

# NAR Core Standards

## 1. Code of Ethics

- 1a. Provide new & continuing **Code of Ethics training**
- 1b. Maintain a viable **professional standards process** to enforce the Code of Ethics & provide arbitration/mediation
- 1c. Provide **mediation services** to members

## 2. Advocacy

- 2a. Include voluntary **RPAC investment solicitation with dues billing**
- 2b. Provide/distribute information to **promote RPAC**
- 2c. Promote **NAR Calls for Action** (e.g. - via website, newsletter, office visits, etc.). Monitored through REALTOR® Action Center Response Reports.
- 2d. Promote **OAR Calls for Action**
- 2e. Demonstrate **advocacy engagement**

## 3. Consumer Outreach

- 3a. Participate in **four meaningful consumer engagement activities per year** (some combo of at least 3 of the 4 categories below)
  1. Be the "**Voice for Real Estate**" - promote market stats/real estate trends & issues through press releases, interviews, etc.
  2. **Community Involvement** - promote the value of using a REALTOR® and/or participate in community activities which enhance the image of REALTORS®
  3. **Advocacy Efforts** - engage the public in legislative/political issues that impact real estate & related issues
  4. **Community Investment** - organize human resources or fundraising for charitable/community organizations

## 4. Unification / REALTOR Org Support

- 4a. Maintain/have access to **legal counsel**
- 4b. Adopt/maintain **corporate documents, policies, procedures** in compliance with local, state and federal laws
- 4c. Create/adopt an **annual business or strategic plan** (including Advocacy component)
- 4d. AE complete min. **6 hrs. REALTOR® association professional development** per year
- 4e. **Promote NAR-conducted member understanding assessments** of value proposition of all three levels of REALTOR organization (local, state, national)
- 4f. **Identify LFRO licensees** to invite advocacy participation (e.g - PAF or Calls for Action)

## 5. Technology

- 5a. Have an **interactive website** including info. on professional standards & arbitration filing processes and active links to OAR & NAR.
- 5b. Utilize **email or web-based member communications**

## 6. Financial Solvency

- 6a. Adopt policies to ensure **fiscal integrity of financial operations**
- 6b. **Annual report from CPA including**
  - > \$50,000 revenue = audit opinion or accountant's review report
  - < \$50,000 revenue = compilation report only
- 6c. Obtain NAR's **consent to file bankruptcy**

