Staff Contacts: (Promotion) Stephanie Singer, (202) 383-1050 (Content) Stephen Gasque, (202) 383-1172

Keyword Search: Real Estate Today

Social Media NEW

NAR utilizes the entire range of social media vehicles, such as Facebook and Twitter, to advance coordinated messages that promote our priorities and explain our positions. Social media allows NAR to engage in direct, real-time discussions with our stakeholders, while also hearing directly from members and consumers.

Staff Contact: Todd Carpenter, (312) 329-8279

Keyword Search: Social Media **URL: [Realtor.org/about_nar/social media](http://Realtor.org/about_nar/social_media)**

Surround Sound Campaign RIGHT TOOLS RIGHT NOW

NAR's Surround Sound Campaign works directly with state and local REALTOR[®] associations to reach consumers with information about the opportunities for potential buyers in today's housing market. The campaign provides tools and training to help REALTORS[®] convey authentic optimism about the current market and inform consumers that real estate is a good long-term investment. Working with NAR's Public Awareness Campaign, the initiative helps surround consumers with information and messages that are backed by statistics and solid logic to make a very plausible cause for entering the market. The campaign Web site includes a downloadable toolkit with myriad resources.

Staff Contact: Liz Giovaniello, (202) 383-1068

Keyword Search: Surround Sound Campaign

LEADERSHIP

“When the sun rises, it rises for everyone.”

Anonymous

Just as the rising sun heralds a new day, it is also a new beginning for REALTORS®. For more than 100 years, REALTORS® and our associations greeted every new day with boundless energy, focused on opening the door to the American Dream of homeownership. In 2010, association leaders will again have the opportunity to take advantage of the new day by getting more members involved in shaping policies that will revitalize the real estate market, and develop the next generation of leadership.

ISSUE: STRENGTHENING MEMBER PARTICIPATION

The current economic challenges have created a new opportunity for REALTORS® to shape the dialogue and debate that will affect our industry over the next generation. This has also created the prospect of a new generation of association leaders to step up to the plate to shape the oncoming discussion. NAR identified two important challenges and their solutions to create a new generation of association leadership to benefit our members, our industry and our communities.

Challenge: Getting Members More Involved in Political Advocacy

Solutions:

Broker Involvement Program

To leverage the strength of brokers, NAR developed the Broker Involvement Program to increase their participation in grassroots lobbying efforts and RPAC fundraising. The program includes brokers in federal and state-level Calls For Action. Local-level Calls For Action will be added in 2010.

Staff Contact: Ed Lawler, (202) 383-1156

URL: RealtorActionCenter.com/realtors/brokers

Electoral Services Program

The Electoral Services Program helps state and local associations harness the power of REALTORS[®] and consumers to efficiently deliver advocacy messages and enhance the REALTOR[®] legislative agenda at the state and local levels. It uses state and local data to advance our agenda, implement a “REALTOR[®] Party” voter file tool and learn what other associations are thinking about this election cycle and beyond.

Staff Contact: David Watts, (202) 383-1099

Keyword Search: RealtorActionCenter.com/ElectoralServices

Real Estate Services

The Real Estates Services program brings to the table the largest real estate firms in the country and turns their leaders and their brokers and agents into active participants across the spectrum of NAR’s activities. NAR continues to work with its diversified firms to ensure a strong two-way relationship so that more REALTORS[®] receive the full benefit of NAR membership while NAR receives the full benefit of diversified real estate firms’ experience and expertise.

Staff Contact: Ken Trepeta, (202) 383-1294

Keyword Search: Diversified Real Estate Firms

REALTOR[®] Action Center

REALTOR[®] Action Center is NAR’s grassroots online communications system which allows REALTORS[®] to stay informed about national, state, or local legislative issues and to take action regarding public policies critical to the real estate industry. This tool can be used to target Calls for Action, communicate with association members, and provide REALTORS[®] the option to e-mail lawmakers at the state and local government level.

Staff Contact: Claire McDonough, (202) 383-1080

URL: RealtorActionCenter.com

Issues Mobilization Funding Program

The Issues Mobilization Funding Program supports state and local REALTOR[®] associations through education, technical assistance and financial support. The program also provides financial resources to help associations organize and manage effective state and local issue campaigns to promote REALTOR[®] positions on public policy.

Staff Contact: Lisa F. Scott, (202) 383-1270

Keyword Search: Issues Mobilization

RPAC Fundraising Partnership Program

The REALTORS® Political Action Committee (RPAC) Fundraising Partnership Program helps state and local associations increase their RPAC fundraising receipts and RPAC participation. It provides optimal levels of choice to meet the associations' different RPAC fundraising needs. Services include fundraising conference grants for state associations, fundraising event grants for local associations and free, customized RPAC brochures available to both state and local associations. These programs are limited to states with election laws that do not ban the use of corporate political contributions in fundraising.

