

BENEFITS • PUBLICATIONS • EDUCATION

# CATALOG

OWN  
YOUR  
MEMBER  
EXPERIENCE



# Welcome to the 2018 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 online in NAR’s REALTOR® 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.

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

### 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 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.



NATIONAL  
ASSOCIATION *of*  
REALTORS®



# REALTOR BENEFITS<sup>®</sup> PROGRAM

Unique Offers and Savings for REALTORS<sup>®</sup>

**GROW**  
YOUR  
BUSINESS



**GAIN A  
COMPETITIVE  
EDGE**



**SAVE  
TIME &  
MONEY**






NATIONAL  
ASSOCIATION of  
REALTORS®

*REALTOR Benefits® Program*

# REALTOR Benefits® Program — Your Official Member Benefits Program

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 \$74 million through this Program!

Make [www.NAR.realtor/RealtorBenefits](http://www.NAR.realtor/RealtorBenefits) the first place you stop when you shop for your professional and personal needs. Visit us on Facebook for limited time offers and Program news. [Facebook.com/NARRealtorBenefitsProgram](https://www.facebook.com/NARRealtorBenefitsProgram) 




## Personal Insurance



**Liberty Mutual**  
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. In order to receive discounts and savings, you must mention your NAR membership.

 [www.libertymutual.com/NAR](http://www.libertymutual.com/NAR)  1-800-809-9778

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

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





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](http://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 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.

### SHORT TERM Medical Solutions

**An affordable short-term medical policy** that can last from 30 to 90 days. These temporary plans are great for those who are without insurance and need coverage quickly, waiting for open enrollment to begin, between jobs, recent graduates and more.

**NOTE:** Smart Short Term Medical plans do not meet the mandated coverage necessary to avoid penalty under the Affordable Care Act.

### REALTORS® Dental Insurance

**Nationally available dental plans** with 100% preventative in-network coverage, designed exclusively for NAR members and their families. There is a range of plans to choose from, with coverage for preventive, basic and major dental expenses with the dentist of your choice. See an in-network dentist for PPO savings.

### 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.

### Members Medicare *Exchange*

**A members-only Medicare supplement exchange** where Medicare eligible NAR members who wish to learn more about supplemental coverage can explore options. The exchange includes plans and a robust resource center with a variety of educational tools to assist NAR Members in understanding Medicare terminology, supplemental options and cost-saving strategies.

### Members Supplemental Health Plans

**Supplemental plans** 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. Bonus! The Accident plan includes complimentary access to Members TeleHealth.

### MEMBERS TeleHealth<sup>SM</sup>

**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 a cold, a fever, allergies and more. Avoid long waits to see the doctor and eliminate costs associated with potentially unnecessary visits to the ER or Urgent Care. Accessible through telephone, smartphone app, web chat or email.

### DRUG CARD AMERICA<sup>SM</sup>

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](http://www.RealtorsInsuranceMarketplace.com) **📞** 1-877-267-3752

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

**f** [Facebook.com/NARRealtorBenefitsProgram](https://Facebook.com/NARRealtorBenefitsProgram)

# REALTOR Benefits® Program

## Marketing Resources



Promote your listings and business on Facebook, LinkedIn and more with this social media automation service. The NAR Starter Plan is exclusively available to REALTORS® and perfect for those just getting started in social media marketing. Automatically create, post, schedule and boost listings and content, capture seller and buyer leads, develop single property websites and more. Advanced users will enjoy a discount off the activation fee on plans with additional services, and Broker-Owners may take advantage of an exclusively priced enterprise option.

**i** [www.backatyou.com/NAR](http://www.backatyou.com/NAR) **1-888-307-4520**



### 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!

**i** [www.fedex.com/narsavings](http://www.fedex.com/narsavings) **1-866-869-1171**

**PASSCODE** LCRS8p01



Build and launch a professional real estate website with Placester's new NAR Edition, now free for all NAR members, with no limited trials or expirations. Features include IDX listing capability, hosting, mobile-ready design, custom domain mapping and much more. Placester's NAR Edition websites are designed to be turnkey, and include everything needed to build an online presence, without the need for technical or programming skills. In some areas, additional MLS surcharges or fees may apply.

As an added benefit, NAR members receive a 20% discount on annual subscriptions for more advanced website and marketing solutions, including Broker and Single Property website options.

**i** [www.placester.com/NAR](http://www.placester.com/NAR) and  
[www.NAR.realtor/RealtorBenefits/Placester](http://www.NAR.realtor/RealtorBenefits/Placester)



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.

