



NATIONAL  
ASSOCIATION OF  
REALTORS®

# 2026 MEMBERSHIP GUIDE

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TAP INTO YOUR TOTAL MEMBERSHIP VALUE







## **WHAT IS THE NATIONAL ASSOCIATION OF REALTORS®?**

The National Association of REALTORS® is an American trade association involved in all aspects of residential and commercial real estate.

## **WHAT IS NAR'S MISSION?**

NAR's mission is to empower REALTORS® as they preserve, protect and advance the right to real property for all.

## **WHAT IS NAR'S VISION?**

NAR's vision is to be a trusted ally, guiding its members and those they serve through the ever-evolving real estate landscape.

**DID YOU  
KNOW?**

Upon joining your local association/board, you automatically are a member of NAR. Visit [nar.realtor](http://nar.realtor) for more information on your member benefits, and, after logging in, make sure to visit the *“My Account”* section to access your official NAR membership card.



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# ADVOCACY

NAR protects your ability to do business.



## REALTOR® PARTY

From city halls to Capitol Hill, the REALTOR® Party supports candidates and advances public policies that protect homeownership, promote a vibrant business environment and build strong communities.

[RealtorParty.realtor](http://RealtorParty.realtor)



## REALTORS® POLITICAL ACTION COMMITTEE (RPAC)

RPAC is how REALTORS® protect what's possible—for our businesses, our clients, and the future of real estate. Laws and regulations shape nearly every part of our industry, and RPAC ensures REALTORS® have a voice before decisions are made. Through voluntary contributions, REALTORS® support candidates who understand real estate and are committed to protecting property rights, housing opportunity and strong communities.

[RealtorParty.realtor/RPAC](http://RealtorParty.realtor/RPAC)



## THE ADVOCACY SCOOP PODCAST

Join NAR's Chief Advocacy Officer Shannon McGahn and VP Patrick Newton for insider access to the issues shaping real estate. Each month, *The Advocacy Scoop* takes you behind the scenes of NAR's advocacy work—breaking down key policies, legislative battles and stories you won't hear anywhere else.

[nar.realtor/advocacy/advocacy-scoop-podcast](http://nar.realtor/advocacy/advocacy-scoop-podcast)

## RAYBURN HOUSE OFFICE BUILDING





# ADVOCACY

## FAIR HOUSING

NAR leads the real estate industry in advancing fair housing through strong federal advocacy, robust member education and high professional standards, ensuring the American dream of homeownership is accessible to all qualified buyers.

 [nar.realtor/Fairhousing](https://nar.realtor/Fairhousing)



## FAIRHAVEN: A FAIR HOUSING SIMULATION

Fairhaven is a dynamic, immersive course that uses the power of storytelling to tackle tough topics like steering, and challenges your thinking, fills in the gaps of your knowledge and leaves you equipped with new tools to stand up for your clients facing housing discrimination.

 [nar.realtor/Fairhaven](https://nar.realtor/Fairhaven)

## BIAS OVERRIDE: OVERCOMING BARRIERS TO FAIR HOUSING

Unconscious bias can quietly shape decisions and narrow your opportunities. In this NAR certificate course, learn strategies to help you identify hidden obstacles, expand your perspective and serve more clients.

*This course may qualify for CE credit in your state.*

 [nar.realtor/ImplicitBiasTraining](https://nar.realtor/ImplicitBiasTraining)

## BUILDING CONNECTION, COLLABORATION AND COMMUNITY.

Real value in real estate begins with NAR members who align market insight with community development needs. Work with your association and use NAR's Community Development Advocacy Resources to become a trusted voice for change.

 [realtorparty.realtor/community-development](https://realtorparty.realtor/community-development)



# TECHNOLOGY & INNOVATION



# RPR®

## REAL ESTATE DATA, TOOLS & REPORTS

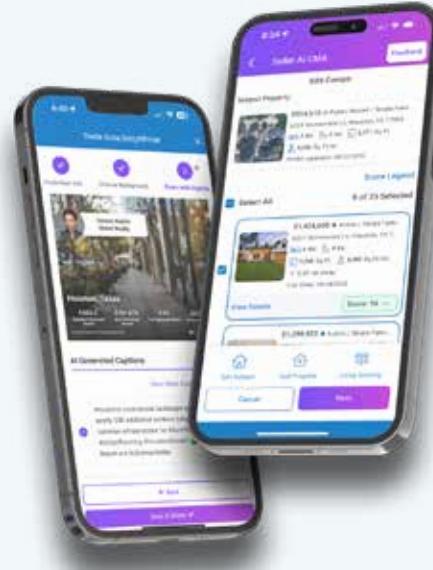
RPR® (Realtors Property Resource®) gives REALTORS® access to local market trends, prospecting, pricing tools and so much more. For every real estate situation, there's an RPR solution.

**Customizable Reports:** RPR's customizable reports let REALTORS® drag, drop and tailor every section to fit the story they want to tell.

**AI-powered Tools:** RPR's AI ScriptWriter, both the residential Market Trends and the commercial Trade Area versions, transform complex data into ready-to-use articles, presentations, videos, emails and social posts.

**On-the-go Workflows:** With AI Property Insights and the AI CMA in RPR Mobile™, agents can price, explain and analyze properties right from the field.

 [narrpr.com](http://narrpr.com)



**DOWNLOAD THE RPR® APP TODAY!**



 [GET IT ON  
Google Play](#)

 [Download on the  
App Store](#)



## RPR FOR BROKER/OWNERS

Showcase your brand on every report your agents deliver with RPR's Broker Tool Set. Add your logo and custom pages to create a consistent, professional look that reinforces your brand with every client interaction.

 [rpr.me/enroll](http://rpr.me/enroll)



# TECHNOLOGY & INNOVATION

## REALTOR.COM®



Post your listings with photos for free\*, create a free professional profile, collect reviews and more on realtor.com®, one of the most visited homes-for-sale sites.

