

Sherry Chris

Special Advisor, Brokerages

April 21, 2026 | Michigan Realtors Broker Summit
Lansing Center | Lansing, MI

Today's Agenda

- Welcome and Introduction
- Our Mission and the 3-Way Agreement
- Delivering on Broker & Member Value
- What's Next
- **Discussion**

NAR'S VALUE PROPOSITION FOR 2026–2028

NAR empowers REALTORS® by helping them thrive in their businesses. It achieves this goal by advocating on their behalf, providing market intelligence and research tools, offering professional development and education, maintaining high standards, and elevating the REALTOR® brand. By supporting REALTORS®, NAR protects and advances the right of Americans to own real estate.

Code of Ethics & Standards of Practice

The Code of Ethics requires REALTORS® to work in the best interest of their clients.

Establishes Standards

Establishes REALTOR® duties to the public and other real estate professionals.

Protects Transparency

Protects the transparency of real estate transactions and the value of the real estate asset.

Differentiates REALTORS®

Members value the Code of Ethics and see it as a key differentiator in the market.




“At the heart of what we do as REALTORS®—who abide by a strict code of ethics—is protect and promote the interests of our clients.”

– Kevin Brown, NAR 2026 President



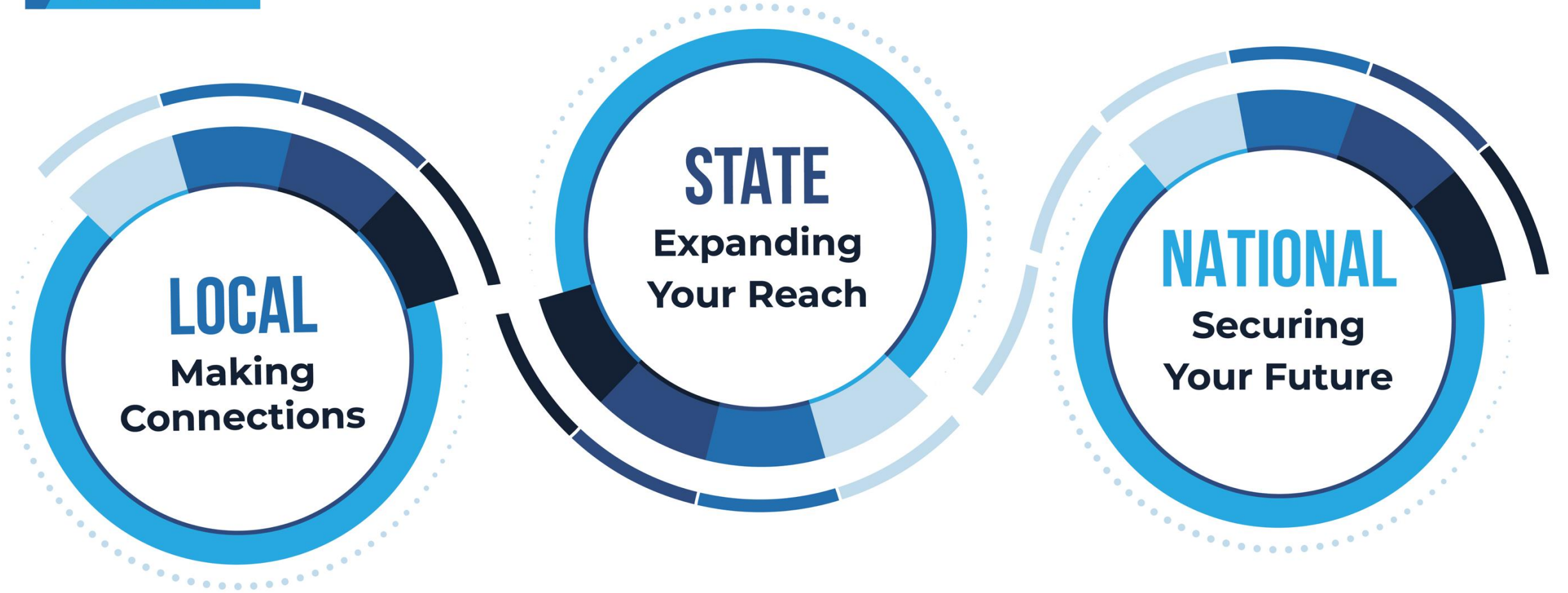
The real
estate
industry
is evolving...
and so is NAR.