**i** [www.NarTeamStore.realtor](http://www.NarTeamStore.realtor) **1-847-991-4010**

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

## 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](http://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](http://www.schinnerer.com/NAR) **1-888-429-6638**

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

## Technology Services



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 temporary access (including one day codes) and easy-to-use hardware. More than just a lockbox system, the SentriLock solution offers an agent safety feature, showing notifications, feedback requests, robust reporting, award-winning customer service and property data integrations.



**i** [www.sentrilock.com](http://www.sentrilock.com) **1-866-736-2322**

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

## Transaction Management



Save with member-only pricing and close transactions faster with select services from DocuSign, NAR's exclusive and official provider of electronic signature services. Featured solutions include eSignature and transaction management services for individuals and offices.



**i** [www.NAR.realtor/RealtorBenefits/DocuSign](http://www.NAR.realtor/RealtorBenefits/DocuSign)



Leverage your NAR Transaction Management Benefit! NAR provides all members with an important member benefit through zipLogix™ technology, which includes access to the zipTMS® robust transaction management system, unlimited zipVault® document storage, an exclusive NAR library of REALTOR® Forms & Templates and the industry-standard zipForm® Plus forms engine where you can add and manage your own custom documents. State/Local forms libraries may be available (some fees, set by associations/boards, may apply).



**i** [www.NAR.realtor/zipLogix](http://www.NAR.realtor/zipLogix)

## Office Supplies and Services



### EXPRESS AND GROUND SHIPPING

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](http://www.fedex.com/narsavings) **1-866-869-1171** **PASSCODE** **LCRS8p01**



Enjoy reduced pricing on more than 25,000 items, including free shipping and no order minimums. You can shop online through the commercial catalog or by visiting OfficeMax locations nationwide. Discounts also apply for OfficeMax Print and Document Services, the print division located within OfficeMax stores. Request your Digital Retail Connect Card to start savings.

**i** [www.NAR.realtor/RealtorBenefits/OfficeMax](http://www.NAR.realtor/RealtorBenefits/OfficeMax)



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.

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

# REALTOR Benefits® Program

## Financial Services and Credit Card



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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>



### PERSONAL AND BUSINESS BANKING SERVICES

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](http://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](http://www.REALTORSFCU.org/RealtorCreditCard) **📞** 1-866-295-6038

## Electronics and Mobile Technology



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.

**i** [www.Dell.com/NAR](http://www.Dell.com/NAR) **📞** 1-800-757-8442 **🔑** DELL MEMBER ID 8569483



Save up to 35% 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.

**i** [www.NAR.realtor/RealtorBenefits/Lenovo](http://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.

**i** [www.NAR.realtor/RealtorBenefits/Sprint](http://www.NAR.realtor/RealtorBenefits/Sprint) **📞** 1-866-277-6350  
**🔑** CORPORATE CODE **ASNAR\_ZMB\_ZZZ** and your NAR Membership Card



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.

**i** [www.Xerox.com/NAR](http://www.Xerox.com/NAR) **📞** 1-800-275-9376, ext. 627  
**🔑** CONTRACT NUMBER **0706978**

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



## 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.

📍 [www.avis.com/NAR](http://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.

📍 [www.budget.com/NAR](http://www.budget.com/NAR) 📞 1-800-826-3703 📄 BCD CODE #Y490601



### CASH ALLOWANCE AND PREMIUM VEHICLE SERVICE PROGRAM

Take advantage of an extra **\$500 Cash Allowance** on the purchase or lease of select FCA US vehicles, including program best-seller **Jeep® Grand Cherokee**, heavy-duty **Ram®** trucks, luxurious **Alfa Romeo Giulia and Stelvio** and more. Combine this offer with most FCA US incentives for greater savings from NAR's exclusive automobile manufacturer offering a full lineup of select **Chrysler, Dodge, Jeep®, Ram, Fiat and Alfa Romeo** vehicles. Additionally, REALTORS® receive service benefits such as two years of no-charge oil changes and more with purchase or lease. When combined, these savings equal the value of your NAR membership dues for more than six years.

📍 [www.NAR.realtor/RealtorBenefits/FCA](http://www.NAR.realtor/RealtorBenefits/FCA)

**NOTE:** Confirm eligibility requirements, vehicle lineup and program codes online prior to visiting your local dealer. Current year proof of membership is required. Two-year service agreement is not included with Alfa Romeo purchase/lease.



Save up to 25% off base rates 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.

