



## NEWS YOU CAN USE *December 2020*

### NEWS

#### **Series Puts ‘Real’ in Real Estate**

[First-Time Buyer](#) — a new, fun, and informative eight-part series — highlights how REALTORS®’ market expertise and commitment makes them perfect partners to guide first-time buyers through what can be a super-complex process. Watch the special preview [here](#).

#### **Agents Valued in Unusual Year**

Ninety-one percent of buyers said they’d use their agent again or recommend their agent to others, and 89% of sellers said they’d definitely or probably recommend their agent for future services, according to NAR’s new [2020 Profile of Home Buyers and Sellers](#). The report takes a deep dive into buyer and seller demographics, experiences, and preferences and unearths interesting shifts since the onset of the pandemic. [The report is free this year as part of Right Tools, Right Now.](#)

#### **Fairness Worth Fighting For**

Watch [NAR’s new digital video spot](#) for the 2020 consumer advertising campaign, which reminds consumers that when it comes to housing, REALTORS® believe fairness is worth fighting for.

#### **Young Professionals Award**

Congratulations to Brendan Bailey, RCE, CEO of the REALTOR® Association of Pioneer Valley in Massachusetts, 2020 recipient of the [AE Leaders of Tomorrow Young Professionals Award](#). Bailey was recognized for his listening and communication skills and for leading the charge on new initiatives at his association. He plays a vital role in the AE YPN community, and he will be formally recognized during the 2021 AE Institute.

#### **NAR Cracks Down on Hate Speech**

REALTORS® who engage in hate speech or discriminatory conduct even outside their real estate practice could be disciplined under the Code of Ethics. In a

“monumental moment,” NAR’s Board of Directors approved [this change](#) during the 2020 REALTORS® Conference & Expo.

### **New MLS Standards Approved**

NAR’s Board of Directors approved [eight recommendations](#) to bring more consistent standards to REALTOR®-owned MLSs across the country. The recommendations came from the 125-member Multiple Listing Issues and Policy Committee and were approved during the 2020 REALTORS® Conference & Expo.

### **NAR Teams Up with AARP**

NAR and AARP have announced a collaboration to inform NAR members of the community factors that best support people as they age. Next year, AARP Livability Index data will be integrated into the RPR® website and mobile app. [The announcement](#) came during a discussion between NAR CEO Bob Goldberg and AARP CEO Jo Ann Jenkins as part of the 2020 REALTORS® Conference & Expo.

### **5 Issues to Watch in 2021**

Maintaining independent contractor status, ensuring COVID-19 relief for businesses, and protecting REALTORS® in anti-money laundering policies are key areas NAR’s Business Issues Policy Committee will focus on in 2021. [Read more](#)

### **NAR Apologizes for Past Practices**

Policies that included steering, redlining, and creating covenants that prohibited nonwhite people from living in certain communities were wrong, NAR President Charlie Oppler [said](#) last week.

## **RESOURCES**

### **Tech-Driven Education Succeeds**

Faced with transforming its training lineup from on-site to virtual, this REALTOR® association tapped into every available resource. The results? Improved program offerings and a 34% increase in RPR® engagement. [Read more.](#)

### **NAR Academy**

Check out [NAR Academy](#), where you can receive a \$100 scholarship on each eligible course by enrolling in a certificate or advanced degree program. The program is an exclusive partnership between NAR and Columbia College.

### **Focus on Inclusion**

Read the fall issue of [REALTOR® AE magazine](#) to learn how your colleagues are making their associations a more welcoming place and ramping up equal-

housing efforts and implicit bias training. Plus, get tips for running successful virtual professional standards hearings; learn how associations got out the REALTOR® vote in this historic election year, and much more.

### **Year-Round Safety Resources**

Avoid risky situations that could mean the difference between life and death. Visit the [REALTOR® Safety Program](#) year round for tools, tips, and resources to keep you safe on the job.

### **5 Ways to Customize RPR® Reports**

Make RPR reports even more impressive with [these customization options](#).

## **BENEFITS**

### **100 Days to Greatness® Program**

As part of our continued efforts to provide valuable resources for members, NAR partnered with Buffini & Company to launch [100 Days to Greatness®](#), a 14-week training program featuring industry expert Brian Buffini. Savings available through the REALTOR Benefits® Program.

### **Introducing GE Appliances Store**

Our new REALTOR Benefits® Program partner offers deep discounts for NAR members — also available to association staff, family, and friends. Visit the member-only [GE Appliances Store](#) to access and browse the latest kitchen and laundry appliances at deep-discount pricing to fit every budget and style.

### **New Benefit: Life Insurance**

Introducing member-exclusive group term life insurance and accidental death and dismemberment insurance, now available through the REALTOR Benefits® Program. Benefits include negotiated group rates, and there's a range of coverage amounts to suit your needs.

### **Prevent Spread of Cold and Flu**

Remember that [Members TeleHealth](#) is an easy and effective way to stay home, stay safe, and save time. You and your members can access virtual healthcare for just \$7 per month. Families are included in the coverage, plus, leverage other benefits like \$0 co-pays, unlimited visits, and a waived activation fee.

### **Don't Miss Out**

It's your last chance to take advantage of [amazing deals](#) from your FCA dealer on select models. Through Dec. 31, you'll receive a \$500 cash allowance and two-year maintenance package, including oil changes. Plus, the cash allowance extends to eligible family members.

### **Spread the Cheer of Savings**

Be aware of your NAR member benefits to save on car rentals, the latest technology, shipping, and more offered through the [REALTOR Benefits® Program](#).

## **RIGHT TOOLS, RIGHT NOW**

### **Save on RCE Flashcard App**

Study for the RCE exam on the go. Access [RCE flashcards](#) on your phone, tablet, or laptop for easy-access studying anywhere. The digital flashcards are now available as part of NAR's Right Tools, Right Now program with discounted pricing for a limited time. Get purchasing details [here](#).

### **Reopening in Great Digital Shift**

The global pandemic has changed our relationship with technology. Share with members a [webinar](#) free through the Right Tools, Right Now initiative in which Adwerx, a REALTOR Benefits® Program partner, discusses how members can reopen their business by creating their own digital marketing strategy.

### **Track New Buyer and Seller Intel**

The new and improved [2020 NAR Profile of Home Buyers and Sellers](#) is available for free at the REALTOR® Store thanks to Right Tools, Right Now. Learn more about today's buyers and sellers, the internet's role in the homebuying process, and how buyers are using REALTORS®.

**[See all Right Tools, Right Now offers.](#)**