

# High School Financial Education

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October 23, 2023. | AEI Year-Round Webinar



NARdotRealtor



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# Program Overview & Goals



## WHAT

A program that equips REALTORS® with the resources to teach 11<sup>th</sup> graders credit management and homeownership.

Secondarily, this program can provide exposure to careers in real estate.

## WHY

Timing is crucial!

Providing these skills before young adults enter college and the work force.

School is where life-changing financial education can reach ALL young people, not just the lucky few.

## GOAL

REALTORS® teaching in every high school in the US.

Impact every high school junior in the U.S: 3,814,000

23,534 public and charter high schools in the U.S.

# Participation Pathways

## **VOLUNTEER WITH JUNIOR ACHIEVEMENT**

Junior Achievement has over 100 local JA Areas across the nation, and together are the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices.

## **TIME COMMITMENT:**

Volunteer opportunities/commitment can range from one-time for 45 minutes to multiple hours/multiple visits.

## **NEXT STEPS:**

Visit <https://jausa.ja.org/about/locations> and enter your local zip code.

Contact [laura.goodman@ja.org](mailto:laura.goodman@ja.org) to be connected directly.

Complete NAR's 2-hour training

Complete JA's one-time training



# Participation Pathways

## EXISTING PROGRAM WITH STATE OR LOCAL ASSOCIATION

Some REALTOR® associations created their own programs. This is a great time to get involved and learn more! Also, you may find that your state has mandated financial literacy education as a requirement for graduation. We will show you how to collaborate with your school of choice to meet those requirements.

## TIME COMMITMENT:

Varies

## NEXT STEPS:

Contact your state or local association to see if they have an existing program.  
Complete NAR's 2-hour training

# Participation Pathways

## **RESOURCES & CURRICULUM DEVELOPED BY NAR**

Leverage world-class curriculum designed by a REALTOR® with a doctorate in education, that incorporates curriculum from the Consumer Financial Protection Bureau (CFPB), a federal agency dedicated to empowering consumers in the financial marketplace.

## **TIME COMMITMENT:**

15 min, 30 min, 50 minute lessons.

## **NEXT STEPS:**

Complete NAR's 2-hour training

# Participation Process

## APPLICATION

5,129 Completed Applications

Legal questions: confirm you have NOT been convicted, pled guilty or pled no contest to 3 types of crimes:

*physical violence, sexual misconduct or harm to a minor*

Will be sending each state and local their list of members that applied

## SELECT SCHOOLS

No restrictions

## ATTEND TRAINING

2-hour training: In-person and online/on-demand.

NAR NXT: Monday Nov. 13. 8:00-10:00

RPTC: Friday 3:00-5:00.

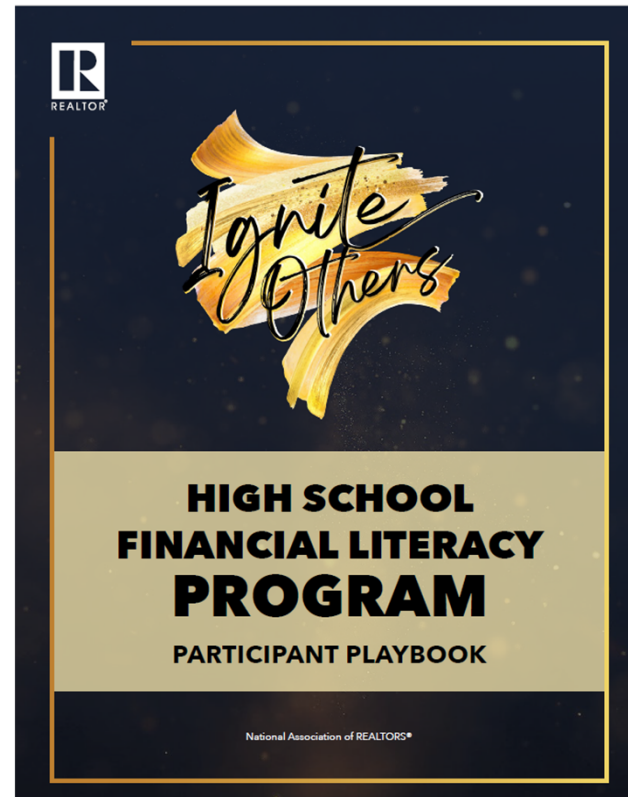
Coming Soon: In-person @ RLM and Online @ [nar.realtor](http://nar.realtor)

Completion certificate.

# Program Playbook

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- 7** How to Engage High Schools
  - a. Who do you engage?
  - b. What do you say?
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- 12** Support from NAR
- 13** Volunteer Instructor Application



# SUPPORT

## PROMOTIONAL TOOLKIT

To help generate program awareness and participation among members, NAR will provide promotional assets including:

- Social posts
- Website graphic
- Email header
- Suggested email copy
- Newsletter copy
- 8.5x11 flyer targeted to the education community

## GRANT

Expenses such as background checks required by school districts and printing course materials for a classroom can be covered by NAR's Housing Opportunity Grant. Exclusively available\* to state and local REALTOR® associations, it aims to support housing opportunity initiatives, including financial literacy efforts.

- <https://realtorparty.realtor/community-outreach/housing-opportunity>

**Email: [HighSchool@nar.realtor](mailto:HighSchool@nar.realtor)**



# THANK YOU.

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THAT'S WHO WE 

 NATIONAL  
ASSOCIATION OF  
REALTORS®