

Real Estate Buyer's Agent Council (REBAC) Research Guide

NAR Archives Research Guide

The National Association of REALTORS® Archives produces Research Guides with the goal of helping members, scholars, and staff locate information held in the Archives. Each Guide covers one series of records, providing historical background and context on how the materials relate to NAR as a whole. In addition, the Guides contain content lists, brief notes about the materials, and box locations within the Archives. Researchers can use these Guides to gain a better understanding of the materials and quickly decide which records may be most relevant to their research.

Real Estate Buyer's Agent Council (REBAC)

Series D13

<https://realtor.soutrnglobal.net/Portal/Members/en-US/RecordView/Index/5924>

In 1988, REALTOR Barry Miller founded the Real Estate Buyer's Council (REBAC), an organization dedicated to promoting exclusive buyer agency. In its early stages, REBAC operated as part of Barry Miller Enterprises Inc. until 1989 when it merged into a franchise for exclusive buyer agents also owned by Miller (BRI). In 1992, BRI sold REBAC to the North American Consulting Group owned by Tom Dooley and Charles Dahlheimer, two seasoned veterans in the real estate business. Around this time, REBAC consisted of roughly 300 members. With REBAC's new ownership, the organization altered its strategy in buyer agency and expanded its operation. "At first a staunch proponent of exclusive buyer agency—a view that often put it at odds with the National Association of REALTORS (NAR), REBAC was now an umbrella agency, whose mission was to endorse buyer representation in all its legally recognized forms." REBAC also had a strong commitment to education which resulted in the establishment of a new designation course (ABR), teaching ways to improve the homebuying experience.

Over the next few years REBAC continued grow in members and gain recognition within the real estate industry. "Public interest in buyer representation was also growing, resulting in changes to state real estate regulations, away from sub-agency—and especially undisclosed dual agency—towards direct representation of buyers." Because of this, REBAC merged with NAR in 1996. As an affiliate of NAR, REBAC's members continued to rise and their dedication to education enhanced, resulting in the addition of several other designation courses including Accredited Buyer's Representative Manager (ABRM).

Today, with over 50,000 members, REBAC continues to “provide training and support to help buyer’s representatives be successful in their business and to educate consumers about the benefits of buyer representation” in the hopes of enhancing the home buying experience for all consumers.

Collection:

D13:01 REBAC Organization & Operation

D13:01 Box 1

- Company correspondence, REBAC historical summary, and policies, 1974-1997.
 - Includes emailed correspondence, REBAC Q&A, a summary of REBAC's history, and a publication on Multiple Listing Policy that was implemented by NAR.
- REBAC advertising brochures, postcards, order forms, and home buyer's kit, n.d.
 - Includes company advertisements, client brochures, ABR designation postcards, ribbons, and pins. It also contains a home buyer's kit including client questionnaires and home buying pamphlets, as well as member profile upgrades.

D13:02 REBAC Governance & Leadership

D13:02 Box 1 (located in D13:01 Box 1)

- REBAC Board of Directors and committee minutes, 1993-1999.
 - Includes Board of Directors meeting minutes and schedules and slides from REBAC committee meeting.

D13:03 REBAC Membership Rosters, Guidelines, & Recruiting Material

D13:03 Box 1-2

- REBAC membership directories, 1998-2001.
 - 2 membership directory books from 1998-2000 and 1 membership directory compact disc from 2000-2001.
- REBAC membership recruitment brochures and applications, n.d.

D13:04 REBAC Education & Designations

D13:04 Box 1 (located in D13:01 Box 1)

- Designation brochures and course application forms, 1997-1999.

D13:04 Box 2

- Course materials on cassette tapes, 1999-2001
 - “Promoting Your Buyer Representation Services”, July 1999.
 - “How to Treat the Buyer”, September 1999.
 - “The Multi-Cultural Buyers”, January 2000.
 - “Buyer Representation in New Homes”, August 2000.
 - “Buyer representation in Commercial Real Estate”, January 2001.
 - “Working with Relocating Buyers”, May 2001.
 - “Negotiation in Buyer Brokerage”, September 2001.

D13:06 REBAC Publications

D13:06 Box 1 (located in D13:01 Box 1)

- Newsletters, 1994-2023.
 - Including newspaper clippings and “Today’s Buyer’s Rep” newsletters.