📍 [www.hertz.com/nar](http://www.hertz.com/nar) 📞 1-800-654-3131 📄 CDP CODE #182806

## Educational Tools

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



**Accredited Buyer's Representative Designation**  
[www.NAR.realtor/RealtorBenefits/ABR](http://www.NAR.realtor/RealtorBenefits/ABR)



**NAR's e-PRO® Certification**  
[www.NAR.realtor/RealtorBenefits/EPRO](http://www.NAR.realtor/RealtorBenefits/EPRO)



**NAR's Green Designation**  
[www.NAR.realtor/RealtorBenefits/GREEN](http://www.NAR.realtor/RealtorBenefits/GREEN)



**Military Relocation Professional Certification**  
[www.NAR.realtor/RealtorBenefits/MRP](http://www.NAR.realtor/RealtorBenefits/MRP)



**Pricing Strategy Advisor Certification**  
[www.NAR.realtor/RealtorBenefits/PSA](http://www.NAR.realtor/RealtorBenefits/PSA)



**Seniors Real Estate Specialist® Designation**  
[www.NAR.realtor/RealtorBenefits/SRES](http://www.NAR.realtor/RealtorBenefits/SRES)

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



# REALTOR<sup>®</sup> STORE

Explore a diverse array of products and publications  
designed to meet the needs of all NAR members,  
from the new agent to the seasoned professional.

# GROW YOUR BUSINESS WITH THE REALTOR® STORE!

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REALTOR® STORE ORDER!  
USE CODE CAT18  
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Visit **[www.NAR.realtor/Store](http://www.NAR.realtor/Store)** for new products, special offers and member-only deals. Find the latest research reports, *Social Media for REALTORS® Series*, the “Little Book” Series, client-focused brochures, and the tech topics and webinars that will give you a competitive edge.

## **mvp+** Member Value Plus (MVP) Program

### EARN FREE REWARDS WITH MVP!

- + Earn rewards like **free products, gift cards** and more with NAR’s **Member Value Plus Program**.
- + Sign up for the MBP eNewsletter by clicking the subscribe tab on the MVP homepage and begin receiving new offers on the 1<sup>st</sup> and 16<sup>th</sup> of each month.

**[www.NAR.realtor/MVP](http://www.NAR.realtor/MVP)**

### 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. Available in English and Spanish.

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CAT18**

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There’s more at the store! Shop today at **[www.NAR.realtor/Store](http://www.NAR.realtor/Store)**

# REALTOR® Store: Product Showcase

Association Resources		
	<p><b>What Everyone Should Know About Equal Opportunity in Housing</b> </p> <p>Fair housing law and party responsibilities are outlined in this brochure.</p> <p>Sold in packages of 100.</p>	<p> Item #: 166-799</p> <p><b>Members: \$20.95</b> Non-Members: \$31.45</p> <p>  Item #: E166-799</p> <p><b>Members: \$4.95</b> Non-Members: \$12.95</p> <p>Also available in Spanish.</p>
	<p><b>Your Director Hat: A Guide to Serving as a Director on a Board</b></p> <p>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.</p>	<p>Item #: 141-182</p> <p><b>Members: \$11.95</b> Non-Members: \$19.95</p>
	<p><b>A Pathway to Professional Conduct: Respect Starts Here</b> </p> <p>This brochure includes tips for showing respect for property, the public and your peers.</p> <p>Sold in packages of 100.</p>	<p>Item #: 135-85</p> <p><b>Members: \$39.95</b> Non-Members: \$49.95</p>
Brokerage Management		
	<p><b>Real Estate Brokerage Essentials®: Navigating Legal Risks and Managing a Successful Brokerage — Fourth Edition</b> </p> <p>Created by NAR's Legal Team, this is your essential guide to running a successful brokerage.</p>	<p>Item #: 126-359</p> <p><b>Members: \$32.95</b> Non-Members: \$49.95</p>
	<p><b>Power Teams: The Complete Guide to Building and Managing a Winning Real Estate Agent Team</b></p> <p>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.</p>	<p>Item #: 141-300</p> <p><b>\$24.95</b></p>
	<p><b>21 Things I Wish My Broker Had Told Me: Practical Advice for Real Estate Professionals</b></p> <p>Written with humor and insight, this publication provides hands-on advice to help agents start or maintain their career.</p>	<p>Item #: 141-237</p> <p><b>\$19.45</b></p>
	<p><b>Why Rent When You Can Buy?</b> </p> <p>This brochure outlines the financial benefits of owning a home, including mortgage interest, property tax deductions and mortgage principal accumulation.</p> <p>Sold in packages of 100.</p>	<p> Item #: 186-90</p> <p><b>Members: \$29.95</b> Non-Members: \$50.00</p> <p>  Item #: E186-90</p> <p><b>Members: \$6.95</b> Non-Members: \$29.95</p> <p>Also available in Spanish.</p>
	<p><b>The Champion Real Estate Team</b></p> <p>Provides the tools and step-by-step blueprint you need to develop a top-notch real estate team — minus the trial and error.</p>	<p> Item #: 141-321</p> <p><b>\$24.99</b></p>
	<p><b>Real Estate Office Management</b></p> <p>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.</p>	<p>Item #: 141-341</p> <p><b>\$36.75</b></p>