NAR stands at a pivotal moment - one that demands **strategic clarity** and **a renewed focus on member value.**

Grounded in industry insights and shaped by thousands of voices across each level of the Association, our new Strategic Plan will focus the organization around modernization and transformed member experience.

▶ THE
▶ THREE-WAY
▶ AGREEMENT



NAR BROKER VALUE

TOOLS. CONNECTIONS. SUPPORT.

NAR empowers brokers to turn challenges into opportunities and goals into achievements.

ADVOCACY

- ▶ NAR promotes and protects your business interests.

EDUCATION & EVENTS

- ▶ Knowledge is a competitive advantage; give your agents the education that gets results.

TECHNOLOGY

- ▶ Innovative tools and game-changing platforms to unlock real business value.

RESEARCH & DATA

- ▶ Know what's coming next with vital market data and essential insights.

LEGAL

- ▶ Identifying and combating legal risk to protect REALTOR® interests.

NAR Executive Team

INCUMBENT LEADERS



CEO
Nykia Wright



Special Advisor
Sherry Chris



EVP, Chief Advocacy Officer
Shannon McGahn



Chief Economist
Dr. Lawrence Yun




EVP, Innovation & Tech
Mark Birschbach




SVP, Leadership Resources
Beth Brittingham

NEW LEADERS



General Counsel, SVP
Jon Waclawski



SVP, CMCO
Bennett Richardson



SVP, Industry Relations
Jarrod Grasso



Chief HR Officer
Sharon White



Chief Data Officer
Dave Conroy



Chief Financial Officer
Matthew Cenedella

THE NAR STRATEGIC PLAN

NAR exists to empower REALTORS® as they preserve, protect and advance the right to real property for all.

The 2026–2028 Strategic Plan is designed to provide clear direction, actionable solutions and measurable impact for our members and the industry.

OUR PURPOSE

NAR will build accessible and sustainable pathways to residential and commercial real estate ownership by empowering members, forging transformative partnerships and representing the interests of the industry.

OUR COMMITMENTS

NAR is committed to two main priorities in the 2026–2028 Strategic Plan:

- Building the future member experience
- Modernizing the association

OUR STAKEHOLDERS

NAR is committed to serving all of our stakeholders through this Strategic Plan:

- Members
- Partners: **State & Local Associations, ISCs & MLSs, YPN**
- Real estate industry
- Consumers

NAR's Strategic Plan incorporates the perspectives and expectations of a diverse group of stakeholders, including members, state and local associations, brokerages, MLSs, ISCs, buyers and sellers, policymakers and lawmakers, investigative bodies, the media and external influencers.

Strategic Plan Initiatives: Commitments to Members

*Building the
Future of
Member
Experience*

*Modernizing
the Enterprise*

...to Members

HELP REALTORS® THRIVE IN THEIR DAY-TO-DAY BUSINESS

- 1.1 Equip REALTORS® with actionable residential and commercial market intelligence and **research insights**
- 1.2 Provide REALTORS® with foundational and continuous **education opportunities** to expand expertise
- 1.3 Adopt advanced **technology and tooling** that enhances REALTORS®' businesses

BUILD A PROACTIVE ORGANIZATION

- 5.1 Streamline **organizational governance** and enhance effectiveness
- 5.2 Build **processes that facilitate timely, transparent information flow** (e.g., feedback loops, prioritization models)
- 5.3 Overhaul **budgeting and resourcing strategies** to promote financial transparency and responsible stewardship

Strategic Plan Initiatives: Commitments to *Partners*

*Building the
Future of
Member
Experience*

*Modernizing
the Enterprise*

...to Partners

DRIVE COLLABORATIVE SOLUTIONS AND IMPACT

- 2.1 Enhance or increase **partner access to information and resources** (e.g., improved data flow, industry talking points)
- 2.2 Co-create **products and services** that address REALTOR® and market needs (e.g., education licensing; new member onboarding, etc.)