 [realtor.com](https://www.realtor.com)

\*To receive this benefit, you must be an MLS participant, and your MLS must be a realtor.com® data content provider.

## .REALESTATE: YOUR ONLINE PRESENCE MADE EASY

Building your online brand has never been easier!

As an NAR member, you get instant access to powerful digital branding tools—including a pre-built, SEO-optimized website, your exclusive .realtor or .realestate web address, a professional email platform, CRM and more.

Try any package free for 30 days with member-only pricing. Stand out online—get started free at [get.realestate](https://get.realestate) today!

 [get.realestate](https://get.realestate)



## TECHNOLOGY INVESTMENT PROGRAMS

NAR drives innovation in the industry by investing in technology companies through Second Century Ventures, NAR's venture capital arm and the global REACH accelerator, which seeks out the best emerging technology companies with business solutions geared toward helping REALTORS® in all sectors of real estate. Members can get exclusive access to test and use innovative products and services by joining the REACH Insight Panel.

 [narreach.realtor](https://narreach.realtor)

**REACH**  
NATIONAL ASSOCIATION OF REALTORS®



CENTER FOR  
**REALTOR®**  
DEVELOPMENT

**OFFICIAL REALTOR® DESIGNATIONS  
AND CERTIFICATIONS**

Discover a personalized learning experience with the Center for REALTOR® Development (CRD), where education meets excellence.

 [nar.realtor/education](http://nar.realtor/education)





# EDUCATIONAL OPPORTUNITIES

## DESIGNATIONS & CERTIFICATIONS

**10% off\***

select online designation and certification courses offered through the Center for REALTOR® Development. Visit [nar.realtor/RealtorBenefits/Education](http://nar.realtor/RealtorBenefits/Education) for more information.



Accredited Buyer's Representative Designation



Military Relocation Professional Certification



NAR's e-PRO® Certification



Pricing Strategy Advisor Certification



NAR's Green Designation



Seniors Real Estate Specialist® Designation

For more information on these designations and certifications, please see pages XXX.



Indicates companies in which NAR has invested directly or through Second Century Ventures. This relationship allows the association to nurture the technological advancement and continued success of the real estate industry.

\*May not be combined with any other promotion.

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms and conditions.





# EDUCATIONAL OPPORTUNITIES



## ACCREDITED BUYER'S REPRESENTATIVE (ABR®) DESIGNATION\*

The ABR® designation is the benchmark of excellence in buyer representation. The designation program establishes a foundation of training, skills and resources to help real estate professionals succeed as a buyer's representative.

 [abr.realtor](http://abr.realtor)



## AT HOME WITH DIVERSITY® (AHWD) CERTIFICATION\*

The AHWD certification is designed to present a picture of the changing face of the real estate industry. The course facilitates open discussion among students, creating an opportunity to think about clients with respect and sensitivity to their backgrounds and preferences.

 [nar.realtor/ahwd](http://nar.realtor/ahwd)



## CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS) DESIGNATION\*

The CIPS designation provides real estate professionals with the knowledge, research, network and tools to globalize their business.

 [nar.realtor/cips](http://nar.realtor/cips)

\*Get 10% off these courses. Visit [nar.realtor/RealtorBenefits/Education](http://nar.realtor/RealtorBenefits/Education) for more information.



# EDUCATIONAL OPPORTUNITIES



## e-PRO® CERTIFICATION\*

The e-PRO® certification program helps real estate professionals master advanced digital marketing techniques and increase their ability to reach customers, expand their capabilities and build trust by safeguarding client information.

 [epror realtor](http://epror realtor)



## GENERAL ACCREDITED APPRAISER (GAA) DESIGNATION

This designation signifies advanced education and experience in commercial, industrial and residential property valuation.

 [nar realtor/raa-and-gaa](http://nar realtor/raa-and-gaa)



## GREEN DESIGNATION\*

The Green designation will teach real estate professionals how to increase their income by helping clients make informed choices about the resource efficiency and performance of the homes they live in, sell and buy.

 [green realtor](http://green realtor)



## HOME FINANCE RESOURCE (HFR) CERTIFICATION\*

The HFR certification is designed to provide real estate professionals with foundational education to help them confidently explain key pieces of the loan origination process.

 [hfr realtor](http://hfr realtor)

\*Get 10% off these courses. Visit [nar realtor/RealtorBenefits/Education](http://nar realtor/RealtorBenefits/Education) for more information.



# EDUCATIONAL OPPORTUNITIES



## GRADUATE, REALTOR® INSTITUTE (GRI) DESIGNATION

Stand out to prospective home buyers and sellers as a REALTOR® who has gained in-depth knowledge on technical subjects.

 [nar.realtor/GRI](http://nar.realtor/GRI)



## MILITARY RELOCATION PROFESSIONAL (MRP) CERTIFICATION\*

The MRP certification program is designed to educate real estate professionals on how to work with current and former military servicemembers to find the housing solutions that suit their needs and help them take advantage of military benefits and support.

 [mrp.realtor](http://mrp.realtor)



## PRICING STRATEGY ADVISOR (PSA) CERTIFICATION\*

The PSA certification is designed to help real estate professionals enhance their skills in pricing properties, creating CMAs, working with appraisers and guiding clients through home valuations.

 [psa.realtor](http://psa.realtor)



## RESIDENTIAL ACCREDITED APPRAISER (RAA) DESIGNATION

This designation signifies your advanced education and experience analyzing and developing valuations of residential property.

 [nar.realtor/raa-and-gaa](http://nar.realtor/raa-and-gaa)

\*Get 10% off these courses. Visit [nar.realtor/RealtorBenefits/Education](http://nar.realtor/RealtorBenefits/Education) for more information.



