

REALTOR® OF THE FUTURE LEADERSHIP TEAM PROPOSAL

Policy Proposal #1

POLICY

REALTORS® will subscribe not only to the Code of Ethics but also to a new aspirational Code of Excellence* that aims to measurably increase professionalism through increased training and recognition of competencies that consumers value. The new Code of Excellence would address competencies such as stewardship of property listing data, privacy and security of consumer information, advocacy of property rights, community involvement and technological expertise.

OBJECTIVE: To increase professional training and the awareness of both professional behavior and consumer satisfaction. The aspirational Code of Excellence* should include, but not be limited to, the following competencies:

- i. Continual education and testing on the Code of Ethics and the Code of Excellence.
- ii. Advocacy for property rights.
- iii. Community and relationship building by being visibly active in building inclusive, safe, environmentally sound and prosperous communities in order to provide a foundation for recognition that REALTORS® are to be a trusted source in their community.
- iv. Taking steps to secure or insure the privacy of the consumer's personal information.
- v. Accurate dissemination of data; understanding that the REALTOR® may not have control of data after it has been disseminated.
- vi. Proficiency in business and technology tools to better serve the needs of the consumers.

REALTOR® OF THE FUTURE LEADERSHIP TEAM PROPOSAL

**If this policy is passed, then the Code of Excellence will be developed by a member workgroup and presented to the Board of Directors for adoption.*

Policy Proposal #2

POLICY

REALTORS® will commit to biennial education and testing on the Code of Ethics and the proposed Code of Excellence.

OBJECTIVE: To enhance training and education in areas of relevance to the consumer and requirements of REALTOR® membership, NAR will:

- A. **Code of Ethics Education:** Continually upgrade the content of our current Code of Ethics educational programs.

- B. **Code of Excellence Education:** Develop content for the aspirational Code of Excellence educational programs. Topics should include:
 - i. **Privacy:** Gain knowledge of best practices to protect consumers' privacy.
 - ii. **Accuracy:** Understand the importance of accurate data and information and within the span of one's control, ensure accuracy of data.
 - iii. **Advocacy:** Communicate to consumers the ways in which NAR and its members advocate to protect America's property owners and private property rights.
 - iv. **Technology:** Continually update skills to better serve the consumer.
 - v. **Professional Courtesies Education:** Understand and employ the basic rules of appropriate business behavior toward peers.

REALTOR® OF THE FUTURE LEADERSHIP TEAM PROPOSAL

- vi. Social Media: Understand and employ the responsible use of social media

Policy Proposal #3

POLICY

REALTORS® will have efficient access to the most comprehensive data, including more efficient MLS systems.

OBJECTIVE: NAR should strive to ensure REALTORS® have the best data available by using its size and scale to help members compete in a complex environment and should adopt policies that promote a broader data reach, embrace efficiencies and eliminate unnecessary or duplicative costs.

Policy Proposal #4

POLICY

NAR should develop a methodology to rate REALTORS®.

OBJECTIVE: To rate REALTORS® based on their professionalism, NAR should determine criteria relevant to consumers, combining it with criteria that are available and relevant to the REALTOR® business practice. This will benefit both consumers and REALTORS®. **

The rating system may include:

- i. The REALTORS® market area, and level of local market knowledge, including but not limited to the community, schools, and transportation.
- ii. The REALTORS® portfolio of sold properties: property addresses, property type and sold prices where available.
- iii. The REALTORS® licensure and credentials.
- iv. The REALTORS® involvement in civic, charitable, and community involvement.

REALTOR® OF THE FUTURE LEADERSHIP TEAM PROPOSAL

- v. The REALTORS® areas of real estate expertise and specialization.
- vi. A link to the REALTORS® real-time contact information, including a recent photo.
- vii. The REALTORS® current brokerage office information: location, contact information, and license number.
- viii. Languages spoken.
- ix. The number of years of membership in NAR.
- x. The REALTORS® level of education, including in the areas consumers value.
- xi. Ability for consumers to post reviews and for REALTORS® to respond to them.
- xii. The REALTORS® general interests.

The rating system should be: accessible and searchable by the consumer; focused on consumer values; and fairly scored when dealing with teams treating a team as one entity with each team member's name listed and production reported as one entity.

***Development could involve partnering with third parties.*

Policy Proposal #5

POLICY

NAR will explore increasing the standards of entry into the Realtor Association, by improving the education, credentials and professionalism of all REALTORS®.

OBJECTIVE: To further distinguish the Realtor from the non-Realtor licensee, and to provide better customer service. This consideration could include for example, but is not limited to, increased additional entry level educational requirements, a mentoring or apprenticeship program, etc.