

# NAR, OAR AND PMAR PROVIDE THE TOOLS TO TAKE YOUR BUSINESS TO THE NEXT LEVEL



## KNOWLEDGE

COMMUNICATIONS - INCREASED CE CLASS OFFERINGS -  
PUBLIC RELATIONS - ENEWS - CONVENTIONS - RESEARCH & STATISTICS

## PROTECTION

BUSINESS ADVOCACY - POLITICAL AFFAIRS -  
HOMEOWNERSHIP ADVOCACY - REALTOR® PAC



## TOOLS

HOMEOWNERSHIP TOOLS - HOWNW™.COM - EDUCATION - DISPUTE RESOLUTION  
SERVICES - LEGAL AFFAIRS - RESEARCH - MEMBER DISCOUNTS - LEGAL AND RISK  
MANAGEMENT - YOUNG PROFESSIONALS NETWORK - MASTERS CIRCLE -  
SUSTAINABILITY - SIGN CODE

## STRENGTH

VOLUNTEER DEVELOPMENT - STABLE STAFF PARTNERSHIPS WITH OAR,  
NAR, OREF AND RMLS™ - ASSOCIATION GOVERNANCE



## PROFESSIONALISM

CODE OF ETHICS - BEST PRACTICES - NEW MEMBER ORIENTATION -  
NETWORKING EVENTS

## ADVOCACY

MY REALTOR® PARTY - POWERFUL FORCE IN CONGRESS - REALTOR® PAC -  
LOBBYING FOR TAX REFORM - NAR POLITICAL SUPPORT - CALLS FOR ACTION



## MARKETING & ADVERTISING

TV, RADIO & PRINT ADS PROMOTING REALTORS® AND HOMEOWNERSHIP -  
SOCIAL MEDIA - SHAREABLE CONTENT

## INNOVATION

REALTORS® PROPERTY RESOURCE™ -  
MEMBER VALUE PLUS PROGRAM - KLEARD -  
MODERN TECHNOLOGY - SURVEYS - DATA

