# BENEFITS PUBLICATIONS EDUCATION BEENEFITS

# **OWN** YOUR MEMBER EXPERIENCE

CATALOG

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# 2018 CATALOG

### Welcome to the 2018 NAR Catalog Fall Update

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<sup>®</sup> Program Partners, savings opportunities and other free offerings available to members only. This catalog also contains products available for purchase online in NAR's REALTOR<sup>®</sup> Store, along with designations and certifications recognized by NAR, plus REALTOR<sup>®</sup> University's Master of Real Estate degree program.

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## **REALTOR BENEFITS® PROGRAM**......1

Discover your official NAR member benefits resource, bringing you savings and special offers for REALTORS<sup>®</sup> from more than 30 carefully selected, industry-leading companies.

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

# REALTOR® STORE.....

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<sup>®</sup> Store allows you to get in, get out and get back to business.

# 

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<sup>®</sup> University.



# REALTOR BENEFITS® PROGRAM

Unique Offers and Savings for REALTORS®

## NAR's Member Center

Log on to the Member Center, your personal dashboard for quick and easy access to your NAR member card, one master calendar of association activities, the NAR designations and certifications you've earned and more. Visit the online Member Center at **MemberCenter.NAR.realtor** to tap into all your benefits of membership.







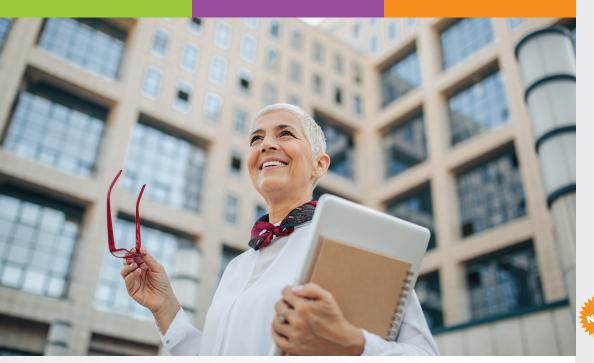




# **REALTOR Benefits® Program Your Official Member Benefits Resource**

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. In one year alone, over 800,000 REALTORS® saved \$60 million and had over 26 million experiences through this program!

Make **www.NAR.realtor/RealtorBenefits** the first place you stop when you shop for your professional and personal needs and visit us on Facebook for limited time offers and Program news. **Facebook.com/NARRealtorBenefitsProgram** 





#### Michelle Walker REALTOR®

Saint Charles, Missouri

"NAR's REALTOR Benefits<sup>®</sup> Program is a value that ALL members should take advantage of; there are so many partners and offerings that truly help with my professional life. Membership has its benefits; make sure to use them!"



Candice Eberhardt Broker, REALTOR® Akron, Ohio

"There are so many amazing benefits available right at our fingertips through NAR's REALTOR Benefits® Program! Next time I even think about making a purchase, I will absolutely check NAR's REALTOR Benefits® Program first."

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

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HEALTH		
Members Health Insurance Exchang	Major medical insurance	
SHORT TERM Medical Solutions	Short-term medical insurance	
REALTORS® Core <b>Health</b> Insurance	Guaranteed acceptance Limited Medical plan for everyday health care needs	
MEMBERS TeleHealth	Health care via phone, tablet, web chat or email	
	Supplemental plan for out-of-pocket medical expenses due to accident	
Members Medicare Exchange	Supplemental medicare insurance options for 65+	
	A free discount prescription drug card	
DENTAL		
REALTORS® Dental Insurance	100% in-network preventive care and benefits for over 370 procedures	
VISION		
REALTORS Vision Insurance	Exams, frames, lenses and other eye health expenses	

#### **REALTOR Benefits<sup>®</sup> Program**

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

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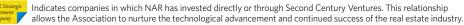


NAR benefit delivered through zipLogix<sup>™</sup> technology featuring zipTMS<sup>®</sup> robust

transaction management system, unlimited zipVault® document storage, an exclusive NAR library of REALTOR® Forms & Templates and access to the industry-standard zipForm<sup>®</sup> Plus forms engine.