REBUILD PARTNERSHIP FOUNDATIONS

- 6.1 Partner with **state and local associations** to build a common understanding around roles and responsibilities and **co-deliver on the unified value proposition**
- 6.2 Elevate **brokerage engagement** for a connected real estate ecosystem
- 6.3 Modernize **partner collaboration** to drive consistent results
- 6.4 Optimize **support systems** and **communication pathways**

Strategic Plan Initiatives: Commitments to the *Industry*

*Building the
Future of
Member
Experience*

*Modernizing
the Enterprise*

...to the Industry

PROTECT AND ADVANCE THE LEGAL INTERESTS OF REALTORS®

- 3.1 Analyze, assess and address **legal risk**
- 3.2 Proactively safeguard and advance the **REALTOR® trademark and brand**
- 3.3 Work with industry partners to pursue **favorable legal outcomes**

RECOMMIT TO PROFESSIONALISM

- 7.1 Strengthen the **Code of Ethics** (e.g., content enhancements; enforcement processes)
- 7.2 Advance REALTORS®' **technical skills** and professional expertise
- 7.3 Curate **premier events** that foster industry-wide connection
- 7.4 Attract and cultivate the **next generation** of REALTORS® and leaders

Strategic Plan Initiatives: Commitments to Consumers

*Building the
Future of
Member
Experience*

*Modernizing
the Enterprise*

...to Consumers

ADVOCATE FOR PROPERTY OWNERSHIP FOR ALL

- 4.1 Champion policies that promote and expand access for the **next generation of real estate owners**
- 4.2 Engage consumers in both residential and commercial **real estate advocacy**

CULTIVATE TRUST IN THE REALTOR® BRAND

- 8.1 Be the **“first voice”** in industry developments and regulatory updates
- 8.2 Drive **public relations efforts** with a distinct and compelling voice tailored to segmented audiences (e.g., consumer ad campaign, communications)
- 8.3 Build a **core brand identity** that differentiates REALTORS® in the market

ADVANCING THE STRATEGIC PLAN



MARKET INSIGHTS



**GOVERNANCE
EFFICIENCY**



**CO-CREATION &
COLLABORATION**



**FINANCIAL
STEWARDSHIP**



DERISKING



BRAND VALUE

ACCOUNTABILITY

We commit to timely, metric-based updates on progress in implementing and executing the Strategic Plan.

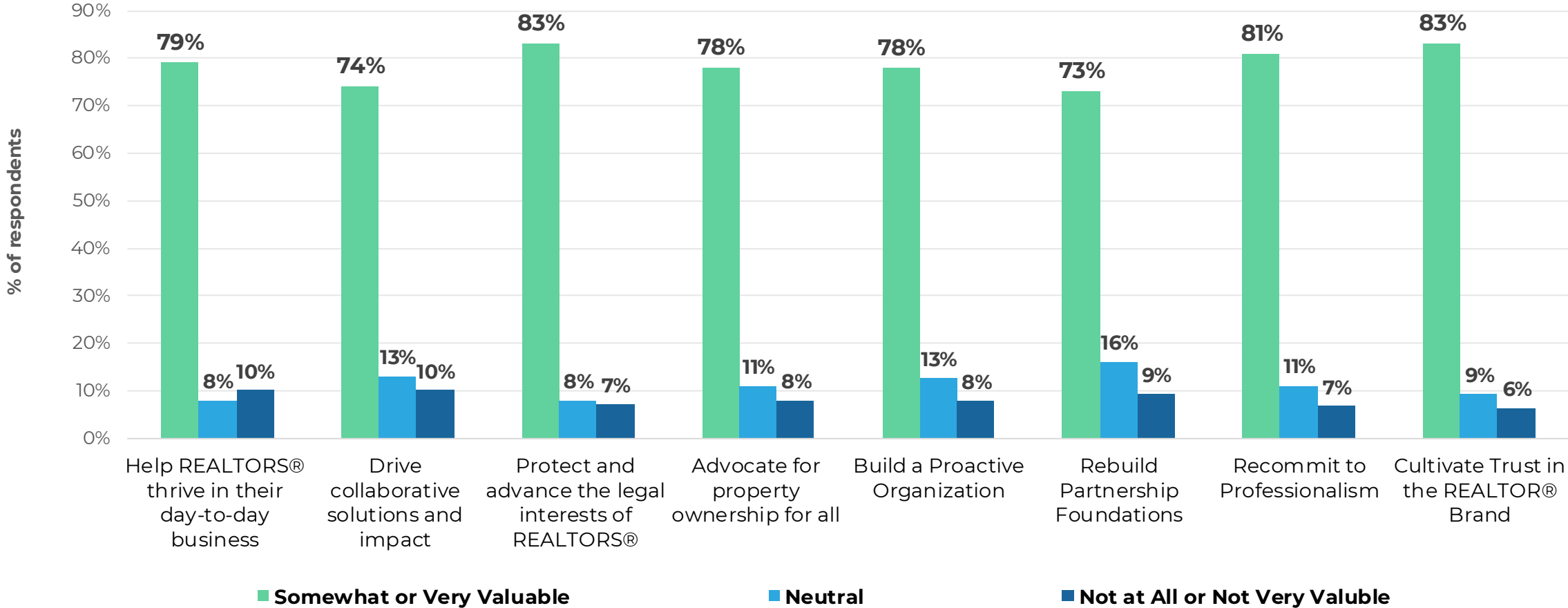
However, a key insight from our member and industry focus groups, forums and surveys is that **this transformation cannot be solely communicate with words—it must be experienced.**

