

YPN Guidelines

PMAR YPN Mission:

YPN helps young/emerging real estate professionals excel in their careers by giving them the tools and encouragement to become involved in four core areas:

1. Realtor® Associations - Pursue leadership roles with their local, state, and national associations.
2. Real Estate Industry - Take an active role in policy discussions and advocacy issues; be informed about the latest industry news and trends.
3. Peers - Network and learn from one another by attending events, participating in online communication, and seeking out mentoring opportunities.
4. Community - Become exceptional members of their community by demonstrating a high level of Realtor® professionalism and volunteering for causes they feel passionate about.

Event Planning:

The Board shall plan and host at least four in-person events per year, with the goal of one event per quarter. The Board shall explore other virtual event opportunities as appropriate.

Guidelines for Leaders:

The Chairman shall ensure that the following Advisory Board leadership roles are filled by reviewing applications annually. The Advisory Board meets at minimum twice quarterly. Per PMAR policy, all meetings are held at the PMAR office unless otherwise authorized in advance by the PMAR CEO, the exception being virtual meetings which may be scheduled as needed.

Chairman (to serve for 2 years)

The Chairman is responsible for leading the YPN in every capacity, foremost at the advisory board meetings. The Chairman reports directly to the Staff Liaison.

Vice Chairman (to serve as Chairman at the end of the Chairman's tenure, pending PMAR Presidential appointment)

The Vice Chairman is positioned to be the Chairman after the Chairman's term is expired. The responsibilities are to fill the Chair's duties if the Chair cannot perform. The Vice Chairman is the direct advisor to the Chairman.

Events Leader:

The Events Leader is the right-hand-person to the Staff Liaison for all events and is one of the most critical positions in YPN. Event venues, costs, and happy hour events are investigated by this position, alongside the Staff Liaison. This Leader is one of the crucial components of the happy hour mixers, and works closely with the rest of the Advisory Board.

Marketing/Social Media Leader:

The Social Media Leader's key task is to help generate content and post at least one to two items per week on the PMAR YPN Facebook and Twitter accounts; and weekly on YPN Slack. This content may be from the NAR YPN Lounge blog, info about upcoming events, and polls and questions which engage the

audience. This Leader works closely with the Staff Liaison and is heavily promoting the events through social media strategy.

Sponsorship Leader:

The main task of this Leader is to find in-kind sponsors for events. Sponsorship packages are set by the YPN Advisory Board and approved by the PMAR CEO; any sponsorship agreements deviating from those packages must come before the Board for approval. The Leader shall report sponsorship commitments in a timely manner to the Staff Liaison. This seat will be key in the acquisition of new, fresh, and relevant sponsors.

Staff Liaison: PMAR staff to help YPN Chair to create and send out the meeting agendas, as well as take minutes at meetings; review contracts and ensure PMAR CEO signs them in a timely fashion; provide logistic support at events; helps maintain event calendar for the year and ensures YPN events do not overlap with other other PMAR events; works with PMAR's Communication team to generate marketing materials for Advisory Board to distribute.

Guidelines for Updating Social Media:

For Leaders who update the PMAR YPN Facebook and Twitter pages, the following guidelines should be followed:

- Post an update at least twice a week. Posts can include:
 - Post industry-related news and information, often re-posting from YPN Lounge
 - Industry-related polls or questions to encourage participation
 - Post event information as it becomes available

The Advisory Board:

In order to maintain a position on the YPN Advisory Board, members must attend at least 2 concurrent meetings and not have any more than 2 excused absences in a calendar year. Members failing to meet that commitment, may remain on the committee, but they will lose their Advisory Board role.

Member Records:

Staff Liaison will keep a record of those active on the Board and who desire to have more information about YPN. This list will be uploaded to YPN Slack for sharing with the Board.

Budget:

YPN operates on a an annual budget set by the PMAR staff and approved by the PMAR Board. Advisory Board members are not authorized to enter into contracts or incur expenses on behalf of YPN. All financial obligations should be directed through the PMAR YPN Staff Liaison before being expensed. Should sponsor income for the fiscal year exceed expenses, said income may be carried over into the next fiscal year.