# EDUCATIONAL OPPORTUNITIES



## **RESORT & SECOND-HOME PROPERTY SPECIALIST (RSPS) CERTIFICATION\***

The RSPS certification helps real estate professionals make second home sales their first resort. This certification helps to gain insights and strategies to help maximize opportunities in this market.

 [nar.realtor/resort](http://nar.realtor/resort)



## **SHORT SALES AND FORECLOSURE RESOURCE (SFR®) CERTIFICATION\***

The SFR® certification gives real estate professionals a framework to assist sellers maneuver the complexities of short sales and help buyers pursue short sale and foreclosure opportunities.

 [sfr.realtor](http://sfr.realtor)



## **SENIORS REAL ESTATE SPECIALIST® (SRES®) DESIGNATION\***

The SRES® designation helps real estate professionals understand what motivates the growing over-50 market and how to address their needs.

 [sres.realtor](http://sres.realtor)



For a list of NAR Affiliate Designations and Certifications, visit [nar.realtor/Designations](http://nar.realtor/Designations).

\*Get 10% off these courses. Visit [nar.realtor/RealtorBenefits/Education](http://nar.realtor/RealtorBenefits/Education) for more information.



# EDUCATIONAL OPPORTUNITIES

Other educational resources



## FINANCIAL WELLNESS TOOLS

Developing your business plans and budget can be challenging. Access webinars, tools and calculators, live events and even special offers from Morgan Stanley to achieve your financial planning goals through NAR's Center for REALTOR® Financial Wellness.

 [FinancialWellness.realtor](https://FinancialWellness.realtor)



## NAR ACADEMY

NAR's exclusive higher-education partner, offering courses for REALTORS® pursuing associate, bachelor's, master's and MBA degrees in real estate.

 [nar.realtor/nar-academy](https://nar.realtor/nar-academy)



## SAFETY RESOURCES

The REALTOR® Safety Program provides extensive resources like webinars, videos and more to help keep you safe on the job.

 [nar.realtor/Safety](https://nar.realtor/Safety)



Build your competitive edge with information on topics ranging from energy-efficient and resilient homes to solar energy basics. Engage clients on the topics they care about, such as health, comfort and cost savings by utilizing tools and resources designed for REALTORS® and associations to implement for positive change.

 [nar.realtor/Sustainability](https://nar.realtor/Sustainability)



# EDUCATIONAL OPPORTUNITIES

Other educational resources

## PROFESSIONALISM ENHANCEMENT INITIATIVE



REALTORS® Commitment to Excellence (C2EX) is an award-winning program that focuses on 11 areas of industry professionalism and leads to an endorsement from NAR. Set yourself apart with this commitment to professional growth.

 [nar.realtor/C2EX](http://nar.realtor/C2EX)



**DOWNLOAD THE C2EX APP TODAY!**



Enroll in the REALTOR® L.E.A.D. courses and gain the practical skills, concepts and knowledge needed for effective association leadership.

 [nar.realtor/LEADCourses](http://nar.realtor/LEADCourses)



Are you a state or local association leader who's ready for next-level leadership? Apply for NAR's Leadership Academy—a 10-month program that identifies, inspires and mentors emerging leaders for their future in National Association leadership roles.

 [nar.realtor/LeadershipAcademy](http://nar.realtor/LeadershipAcademy)

## YOUNG PROFESSIONALS NETWORK (YPN)

Join the dynamic YPN community, consisting of more than 15,000 REALTORS®, to become more successful in your career and gain leadership experience.

 [YPN.realtor](http://YPN.realtor)





# EDUCATIONAL OPPORTUNITIES

Meetings & Events



Every year, approximately 8,500 NAR members convene in Washington, D.C., at the **REALTORS® Legislative Meetings** to advance the real estate industry, influence public policy and strengthen the association.

 [Legislative.realtor](https://legislative.realtor)



**NAR NXT**  
THE REALTOR® EXPERIENCE

**NAR NXT, The REALTOR® Experience** is the real estate industry's largest annual event, where approximately 12,000 REALTORS® and industry partners come together for networking, education, motivation and fun.

 [narnxt.realtor](https://narnxt.realtor)



View the full lineup of in-person events at [nar.realtor/Events](https://nar.realtor/Events).

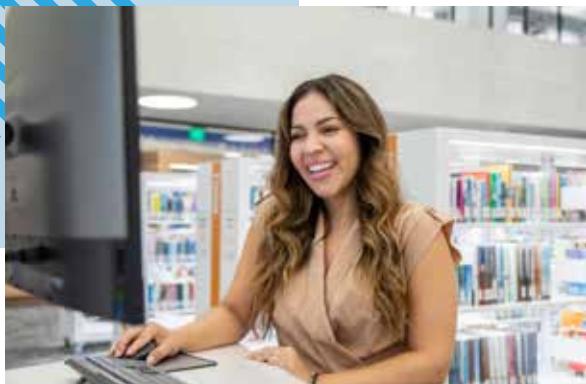


# INFORMATION



Advance your business with insights from REALTOR® News, NAR's flagship source for trusted online content. Explore expert takes on real estate trends, practical how-to strategies in law, sales and brokerage management, profiles of high-performing REALTORS® and essential updates on technology and federal policy. It's your go-to resource for smarter, more informed decision-making. Also, stay on top of the latest market news and views by subscribing to the REALTOR® News Now daily newsletter.

 [news.realtor](http://news.realtor)



## REAL ESTATE LIBRARY

Access the largest real estate library collection in the world, borrow digital books and get answers to your questions from NAR's librarians through research requests.

 [nar.realtor/Library](http://nar.realtor/Library)



# INFORMATION

## NAR MOBILE APP

The NAR Mobile App allows you to curate the information you want—and need—to help your business grow and succeed. Get access to your NAR member profile, the latest industry news and trends, NAR podcasts and on-demand videos, real estate educational tools, NAR member directory, member benefits and the latest discounts and more!