## Being a REALTOR®

Buy all four  
"Little Books"  
together  
and save!  
Item #: E135-118  
Members: \$35.82

NEW!



### The Little Purple Book: International 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.

Item #: 135-117  
Members: **\$19.95**  
Non-Members: \$29.95  
Item #: E135-117  
Members: **\$9.95**  
Non-Members: \$19.95



### 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



### 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



### 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**

# REALTOR® Store: Product Showcase

Commercial and Investment Real Estate		
	<b>Commercial Real Estate Investing</b> 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 <b>\$24.95</b>
	<b>The Insider's Guide to Commercial Real Estate</b> 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 <b>\$28.15</b>
	<b>An Introduction to Listing and Selling Commercial Real Estate</b> Provides a complete foundation for a career in the commercial real estate industry.	Item #: 141-394 <b>\$24.95</b>
Legal Issues		
	<b>Workplace Harassment: Awareness and Prevention Pocket Guide</b>  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 <b>Members: \$20.95</b> Non-Members: \$31.45  Item #: E126-149 <b>Members: \$6.95</b> Non-Members: \$12.95
	<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.	 Item #: E126-100 <b>Members: \$4.95</b> Non-Members: \$12.95
	<b>The Green Guide for Real Estate Professionals</b> This guide brings together all the information you need to “go green.”	Item #: 141-388 <b>\$27.55</b>
	<b>A Brief Guide to Mold, Moisture and Your Home</b>  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 <b>Members: \$21.00</b> Non-Members: \$31.50  Item #: E141-24 <b>Members: \$4.95</b> Non-Members: \$12.95
	<b>Protect Your Family From Lead in Your Home</b>  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 <b>Members: \$13.50</b> Non-Members: \$15.75  Item #: E141-40 <b>\$4.95</b>

## 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

**NEW!**



### Housing Point: The Fair Housing Act — Video Download

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

Item #: E135-119

**Members: \$19.95**

Non-Members: \$29.95



### 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: FREE**

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!**



### 2017 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 #: E186-45-17

**Members: \$19.95**

Non-Members: \$249.95



### 2017 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 #: E186-12-17

**Members: \$14.95**

Non-Members: \$149.95



### 2017 NAR Home Buyer and Seller Generational Trends Report — Download

Provides insights into differences and similarities across generations of home buyers and home sellers.

Item #: E186-95-17

**Members: FREE**

Non-Members: FREE



### 2017 NAR Profile of Home Staging — Download



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

Item #: E186-85-17

**Members: FREE**

Non-Members: FREE

# REALTOR® Store: Product Showcase

Sales and Marketing		
	<p><b>Before Hitting Send: Power Writing for Real Estate Agents</b></p> <p>Help make your emails and communications something clients and prospects can't resist.</p>	Item #: 141-367 <b>\$29.75</b>
	<p><b>Sales and Marketing 101</b></p> <p>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.</p>	Item #: 141-240 <b>\$41.65</b>
	<p><b>How To Become a Power Agent in Real Estate</b></p> <p>Gives real estate agents both the powerful sales techniques and the practical management tips they need to double their income by closing more transactions.</p>	Item #: 141-375 <b>\$24.95</b>
	<p><b>The Conversion Code</b></p> <p>Get the step-by-step system for capturing and converting online leads into closed sales at the highest rate possible.</p>	Item #: 141-405 <b>\$25.00</b>
	<p><b>Real Estate Advertising Made Easy</b></p> <p>A complete marketing tool with a mix and match format to ad writing sets you apart from the competition.</p>	Item #: 141-121 <b>\$29.95</b>
	<p><b>How to Make \$100,000+ Your First Year as a Real Estate Agent</b></p> <p>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.</p>	Item #: 141-382 <b>\$24.00</b>
	<p><b>The Road to Recognition</b></p> <p>Earn recognition by owning your brand and become an expert in your field.</p>	 Item #: 141-408 <b>\$24.95</b>

## 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  
CAT18



## 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. Save 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 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



### #GetSocialSmart

This product takes you through the nuts and bolts of what it takes to create a smart and sustainable social media strategy that will help you build better relationships with your clients, and generate new leads to help you grow your business.