NOTE: State and local forms libraries may also be available

www.NAR.realtor/RealtorBenefits/zipLogix 1-800-383-9805



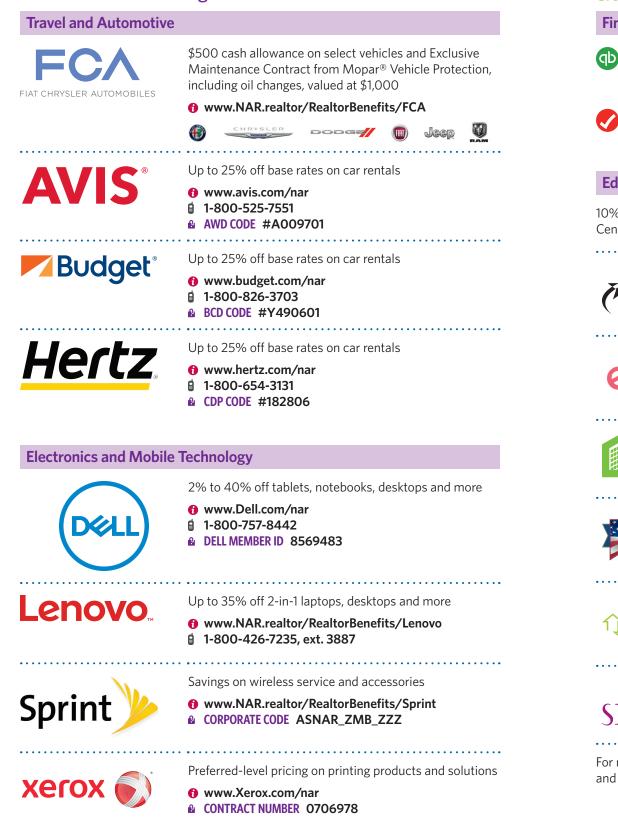
Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms and conditions

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

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

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

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

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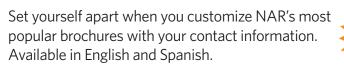
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#### **Association Resources**



**Broker** 

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	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.					
Director Hat	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.	<b>Item #:</b> 141-182 <b>Members: \$11.95</b> Non-Members: \$19.95					
Professional Conduct	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					
rage Mana	agement						
estate age Essentials	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					
tarana and the	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.	<b>Item #:</b> 141-300 <b>\$24.95</b>					
Things ish My	<b>21 Things I Wish My Broker Had Told Me:</b> <b>Practical Advice for Real Estate Professionals</b> Written with humor and insight, this publication provides hands-on advice to help agents start or maintain their career.	ltem #: 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           ▶					
THE Ampion AL ATE	<b>Champion Real Estate Team</b> Provides the tools and step-by-step blueprint you need to develop a top-notch real estate team — minus the trial and error.	<ul> <li>Item #: 141-321</li> <li>\$24.99</li> </ul>					
	<b>Real Estate Office Management</b> 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.	<b>Item #:</b> 141-341 <b>\$36.75</b>					

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Rules to Live By for REALTORS® Learn what it takes to tackle global issues. work with international clients and overcome challenges associated with global real estate. Sold in packages of 5.

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Item #: 141-420

E135-30

\$27.00

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Item #: E135-109

**Item #:** E135-116

🕒 Item #: E135-117

#### The Little Green Book:

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

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	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.	\$24.95
The Insider's Guide to Commercial Real Estate	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.	<b>Item #:</b> 141-239 <b>\$28.15</b>
The Fundamentals of Lissing & Setting opineroial Real Estate	An Introduction to Listing and Selling Commercial Real Estate Provides a complete foundation for a career in the commercial real estate industry.	<b>Item #:</b> 141-394 <b>\$24.95</b>
Commercial Real Estate WESTING	Commercial Real Estate Investing: 12 Easy Steps to Getting Started Packed with fresh ideas, proven techniques and effective strategies for profitable investing.	Item <b>#:</b> 141-146 Members: <b>\$24.95</b> Non-Members: \$29.95
egal Issues		
WORKPLACE HARASSMENT Avageness Prevention	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
SPA Dos and Don's	<b>RESPA Dos and Don'ts Card — Download</b> 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.	<ul> <li>Item #: E126-100</li> <li>Members: \$4.95</li> <li>Non-Members: \$12.95</li> </ul>
THE GREEN GUIDEE	The Green Guide for Real Estate Professionals This guide brings together all the information you need to "go green."	ltem #: 141-388 \$27.55
Protect Your Family Lead in Your Home	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.	<ul> <li>Item #: 141-40</li> <li>Members: \$13.50</li> <li>Non-Members: \$15.75</li> <li>Item #: E141-40</li> <li>\$4.95</li> </ul>

