

## **EXHIBIT A**

### **Report of the REALTOR® Ratings Work Group November 2014**

The work group was charged with considering Policy Proposal # 4 of the REALTOR® of the Future PAG which recommended development of a methodology for a REALTOR® ratings system. Work group members were chosen to create a mix of experience and expertise reflective of the diversity of the real estate industry. These included representatives from residential and commercial companies of various sizes and representation from virtually every region of the REALTOR® organization.

The work group supports the recommendation of the REALTOR® of the Future PAG and acknowledged the reality of agent ratings and rankings. REALTORS® are already being rated on various sites using varying methodologies, and the work group concluded the REALTOR® organization should take a leadership role in developing a system that adequately and fairly reflects the unique capabilities of members. An objective system for professional information important to consumers will benefit both consumers and REALTORS®, and will establish a model for the real estate industry. The Work Group considered the “Find a REALTOR®” portion of Realtor.com as a potential method for delivery of this review program, and acknowledged the potential for third party involvement as well.

The group also discussed the possibility for syndication of the review program, and aggregation of existing reviews from other sites into the program. It was determined that further legal and financial review by NAR would be necessary in order to make the appropriate recommendation on these issues. The work group reached consensus on a number of key issues that should form the foundation for creating a review system, and identified three broad areas of development for the process:

#### ***ONLINE PROFILE ENHANCEMENTS***

*REALTORS® would be given the opportunity to provide enhancements to their online profile in the following areas:*

- *Local market knowledge*
- *Community engagement, such as blog posts on local issues, events, and activities, or “check ins” at local businesses*
- *Sales data and volume (REALTORS® could opt out of having their sales data and volume published through their online profile)*

- *Specialties and designations*
- *Experience*
- *Press mentions and awards*
- *Involvement with professional and industry associations and groups*
- *Charitable activities*
- *Education*

*REALTORS® could also provide a narrative describing themselves, their businesses, and their personal and professional interests, including photographs and links to social media profiles, in order to present consumers with a rich, contextual introduction to who the REALTOR® is.*

### ***SEARCH FUNCTION***

*Once REALTORS® provide the necessary enhancements to their online profile, this additional information would form the basis for a highly developed, consumer focused search function. Consumers could search for REALTORS® based on the criteria that matters most to them, and the search function would educate consumers on important factors to consider when looking at a REALTOR®'s profile. Consumers would have the ability to include or exclude the criteria mentioned above, and would be presented with information on REALTORS® whose profiles included characteristics and experience the consumer was looking for.*

### ***REVIEWS***

*After closing, clients would be sent a brief, three to five question survey asking them to provide feedback on their REALTOR® within broad categories. These categories could include the following (in order of importance to the work group):*

- *Market expertise*
- *Responsiveness*
- *Overall experience for the consumer*
- *Negotiation skills*
- *Educated the consumer about the transaction process*
- *Honesty/trustworthiness*

*Each of these categories would be clearly explained and defined for the ease of the client, and would provide the consumer an opportunity to assign the REALTOR® a certain number of stars in each category. The client would also be given an opportunity to provide a narrative of their experience with the REALTOR®, which could be published along with their feedback in the categories above. Each transaction would have its own detailed record, and the REALTOR® could respond to the client's comments directly.*

Critical to the success of launching a review process will be a comprehensive branding campaign highlighting the benefits to REALTORS® and consumers. This may include instructional videos, member and consumer testimonials, “invitation only” beta test, and talking points for local and state association leadership and staff to create a deeper level of engagement with members. From an organizational perspective, implementation of a fully transparent and objective review process will have the added benefit of increasing professionalism and enhancing the REALTOR® brand.