

BENEFITS • PUBLICATIONS • EDUCATION

2017



REVOLUTIONIZE

YOUR MEMBER EXPERIENCE

A new year. A fresh start.

Welcome to the 2017 NAR Catalog!

This catalog compiles the best of NAR’s member benefits, publications and education, conveniently broken down by section. Here you will find a full listing of current REALTOR Benefits® Program Partners, savings opportunities and other free offerings available to members only. This catalog also contains products available for purchase in NAR’s online store, along with designations and certifications recognized by NAR, plus REALTOR® University’s Master of Real Estate degree program.

TABLE OF CONTENTS

	REALTOR BENEFITS® PROGRAM.....	1
	Discover your official NAR member benefits resource, bringing you savings and special offers for REALTORS® from more than 30 carefully selected, industry-leading companies.	
	REALTOR® STORE.....	8
	View the products and publications members and associations need to gain a competitive edge. A one-stop shop for all real estate needs, the REALTOR® Store allows you to get in, get out and get back to business.	
	EDUCATION.....	17
	Enhance your skills and stand out from the crowd by earning official NAR designations and certifications, or a Master’s Degree in Real Estate from REALTOR® University.	

NAR’s Member Center

Log on to NAR’s Member Center, a membership dashboard that reflects your activity with the NATIONAL ASSOCIATION OF REALTORS®, as well as information from your State and Local REALTOR® associations. The Member Center dashboard reflects one master calendar with your association activities, your personalized membership card and NAR designations and certifications you’ve earned. Plus, see other ways to get involved with NAR such as advocacy and committees. Visit the Member Center at **MemberCenter.NAR.realtor** to tap into all this and more.



REALTOR BENEFITS[®] PROGRAM

Unique Offers and Savings for REALTORS[®]

GROW
YOUR
BUSINESS 

**GAIN A
COMPETITIVE
EDGE** 

**SAVE
TIME &
MONEY** 



NATIONAL
ASSOCIATION of
REALTORS®

REALTOR Benefits® Program

REALTOR Benefits® Program — Maximize Your NAR Membership

Designed with you in mind, NAR's REALTOR Benefits® Program is your official member benefits resource, bringing you savings and special offers just for REALTORS®. Program partners are carefully selected, so you can be assured they understand the unique needs of real estate professionals and are committed to your success. Make www.NAR.realtor/RealtorBenefits the first place you stop when you shop for your professional and personal needs.

Call 1-800-NAR-5233 for live REALTOR Benefits® Program support.*

*Available Monday – Friday, 8:30 a.m. – 5:00 p.m., Central Time Zone

 Visit us on Facebook for limited time offers and program news.

www.Facebook.com/NARRealtorBenefitsProgram



Personal Insurance



Protect your most valuable assets and your peace of mind by taking advantage of special savings from NAR's exclusive home, auto and renters insurance provider. Liberty Mutual Insurance offers personalized coverage, multi-policy discounts, 24-hour claims assistance, an auto insurance referral program and much more. Discounts and savings are available where state laws and regulations allow, and may vary by state.

 www.libertymutual.com/NAR  1-800-809-9778

NOTE: To the extent permitted by law, applicants are individually underwritten; not all applications may qualify.



Powered by SASid

Access an exclusive online comparative shopping site designed to simplify the insurance-buying process. The Marketplace provides NAR members with a full roster of health and wellness plans and products. It is powered by SASid, a trusted NAR partner who has helped thousands of NAR members find the best solutions for themselves and their families. SASid's team of licensed benefit specialists offer complimentary consultative services, including cost-saving solutions.

i www.RealtorsInsuranceMarketplace.com **📞** 1-877-267-3752

NOTE: Have your NRDS ID handy. Some states have mandatory requirements based on individual state laws that call for variations in the form of the policy, affecting the ability of providers to offer coverage in those states. Limitations and exclusions apply. See website for details.

Inside the Marketplace

Members Health Insurance Exchange

A members-only major medical health insurance exchange providing a robust selection of ACA-compliant individual major medical health insurance plans from nationally recognized insurance carriers. Shop for qualified health plans on both NAR's private health insurance exchange and through the public/government health insurance exchange.

SMART Short Term Medical

An affordable short-term medical policy that can last from 30 days to six months.

NOTE: Supplemental plans are not major medical policies and do not meet the mandated coverage necessary when used alone to avoid penalty under the Affordable Care Act.



Members Medicare Exchange

A members-only Medicare exchange featuring a variety of Medicare insurance plans, including Part C (Medicare Advantage), Medicare Supplement Insurance (Medigap) and Part D (Prescription Drug). Medicare-eligible NAR members who wish to explore their coverage options may use the Members Medicare Exchange to quote, shop and enroll. A resource center within the exchange contains a variety of educational tools to assist NAR members in understanding Medicare overall, plan options and cost-saving strategies.

Members Supplemental Health Plans

Supplemental plans are designed to be used in conjunction with major medical plans that have high out-of-pocket costs to help limit health care expenses. Plans include REALTORS® Core Health and Accident Deductible Protection.

REALTORS Vision Insurance

National vision plans designed exclusively for NAR members and their families. There are two guarantee issue group plans: a PPO option and a non-PPO option; both include annual eye exam benefits and savings on frames, lenses and contact lenses.

