

NAR 2018 Year in Review

"Own It" wasn't just a theme, it was a rallying cry for NAR leaders, who implemented sweeping changes in 2018, including an ambitious budget initiative, a new strategic framework, a major staff restructuring, and new initiatives to boost professionalism and bring staff and members closer.

January 08, 2019



2018 YEAR IN REVIEW



2018 Year in Rev



Owning it.

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Elizabeth Mendenhall set the stage for her NAR presidency in August 2017, calling on thousands of REALTOR® leaders gathered for NAR's Leadership Summit to "Own It"—own their association, own their industry, own disruption—in order to ensure that real estate careers and property ownership remain viable for future generations. She also welcomed new CEO, Bob Goldberg. In May, industry publisher RISMedia recognized both Mendenhall and Goldberg as **2018 Real Estate Newsmakers**.



Reinventing NAR.

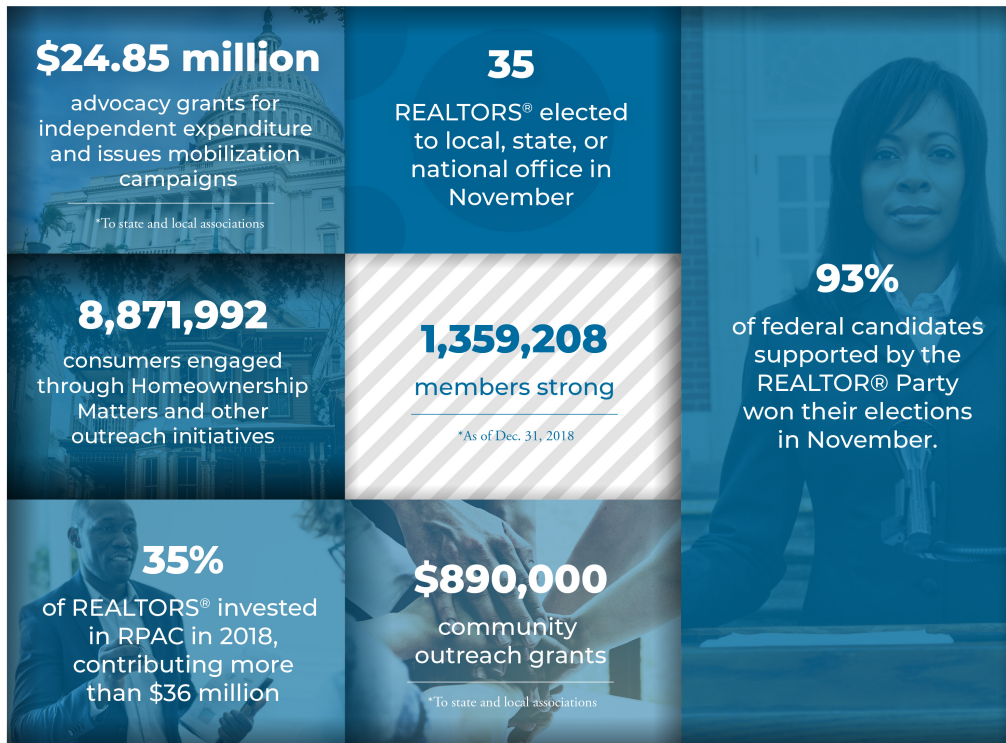
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At the 75th Anniversary Association Executives Institute in Charlotte, N.C., in March, NAR CEO Bob Goldberg introduced his vision for a radically restructured staff and announced S.M.A.R.T. Initiatives (Strategic Measures Advancing REALTORS® to Tomorrow), a budget proposal to fund (among other things) expanded advocacy, the Commitment to Excellence program, and a 10-year master vision for NAR's Chicago headquarters. The proposal was passed overwhelmingly by the NAR Board of Directors in May. The 2019 AE Institute is March 29 - April 1, in Austin, Texas.



50 years of fair housing law.