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#### Legal Issues — Antitrust Antitrust 101 for Real Estate Professionals -**Item #:** E135-112 Download R Members: \$19.95 Understand the ins and outs of antitrust laws Non-Members: \$29.95 and the severe penalties associated with violating these laws. Antitrust Pocket Guide for REALTORS® and **Item #:** 126-1093 for Association and Board Leadership **Item #:** 126-1094 These brochures offer information and Members: \$24.25 examples on how antitrust impacts current Non-Members: \$34.95 **Item #:** E126-1093 real estate practices. **Item #:** E126-1094 Sold in packages of 5. Members: \$6.95 Non-Members: \$12.95 Legal Issues — Diversity and Fair Housing Housing Point: The Fair Housing Act - Video **Item #:** E135-119 Download R Members: \$19.95 Understand the ins and outs of fair housing Non-Members: \$29.95 laws and the severe penalties associated with violating these laws. Fair Housing Handbook — Sixth Edition **Item #:** 166-1084 The ultimate resource for fair housing Members: \$29.95 Non-Members: \$36.75 information. Provides suggested fair housing office procedures, background on regulations, **Item #:** E166-1084 equal service report forms, NAR/HUD Members: FREE partnership information and a self-assessment Non-Members: \$12.95 questionnaire. Fair Housing Sales and Rental: Pocket Guides **Item #:** 166-153 The information covered includes fair housing **Item #:** 166-81 laws, the responsibilities of real estate Members: \$20.95 Non-Members: \$31.45 professionals and checklists to ensure proper **Item #:** E166-153 procedures. **Item #:** E166-81 Sold in packages of 5. Members: \$6.95 Non-Members: \$12.95 Research **Item #:** E186-45-17 2017 NAR Profile of Home Buyers and Sellers — Download Members: \$19.95 As the #1 research report used by REALTORS®, Non-Members: \$249.95 this profile highlights characteristics of home buyers and homes purchased, preferred methods employed during the search, financing and more. 2018 Member Profile — Download IR **Item #:** E186-12-18 Who are REALTORS®? Economic, demographic, Members: \$14.95 Non-Members: \$149.95 education, tenure, agency relationship and compensation of REALTORS® are broken down. Designed to allow easy comparisons with previous studies. 2018 NAR Home Buyer and Seller **Item #:** E186-95-18 Generational Trends Report — Download Members: FREE Provides insights into differences and Non-Members: FRFF similarities across generations of home buyers



2017 NAR Profile of Home Staging —<br/>Download IItem #: E186-85-17<br/>Members: FREEFind out how effective REALTORS® find home<br/>staging in this report.Non-Members: FREE

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SALES AND MARKETING FOR REAL ESTATE	<b>Sales and Marketing 101</b> 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.	ltem #: 141-240 \$ <b>41.65</b>		
MOW TO BECOME A AGENTER REAL ESTATE	<b>How To Become a Power Agent in Real Estate</b> Gives real estate agents both the powerful sales techniques and the practical management tips they need to double their income by closing more transactions.	ltem #: 141-375 \$ <b>24.95</b>		
Conversion Conversion Conversion	<b>The Conversion Code</b> Get the step-by-step system for capturing and converting online leads into closed sales at the highest rate possible.	ltem #: 141-405 \$25.00		
Real Estate Advertising Made Easy	<b>Real Estate Advertising Made Easy</b> A complete marketing tool with a mix and match format to ad writing sets you apart from the competition.	<b>Item #:</b> 141-121 <b>\$29.95</b>		
HOW TO MAKE STOD DOD + REAL ESTATE AS A	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.	ltem #: 141-382 \$24.00		
THE ROAD SECONSTINUES SECONSTINUES	<b>The Road to Recognition</b> Earn recognition by owning your brand and become and expert in your field.	<b>ltem #:</b> 141-408 <b>\$24.95</b>		