REALTORS Dental Insurance

National dental plans designed exclusively for NAR members and their families. There is a range of plans to choose from, with options that include coverage for preventive, basic and major dental expenses with the dentist of your choice. See an in-network dentist for PPO savings.

MEMBERS TeleHealth

A telemedicine service plan providing 24/7/365 access to MDLIVE, a network of more than 2,300 U.S. board-certified physicians who can diagnose and recommend treatment for routine conditions such as cold, fever, allergies, infections, flu and more. Prescriptions can also be written, where appropriate. Accessible through telephone, smartphone app, web chat or email, it's a new approach to health care. Members TeleHealth can help avoid long waits to see the doctor and eliminates the cost associated with potentially unnecessary visits to the ER or Urgent Care.

DRUG CARD AMERICA

Powered by SASid

A free prescription drug card that allows you to save up to 60% on select generic prescriptions and up to 15% on select name brand prescriptions at 60,000+ pharmacies nationwide.

i www.RealtorsInsuranceMarketplace.com **📞** 1-877-267-3752

f www.Facebook.com/NARRealtorBenefitsProgram

REALTOR Benefits® Program

Gifting and Marketing Resources



PRINT AND COPY

Save up to 20% off core print and copy services and up to 10% off signs, banners and more. Whether you need to print brochures for your next open house or wow potential clients with your listing presentation, FedEx Office offers the quality printing you need. Don't forget: enroll online to save on your shipping, too!

www.fedex.com/narsavings 1-866-869-1171

PASSCODE **LCRS8p01**



Enjoy the ultimate online shopping experience offering exclusive pricing on the world's hottest brands, including Sonos, Tumi™, FitBit and the latest on **Apple products and accessories** — savings over Apple.com prices; offering FREE shipping and NO Sales Tax (except Colorado). Earn reward points with each purchase and an instant 1,000 points (\$10 value) towards your very first purchase!

www.MembersGiftGalleria.com 1-888-434-6392



Look to REALTOR Team Store®, NAR's official supplier of REALTOR® branded promotional products, for all of your REALTOR® logo branded and customized product needs. Products include lapel pins, bags, hats, shirts, decals, folders, jackets and "built to order" REALTOR® logo garments. Save 10% off of your first order of \$25 or more when you use the coupon code provided below.

www.NarTeamStore.realtor 1-847-991-4010

COUPON CODE **NARBenefits** (use at checkout)

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Save 2% to 40% on a wide range of products, including notebooks, tablets, desktops, servers, electronics and accessories. Shop through Dell's NAR member site for coupon codes that must be included during checkout in order to receive your savings.

www.Dell.com/NAR 1-800-757-8442 MEMBER ID **CS8569483**



Save up to 30% from Lenovo, a global leader in the PC market, offering NAR members access to their entire portfolio of tablets, notebooks, desktops and more, including award-winning Lenovo and Think branded technologies. Protect your PC investment with a wide array of accessories and warranty services. Free shipping is available on all orders.

www.NAR.realtor/RealtorBenefits/Lenovo 1-800-426-7235, ext. 3887



Receive up to 18% off select regularly priced Sprint monthly data service and 20% off select accessories. This offer is available to both new and existing Sprint customers. Terms and conditions apply.

www.NAR.realtor/RealtorBenefits/Sprint 1-866-476-4767

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Receive preferred-level pricing on Xerox products and solutions. Get work done from anywhere on any device with Xerox® ConnectKey® multifunction printers, offering fully integrated mobile, scanning and cloud-based solutions. Print directly from your tablet, smartphone or other mobile device.

www.Xerox.com/NAR 1-800-275-9376, ext. 627

CONTRACT NUMBER **0706978**



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.

Risk Management



Receive \$50 off select American Home Shield® Home Warranties through the leader in the home warranty industry. With AHS Home Warranty coverage, when a covered item breaks down, you simply call AHS to handle the problem. Pick the plan that's right for your home.

i www.ahs.com/NAR **🔑 PRIORITY CODE NAR50**



Protect yourself from potential liability with NAR's preferred provider of Errors and Omissions Insurance. Products are available to firms and individual agents across a broad range of real estate specialties. Take advantage of premium credits, as allowed by state law, including credit for NAR members, holding select NAR designations, continuing education and risk management program participation, among others. Underwritten by Victor O. Schinnerer & Company and backed by A rated insurer CNA (Continental Casualty).

i www.schinnerer.com/NAR **📞 1-888-429-6638**

Transaction Management



Grow your business and save with member-only pricing off select services from DocuSign, NAR's official and exclusive eSignature provider. Featured products include DocuSign for REALTORS® eSignature, DocuSign Transaction Rooms and DocuSign Broker Edition.



i www.NAR.realtor/RealtorBenefits/DocuSign



Access a valuable member benefit provided by NAR to REALTORS® nationwide through zipLogix™, NAR's chosen provider to deliver this comprehensive transaction platform. The new benefit includes zipTMS™ robust transaction management system, unlimited zipVault® document storage, an exclusive NAR library of REALTOR® Forms & Templates and access to the industry-standard zipForm® Plus forms engine, where you can add and manage your own custom documents. State and local forms libraries may be available if they are licensed to zipLogix™ (some fees, which are set by state and local Associations/boards, may apply). REALTORS® will benefit from zipLogix™ state-of-the-art technology, which ensures data integrity, security and disaster recovery and a standardized technology platform designed to create efficiencies and streamline processes.