The Fair Housing Act was signed into law as Title VIII of the Civil Rights Act of 1968. NAR's year-long commemoration of the law, in cooperation with other industry organizations, recounted the association's complicated past, highlighted the work yet to be done, and underscored its commitment to equality and inclusion. NAR produced an array of shareable fair housing resources and promotional materials featuring REALTORS®.

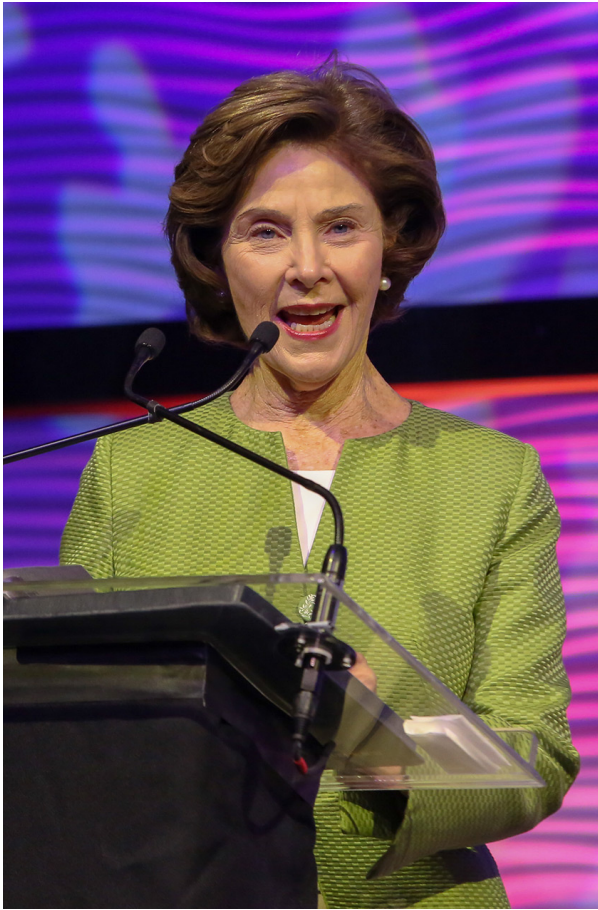


NAR in 2018, by the numbers.

By the close of 2018, the association was 1,359,208 members strong and NAR had engaged 8,871,992 consumers through Homeownership Matters and other outreach initiatives.

The association showed its commitment to communities in 2018 with \$890,000 in community outreach grants to state and local associations.

The year 2018 was a midterm election year, and NAR made \$24.85 million in advocacy grants for independent expenditure and issues mobilization campaigns to state and local associations. The association helped achieved victories across the country, including the election of 35 REALTORS® to local, state, or national office. In addition, 93 percent federal candidates supported by the REALTOR® Party achieved victory in November. REALTORS® made it possible with their votes and more than \$36 million in contributions to the REALTORS® Political Action Committee. Thirty-five percent of REALTORS® invested in RPAC in 2018.



Politically connected.

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Former First Lady Laura Bush and Cook Political Report National Editor Amy Walter were among the speakers at NAR's President's Circle Conference in March. President's Circle members are major donors to the REALTORS® Political Action Committee who strengthen their commitment by also providing direct contributions to select federal candidates. But members' investments at all levels, large and small, that ensure NAR has a seat at the table when key policy issues are discussed. More than 35 percent of REALTORS® invested in RPAC in 2018, contributing more than \$36 million. REALTORS® celebrate the 50th anniversary of RPAC in 2019.



Bringing you into decision making.

NAR President Elizabeth Mendenhall hosted a Leadership Live event April 5 with Treasurer Tom Riley and CEO Bob Goldberg to discuss the S.M.A.R.T. Initiatives budget proposal. NAR leaders conducted live webcasts throughout 2018 as a way to connect directly with members.



Serving brokers.

Nashville was the site of the sold-out NAR Broker Summit, where NAR's Jessica Lautz, vice president of demographics and behavioral research, addresses moderator Michael Oppler questions on emerging trends in housing. Pictured, left to right, Oppler, Lautz, National Building Museum Curator Chrysanthe Broikos, and Hunter Beyke, strategic account manager for Steelcase Office Furniture. NAR's 2019 Broker Summit takes place April 2-3 Austin, Texas.

