



Episode 26: The Benefits of NAR

Let's be honest – REALTORS® face an ever-changing industry. With emerging tech, growing trends, and a booming market, it's vital to keep up. Join me, Gilbert Gonzalez, CEO for the San Antonio Board of Realtors, as I get real with experts on what REALTORS need to know about this industry. It's time to get real.

GG ([00:23](#)):

Good morning, everyone. And I'm here with Cindy Fauth, Member Care Director with the National Association of REALTORS®. Cindy, thank you for joining us today.

CF ([00:31](#)):

Hi, thank you for having me.

GG ([00:32](#)):

We appreciate you logging on from Chicago. I hope it's nice and warm there.

CF ([00:37](#)):

It's sunny, but it's not warm. <Laugh>

GG ([00:40](#)):

We wanted to talk about the value of NAR. There's a lot of things going on. There's been a lot of successes and wins over the year, the last two years. And we wanted to highlight some of those for our members, so they know what they get when we are members of the National Association. So, with that, first question, what are some of the benefits and the, the resource that are available to our members that NAR provides?

CF ([01:05](#)):

Yeah. So, think of I don't know if this is right or wrong, but I like to equate NAR to kind of the Amazon of real estate, right? So pretty much anything you could need or want or question you have regarding real estate with the right search terms, knowing the right people to ask we can pretty much, pretty much help you find that answer. So, I will hit on my top five of the resources that I recommend, but there's so much to take advantage of from NAR. So highly recommend that you spend a little time visiting nar.realtor/membership. The time you spend there will save you so much time and money. I, I promise it's worth it. So, I'll start, I'll start with my top five. So, the first one, I would suggest if there's anything that you take away from this presentation today check out our library and archives resources.

CF ([02:00](#)):

So, the reason it's so important is even if you forget everything else, I tell you today you can call them, and they will help you find the other resources. So, we have five librarians on staff, they've all got a Master of Library Science degree. They can do research for you so it's more than just books. They can do research on your local market, national trends, if you have a new listing and there's a power line running through the backyard and you're like, how's this gonna, you know, wreck the home price, you know? They can look that up for you and find historical data on, on how that impacts home prices. So, they also do offer books. They have a huge e-book collection. You can have them delivered to your iPad or Kindle or whatever you want. Anything from general real estate to professional development to language resources and you can request titles. So, if there's something that you don't see in there see if they can add it for you. And oh, go ahead. Yeah,

GG (02:59):

No, no, no. I think you know, and there's eBooks, which I, the library is great for business books. Like y'all's library has a lot of things to help you on your marketing plan. Just business development in general. But when you say like power line in the backyard, you're saying this, you can get information so that you're gonna tell consumer this is how it may affect your price. Yeah. Yeah.

CF (03:22):

And the, and our re, our library team can research that for you. So that's what, when I say it's more than just books, it is, you know, they're, they're actually there to do the research and help you figure things like that out. They can also give you access to paid articles. Like I know when I'm, you know, kind of scrolling through Facebook or something else, and it's like the economist or Harvard business review or the wall street journal, the wall street journal. Yep. Yeah. And it's like, oh, sorry, you have to pay a dollar 99 to join. I'm like, I don't want to, I just wanna read this article. They can get you that article at no additional costs. So that's all they have subscriptions that are in to be shared and are available to our members for free. So, when you see those you can just reach out, contact our librarians and they'll get that for you.

GG (04:09):

Excellent. So that was number one with number two,

CF (04:13):

Number two is our that's who we are assets. So, I'm sure, I hope a lot of you have seen a consumer awareness campaign. That's who we are. It's, it's on TV, it's on radio. We've, we've pushed, it's quite a big campaign, but we, yeah, there you go right behind you. Exactly. But you know, if you ever wish, as a realtor, like I just don't have time to build my own marketing campaign. I wish I had a free resource that was branded beautifully and had my name on it and my logo and everything. And it shares my value proposition, but in a catchy way. Oh, but I don't wanna pay for it. You already paid for it with your NAR dues. So, there's a whole library of images. There's zoom backgrounds, there's Facebook frames and photos and ads and handouts for your clients at open houses and everything you can customize through photo five, which is, you put it on your phone and it will just create everything for you. You just drop a photo in from your library and you can share that immediately from your phone to all your social media accounts, things like that. So, it's, it's a excellent resource, really helps position you and your sphere of influence on, on social media, as a realtor, as someone who abides by a code of ethics and can help find the dream home.