i www.NAR.realtor/RealtorBenefits/zipLogix

Office Supplies and Services



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Save more when you ship with FedEx, NAR's exclusive shipping services provider. Create a new account or update your existing account for savings of up to 26% on overnight shipping, 12% on select ground shipping and up to 20% on select international shipping. Enrollment is free and there are no minimum requirements. Think FedEx for both business and personal shipping needs!

i www.fedex.com/narsavings **📞 1-866-869-1171** **🔑 PASSCODE LCRS8p01**



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i www.NAR.realtor/RealtorBenefits/OfficeMax

REALTOR Benefits® Program

Travel and Automotive



Enjoy up to 25% off base rates on car rentals when you provide the NAR/Avis Worldwide Discount (AWD) code below at time of reservation. Experience Avis Preferred® — enrollment is complimentary. As a member, you can skip the counter and go straight to your car.

i www.avis.com/NAR **☎** 1-800-525-7551 **🔑** AWD CODE #A009701



Save up to 25% off base rates on car rentals when you provide the NAR/Budget Corporate Discount (BCD) code below at the time of reservation. Save more by combining your member discount with coupon offers on Budget's website.

i www.budget.com/NAR **☎** 1-800-826-3703 **🔑** BCD CODE #Y490601



FIAT CHRYSLER AUTOMOBILES

CASH ALLOWANCE AND OIL CHANGES

Receive a \$500 cash allowance for you or your family in the same household on the purchase or lease of select new vehicles from FCA US LLC, NAR's official automobile manufacturer. Combine this offer with most FCA US LLC incentives for greater savings. Additionally, REALTORS® are eligible to receive two years of no-charge oil changes with purchase or lease. When combined, these savings equal the value of your NAR membership dues for more than six years!

i www.NAR.realtor/RealtorBenefits/FCA

NOTE: Go to www.NAR.realtor/RealtorBenefits/FCA and check with your local FCA US dealer to confirm vehicle eligibility, requirements and vehicle line-up. Current year proof of membership is required.



Save up to 25% on car rentals worldwide when you use the NAR discount code (CDP) below when reserving your vehicle. Enjoy combinable bonus offers for more savings. As an NAR member, receive 550 activation points (good for a free weekend day) with a new enrollment in Hertz Gold Plus Rewards® and completing your first rental.

i www.hertz.com/nar **☎** 1-800-654-3131 **🔑** CDP CODE #182806

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i www.placester.com/NAR **☎** 1-800-226-1381



Access the industry's most advanced technology at a competitive price through NAR's official lockbox solution. Includes member-requested features such as Bluetooth® REALTOR® lockboxes that are accessible with your smartphone, secure one-day codes and easy-to-use hardware help save you time and money, leading to faster sales. More than just a lockbox system, the easy-to-use Sentrilock solution offers the new agent safety feature, showing notifications, feedback requests, robust reporting and award-winning customer service and Realtors Property Resource® integration.

i www.sentrilock.com **☎** 1-866-736-2322

NOTE: Contact your broker, State or Local Association for additional assistance.

NAR Strategic Investment Company



BUILDING DATA. EVERYWHERE.

Receive preferred pricing on fully researched commercial real estate data for commercial real estate properties in select U.S. markets. As NAR's exclusive provider of commercial real estate information services, Xceligent's data helps real estate professionals, appraisers, investors and developers make strategic leasing, selling and development decisions. Xceligent also offers CommercialSearch — a national listing platform for commercial real estate properties.

i www.NAR.realtor/RealtorBenefits/Xceligent **☎** 1-866-303-2895

NAR Strategic Investment Company



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.

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+



ACCOUNTING AND TAX PREPARATION

Organize your finances and make tax prep easy. Enjoy exclusive savings on QuickBooks® Self-Employed — the app that makes it easy to track miles, scan receipts and categorize your expenses — all from your mobile device. Also take advantage of discounts on TurboTax® Deluxe, Premier and Self-Employed editions of America’s #1 best-selling tax software. Choose the version that best fits your needs. Enjoy maximum savings with the QuickBooks Self-Employed + TurboTax bundle.

i <https://selfemployed.intuit.com/NAR>



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Receive personal and business banking services created exclusively for NAR members. In addition to checking with fee-free transactions at over 33,000 ATMs and access to 5,000+ CO-OP Shared Branch locations nationwide, members can take advantage of competitive rates on savings accounts, auto, home and business loans. Additional benefits include Mobile Banking, Bill Pay, Escrow Checking accounts and more. Federally insured by NCUA and an Equal Housing Lender.

i www.REALTORSfcu.org **1-866-295-6038**



NAR'S OFFICIAL REALTOR® CREDIT CARD OFFERED BY REALTORS® FEDERAL CREDIT UNION

Enjoy exclusive REALTOR® branding options to identify yourself as a residential or commercial practitioner, customized real estate themed designs and the most sought after features including no annual fee, no balance transfer or cash advance fees, competitive interest rates and a rewards program with points that never expire. For record keeping and tax planning, use one card for your personal purchases and another for your business expenses. Business cards are also available to State and Local Associations and brokerages.

i www.REALTORSfcu.org/RealtorCreditCard **1-866-295-6038**

Educational Tools

Enhance your skills and receive special pricing on select online courses that apply towards the following designation and certifications, offered through the Center for REALTOR® Development.