Day in the Life Visit Tracking

Explore NAR staff visits and insights. The map is powered by Relola, a member of NAR's 2017 REach® Accelerator Class. NAR staff uses the Relola app to drop real time insights and photos during their visits.

Map Filters

United States

Map showing NAR staff visit locations across the United States, with pins indicating visit locations and numbers. Includes an "Add Post" button and a user profile icon.

Google

Map data ©2019 Google, INEGI Terms of Use

RE/MAX "10"

Great day with Dale Taylor! I had a fabulous day shadowing him and...

Chicago Premier Realty

Spent the day with Lupe and her team had a awesome time

Ani Real Estate

Part one of my Day in the Life of a REALTOR! Attending the final...

Fathom Realty IL

Spent my "day in the life" with Patrice Boenzi and her team at...

3316 Webley Ct

Checking out a listing in my neighborhood with John R from...

Berkshire Hathaway Epic Rea

Thank you, Laura Woltersdor allowing me to shadow you o...

Walking in your shoes.

Through the new "Day in the Life of a REALTOR®" program, every NAR staff member spends time with a REALTOR® or in a local association office in 2018.



Ties that bind.

© mattjeacock - iStock / Getty Images Plus / Getty Images

A new Executive Outreach Program matched NAR's senior staff to the association's 13 regions—with the goal of building strong relationships throughout the association. At year end there were 115 requests for NAR staff visits, 68 of which were scheduled for 2019.



Fair housing call to action.

"Let us agree that laws are not magic, merely guidelines and aspirations, blueprints with consequences," declared poet Joseph Green, performing an original work at the REALTORS® Legislative Meetings in May as part of NAR's year-long commemoration of the Fair Housing Act. "Only the actions of people can transmogrify circumstances, correct the projection of a life's trajectory. That's why the motto is "'Fair housing makes us stronger,' 'The fair housing law makes us stronger.'"



REALTORS® take the Hill.

© Matt Difanis

The rainiest Legislative Meetings in memory didn't stop REALTORS® from taking part in a time-honored tradition: visiting Capitol Hill to meet with legislators on key priorities, including tax policy, flood insurance, net neutrality, and equal housing opportunity. The Illinois delegation met with Sen. Dick Durbin, Rep. Raja Krishnamoorthi, and (pictured here) Rep. Danny Davis. The 2019 REALTORS® Legislative Meetings & Trade Expo takes place May 13-18.



A competitive business.

At a Department of Justice-Federal Trade Commission joint workshop on competition in residential real estate, NAR General Counsel and Chief Member Experience Officer Katie Johnson (2nd from right) called on regulators to recognize that "Innovation, competitive forces, and consumer choice have never been stronger." The June workshop came just five months before a decade-old DOJ-NAR consent decree on virtual office website rules was set to expire. NAR has said it has no plans to change the VOW rules.



NATIONAL
ASSOCIATION of
REALTORS®



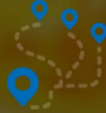
CENTER
for
REALTOR®
FINANCIAL WELLNESS



Wellness Checkup

Start here by evaluating your current financial profile with this quick and easy survey. Once completed, you'll receive personalized goals to put you on the road to financial freedom.

BEGIN



Financial Journey

Practice your financial decision-making skills, and learn how to best achieve your financial well-being with this interactive, risk-free activity.

BEGIN

Search the Center

Discover Resources Designed for REALTORS®

BROWSE

SEARCH

Money matters.

In July, NAR introduced the Center for REALTOR® Financial Wellness, a tool created to give members the know-how to secure their future through smart financial planning.

https://magazine.realtor/slideshow#!/%23slideshowCNid:143168

14/30



Tech talk.

The growth of the sharing economy was the topic of keynoter Leah Busque, founder of T Rabbit, at the inaugural Real Estate Innovation, Opportunity, and Investment Summit in San Francisco in August.