## LEGAL & RISK MANAGEMENT RESOURCES

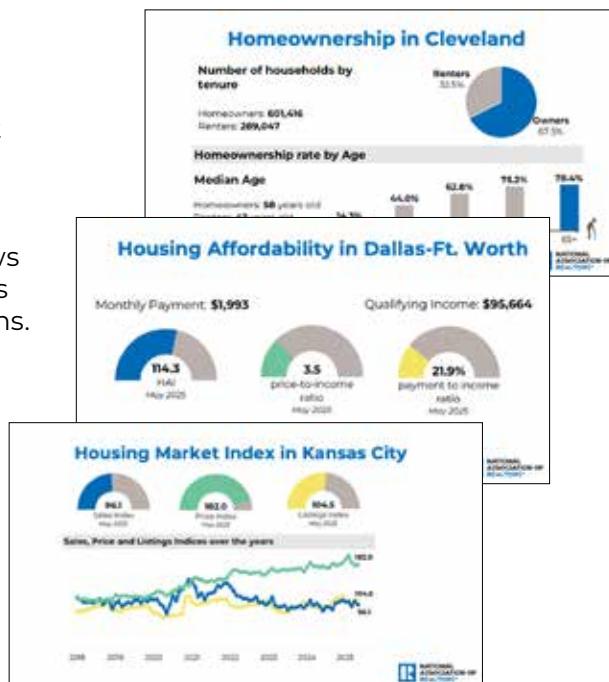
NAR keeps members abreast of emerging risk management issues with a number of resources, including the Window to the Law monthly video series, the semi-annual Hot Topics in Broker Risk Reduction and hundreds of searchable legal case summaries. Plus, NAR's Legal Action Program provides financial assistance for litigation of significance related to real estate.

[Legal.realtor](https://www.nar.realtor)

## RESEARCH & STATISTICS

NAR's research team produces timely, data-driven market analysis and authoritative business intelligence to serve members and inform consumers, policymakers and the media on the latest real estate trends. The new Market Statistics Dashboard is a member-exclusive tool that allows REALTORS® to provide clients with key local market trends and relevant data to inform their buying or selling decisions.

[nar.realtor/Research](https://www.nar.realtor/Research)





# REAL ESTATE PRODUCTS & SERVICES



## EASY ACTIONS. BIG REWARDS.

Sign up for the Member Value Plus (MVP) Program newsletter at [nar.realtor/MVP](http://nar.realtor/MVP) and start earning **FREE** rewards. Waive course fees goodbye, see free webinars and enjoy great e-products on us!



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Redeem your rewards!  
It's SO easy!

New MVP Program offer released  
every two weeks on the 1st  
and 16th of the month.

Complete the action within the  
two-week time period. Most  
actions take two minutes or less!



## FREE AND DISCOUNTED RESOURCES

Every month, REALTORS® rely on NAR's Right Tools, Right Now for essential and trusted real estate business resources. These carefully curated tools help you strategically prepare your businesses for growth while building the resilience needed to thrive in any market condition. Right Tools, Right Now provides access to valuable resources through free offerings and deeply discounted savings.

**RIGHT TOOLS!  
RIGHT NOW!  
NOW'S THE TIME**

 [nar.realtor/RTRN](http://nar.realtor/RTRN)



### Your REALTOR® Store—Trusted, Vetted, Member-Only Value.

Access member-priced resources designed to help you win clients and close confidently: AI and tech guides, lead-generation playbooks, expert-led webinars/courses and client-ready brochures—each curated for NAR members by topic and career stage. Prefer printed materials for listing appointments? Choose from our wide range of physical products. Need it now? Choose instant digital download. Every order earns Store Points you can redeem for future savings, maximizing the value of your NAR membership.

Visit [store.realtor](https://store.realtor) today and use promo code **MEMBERGUIDE26** for an additional **10% off** your order! (Promo code valid for one use per customer.)

 [store.realtor](https://store.realtor)



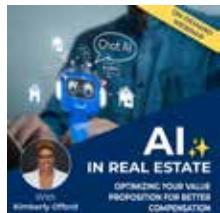


# REAL ESTATE PRODUCTS & SERVICES

Product availability, descriptions and pricing are  
subject to change without notice.

## GROW YOUR BUSINESS WITH AI & MARKETING TOOLS

### TOP SELLER



#### AI in Real Estate: Optimizing Your Value Proposition (Webinar)

**\$ 29.95**

Member Price -  
You save \$10.00!

### NEW



#### AI Essentials for REALTORS® Bundle

**\$ 94.99**

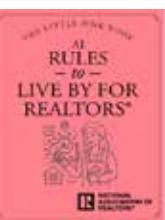
Member Price -  
You save \$18.85!



#### Beacons of Real Estate: Tools To Thrive in the Age of AI Webinar

**\$ 29.95**

Member Price -  
You save \$10.00!



#### The Little Pink Book: AI Rules to Live By For REALTORS® (5-Pack)

**\$ 29.95**

Member Price -  
You save \$5.00!

## SHARPEN YOUR SKILLS WITH EXPERT WEBINARS & GUIDES



#### Social Media for REALTORS®: Digital Marketing (Digital Download)

**\$ 14.95**

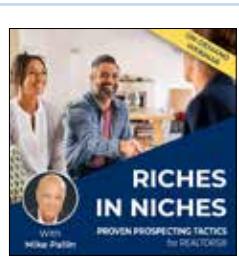
Member Price -  
You save \$5.00!



#### Social Media for REALTORS®: 101+ Dos and Don'ts (Digital Download)

**\$ 14.95**

Member Price -  
You save \$5.00!



#### Riches in Niches: Proven Prospecting Tactics for REALTORS® Webinar

**\$ 29.95**

Member Price -  
You save \$10.00!



#### Harnessing YouTube's SEO Power: Capturing High-Intent Real Estate Clients Webinar

**\$ 29.95**

Member Price -  
You save \$10.00!