GG (05:35):

Excellent. those are great resources. We know we use them as well as an association. So, number three, number

CF (05:41):

Three, I'm gonna give the home profile of home buyers and sellers report. So, one of our past presidents actually talks about this all the time as if, if there was one thing that she had to name that gave, made all of her dues dollars worth it, it's the profile of home buyers and sellers reports. So similar to wishing you had a free marketing campaign, if you've ever wished you, someone would just tell you what your clients want, and you could just create your pitch around that, we've crossed that off your wish list too. The profile of home buyers and sellers report is kinda your cheat sheet into who your sellers, buyers and sellers are, what they want, characteristics of homes that they're looking for how they're searching for homes, how much research they've done before they found you. And it even covers FSBOs.

CF (06:31):

So, if you're talking with a seller who's kind of on the fence and thinks, Hmm, I don't think I wanna pay a realtor. I think I'd rather just do this on my own. Let 'em know that FSBO homes sold for \$58,000 less than the selling price of other homes. So, this report is currently offered to you for free through right tools right now. And obviously our, our research team is just incredible, and they have a, a host of other data points, stats research reports, market trends. So, check those out as well.

GG (07:03):

There's a lot of great resources in there. I know we've talked to the team there and how much is available, and it answers that question are millennials really buying. And it also, you know, everyone says like, everybody's been looking for a pool or an office cuz everyone's remote work, you know, it answers those questions as well, so you'll know what to expect.

CF (07:21):

Yep, definitely. Excellent. so, I'll move into number four, which I would say is window to the law and that's designed to keep y'all out of trouble. <Laugh> So our amazing, amazing legal team provides these two-minute overviews on topics, ranging from coming soon listings to building teams. RESPA, social media, you know, can I share a listing from another agent on social media, that sort of thing, copyright infringement and so much more. So, if you have questions about that, any of those topics and, and more, those are really quick ways to get an answer straight from our legal team.

GG (08:02):

Number five,

CF (08:04):

Number five, and I'm, I'm actually gonna sneak in a sixth, but number five is the realtor benefits program. So that's where NAR partners with realtors or with companies who offer savings and kind of unique product or unique offers on products and services that are designed for realtors. So, there's about 30 plus program partners and they're selected by our NAR team to make sure that this company understands the needs of a realtor and what they're looking for specifically, so you can use these benefits for personal, or professional needs. It includes everything from insurance to mobile phone, to computer and rental car discounts. And just so much more, oh, go ahead.

GG (08:53):

No, no, no, yeah. I mean, I now I've somehow get an email from GE about the benefits I can get on appliances, just automatic savings on stuff. So yeah.

CF (09:01):

Yeah. It's pretty cool. So it's, you know, even if you need a washing machine, right, it's like, you've got a discount for that, that you wouldn't get if you weren't a realtor. So, and then the last one I'm gonna sneak in is just, you know, similar to our library and archives. We have a, a member support team who is fully staffed, fully equipped to answer any of your questions or point you to any of the resources you need. So, there's a contact button at the very top right of Nar. Realtor and that gives you the opportunity, you can send an email, you can chat live online, you can call, it has a phone number, It goes directly to a live person. So, they can help point you in, in the right direction and get any of your questions answered as well.

GG (09:45):

So, Cindy, I'm guessing not a, these benefits are not new. They've actually been around for quite some time. How can I get our members to, to, to know more about, can, should they just call, they just hang out. We put all the links on the website, like what's the best way to maximize the value at NAR.

CF (10:03):

Yeah. I would make sure that you're getting the newsletters from NAR. So I know that we're all inundated with emails and junk mail and things like that. But if you open this newsletter once a week and just scan through it, we more than likely there's gonna be at least one takeaway that makes it worth the 20 seconds that it took you to scan through it. It'll save you money or it'll save you time or it'll tell you something you didn't know. So, you can do that by logging into nar.realtor, go to your profile and then it'll have your subscriptions. And I, I think that is the number one way to get the information the newest information that's coming out. And then the other thing would just be follow us on Facebook and Twitter.

GG (10:49):

Excellent. So, there are a, the, that is a lot of actual tangible items that you can turn into, but there's a lot of benefits that NAR provides that you can't see. But you know about, and that I think is the advocacy side. So, can you tell us about NAR's push through its advocacy agenda and the successes it's had there?