Ready for some action?

Curaytor co-founder Chris Smith emceed a pitch battle featuring 16 tech startups at the inaugural Real Estate Innovation, Opportunity, and Investment Summit in San Francisco in August.



Fast pitch.

Mel Meyers, co-founder of Box Brownie, an on-demand photo editing service for real estate, won the start-up pitch battle, earning \$15,000 at the Real Estate Innovation, Opportunity, and Investment Summit in San Francisco in August. Box Brownie is a member of the 2018 class of REach®, a technology accelerator founded by Second Century Ventures, NAR's investment arm. In 2018, for the second consecutive year, REach® received Silver Rankin as one of top accelerators in the U.S. by the Seed Accelerator Rankings Project (SARP).



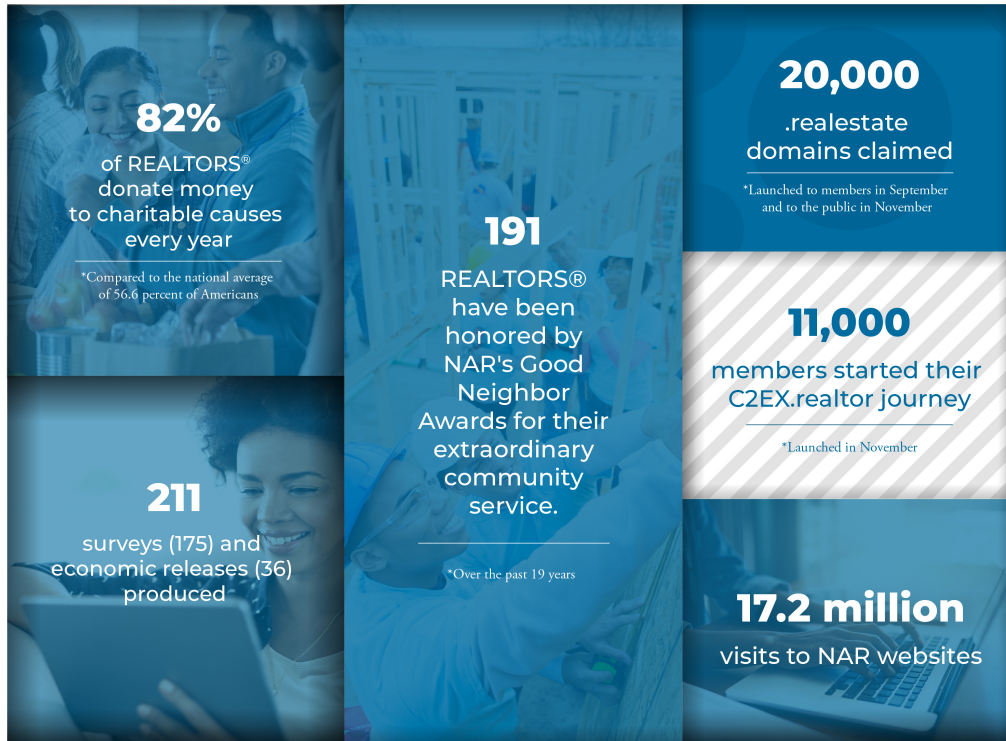
Your show of shows.

More than 17,300 REALTORS® and guests attended the REALTORS® Conference & Expo Boston. The show featured more education sessions than ever before, as well as 100,000 square feet of exhibit space. The last time NAR held its conference in Boston was 1929. The 2019 REALTORS® Conference & Expo will take place Nov. 8-11 at the Moscone Center in San Francisco. Registration opens in May.



Committing to a higher standard.

At the REALTORS® Conference & Expo in Boston, NAR rolled out the Commitment to Excellence program. The innovative tool offers REALTORS® a self-guided, self-paced way to take their knowledge and professionalism to the next level. With NAR's "C2EX Superheroes" from left, are Tracy Kasper, 2019 vice president of advocacy; John Flor, 2019 treasurer; Jim Smaby, 2018 president-elect; Elizabeth Mendenhall, 2018 president; Kenny Parcell, 2018 vice president of government affairs; and Bob Goldberg, CEO. Start your journey at C2EX.realtor.