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#### Sales and Marketing — Staging

Sales and Marketing — Staging					
ARAANG SOL HOLE IS SEE	<b>123 Sold! (DVD)</b> 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.	C Item #: 141-204 (DVD) Members: \$11.95 Non-Members: \$16.95			
The second design of the	<b>Get Ready, Get Set, Get Sold (DVD)</b> 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!	C Item #: 141-331 (DVD) \$15.00			
Preparing Your Home To Sell	<b>Preparing Your Home To Sell (DVD)</b> This David Knox DVD will help increase the value and sales price of your listings. Show your clients the simple steps needed to sell their home.	C Item #: 141-178 (DVD) Members: \$39.00 Non-Members: \$44.00			
STACINC TO SELLI TO SELLI TO SELLI TO SELLI TO SELLI TO SELLI TO SELLI TO SELLI	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.	ltem #: 141-336 \$ <b>19.95</b>			
	The Consumer's Guide to Real Estate Staging <sup>™</sup> 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.	ltem #: 141-353 \$ <b>24.95</b>			
Sales and Marketing — Technology					
Within H. Program Cardine E. Program POWER REAL ESTATE E-MAILS S	<b>Power Real Estate Emails and Letters</b> 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.	ltem #: 141-272 \$ <b>32.85</b>			
	7 Streams of Lead Generation Success — Webinar Find out how to utilize the seven streams that will lead you to successful lead generation strategies.	ltem #: 135-131 \$ <b>29.95</b>			

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REALTOR<sup>®</sup> University Class of 2018

#### **REALTOR®** Education

#### **Official REALTOR® Designations and Certifications**

# Gain Specialized Knowledge with Designations and Certifications

In the current market, the time is now to add to your expertise to better assist prospective and current clients. Many designations and certifications are also available online for continuing education credit at the Center for REALTOR<sup>®</sup> 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 market is rapidly growing — and changing. Give yourself a competitive edge by learning how to work effectively with this clientele. 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<sup>®</sup> Certification

<mark>C-PR</mark>®

NAR's e-PRO® certification program helps REALTORS® master the advanced digital marketing techniques of today. With the e-PRO® certification, REALTORS® increase their ability to reach customers, expand their capabilities, and build trust by safeguarding client information. 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 gain the knowledge to make educated decisions about the value of green features in homes. www.GreenREsourceCouncil.org

#### **Official REALTOR® Designations and Certifications** (continued)

#### Graduate, REALTOR® Institute (GRI) Designation



Stand out to prospective homebuyers and sellers as a REALTOR<sup>®</sup> 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 demographic. www.NAR.realtor/Resort

#### Short Sales and Foreclosure **Resource (SFR®) Certification**



Designed for real estate professionals at all experience levels, this certification gives vou 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<sup>®</sup> (SRES<sup>®</sup>) 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<sup>®</sup>.

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<sup>®</sup> 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<sup>®</sup> (ARM<sup>®</sup>)

(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<sup>®</sup>)

(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)

(Real Estate Business Institute)

"THE SOURCE" for real estate business management and leadership solutions. www.rebinstitute.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<sup>®</sup>)

The REALTOR<sup>®</sup> 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.rebinstitute.com

#### **Certified Residential** Specialist (CRS)

(Residential Real Estate Council)

The premier designation for residential sales agents. www.CRS.com

#### **Seller Representative** Specialist (SRS)

(Real Estate Business Institute)

This designation is designed to recognize REALTORS<sup>®</sup> who professionally and ethically represent sellers. www.rebinstitute.com

#### **Society of Industrial and Office REALTORS**<sup>®</sup> (SIOR<sup>®</sup>)

The most knowledgeable, experienced and successful industrial and office real estate brokers. www.SIOR.com







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