Accredited Buyer's Representative Designation
www.NAR.realtor/RealtorBenefits/ABR



NAR's e-PRO® Certification
www.NAR.realtor/RealtorBenefits/EPRO



NAR's Green Designation
www.NAR.realtor/RealtorBenefits/GREEN



Military Relocation Professional Certification
www.NAR.realtor/RealtorBenefits/MRP



Pricing Strategy Advisor Certification
www.NAR.realtor/RealtorBenefits/PSA



Seniors Real Estate Specialist® Designation
www.NAR.realtor/RealtorBenefits/SRES

For more information on these designations and certifications, please see pages 19 and 20.



REALTOR[®] STORE

The REALTOR[®] Store offers a diverse array of products and publications to meet the needs of all NAR members; from the seasoned professional to the new agent. View the many resources listed, then go online to order today!

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Visit www.NAR.realtor/Store for new products, special offers and member-only deals, plus, free products and reports just for members. Find all the products you need to succeed from the latest research reports, *Social Media for REALTORS® Series*, the "Little Book" Series, client-focused brochures, and the latest tech topics and webinars that will give you a competitive edge.

Member Value Plus (MVP) Program



EARN FREE REWARDS WITH MVP!

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BE AN MVP TODAY!

Log in to your profile on www.NAR.realtor and subscribe to the **MVP Newsletter** to be the first to know about new offers on the 1st and 16th of each month.

REALTOR® STORE

Advance Your Business and Customize Your Client Experience with Print on Demand

Look for this icon!



Set yourself apart when you customize NAR's most popular brochures with your contact information. Learn more at www.NAR.realtor/Store.

Put your best foot forward and show a personal touch when you customize one of 14 different brochures, including some in Spanish!



The "Little Book" Series 3 Pack

Get one of NAR's most popular resources, the "Little Book" Series, complete with all three products! This series contains nearly 300 professionalism, safety and sustainability tips for REALTORS®

Item #: 135-118
Members: **\$12.95**
Non-Members: \$24.95



There's more at the store! Shop today at www.NAR.realtor/Store




REALTOR® Store: Product Showcase

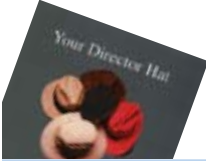
Association Resources



What Everyone Should Know About Equal Opportunity in Housing

Fair housing law and party responsibilities are outlined in this brochure. Sold in packages of 100.

 Item #: 166-799
Members: \$20.95
Non-Members: \$31.45
  Item #:
E166-799
Members: \$4.95
Non-Members: \$12.95
Also available in Spanish.



Your Director Hat: A Guide to Serving as a Director on a Board

An excellent resource for anyone thinking of becoming a member of a governing Board or starting service on a Board, or a sitting Board member who just wants a little more insight.

Item #: 141-182
Members: \$11.95
Non-Members: \$19.95



A Pathway to Professional Conduct: Respect Starts Here

This brochure includes tips for showing respect for property, the public and your peers. Sold in packages of 100.



Item #: 135-85
Members: \$39.95
Non-Members: \$49.95

Being a REALTOR®



Getting It Sold — Your Resource for Staging, Curb Appeal and Selling Success



Help consumers prepare their home for sale with proven methods on curb appeal, staging, showing and updating a home for selling success. Sold in packages of 100.

Item #: 135-70
Members: \$29.95
Non-Members: \$39.95
  Item #:
E135-70
Members: \$4.95
Non-Members: \$12.95



It's a Great Time to OWN

Get your sales moving and get buyers off the fence. Sold in packages of 100.

Item #: 135-87
Members: \$29.95
Non-Members: \$39.95
  Item #:
E135-87
Members: \$9.95
Non-Members: \$14.95



2017 Code of Ethics Combination Bundle




This combination of Code of Ethics products allows you to order just one item and receive one copy of all five of the Member Policy products together! Save 10% when you purchase the bundle!

Item #: 166-877-17
Members: \$91.12
Non-Members: \$101.25



It Pays to Work with a REALTOR®

This brochure outlines key differences between a REALTOR® and a licensee, benefits that REALTORS® provide and how REALTOR® designations benefit consumers. Sold in packages of 100.

 Item #: 135-30
Members: \$29.95
Non-Members: \$47.25
  Item #:
E135-30
Members: \$6.95
Non-Members: \$12.95
Also available in Spanish and Portuguese.



The NATIONAL ASSOCIATION OF REALTORS® Guide to Home Buying

Outlines the process of purchasing a home, with special focus on issues that concern first-time buyers for each step of the buying transaction.

Item #: 141-50
\$19.95



The NATIONAL ASSOCIATION OF REALTORS® Guide to Home Selling

Specifically for home sellers, this guide presents a variety of issues for homeowners to consider when deciding to sell their home.

Item #: 141-55
\$19.95

Being a REALTOR® (continued)



The Little Red Book: Safety Rules to Live By for REALTORS®

Focuses on tips REALTORS® can utilize to empower themselves, become more aware and be safe real estate practitioners.
Sold in packages of 5.