Item #: 141-409

**\$24.95**

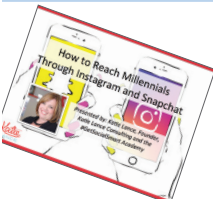


### Socialnomics: How Social Media Transforms the Way We Live and Do Business

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**



### How to Reach Millennials Through Instagram and Snapchat Webinar — Download

Learn best practices for maximizing two of the fastest growing platforms; Snapchat and Instagram.

 Item #: E135-122

**\$29.95**

## 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.

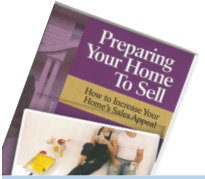
Item #: 141-204  
(DVD)  
**Members: \$11.95**  
Non-Members: \$16.95



#### 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. 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**



#### Best Apps for Your Business 2017/2018 — Webinar

Strengthen your business operations by using apps that assist in organizing your professional necessities.

Item #: 135-125  
**\$29.95**

## Looking for a Great Deal? Become an MVP!



It's now easier than ever to earn major rewards by participating in NAR's **Member Value Plus (MVP) Program**.

Subscribe to the MVP Newsletter and start earning FREE products today that are curated to benefit your business, all by taking one simple action.

[www.NAR.realtor/MVP](http://www.NAR.realtor/MVP)



# EDUCATION

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## Master's Degree, Designations and Certifications

Raise the Bar of Professionalism with  
Specialized Education and Training

## Master of Real Estate Degree Program

REALTOR® University offers 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](http://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 Oregon.

#### NOTICE OF NONDISCRIMINATORY POLICY AS TO STUDENTS

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.

REALTOR® University is accredited by the Distance Education Accrediting Commission (DEAC), which is recognized by the Council for Higher Education Accreditation and the U.S. Department of Education.



REALTOR® University Class of 2017



### 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® Development at [www.OnlineLearning.realtor](http://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](http://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](http://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](http://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](http://www.ePRONAR.com)

### General Accredited Appraiser (GAA) Designation



Signifies advanced education and experience in commercial, industrial and residential property valuation. [www.NAR.realtor/Appraisal](http://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](http://www.GreenREsourceCouncil.org)

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

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

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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](http://www.NAR.realtor/GRI)

#### Military Relocation Professional (MRP) Certification

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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](http://www.MilitaryRelocationPro.org)

#### Pricing Strategy Advisor (PSA) Certification

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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](http://www.PricingStrategyAdvisor.org)

#### Residential Accredited Appraiser (RAA) Designation

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Signifies advanced education and experience in analysis and valuation of residential property.  
[www.REALTOR.org/Appraisal](http://www.REALTOR.org/Appraisal)

#### Resort & Second-Home Property Specialist (RSPS) Certification

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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](http://www.NAR.realtor/Resort)

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

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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](http://www.REALTORSFR.org)

#### Seniors Real Estate Specialist® (SRES®) Designation

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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](http://www.seniorsrealestate.com)

## 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](http://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](http://www.RLILand.com)

### Accredited Management Organization® (AMO®)

(Institute of Real Estate Management)

Recognizes excellence among real estate management firms.

[www.IREM.org](http://www.IREM.org)

### Accredited Residential Manager® (ARM®)

(Institute of Real Estate Management)

The most recognized credential for residential real estate managers.

[www.IREM.org](http://www.IREM.org)

### Certified Commercial Investment Member (CCIM)

(CCIM Institute)

Commercial investment real estate experts demonstrating unparalleled financial analysis skills.

[www.CCIM.com](http://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](http://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](http://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](http://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](http://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](http://www.whatisrebi.com)

### Certified Residential Specialist (CRS)

(Residential Real Estate Council)

The premier designation for residential sales agents.

[www.CRS.com](http://www.CRS.com)

### Seller Representative Specialist (SRS)

(Real Estate Business Institute)

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

[www.srsCouncil.com](http://www.srsCouncil.com)

### Society of Industrial and Office REALTORS® (SIOR®)

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

[www.SIOR.com](http://www.SIOR.com)

BENEFITS   
[www.NAR.realtor/RealtorBenefits](http://www.NAR.realtor/RealtorBenefits)

PUBLICATIONS   
[www.NAR.realtor/Store](http://www.NAR.realtor/Store)

EDUCATION   
[www.NAR.realtor/Courses](http://www.NAR.realtor/Courses)