# REAL ESTATE PRODUCTS & SERVICES

## STAND OUT WITH CLIENT-READY BROCHURES

**NEW**



**"Why Agents Who Are REALTORS® Are Worth Every Penny" Brochure (100-Pack)**

**\$ 29.95**

Member Price -  
You save \$10.00!

**BUNDLE & SAVE!**



Packs of 100  
300 Total Brochures!

**Buyers Brochure  
Bundle (Physical)**

**\$ 89.79**

Member Price -  
You save \$40.11!

**BUNDLE & SAVE!**



**NEW**

**Sellers Brochure  
Bundle (Physical)**

**\$ 59.90**

Member Price -  
You save \$20.11!



**"What Everyone  
Should Know About  
Equal Opportunity in  
Housing" Brochure  
(English 100-Pack)**

**\$ 29.95**

Member Price -  
You save \$10.00!

## BOOST YOUR PRESENCE & WIN MORE CLIENTS

**Real Grader Ultimate  
Digital Business  
Growth Bundle**

**\$ 24.95**

For members



**YouTube for Real Estate  
Agents: Learn How  
to Get FREE Leads and  
Never Cold Call Again**

**\$ 10.00**

Member Price



**Webinar: 5 Essential  
Social Media Posts that  
Every Agent Should  
Make Weekly**

**\$ 29.95**

Member Price -  
You save \$10.00!



**Winning Real Estate  
Negotiations: How to  
Close More Deals with  
Confidence Webinar**

**\$ 29.95**

Member Price -  
You save \$10.00!



# REAL ESTATE PRODUCTS & SERVICES

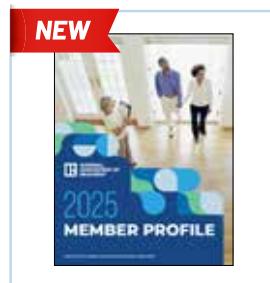
MAKE SMARTER DECISIONS WITH NAR RESEARCH  
& MARKET INTELLIGENCE TOOLS



**2026 NAR Profile of  
Home Buyers and  
Sellers** – Download

**\$ 19.95**

Member Price -  
You save \$180.00!

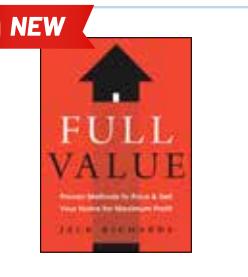


**2025 Member Profile –  
Download**

**\$ 14.95**

Member Price -  
You save \$135.00!

MASTER THE ART OF SELLING & PRICING HOMES



**Full Value:  
Proven Methods  
to Price and Sell  
Your Home for Maximum  
Profit**

**\$ 20.95**

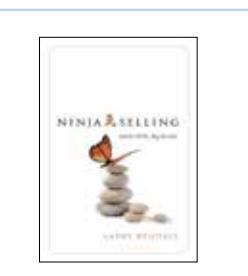
Member Price



**Virtual Viewings:  
Using Technology  
to Show Properties  
Webinar**

**\$ 29.95**

Member Price -  
You save \$10.00!



**Ninja Selling:  
Subtle Skills.  
Big Results.**

**\$ 22.95**

Member Price  
Available in Spanish



**Sellers Brochure  
Bundle**

**\$ 59.90**

Member Price -  
You save \$20.11!



# REAL ESTATE PRODUCTS & SERVICES

STAY AHEAD WITH TECHNOLOGY,  
TRENDS & REALTOR® BRANDING

NEW



Social Media for  
REALTORS®:  
101+ Do's and Don'ts

\$ 14.95

Member Price -  
You save \$5.00!

NEW



Branded REALTOR®  
Brochure Product  
Bundle (Digital  
Download)

\$ 19.95

Member Price -  
You save \$34.04!

NEW



Survive the "AI  
Apocalypse" With Your  
Relationships Webinar

\$ 29.95

Member Price -  
You save \$10.00!

NEW



2026 Technology  
Trends Webinar

\$ 29.95

Member Price -  
You save \$10.00!



## DID YOU KNOW?

Every purchase at the REALTOR® Store earns you points!  
Redeem them for discounts on future orders and maximize  
the value of your membership.

## OTHER RESOURCES

### COMMERCIAL TECHNOLOGICAL TOOLS

Commercial practitioners need access to property data, marketing services and other commercial real estate-related data and technology resources. Access a list of resources that help your commercial business thrive.

 [nar.realtor/CommercialTools](http://nar.realtor/CommercialTools)





## REALTOR BENEFITS®

REALTORS® are independent entrepreneurs working in an industry with specialized needs that require custom solutions. Whether you need reliable personal insurance, effective marketing tools or essential cybersecurity services—NAR REALTOR Benefits® has you covered with customized products and exclusive offers from trusted partners.

Visit [nar.realtor/RealtorBenefits](http://nar.realtor/RealtorBenefits) today and mention your NAR membership to receive savings!

***How will you save this year?***



# MEMBER BENEFITS

Designed just for you and your business because we believe in your success.

## INSURANCE & FINANCE



NAR members have exclusive access to apply for the NAR World Elite Business Mastercard, which offers up to unlimited 2.1% cash back and the opportunity to get 100% of your NAR membership dues covered.

 [nar.realtor/mastercard](http://nar.realtor/mastercard)



Helps clients in reaching financial goals with strategic real estate investments using retirement funds in a tax-advantaged setup. NAR members get an exclusive discounted flat annual fee for Self-Directed Retirement Accounts, covering unlimited transactions and assets.

 [nar.realtor/IRAR](http://nar.realtor/IRAR)



NAR's official auto, home and renters insurance provider. Your clients can also save through Liberty Mutual's Auto Referral Program™, while you earn a referral bonus (*where available*).

 [nar.realtor/LibertyMutual](http://nar.realtor/LibertyMutual)



Brought to you by the National Association of REALTORS®, this marketplace offers a roster of health and supplemental insurance options with complimentary consultative services.