Item #: 135-109
Members: \$19.95
Non-Members: \$29.95
 Item #: E135-109
Members: \$9.95
Non-Members: \$19.95



The Little Blue Book: Rules to Live By for REALTORS®

A fun focus on the tips for running a successful business and presenting a professional, realistic and everyman approach to real estate.
Sold in packages of 5.

Item #: 135-105
Members: \$19.95
Non-Members: \$29.95
 Item #: E135-105
Members: \$9.95
Non-Members: \$19.95



The Little Green Book: Green Rules to Live By for REALTORS®

Focuses on tips to educate, list and support working with peers, service providers and clients on green issues.
Sold in packages of 5.

Item #: 135-116
Members: \$19.95
Non-Members: \$29.95
 Item #: E135-116
Members: \$9.95
Non-Members: \$19.95

Brokerage Management



Real Estate Brokerage Essentials®: Navigating Legal Risks and Managing a Successful Brokerage — Fourth Edition

Created by NAR's Legal Team, this is your essential guide to running a successful brokerage.

Item #: 126-359
Members: \$32.95
Non-Members: \$49.95



Power Teams: The Complete Guide to Building and Managing a Winning Real Estate Agent Team

A step-by-step guide to forming an agent team and the best practices of teams that have already reached a notable level of success.

Item #: 141-300
\$24.95



21 Things I Wish My Broker Had Told Me: Practical Advice for Real Estate Professionals

Written with humor and insight, this publication provides hands-on advice to help agents start or maintain their career.

Item #: 141-237
\$19.45



Why Rent When You Can Buy?

This brochure outlines the financial benefits of owning a home, including mortgage interest, property tax deductions and mortgage principal accumulation.
Sold in packages of 100.

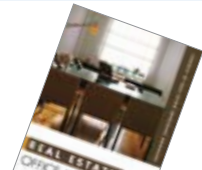
Item #: 186-90
Members: \$29.95
Non-Members: \$50.00
 Item #: E186-90
Members: \$6.95
Non-Members: \$29.95
Also available in Spanish.



Champion Real Estate Team

Provides the tools and step-by-step blueprint you need to develop a top-notch real estate team — minus the trial and error.

Item #: 141-321
\$24.99



Real Estate Office Management

Based on the S-7 Management model, this product explores the seven interdependent variables for managing a successful brokerage office, with emphasis on planning, capital, marketing and people.

Item #: 141-341
\$36.75

REALTOR® Store: Product Showcase

Commercial and Investment Real Estate



Commercial Real Estate Investing

Shows readers the ins and outs of investing in commercial real estate. If you are investing in residential property or have started to invest in commercial property and want to take your investing to the next level, this product is for you.

Item #: 141-317
\$24.95



The Insider's Guide to Commercial Real Estate

This book will teach you everything you need to know about commercial real estate, from how to speak the language to the ins and outs of commercial contracts and financing.

Item #: 141-239
\$28.15



An Introduction to Listing and Selling Commercial Real Estate

Provides a complete foundation for a career in the commercial real estate industry.


Item #: 141-394
\$24.95

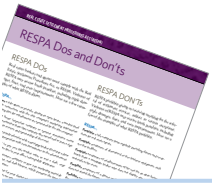
Legal Issues



Workplace Harassment: Awareness and Prevention Pocket Guide


A guide to the types of workplace harassment, the liability issues surrounding workplace harassment and suggestions on reporting and investigating claims.
Sold in packages of 5.

Item #: 126-149
Members: \$20.95
Non-Members: \$31.45
 Item #: E126-149
Members: \$6.95
Non-Members: \$12.95



RESPA Dos and Don'ts Card — Download

Understand and comply with the Real Estate Settlement Procedures Act (RESPA). Provides RESPA "dos" on one side and RESPA "don'ts" on the other side.

 Item #: E126-100
Members: \$4.95
Non-Members: \$12.95



The Green Guide for Real Estate Professionals



This guide brings together all the information you need to "go green."

Item #: 141-388
\$27.55



A Brief Guide to Mold, Moisture and Your Home



Learn why mold develops in the home, general recommendations for removing it and ways to prevent it from returning.
Sold in packages of 5.

 Item #: 141-24
Members: \$21.00
Non-Members: \$31.50
 Item #: E141-24
Members: \$4.95
Non-Members: \$12.95



Protect Your Family From Lead in Your Home

Helps inform your clients about the potential hazards of lead-based paint and other sources of lead contamination.
Sold in packages of 5.

 Item #: 141-40
Members: \$13.50
Non-Members: \$15.75
 Item #: E141-40
\$4.95

Legal Issues — Antitrust



Antitrust 101 for Real Estate Professionals — Download

Understand the ins and outs of antitrust laws and the severe penalties associated with violating these laws.

Item #: E135-112
Members: \$19.95
 Non-Members: \$29.95



Antitrust Pocket Guide for REALTORS® and for Association and Board Leadership

These brochures offer information and examples on how antitrust impacts current real estate practices.
 Sold in packages of 5.

Item #: 126-1093
 Item #: 126-1094
Members: \$24.25
 Non-Members: \$34.95
 Item #: E126-1093
 Item #: E126-1094
Members: \$6.95
 Non-Members: \$12.95

Legal Issues — Diversity and Fair Housing



Fair Housing Handbook—Fifth Edition

The ultimate resource for fair housing information. Provides suggested fair housing office procedures, background on regulations, equal service report forms, NAR/HUD partnership information and a self-assessment questionnaire.