We invite every member, potential member and industry participant to constructively engage with us as we embark upon the biggest transformation in real estate history.

NAR's Priorities, Validated by Members

Survey respondents were asked:

“Please rate how valuable you believe the strategic priority would be to you. Your rating should be based on how valuable it would be if NAR were to deliver in these areas going forward, not how you believe NAR is performing in these areas today.”



ADVOCACY

In 2025, **NAR**

- Preserved the cherished independent contractor status
- Locked veterans' ability to directly pay for professional representation
- Defeated rent control proposals on multi-family housing
- Secured its top ten legislative priorities in the 2025 tax bill

Over the past 10 years, NAR defeated **11 HARMFUL TAX PROPOSALS** related to the real estate economy, saving the industry more than **2.3 TRILLION DOLLARS IN TAXES.**

NAR'S LOBBYING ON THE 2025 TAX BILL

- ▶ **PUT CASH IN CONSUMERS' POCKETS**
PRESERVED: MORTGAGE INTEREST DEDUCTION AND 1031 EXCHANGES
INCREASED: CHILD TAX CREDIT
- ▶ **STRENGTHEN MARKET DEMAND**
EXPANDED: AFFORDABLE HOUSING CREDITS
PRESERVED: STATE & LOCAL TAX CAP
INCREASED: ESTATE TAX THRESHOLD
- ▶ **SUPPORT BROKER GROWTH OPPORTUNITIES TO GROW**
LOCKED: LOWER TAX RATES
PROTECTED: 199A DEDUCTION
ENHANCED: OPPORTUNITY ZONES

EDUCATION + EVENTS

NAR delivers education and events designed to help brokers and agents close more deals, expand expertise, and stay ahead in a constantly changing market.

ADVANCE YOUR SUCCESS WITH:

INDUSTRY LEADING EDUCATION

- ▶ Courses, certifications, and designations that give your agents a competitive edge and strengthen your brokerage's credibility.

HIGH IMPACT EVENTS

- ▶ Investing in compelling speakers, timely topics, and meaningful networking through a renewed focus on cost efficiencies.

EVOLVING TO MEET TODAY'S MARKET

- ▶ Programming built around what matters most to brokers, helping agents grow, connect, and move toward their next transaction.

RESEARCH + DATA

NAR RESEARCH

DELIVERS THE INSIGHTS BROKERS NEED TO NAVIGATE MARKET DYNAMICS AND EMPOWER THEIR AGENTS' SUCCESS.

UNLOCK REAL BUSINESS VALUE WITH:



**CONSISTENT,
CREDIBLE INSIGHTS**



**ACTIONABLE
LOCAL DATA**



**MACRO TRENDS THAT
DRIVE OPPORTUNITY**

 **NAR** **BROKER
ENGAGEMENT**

LEGAL

NAR LEGAL TEAM

ASSOCIATION SUPPORT AND RISK MITIGATION

Removing unnecessary risk from our rules and policies.

LEGAL COUNCIL SUMMIT

100+ attorneys from REALTOR® associations and MLSs share information on hot button legal issues impacting the industry.