 [RealtorsInsurancePlace.com](http://RealtorsInsurancePlace.com)



Premium credits with NAR's preferred provider of errors and omissions insurance.

 [nar.realtor/Victor](http://nar.realtor/Victor)



# MEMBER BENEFITS

## INSURANCE & FINANCE

### INSIDE THE MARKETPLACE

#### HEALTH

MEMBERS  
**Health Insurance Exchange** Navigation and assistance with ACA-compliant major medical plans available through public exchanges.

**Flexible Term Health Insurance** Major medical coverage which can last from 30 to 364 days.

REALTORS®  
**CoreHealthInsurance** Guaranteed acceptance Limited Medical plan for everyday health care needs.

MEMBERS  
**TeleHealth** Health care via phone, tablet, web chat or email.

MEMBERS  
**AccidentProtection** Supplemental plan for out-of-pocket medical expenses due to accident.

MEMBERS  
**Medicare Exchange** Supplemental Medicare insurance options for those 65 and older.

MEMBERS  
**DrugCardAmerica** A free discount prescription drug card.



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# MEMBER BENEFITS



## INSURANCE & FINANCE

### DENTAL

REALTORS®  
DentalInsurance 100% in-network preventive care and benefits for over 370 procedures.

### VISION

REALTORS®  
VisionInsurance Exams, frames, lenses and other eye health expenses.

### PET



Pet health insurance for cats and dogs.

### LIFE

REALTORS®  
Group TermLife Insurance

Group Term Life Insurance and AD&D Insurance.



# MEMBER BENEFITS

## BUSINESS & MARKETING



**ASK THE AGENT**

Take your business to the next level with Ask the Agent—a powerful video communication and broadcast platform built to boost engagement and generate leads. NAR members receive an exclusive 20% discount on your first year of Ask the Agent.

 [nar.realtor/Ask-the-Agent](http://nar.realtor/Ask-the-Agent)



10% off your first order of branded REALTOR® products, including pins, merchandise and custom logo items. Now available: "That's Who We R" merchandise.

 [NARTeamStore.realtor](http://NARTeamStore.realtor)



Leading provider of rental monetization tools designed for real estate professionals. Members get free access to rental-centric tools and comprehensive rental education.

 [nar.realtor/RentalBeast](http://nar.realtor/RentalBeast)



\*May not be combined with any other promotion.

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# MEMBER BENEFITS

## TRAVEL & AUTO



Up to 35% off base rates on car rentals.

 [nar.realtor/Avis](http://nar.realtor/Avis)



Up to 35% off base rates on car rentals.

 [nar.realtor/Budget](http://nar.realtor/Budget)



Save up to 25% off base rates on cars, vans and pickup trucks.

 [nar.realtor/Hertz](http://nar.realtor/Hertz)



Join for free and explore the world affordably with exclusive savings on hotels, resorts, activities, flights and car rentals. Upgrade to premium for up to 60% off\* hotels, cruises, vacation homes, tickets and more!

 [nar.realtor/TravelClub](http://nar.realtor/TravelClub)



Don't rent a car—rent THE car of your dreams with SIXT and save up to 25%. With more new cars and the premium brands you love, SIXT has your rental car needs covered in the United States and worldwide with more than 2,000 branches.

 [nar.realtor/sixt](http://nar.realtor/sixt)



NAR members save an average of 50% off dealership pricing on auto warranties and other auto protection products.

 [nar.realtor/Snoopdrive](http://nar.realtor/Snoopdrive)



# MEMBER BENEFITS

## TECHNOLOGY



Members-only pricing on laptops, desktops, electronics and accessories, servers and more.

 [nar.realtor/Dell](http://nar.realtor/Dell)



20% off electronic signature services and special plans from NAR's exclusive eSignature provider.

 [nar.realtor/DocuSign](http://nar.realtor/DocuSign)



Enjoy exclusive discounts of up to 40% off public pricing, flexible financing options, and personalized support from dedicated HP Small to Medium Business Advisors—including access to an HP Small Business Advisor for one-on-one assistance.

 [nar.realtor/HP](http://nar.realtor/HP)



Exceptional deals every day for NAR members. Save on Lenovo's top-selling ThinkPad laptops, ThinkCentre Desktops, YOGA convertibles, monitors and more!

 [nar.realtor/Lenovo](http://nar.realtor/Lenovo)



Property management software that allows landlords to collect rent, list units, screen tenants, manage maintenance, sign leases and more. Never worry about paying more for growing your portfolio—all plans come with unlimited properties!

 [nar.realtor/rentredi](http://nar.realtor/rentredi)