NAR in 2018, by the numbers, cont'd.

Within two months of the November launch, 11,000 REALTORS® had registered for Commitment to Excellence. The self-directed program, open to all members at no additional cost, enables members to earn badges and a C2EX Endorsement from NAR.

Other 2018 fun facts:

The C.A.R.E. Report, released in December 2018, showed that 82 percent of REALTORS® donate money to charitable causes every year, compared with a national average of 56.6 percent of Americans.

Over 19 years, 191 REALTORS® have been honored by NAR's Good Neighbor Awards for their extraordinary community service.

NAR began marketing .realestate domains exclusively to REALTORS® in the fall; in November, sales were open to the public. By year end, more than 20,000 .realestate domains had been claimed.

NAR's Research Team completed 175 surveys and 36 economic releases.

NAR websites generated 17.2 million visits.



Timely relief.

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At the REALTORS® Conference & Expo's opening forum, Meeting & Conference Committee co-chair Gary Rogers, right, presents a \$100,000 check to Martin Edwards, center, chair of the REALTORS® Relief Foundation Board of Trustees, and 2018 NAR Treasurer Tom Riley. By the end of the conference, the sold-out REALTORS® Relief 5K run/walk had raised \$140,000 for the foundation, which provides housing-related aid to disaster victims. California wildfires and Hurricane Florence in the Carolinas stoked the need for relief funds in 2018.



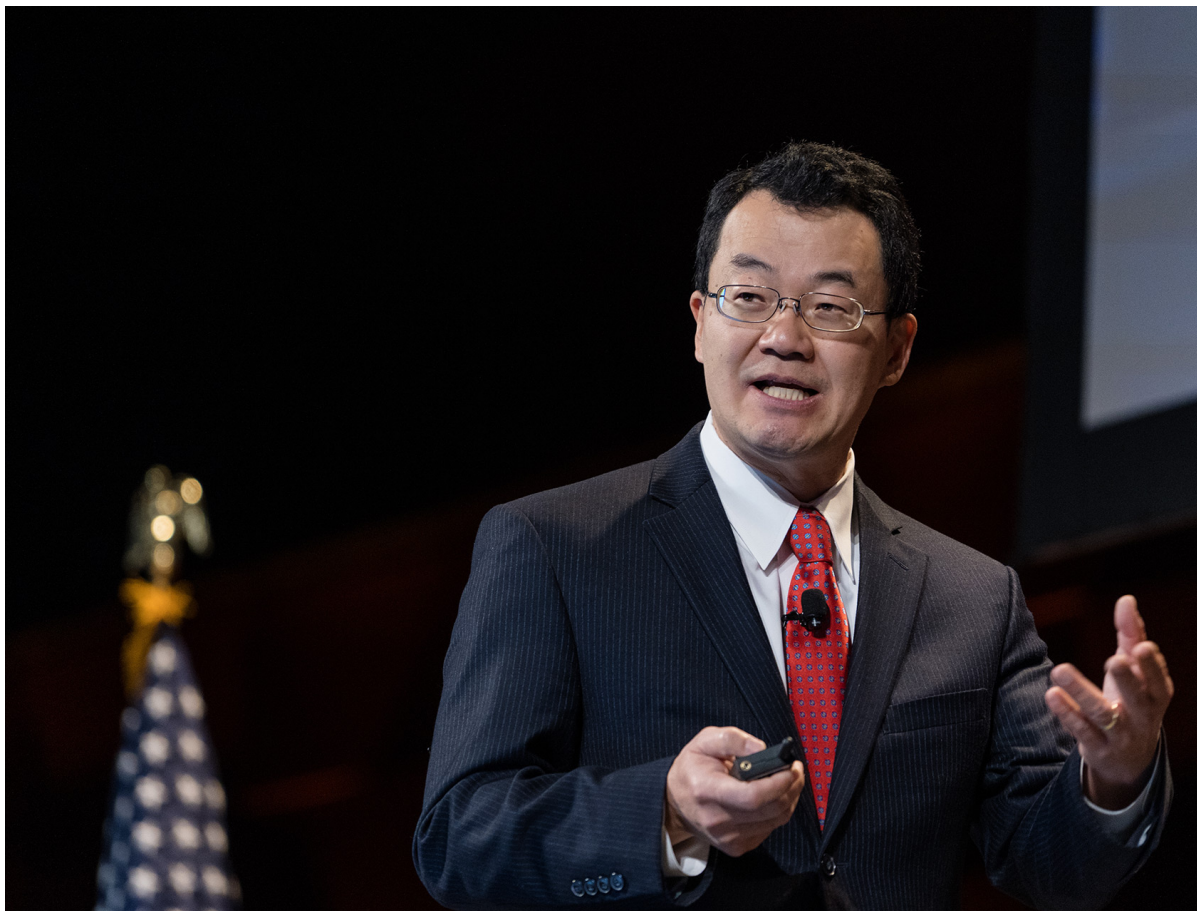
Waterproof.