IS TAKING A MORE PROACTIVE APPROACH TO IDENTIFY AND COMBAT LEGAL RISKS, ENSURING REALTORS® AND THEIR CLIENTS ARE PROTECTED FOR GENERATIONS TO COME.

LITIGATION

In 2025 courts dismissed three key lawsuits against NAR, reinforcing the association's position that its policies foster a competitive, fair and transparent housing market benefiting both members and consumers.

BRAND AND TRADEMARK PROTECTION

Designed a seven-stage brand protection strategy.

FORMS FOR REALTORS®



TECHNOLOGY + TOOLS

NAR TECHNOLOGY

EMPOWERS BROKERS TO STRENGTHEN THEIR BRAND, STREAMLINE OPERATIONS, AND STAY AHEAD OF INDUSTRY CHANGE.

POWER YOUR BUSINESS WITH:

RPR[®]: A POWERFUL MARKETING ADVANTAGE

- ▶ Create co-branded, expertise-driven reports.

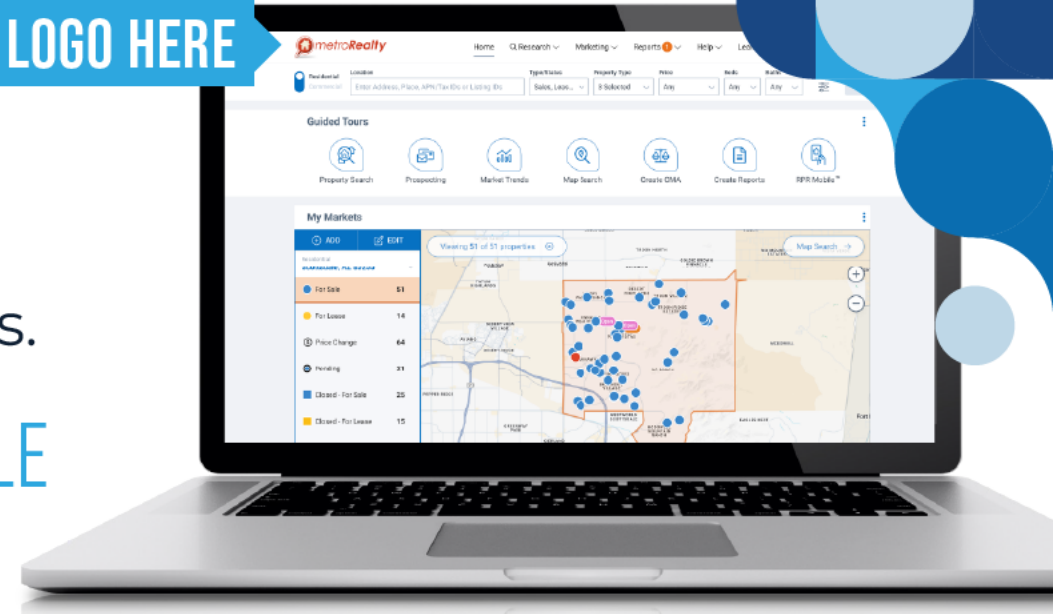
SECOND CENTURY VENTURES: INNOVATION AT SCALE

- ▶ Largest global real estate tech accelerator

340+ TOP TECH FIRMS SCALED

- ▶ Connecting brokers to emerging solutions

YOUR LOGO HERE





Built to Scale. Designed for Your Brokerage.

One platform. Every REALTOR®.
No additional cost.

Included
in NAR membership

\$12.95/yr
per member ~\$1.09/mo

540K+ REALTORS® used RPR in 2025

18.4M Engaged sessions in 2025

166M+ Property records nationwide

632+ Certified Trainers

MOBILE AI CMA

Turn Forty-Five Minutes of work... into Five.

Professional CMAs. Your brokerage
brand.



Local Market Insight

Real data from your market,
not national averages.