CF (11:10):

Yeah. so our advocacy team works their tails off y'all. They are truly, truly just the best in the business. They're recognized widely as one of the most effective advocacy organizations in the country. And that's totally due to my colleagues and the incredible folks on that team. So, their work really champions realtors and the real estate industry to lawmakers at, at every level of government. So, when it comes to the federal advocacy, members of Congress will often request our help and ask us to weigh in on housing issues, testify at hearings. Leslie Ruda Smith just testified at her first hearing as NAR president last week. And they even ask it for our help in crafting legislation. So, they have a, a interest in keeping the housing industry healthy and who better to, to help than, than our realtors. And in addition to us helping them, they also help us push through our own advocacy agenda each year. This year's agenda, and again, you can find more about this@nar.realtor, but there's, they have laid out our priorities for the year with advocacy and our agenda this year focuses on improving access to home ownership enabling a quick recovery after the COVID 19 pandemic insurance fair housing for all, and building strong and resilient communities and businesses. So, they, they do this, they send actual

GG (12:42):

No Small feed at all. <Laugh> no,

CF (12:44):

No, no. And you know, really when you think about all the work they did last year, this is why I like have to tout them every chance I get, because, you know, they made sure that realtors were in real estate, transactions were viewed as essential business. They ensured that realtors were eligible for the aid that was, that was coming out. They helped to establish, you know, sole proprietors as businesses who needed the, the help and were eligible for loans and things like that. So tons of wins for this group last year. I was in awe of them the entire year. I always am, but last year, especially you know, they sent hundreds of letters to leaders, both physical letters, email, they work the phones, they're on zooms, they're meeting in person when they're able. So, it, it's, it's really an incredible operation

GG (13:39):

Agree, agree. Now a part of our market is international buyers and the members that work with them. Now, NAR being the National Association, makes a lot of resources available. So how would you show, share the benefits of working with international buyers that NAR provides?

CF (13:58):

Yeah, I, so I worked with our global team for 10 years before I moved over to the member experience team. And it's so global internationals near and dear to my heart. And our global team is just working so hard at keeping our globally minded members connected. So, whether they live in the US or outside we're, we're really trying hard to connect our members. So, one of the biggest priorities for our non-US members is to be able to show that they abide by a code of ethics and promote themselves, as you know, realtors with higher standards. So, as we know many countries, they have unregulated real estate markets so nobody trusts a real estate agent, but if they can join the, the National Association of REALTORS, call themselves a realtor member, prove that they abide by a code of ethics then that establishes their credibility not only in their own country, but for you as members of a US Real Estate Association. If you have buyers who are looking to invest overseas or purchase overseas the, this helps you find a realtor that you can trust and, you know, will do business at the same level that you're doing business.

CF (15:11):

So, we've, we give them that that's who we are assets to promote their brand and promote themselves as a REALTOR. We have it in, in six different languages that they can take advantage of. We offer the same education access to our certifications and designations, not only by NAR, but the out of our Institute, societies and councils as well. So again, it just helps our US based REALTORS quickly and confidently connect with realtors all over the world. And one other thing I'll mention actually, two things to mention for our global is NAR en Espanol. So that's something that, that our members can take advantage of too. So, it's a great bridge between our Spanish speaking members outside of the US and those here. A few years ago, my colleague Alex, identified a gap in resources for our Spanish speaking members.

CF (16:05):

And so, he brought to life a program called NAR in Espanol, which has grown from a few little translated materials to a fully engaged online community. This Facebook group is, they're constantly, they're so engaged, they're so active and, you know, they help each other, they refer business to each other. So, you can find 'em on Facebook, just search NAR en Espanol and, and you can also find the translated that's who we are materials. And then the other thing I would mention is our global business councils and getting involved at the local level at your local, at your association. You guys have a, a silver award winning global council. So, congrats on that. Yeah.

GG (16:49):

Thank you, thank You. Yes.

CF (16:51):

So definitely encourage everyone to get involved with that and that I, I can assure you we'll open up doors and, and give you some unique education that, that you won't see otherwise,

GG (17:03):

You know, I had not heard about NAR and Espanola, so I'm gonna have to go check that out, but it's good information. Good to know now, every we're, we're at the end of 2021 looking at 2022, and I've already seen that Dr. Yun is, is gonna present in January, sometime soon, the resources available to our member. We're gonna have our own housing forecast, which for those of you watching, we're almost sold out. So please buy your tickets soon. But the, the resources that NAR is putting out for a market forecast yeah. In 2022, what can our members look forward to?

CF (17:35):

So, I cheated, I did the phone a friend, on this one and had to call Dr. Yun's team, cuz I'm like, I am not a forecaster. Right. So, Nadia Evangelou, who's our, one of our senior economists, helped me out with this one and

GG (17:50):

You just used the resources. That's all you did. You did exactly. I did. Members are gonna do.

CF (17:53):

I did, I did what, I'm what I'm promoting, you know, I'm telling everyone use our resources. So that's what I did. I, I made a call and I promise you there's someone with the answer. So, Nadia came through and told me there are signs of a more normal real estate market for 2022, which is great news. Home purchases, as we know, have been surging over the past year in kind of an abnormal way. So, our local markets at the moment are seeing stronger conditions and home sales are the best they've been in 15 years and that's due to the low mortgage rates pent up demand. And then obviously we've all had different lifestyle shifts during the pandemic. And so those, but what's, what's what they predict happening in 22 is that those intense, like multi bidding wars are easing.

