



NEW MEMBER ORIENTATION GUIDELINES



NATIONAL ASSOCIATION
OF REALTORS®

The Voice for Real Estate®

Recommended New Member Orientation Timeline

Please use the following schedule as a guide to help prepare your presentation. For half-day sessions, we've **highlighted** the most important subjects to cover.

- 8:00 am Registration and refreshments.
- ▶ 8:15 am **Welcome, introduction, professionalism and getting started. Show 2009 Member Orientation DVD.**
- 8:45 am Speaker or guest. Invite, for example, a top producer or local broker.
- ▶ 9:00 am **Professional Standards & Code of Ethics review.**
- ▶ 9:30 am **Discussion on REALTOR® Safety. Show video.**
- 10:00 am Break
- ▶ 10:30 am **Show NAR videos on antitrust or fair housing.**
- 11:00 am Legislative Affairs/Action in Washington.
- 11:30 am Lunch
- 12:30 pm Committee Panel: RPAC, Community Service, Programs.
- ▶ 1:00 pm **MLS Information and discussion on REALTOR.com®.**
- 1:30 pm What Happens Next: Title Co., Home Inspector, Lender, Home Warranties, other relationships.
- 2:00 pm Break
- 2:15 pm Success stories from REALTORS®.
- 2:45 pm Community Outreach and Housing Opportunity Program.
- ▶ 3:15 pm **Resources from the REALTOR® Store and REALTOR Benefits® Program.**
- ▶ 3:45 pm **Education and Designations, REALTOR® University.**
- ▶ 4:15 pm **Review REALTOR® marks and promoting the REALTOR® brand.**
- 4:30 pm Recite oath and adjourn.

Review the updated NAR Member Programs & Services CD-ROM from the **tab** of this toolkit. This CD-ROM contains useful information to include in your Orientation Presentation.



Show the 2009 Member Orientation DVD attached to this page to help new members get acquainted with our organization from top to bottom!

Review the 2009 REALTOR® Code of Ethics Policy and renewal requirements. At www.REALTOR.org/Store, you can also purchase code of ethics materials to distribute.



Access the 2008 REALTOR® Safety video in the NAR Member Programs & Services CD-ROM from the **tab** of this toolkit. You will receive your Safety Kit and 2009 REALTOR® Safety Video in advance of Safety Week, September 13–19, 2009.

Get your antitrust and fair housing materials/DVDs at www.REALTOR.org/Store.

Review Member Reference Guide content and personalized membership card, which will be arriving in June. Once you receive your Guide, place it in the **tab** of this toolkit. Members can download temporary cards at www.REALTOR.org/MembershipGuide.

Distribute REALTOR® pins. If you need more pins for new members, contact our Pin Order Desk at 1-888-750-3343 or visit www.newmemberpins.com.



Orientation DVD

Download and play this video, instructions and other helpful information for new member orientations at www.REALTOR.org/Orientationkit. A customizable version of the presentation and timeline are also available at the Web site.

ORIENTATION DVD CONTENTS:

- Introduction by 2009 NAR President Charles McMillan
- NAR Working for You in Washington
- Current NAR Initiatives
- Education Resources
- Together We Can All Make a Difference



HOW TO USE THIS DVD:

Please integrate the DVD presentation into your New Member Orientation. We suggest you play it in the beginning of the presentation, following your introduction.

Please note:

For general assistance, contact Kim DiGangi, Marketing Manager, at 1-312-329-8387 or kdigangi@realtors.org.

This DVD is just one tool to help new members get acquainted with the organization. The benefits at each level of membership (state, local and national) are summarized on the back of this card.

Introduce New Members to Their National, State and Local Associations

Each level of the REALTOR® Association structure provides benefits that are equally powerful for members. Below is information to help explain just a few of the many benefits from all three levels, written as it could be communicated to members:

Your membership includes benefits from all three levels of the Association structure—National, State and Local. This structure assures that your professional needs are met, and that you have a way to connect with us on every level. Each tier provides you with different advantages.

The National Association unites all REALTORS® ensuring:

- your voice and the collective voices of all REALTORS® is heard in Washington
- that you have the most updated industry information
- that the REALTOR® brand is bringing you success

State Associations:

- link REALTORS® throughout the state in support of legislative and political action
- provide professional development and networking opportunities
- distribute print and electronic communications to enable us to continue doing what we enjoy—helping people realize the American Dream

In your own community, Local Associations:

- work hard to enforce the REALTOR® Code of Ethics (including arbitration)
- advocate for responsible and effective local legislation
- provide daily contact with local REALTORS®

Include your Association's Custom Message on NAR's Annual Member Reference Guide.

Another powerful way to reinforce and communicate the benefits at all three levels of the Association is the Member Reference Guide Custom Message Program. Created to communicate benefits at all levels to members, State and Local Associations are given the opportunity to include a custom message in the Member Reference Guides mailed only to their primary renewing members.

Tab 2: Member Reference Guide

See Tab 2 for more information on how to participate in this important program. The number of State and Local Associations that participate determines the true power of the program—so we encourage your Association to contribute a custom message to provide your members with information on all the benefits of their membership, at all levels. Include your message by March 3, 2009 at www.customNARguide.com.

Find these resources and more at www.REALTOR.org/AEMemberToolkit



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