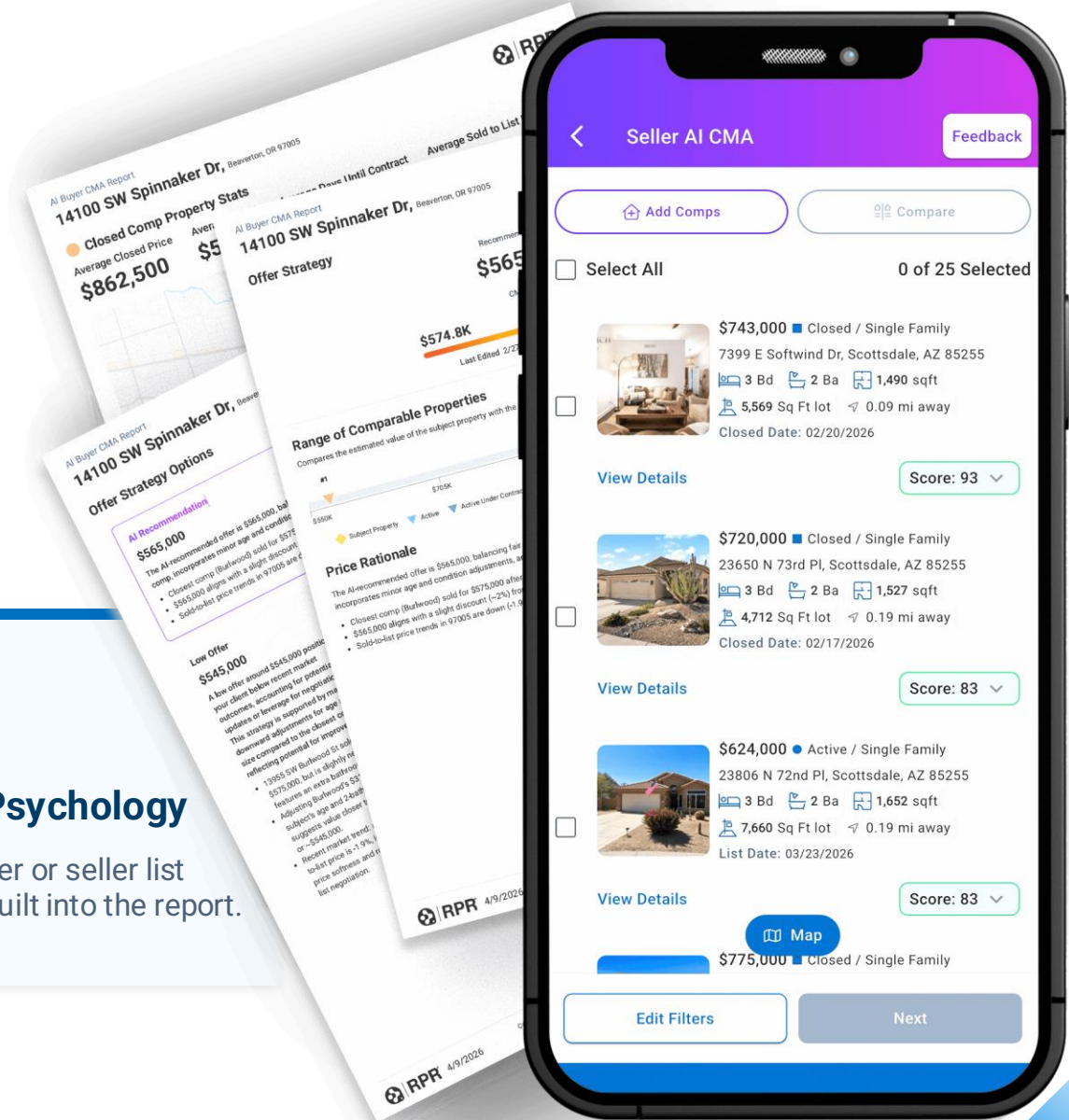
Comp Analysis

AI-driven scored comps
that tell the pricing story.



Price Psychology

Buyer offer or seller list
price – built into the report.



MARKET TRENDS

Trusted data. Now in every format your agents actually need.