Item #: 166-1084
Members: \$29.95
 Non-Members: \$36.75
 Item #: E166-1084
Members: \$9.95
 Non-Members: \$12.95



Fair Housing Sales and Rental: Pocket Guides

The information covered includes fair housing laws, the responsibilities of real estate professionals and checklists to ensure proper procedures.
 Sold in packages of 5.

Item #: 166-153
 Item #: 166-81
Members: \$20.95
 Non-Members: \$31.45
 Item #: E166-153
 Item #: E166-81
Members: \$6.95
 Non-Members: \$12.95

Research



NEW!

2016 NAR Profile of Home Buyers and Sellers — Download

As the #1 research report used by REALTORS®, this profile highlights characteristics of home buyers and homes purchased, preferred methods employed during the search, financing and more.

Item #: E186-45-16
Members: \$19.95
 Non-Members: \$249.95



2016 NAR Member Profile — Download

Who are REALTORS®? Economic, demographic, education, tenure, agency relationship and compensation of REALTORS® are broken down. Designed to allow easy comparisons with previous studies.

Item #: E186-12-16
Members: \$14.95
 Non-Members: \$149.95



FREE FOR MEMBERS!

2015 Remodeling Impact Report — Download

This report takes a deep dive into the reasons for remodeling, the success of taking on projects, and the increased happiness found in the home once a project is completed.

Item #: E186-14-16
Members: FREE



FREE FOR MEMBERS!

2015 NAR Profile of Home Staging — Download

Find out how effective REALTORS® find home staging in this report.

Item #: E186-85-15
Members: FREE

REALTOR® Store: Product Showcase

Sales and Marketing

	Before Hitting Send: Power Writing for Real Estate Agents Help make your emails and communications something clients and prospects can't resist.	Item #: 141-367 \$29.75
	Sales and Marketing 101 By using real-life examples and a friendly, easy-to-follow tone, this guide will improve your sales results by teaching you how to employ a complete, professional marketing strategy.	Item #: 141-240 \$41.65
	How To Become a Power Agent in Real Estate Gives real estate agents both the powerful sales techniques and the practical management tips they need to double their income by closing more transactions.	Item #: 141-375 \$24.95
 	The Conversion Code Get the step-by-step system for capturing and converting online leads into closed sales at the highest rate possible.	Item #: 141-405 \$25.00
	Super Agent: Real Estate Success at the Highest Level Every chapter is a lesson in the fundamentals of listing and selling more real estate and what you can do to be super too!	Item #: 141-386 \$25.00
	How to Make \$100,000+ Your First Year as a Real Estate Agent More than just an introduction to the ins and outs of the industry, it's a step-by-step guide to beginning your career, with insider advice on how to build a lucrative real estate practice.	Item #: 141-382 \$24.00
	Pricing Your Home To Sell (DVD) This DVD is loaded with charts, visuals and friendly dialogs to address all of your sellers' pricing objections, helping countless real estate agents, like you, turn "for sale" into "sold."	Item #: 141-177 (DVD) Members: \$39.00 Non-Members: \$44.00

REALTOR® Store

Get In, Get Out and Get Back to Business



Check the online store often — we're continuously adding the newest products you need to stay on top of trends and changes in the industry. Also, remember to check out our sale section for FREE and discounted products and special offers.

Save 10%
on your
next order!
Use code
CAT17

Sales and Marketing — Social Media




Social Media for REALTORS® — VIP 4 Pack

Completely updated, the VIP 4 Pack was created for REALTORS® by REALTORS®.

Includes all four booklets.

- Social Media for REALTORS®: 101 Dos and Don'ts
- Social Media for REALTORS®: Your Website
- Social Media for REALTORS®: Digital Marketing
- Social Media for REALTORS®: Facebook


Item #: 135-71
Members: \$32.95
 Non-Members: \$42.95
 Item #: E135-71
Members: \$26.95
 Non-Members: \$34.95



Social Media for REALTORS®: 101 Dos and Don'ts

Easy-to-understand tool to help real estate professionals take their business to the next level with social media tools. Saves time, money and effort by getting you started with key dos and don'ts.

Sold in packages of 5.


Item #: 135-66
Members: \$29.95
 Non-Members: \$39.95
 Item #: E135-66
Members: \$9.95
 Non-Members: \$14.95



Social Media for REALTORS®: Your Website

Save time, money and effort with assistance on how to start and how to effectively promote your website.

Sold in packages of 5.


Item #: 135-67
Members: \$29.95
 Non-Members: \$39.95
 Item #: E135-67
Members: \$9.95
 Non-Members: \$14.95

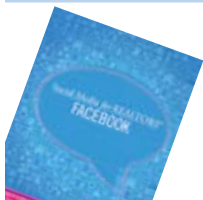


Social Media for REALTORS®: Digital Marketing

Take inventory of current marketing activities and understand the hub and spoke concept, how to use social networking for marketing, how to measure online efforts and more.

Sold in packages of 5.


Item #: 135-69
Members: \$31.95
 Non-Members: \$41.95
 Item #: E135-69
Members: \$11.95
 Non-Members: \$19.95



Social Media for REALTORS®: Facebook

Shows step-by-step how to use Facebook to benefit your business and market like a pro.