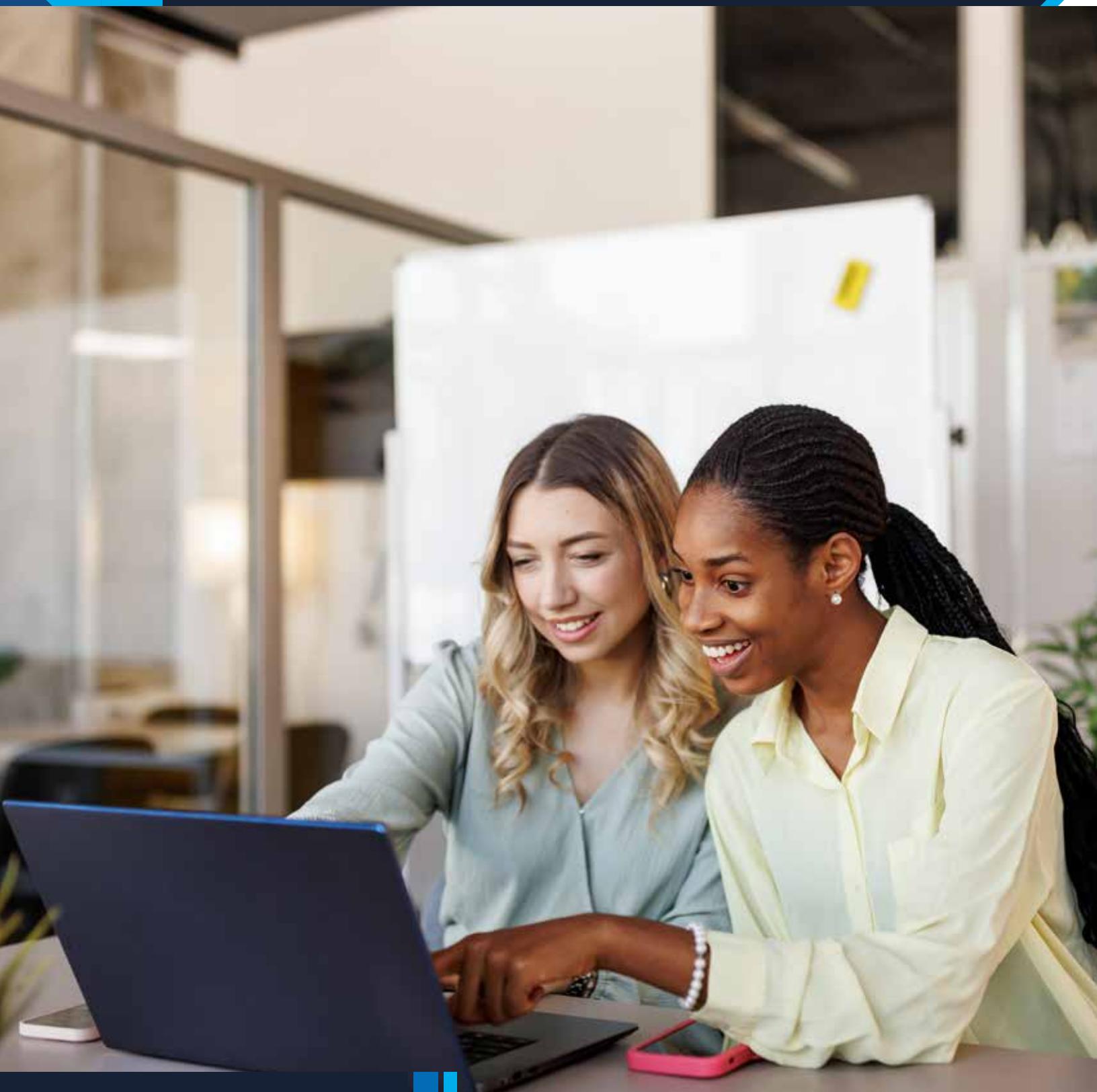


NAR's official Bluetooth® REALTOR® lockbox system and leading provider of property access management solutions.

 [nar.realtor/Sentrilock](http://nar.realtor/Sentrilock)



# MEMBER BENEFITS





# MEMBER BENEFITS

## HOME & LIFESTYLE



NAR Members & their clients can save \$50 with 1-800-GOT-JUNK?, America's most trusted name in junk removal.

 [nar.realtor/1-800-GOT-JUNK](http://nar.realtor/1-800-GOT-JUNK)



Access exclusive member savings on GE Appliances including refrigerators, freezers, icemakers, ranges, wall ovens, cooktops, washers/dryers and more. In-home delivery, installation and haul-away services when available. Opt in for email communications to receive limited-time savings.

 [nar.realtor/GEAappliancesStore](http://nar.realtor/GEAappliancesStore)



NAR members can now earn up to 30% cash back on the products they buy while simultaneously monetizing their past and present listings. Chirpyest is providing all NAR members with the exclusive opportunity to create multiple shopping boards on the platform, each customized around themes or listings.

 [nar.realtor/chirpyest](http://nar.realtor/chirpyest)



NAR members get free access to Curbio's "Build Your Own" estimate app, including free repair estimates for home inspections upon PDF upload. Additionally, they get a free digital floor plan with every Curbio proposal.

 [nar.realtor/curbio](http://nar.realtor/curbio)



NAR members and their clients get an exclusive offering of a full security system (a \$1,200 value\*), choice of two HD cameras and extra discounted costs on professional monitoring and installation.

 [nar.realtor/SafeStreets](http://nar.realtor/SafeStreets)

\*May not be combined with any other promotion.

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# REALTOR® BRAND

Only NAR members can call themselves a REALTOR® and must abide by a strict Code of Ethics. These are important differentiators for you and every REALTOR®—leverage them to help you stand apart from other agents.



## TRADEMARKS

Distinguish yourself as a REALTOR® by using the REALTOR® trademark, one of the strongest brands in the world.



 [nar.realtor/Trademark](http://nar.realtor/Trademark)

## CODE OF ETHICS

The REALTORS® Code of Ethics is the cornerstone of the REALTOR® organization and a distinguishing characteristic of your membership.

 [nar.realtor/COE](http://nar.realtor/COE)



## NAR'S CONSUMER AD CAMPAIGN IS 'RIGHT BY YOU'

As a benefit, NAR deploys advertising to consumers nationally, differentiating REALTORS® as real estate experts who belong to NAR, follow its strict code of ethics, fight for property rights and their clients' real estate dreams. Learn more and leverage campaign assets yourself.

 [Resources.realtor](http://Resources.realtor)





# REALTOR® BRAND

## CONSUMER ADVOCACY PROGRAM

Collaborating with state and local associations, the Consumer Advocacy Outreach Program educates and engages millions of consumers across the country on important real estate policy issues and legislation. Read how associations used the Consumer Advocacy Outreach grant by visiting the Success Stories page at

 [realtorparty.realtor](http://realtorparty.realtor).



## CONSUMER GUIDE SERIES

Digestible, one-page resources designed to provide clear guidance on key topics for home buyers and sellers working with agents who are REALTORS®.

