

NAR Spire Mentorship

16 Ways to Recruit NAR Spire Mentees

AUDIENCE: Mentees

Engaging Schools

1. Reach out to local Historically Black Colleges and Universities (HBCU) in your area and ask to share the program within their career services.
2. Connect with local community colleges in your areas and ask to share the program within their career services.
3. Ask professors or department chairs at colleges to share the program with their students.
4. Identify majors or programs at universities and colleges that relate to the industry and ask the professors to share the program with their students. (Business Management, Education, Marketing, Communications, Finance, Architecture, Real Estate, etc.)
5. Reach out to local high school guidance counselors.

Engaging Communities

6. Utilize the local chapters of NAR's affiliate members NAREB (National Association of Real Estate Brokers); AREAA (Asian Real Estate Association of America); and NAHREP (National Association of Hispanic Real Estate Professionals) and asked to share the program to their members
7. Tap into local community networks, churches, clubs, community centers.
8. Post the program within neighborhood listservs, such as NextDoor.
9. Leverage your Good Neighbor program.
10. Sponsor a table at a community festival.
11. Leave behind flyers and handouts at local businesses and community restaurants.
12. Host virtual seminars with the community.
13. Contact chamber of congress or local municipals.

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Engaging Social Networks

14. Post on social media, such as Snapchat, LinkedIn, Twitter, and Instagram using Spire marketing materials provided by NAR. Promotional content can be found at nar.realtor/spire/associations.
15. Create and post a TikTok video.
16. Word of mouth

Don't forget that the Hub is also a resource to workshop more recruitment strategies or reflect with other Spire champions. Use the NAR Spire community as a support on implementing these 16 recruitment strategies. Email mentorship@nar.realtor for further guidance or support.