Sold in packages of 5.

Item #: 135-68
Members: \$31.95
 Non-Members: \$41.95
 Item #: E135-68
Members: \$11.95
 Non-Members: \$19.95



The Digital Handshake — Seven Proven Strategies to Grow Your Business Using Social Media

Learn why advertising and marketing are losing their effectiveness and how to use social media to corral elusive consumers. This book explains the best practical business applications to ramp up your business.

Item #: 141-348
\$24.95



Socialnomics: How Social Media Transforms the Way We Live and Do Business

Find out the business implications of social media and tap its considerable power to increase sales, cut marketing costs and communicate directly with consumers.

Item #: 141-363
\$16.95



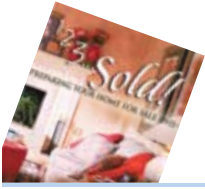
Screen to Screen Selling

Filled with money-saving tips, time-saving strategies and practical tech-smart solutions to all your business needs, Screen to Screen Selling is the perfect go-to guide for making person-to-person connections that really count—and really pay off.

Item #: 141-396
\$30.00

REALTOR® Store: Product Showcase

Sales and Marketing — Staging



123 Sold! (DVD)

This engaging and easy-to-follow DVD walks sellers through three simple steps to prepare their home for sale. Let them see how easy it is to transform their home from livable to sellable.

Item #: 141-204
(DVD)
Members: **\$11.95**
Non-Members: \$16.95



Get Ready, Get Set, Get Sold (DVD)

This instructional video covers not only the preparation of the home, but also the presentation, including tips that make a buyer want to move in, not move on!

Item #: 141-331
(DVD)
\$15.00



Preparing Your Home To Sell (DVD)

This David Knox DVD will help increase the value and sales price of your listings. Use this DVD to show your clients the simple steps needed to sell their home.

Item #: 141-178
(DVD)
Members: **\$39.00**
Non-Members: \$44.00



Staging to Sell: The Secret to Selling Homes in a Down Market

Everyone involved in the selling process must be better prepared. In order to sell homes at top dollar, houses must be prepared for sale. That's where staging comes in.

Item #: 141-336
\$19.95



The Consumer's Guide to Real Estate Staging™

Armed with the facts and statistics in this guide, homeowners will never sell another home without utilizing home staging — the #1 proven method to market their most valuable asset.

Item #: 141-353
\$24.95

Sales and Marketing — Technology



Power Real Estate Emails and Letters

Correspondence is an essential part of an agent or broker's day-to-day business. This title offers professionals a variety of email and letter samples that can be adopted for any circumstance, saving time and resources.

Item #: 141-272
\$32.85



Put Your Business Online

A complete nontechnical guide that describes everything you need to know, from start to finish, to achieve a successful online real estate website — even if you already have one.

Item #: 141-161
Members: **\$19.95**
Non-Members: \$24.95

Looking for a Great Deal? Become an MVP!



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EDUCATION

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Raise the Bar of Professionalism with
Specialized Education and Training

Master of Real Estate Degree Program

You have a highly advanced educational opportunity to earn a master's degree in what you know best. With our unique blend of practical and applied learning, you will be able to immediately apply your knowledge in day-to-day business.



The Master of Real Estate (MRE) degree program is a true graduate degree that offers both business and real estate core courses. The University's unique features include on-demand online courses, a research center that identifies the leading trends and issues in the real estate industry, competitive overall cost compared to other prominent graduate real estate programs, and the largest real estate library in the world.

- **Learn on your time.** Our online courses are accessible anytime and anywhere. This allows you to complete courses and advance your career in a way that works for your business and your life.
- **Scholarships and financing options available.** With a broad range of programs and course offerings, we have learning opportunities that work with any budget.
- **Leverage our resources.** We provide access to the largest real estate library in the world to connect you to everything about real estate. Additionally, the Richard J. Rosenthal Center for Real Estate Studies identifies and researches the leading trends and issues in the real estate industry.
- **Improve through guidance.** Our faculty are practitioners in the field of real estate, including Ph.D.-level faculty, who have hands-on experience and knowledge in the topics they teach. Connect with them for guidance or access our professional coaching center where we offer one-on-one mentoring and much more.

Learn more at www.RealtorU.edu

To be admitted to REALTOR® University's Graduate School, applicants must hold a baccalaureate degree from a U.S. institution of education accredited by, or in candidacy status with an accrediting agency recognized by the U.S. Department of Education. At this time, REALTOR® University cannot accept applications from residents of: Alabama, Arkansas, Indiana, Minnesota, New Mexico, Oregon, Utah or Wyoming.

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REALTOR® University admits students of any race, color, or national or ethnic origin to all the rights, privileges, programs and activities generally accorded or made available to students at REALTOR® University, and REALTOR® University does not discriminate on the basis of race, color, or national or ethnic origin in administration of its educational policies, admission policies, scholarship and loan programs.

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In the current market, there is no better time to add to your expertise to better assist prospects and clients. Many designations and certifications are also available online for continuing education credit at the Center for REALTOR® Development at www.OnlineLearning.realtor.

