

2018 NAR Strategic Priorities

Define measurable increases in professionalism

- Define what can be measured in increasing professionalism
- Further separate the REALTOR® from the real estate licensee in the consumer's mind
- Recognize those who seek out education and get involved in the industry

Increase influence in an uncertain legislative, regulatory and political environment

- Get more members to understand the connection between getting involved in advocacy and sustaining their business
- Further tap the power of the consumer in advocacy efforts
- Start influencing other issues that impact real estate, in areas like technology
- Partner more with other organizations to broaden influence
- Continue our path of increasing homeownership percentages, preserving the tax incentives on real estate and preserving the federal guarantee on mortgages

Take the management of real estate data to the next level

- Competition and the demand for more data and analysis is forcing the management of real estate data to evolve
- We must look at all the options - changing the business model, partnering, consolidating, etc.
- Continue to educate the REALTOR® on how to interpret and communicate the data to strengthen the value proposition of the REALTOR® with consumers

Ensure the role of the REALTOR® is essential to the consumer

- Consumers need a trusted advisor even as technology gives them access to more information
- REALTORS® must be relevant before, during and after the transaction

Overarching concerns that exist are the ongoing struggle with governance and the sustainability of the association, real estate and our communities.



NATIONAL
ASSOCIATION of
REALTORS®

2018 Key Messages to Communicate

REALTORS®

Own it!

What's Next

- Are we ready for what's next?
- Are we focused on what's next?
- Do we know what is changing and coming up next in our business, association and industry?

Respect for all

- Respect for our local and state associations
- Respect for the partnership opportunities
- Respect for the diverse membership

It's time to say, "Why not?"

- We need to be impatient optimists
- We can choose to do nothing or choose to be innovative
- We need to come from a place of opportunity not fear
- There are consequences of inaction

Pride in being the best

- Advocacy strengths
- Investments and member benefits
- Dedicated and committed membership

There are places we need to be better

- We can do a better job communicating with our members about relevant industry issues
- We can do a better job expressing the value of belonging to our association
- We need to do better explaining to the public why REALTORS® are essential to consumers

We are the most powerful when we are unified

- Unified around goals and visions
- Unified among all our entities and partners
- Unified around the future

Embrace our new CEO

- A new CEO brings new ideas
- A new CEO brings a new vision
- A new CEO brings new opportunities

Change our Lexicon

- We and Us
- Are we committed to a sustainable future?
- Lead and move forward