 [facts.realtor](http://facts.realtor)



## NAR + PHOTOFY APP

Choose from a library of hundreds of prepopulated, branded real estate posts you can quickly personalize and easily share with your social network to show your REALTOR® pride and showcase your expertise. Download the free Photofy app today.

 [Photofy.com/nar](http://Photofy.com/nar)



# COMMUNITY-BUILDING PROGRAMS

REALTORS® volunteer at **more than twice the rate** of the typical American. NAR celebrates the many ways REALTORS® uplift their communities, both big and small.

## **Good Neighbor Awards**

## **REALTORS® Are Good Neighbors**

NAR's Good Neighbor Award highlights REALTORS® who make an extraordinary impact through volunteer work. Award recipients receive \$10,000 grants and national publicity to help amplify their efforts. Learn more about the award and apply today.

 [nar.realtor/gna](http://nar.realtor/gna)

REALTORS® Are Good Neighbors spotlights REALTORS® across the nation who give back to their communities by featuring their volunteer stories on RAGN social media throughout the year. You can also join a nationwide week of giving during NAR's REALTOR® Volunteer Days. Plan a volunteer project, share it on social media and tag #RealtorsAreGoodNeighbors.

 [nar.realtor/rgn](http://nar.realtor/rgn)     [@RealtorsAreGoodNeighbors](#)  
 [nar.realtor/realtor-volunteer-days](http://nar.realtor/realtor-volunteer-days)





# COMMUNITY-BUILDING PROGRAMS

## REALTORS® RELIEF FOUNDATION

### APPLY FOR DISASTER RELIEF ASSISTANCE

The REALTORS® Relief Foundation (RRF) provides housing-related assistance to communities impacted by disasters. When a disaster strikes, REALTORS® can work through their state or local association to apply for funding from RRF to help their communities recover and rebuild.

 Visit [rrf.realtor/grants](http://rrf.realtor/grants) to learn more!

### GET INVOLVED

Ready to roll up your sleeves and help share the REALTORS® Relief Foundation story? Join our growing Campaign Committee and become a RRF Ambassador. Campaign Committee members speak at industry events in their region to create awareness and generate the support that is crucial to helping communities after a disaster.

 Email [RRF@nar.realtor](mailto:RRF@nar.realtor)

### DONATE

REALTOR® support is essential in allowing the REALTORS® Relief Foundation to be there with funding when families have lost everything due to a disaster. Our goal is to "Never Say No" when called upon to provide disaster relief in our member communities. You can support RRF with the knowledge that 100% of your donation goes directly to families impacted by disasters.

 [rrf.realtor](http://rrf.realtor)

 [facebook.com/realtorsrelieffoundation](https://facebook.com/realtorsrelieffoundation)

  [@realtors.relief.foundation](https://@realtors.relief.foundation)

Text TEAMRRF to 71777





# GLOBAL



## GLOBAL OPPORTUNITIES

Find the tools, resources and connections you need to thrive in global real estate. Leverage NAR's Global network of more than 100 bilateral partners in 80 countries spanning six continents.

 [nar.realtor/Global](http://nar.realtor/Global)



# COMMERCIAL



NAR Commercial is your essential business resource, delivering the insights, tools, and advocacy you need to succeed. The program provides unmatched value by helping you grow your business and navigate an evolving industry.

 [nar.realtor/commercial](http://nar.realtor/commercial)

## RESEARCH

NAR provides in-depth data and insights on the commercial real estate market, helping members understand trends and make informed decisions. Key resources include the market insight reports, ad hoc analyses, career studies, and commercial case studies.

 [nar.realtor/research-and-statistics](http://nar.realtor/research-and-statistics)

## TECHNOLOGY & DATA

Members can leverage advanced tools and platforms including:



Realtors Property Resource® (RPR®) for property searches, lifestyle data, investment analysis and site selection tools.

 [blog.narrpr.com/commercial](http://blog.narrpr.com/commercial)



Purpose-built websites and industry-specific domains that help commercial practitioners stand out, build trust and rank higher.

 [get.realestate/commercial](http://get.realestate/commercial)

## REALTOR BENEFITS FOR COMMERCIAL PRACTITIONERS



The REALTOR Benefits Program provides exclusive benefits for commercial professionals, offering specialized marketing tools and business solutions that support your business.

 [nar.realtor/realtor-benefits-program/commercial](http://nar.realtor/realtor-benefits-program/commercial)

## COMMERCIAL COURSES & DESIGNATIONS

NAR offers online courses and leading commercial designations and certifications, including ALC, CCIM, CIPS, CPM, CRE and SIOR.

 [nar.realtor/education/designations-and-certifications](http://nar.realtor/education/designations-and-certifications)



# GOVERNANCE

## GET INVOLVED WITH NAR

Volunteer opportunities within NAR's governance structure provide members with the opportunity to influence policy, guide strategic planning and help set the association's direction.

Get involved by applying to serve on a committee. As a volunteer leader you can contribute to critical discussions—from ethics and public-policy to advocacy, industry standards, member services and beyond—helping ensure decisions reflect the full diversity of NAR's membership.

For new and experienced REALTORS®, participation offers real influence, leadership development and a chance to directly impact the real estate industry.

## HOW TO APPLY

The committee application web site is open from early March to mid-May for the following year's committee term.

 Visit [nar.realtor/committees](http://nar.realtor/committees) for more details on the selection timeline and process.



# QUESTIONS ABOUT YOUR MEMBERSHIP

CONTACT NAR'S MEMBER SUPPORT TEAM FOR ASSISTANCE!

(800) 874.6500 • [ContactNAR@nar.realtor](mailto>ContactNAR@nar.realtor) • [nar.realtor/HELP](http://nar.realtor/HELP)

CONNECT  
WITH US!



NARdotRealtor

[nar.realtor](http://nar.realtor)