Accredited Buyer's Representative (ABR®) Designation



Gain a competitive edge with a unique understanding of homebuyers' needs and how to best serve them, as well as specialized information on home buying issues, trends and exclusive resources. www.REBAC.net

At Home With Diversity® (AHWD®) Certification



The multicultural buyer market is rapidly growing — and changing. Give yourself a competitive edge by learning how to work effectively with and within this buyer market. The online course is approved for CE in most states. www.NAR.realtor/AHWD

Certified International Property Specialist (CIPS) Designation



Foreign investment in U.S. real estate is taking place in all 50 U.S. states. The CIPS designation prepares you to assist in all aspects of international business, from attracting foreign investors to your local community to serving a multicultural buyer or helping local buyers invest abroad. www.NAR.realtor/Global

e-PRO® Certification



Expand your real estate technology and social media skills by enrolling in NAR's e-PRO® certification program. Learn how to connect with consumers, manage your online reputation and generate leads. www.ePRONAR.com

General Accredited Appraiser (GAA) Designation



Signifies advanced education and experience in commercial, industrial and residential property valuation. www.NAR.realtor/Appraisal

NAR's Green Designation (GREEN)



This designation will allow you to guide your clients towards making informed choices about the resource efficiency and performance of the homes they live in, sell and buy. Homeowners will walk away with the knowledge to distinguish fact from fiction and make educated decisions about the value of green features in homes. www.GreenREsourceCouncil.org

REALTOR® Education

Official REALTOR® Designations and Certifications (continued)

Graduate, REALTOR® Institute (GRI) Designation



Stand out to prospective homebuyers and sellers as a REALTOR® who has gained in-depth knowledge on technical subjects, as well as the fundamentals of real estate.
www.NAR.realtor/GRI

Military Relocation Professional (MRP) Certification



When military personnel and their families relocate, the services of a real estate professional who understands their needs and timetables makes the transfer easier, faster and less stressful. NAR's Military Relocation Professional certification program teaches you about working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support.
www.MilitaryRelocationPro.org

Pricing Strategy Advisor (PSA) Certification



Enhance your skills in pricing properties, creating CMAs, working with appraisers and guiding clients through the anxieties and misperceptions they often have about home values with the Pricing Strategy Advisor certification.
www.PricingStrategyAdvisor.org

Residential Accredited Appraiser (RAA) Designation



Signifies advanced education and experience in analysis and valuation of residential property.
www.REALTOR.org/Appraisal

Resort & Second-Home Property Specialist (RSPS) Certification



Every market is a second-home market (think rental and investment properties), not just obvious resort areas. Investment and vacation home sales have surged, and a Resort & Second-Home Property Specialist is the best resource for this buyer group.
www.NAR.realtor/Resort

Short Sales and Foreclosure Resource (SFR®) Certification



Designed for real estate professionals at all experience levels, this certification gives you a framework for understanding how to qualify sellers for short sales, develop a short-sale package, negotiate with lenders, tap into buyer demand and safeguard your commission.
www.REALTORSFR.org

Seniors Real Estate Specialist® (SRES®) Designation



The wealthiest buyers and sellers in the country are over age 50. Understand their maturing motivations and build your business and resources as a Seniors Real Estate Specialist®.
www.seniorsrealestate.com

REALTOR® Education

NAR Affiliate Designations and Certifications

Accredited Commercial Manager (ACoM)

(Institute of Real Estate Management)

Develop your specialized skills and learn new industry solutions and technologies as a commercial manager.

www.IREM.org

Accredited Land Consultant (ALC)

(REALTORS® Land Institute)

The designation of the most accomplished, trusted and skilled professionals in the business of land.

www.RLILand.com

Accredited Management Organization® (AMO®)

(Institute of Real Estate Management)

Recognizes excellence among real estate management firms.

www.IREM.org

Accredited Residential Manager® (ARM®)

(Institute of Real Estate Management)

The most recognized credential for residential real estate managers.

www.IREM.org

Certified Commercial Investment Member (CCIM)

(CCIM Institute)

Commercial investment real estate experts demonstrating unparalleled financial analysis skills.

www.CCIM.com

Certified Property Manager® (CPM®)

(Institute of Real Estate Management)

The premier real estate management credential for property and asset managers.

www.IREM.org

Certified Real Estate Brokerage Manager (CRB)

(Council of Real Estate Brokerage Managers)

"THE SOURCE" for real estate business management and leadership solutions.

www.CRB.com

Counselor of Real Estate (CRE)

(The Counselors of Real Estate)

The designation for only the most experienced and trusted advisors in real estate.

www.CRE.org

Performance Management Network (PMN)

(Women's Council of REALTORS®)

The REALTOR® designation that combines today's real-world skills with WCR's powerful nationwide referral network.

www.WCR.org

Real Estate Negotiation Expert (RENE)

(Real Estate Business Institute)

This certification is for real estate professionals who want to sharpen their skills and serve as advocates for their clients.

www.whatisrebi.com

Certified Residential Specialist (CRS)

The premier designation for residential sales agents.

www.CRS.com

Seller Representative Specialist (SRS)

This designation is designed to recognize REALTORS® who professionally and ethically represent sellers.

www.srscouncil.com

Society of Industrial and Office REALTORS® (SIOR®)

The most knowledgeable, experienced and successful industrial and office specialists.

www.SIOR.com

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