CF (18:43):

So, more housing will come to the market. More inventory will hit the market. We will see higher mortgage rates. So, the housing, they, they think the housing market will slow down in 22, but still at above pre pandemic levels. So, it'll slow down, but still above pre pandemic levels. And they gave me some statistics. So, in 2019 5.3 million homes were sold. We expect 6 million in 2021. And then back down to 5.9 million in 22. So, you can see it cools, but just a tiny bit. Good news. Yeah. Yeah. So, then the other thing is that mortgages mortgage rates will continue to rise. So, inflation rose to its highest levels in the last four decades. So, since 1982, and when inflation rises, lenders ask for higher interest rates as compensation for the decrease in, in the purchasing power. So, if inflation stays elevated, then that will bring the mortgage rates up. They think the fed will raise its interest rates next year in order to control that inflation. And that'll push rates up even further. So, they expect the 30, 30-year fixed mortgage rate to reach about 3.7 by the end of 22. But they've said consumers should not panic. Even with the increase, the rates will still be low.

GG (20:17):

I, I I've heard my members who have been in this business for a long time, say in the back of my head, say 3.7. I remember when it was 18, so right. Yeah. Still a good thing. Yes, absolutely. Yeah. So Cindy, I

appreciate the information you've been giving us, but we have one last thing we wanna talk about before we wrap up. And that is the code of ethics and the requirements that we need to meet before the end of the year. We still have a big group of y'all who need to take the code of ethics to make sure that we, we keep your benefits going all these great benefits in January of 2022. Can you tell us a little bit about that?

CF ([20:51](#)):

Yeah. So, the end of 21 is the end of the, the code of ethics cycle. So, everyone needs, needs, needs to complete their code of ethics training for the year, by the end of the year, or you will be dropped as a member, and we don't want that to happen. I'm sure there'll be lots of reminders that will go out. But just if you're not sure if you've completed the, the required training, you can go on our website. There's, there's popups, there's links, you can, links that you can, can click and they, it will say check my code of ethics status. And that will take you to a page where it'll just tell you right then and there either you've done it or you haven't. You can take the class online. One thing that I highly recommend is doing your C2EX, so commitment to excellence. It's, it's, it's an NAR, it's not, not technically a designation, but it's an endorsement and you get all kinds of cool, like again, the social media assets. So, you can put a, a Facebook frame and say I'm C2EX endorsed. And that just means that you've reached the highest commitment to excellence in serving your members. And that all also counts toward your code of ethics training

GG ([22:11](#)):

And, the why? I seem to remember when they changed this rule, it was the idea that our members always were talking about professionalism in the industry, professionalism and the members being professionalism. So that was the reason why of this rule, right, is we wanna continue to increase the professionalism of our members. And we're asking all of our members to commit to, to doing this by the end of this year.

CF ([22:33](#)):

Mm-Hmm Yeah. I mean, it, you know, it's one thing for us to say that our members abide by a code of ethics, right? But if someone asks us well, how do you know though? How do you know that they are, that they know what to do, or they know what the latest, you know, our industry's constantly changing. So how do you know that, that your members are keeping up with the latest and that they're maintaining this professional standard? And now our answer is, well, we, we have asked them to complete this required training every three years as part of their membership. So it's, it's really an incredible resource for you. I think you'll find it valuable even to go through it. So, it's not something that you're doing for other people, you're doing it for yourselves as well.

GG ([23:16](#)):

So, thank you Cindy so much for coming on, getting us so much information about the value of NAR. We greatly appreciate it. Cindy, anything you wanna wrap us up with as we go.

CF ([23:25](#)):

We recently launched our competition in real estate micro site on nar.realtor. This is a website that kind of addresses all of the, all the questions that are out there about how realtors foster competition, the consumer access and, and opportunity that's available for consumers through our current real estate landscape. So, REALTORS is champions in the communities, there's FAQs on there, so it's a great resource for you to be able to speak intelligently to the MLS, why it works the way it does, how it been benefits, both realtors and consumers, levels of the playing field all that good stuff. So, I, I highly recommend you guys check that one out as well.

Speaker 1 (24:14):

Cindy, thank you so much.

CF (24:16):

All right. Thank you so much for having me. This is great.

Thanks for listening to Get Real! Be sure to subscribe for future episodes and share us with your friends on Facebook, Instagram, and Twitter. More information on this episode can be found at sabor.com/getreal. Until next time!