Inclement weather didn't stop more than 2,250 REALTORS® and guests from participating in the REALTORS® Relief 5k on Nov. 3 during the REALTORS® Conference & Expo. The race raised \$140,000 for the REALTORS® Relief Foundation, which gives 100 percent of its funds to disaster victims. Top male and female runners: Stephen Malta (CA), Deborah Blom (WA). Top teams: (1) CRS, (2) WCR, and (3) Florida REALTORS®. Top fundraisers: (1) Katrina Smith, (2) Carol Christiansen, (3) California Cares (California Association of REALTORS®).



Puppy love.

Attendees who needed a break from the busy trade show floor at the REALTORS® Conference & Expo could stop by the Wells Fargo-sponsored Pawsapalooza, a dog petting and adoption event in the Expo lobby. The event resulted in eight puppy adoptions.



Reinforcing your value.

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NAR Chief Economist Lawrence Yun presents his 2019 forecast to a packed room at the 2018 REALTORS Conference & Expo in November. Yun regularly delivers commentary on NAR's existing-home sales data and other real estate topics and is widely quoted by new outlets around the country.



Extra! Extra!

Newsies at the REALTORS® Conference & Expo handed out USA Today, featuring a special series on homebuyers. The series, developed in cooperation with NAR's Research team, was a good example of how the association educates consumers and builds the REALTOR® brand.



Star power.

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NAR President Elizabeth Mendenhall welcomed Mark Wahlberg to the General Session stage at the REALTORS® Conference & Expo in Boston. The actor, producer, and singer-songwriter talked about his approach to leading a disciplined life and his ties to real estate as a commercial business owner.



REALTORS® are good neighbors.

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For the 19th year, NAR recognized REALTORS® who perform extraordinary community service. On the General Session stage with 2018 President-elect John Smaby, left, and 2018 First Vice President Vince Malta, second from left, are the 2018 Good Neighbor Award winners. Left to right: Joy Nelson (SD), Elias Thomas III (ME), Omayra Borges (PR), Jeren Lichtenstein (MD), and Chet Choman (CO).



Never give up.

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Diana Nyad inspired the world with her 2013 solo swim, at age 64, from Cuba to Florida. At the REALTORS® Conference & Expo in Boston, she inspired REALTORS®, keynoting the Inspirational Program and then taking time for a meet-and-greet with attendees.



Election coverage.

NAR advocacy staff rolled out the REALTOR® Party banners and produced live election-night and post-election webcasts to keep members informed about REALTOR®-supported candidates and initiatives. Speaking on Nov. 7, NAR's senior vice president of government affairs, Shannon McGahn, said member engagement helped ensure victory for more than 90 percent of REALTOR® Party-supported candidates.



Next chapter.

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On Nov. 1, John Smaby was installed as the 111th president of NAR. Read REALTOR® Magazine's profile.