Staff Contacts: Shannon Burke, (202)383-1009; Kristen Daugherty, (202)383-1166

URL: RealtorActionCenter.com

RPAC Major Donor Program

RPAC gives REALTORS® a powerful voice on issues that affect the real estate industry. RPAC supports REALTOR®-friendly candidates running for public office, regardless of party affiliation. RPAC's Major Donor Program enhances professionalism by recognizing different levels of annual contributions. With a minimum annual investment of \$1,000, the program offers three levels of membership within the RPAC Major Donor Program: Sterling "R", Crystal "R" and Golden "R". Benefits accumulate between levels, including donor recognition pins and invitations to private receptions at NAR meetings and conferences.

Staff Contacts: Mike Sanzi, (202) 383-1006; Brooke Roth, (202) 383-1158;

Shannon Wright, (202) 383-7526; Shannon Burke, (202) 383-1009; Kristen Daugherty, (202) 383-1166

Keyword Search: Major Donor Program

RPAC Online Fundraising Initiative NEW

The RPAC Online Fundraising Initiative works proactively in collaboration with state and local associations to promote the overall presence of RPAC efforts and increase grassroots-level donations nationwide. NAR provides resources to state and local association staff, including training, technical assistance, strategy development and marketing outreach.

Staff Contact: Mike Sanzi, (202) 383-1006

Keyword Search: RealtorActionCenter.com

RPAC President's Circle Program

The President's Circle is an influential group of REALTORS® who contribute directly to REALTOR® friendly candidates at the federal level in response to requests from the RPAC Trustees. The legal limit any PAC can give a Member of Congress is \$10,000. The President's Circle program allows REALTORS® to contribute beyond RPAC dollars and capture the attention of Capitol Hill. Being an RPAC Major Donor is a prerequisite for participating in the President's Circle Program. In addition to a greater voice for REALTORS® in the federal legislative process, President's Circle members enjoy exclusive benefits beyond what they are already receiving as an RPAC Major Donor.

Staff Contacts: Brooke Roth, (202) 383-1158; Leah Cohen, (202) 383-1188;

Kristen Daugherty, (202) 383-1166

Keyword Search: President's Circle Program

Challenge: Bringing Up a New Generation of Leaders

Solutions:

Leadership Academy

The Leadership Academy identifies, inspires and mentors emerging local and state volunteer leaders for NAR through a nine-month, five-stage training and development program structured around national meetings. The participants learn from chosen experts and instructors, participate in discussions and activities and complete various assigned readings and class projects. Participants are selected by a peer committee and are expected to attend every session. The 2011 application process opens in January 2010.

Staff Contact: Bobbie Albrecht, (312) 329-8275

Keyword Search: Leadership Academy, Academy

Local Presidents/Presidents-Elect Roundtables

Offered at each of the two national meetings, these leadership roundtables focus on a variety of local topics in an informal setting to encourage information exchange and networking.

Staff Contact: Debra Jordan, (312) 329-8304

Keyword Search: President Roundtables

Presidents' Leadership Guide Online

This online resource, which briefs incoming local and state association presidents on their responsibilities and informs them of NAR resources, is filled with essential information for first-time elected leaders. The guide is updated annually.

Staff Contact: Cynthia Bair, (312) 329-8302

Keyword Search: Presidential Leadership Guide

President's Report

The President's Report on REALTOR.org features all of the news, information, speeches and views of the NAR President and the Leadership Team. The Report includes the Voices of Real Estate, the Leadership Team's blog, news articles where the members of the Leadership Team are quoted, a schedule of their speaking engagements, texts of their important speeches, and biographies of every member of the team. It also includes the President's bi-monthly podcast, as well as special videos featuring all members of the Leadership Team.

Staff Contacts: Laura Bowen, (202) 383-1195; David Greer, (202) 383-1128

Keyword Search: Realtor.org/PresidentsReport

State and Board Leadership Forums

The State Leadership Forum and the Board Leadership Forum are both offered to presidents and AEs at NAR's Midyear Legislative Meetings and the annual REALTORS® Conference & Expo. Presidents-Elect are also encouraged to attend. The forums are structured according to association membership size so presidents can exchange ideas and information with other presidents of like-size associations. The forums also allow presidents to convey grassroots concerns to NAR leaders.

Staff Contacts: Rodney Gansho, (312) 329-8405; Cynthia Bair, (312) 329-3280

Keyword Search: State Forum, Board Forum