Articles

Multiple formats, ready to publish



Social Cards

Branded, shareable, on-brand



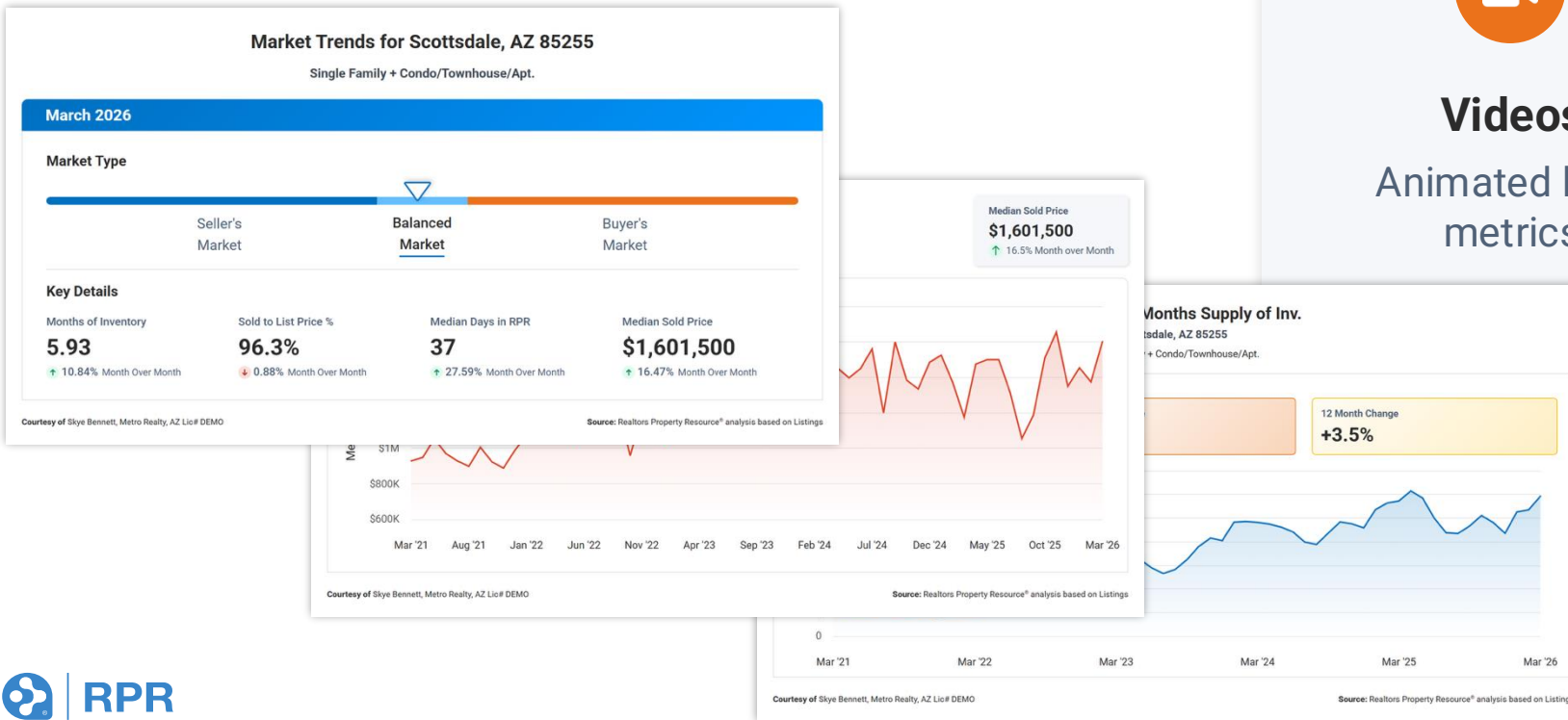
Videos

Animated local metrics



PowerPoint

Presentation-ready



MARKET TRENDS SCRIPTWRITER

Video. 30 Seconds.

Create Market Video
Choose a style, then hit Create.

Market Snapshot
Animated counters, gauge rings, and price ladders – the flagship data visualization.

Text Conversation
Animated iMessage-style chat showing market insights between agent and client.

Weekly Market Minute
News-broadcast style with ticker bar. 7 scenes, 60 seconds.

Market Brief
Apple Keynote minimalism. One stat per scene, massive typography. Premium feel.

Social Post
Instagram-style market update with data visualization, spectrum, and engagement.

Video Format

9:16 VERTICAL | 16:9 WIDE | 1:1 SQUARE

Color Palette

Soundtrack

- No Music (Silent)
- Upbeat (Energetic • Positive • Fast)
- Calm (Ambient • Smooth • Relaxed)
- Corporate (Professional • Clean • Modern)

Create Market Snapshot Video



skyebennett
Scottsdale, AZ 85255

BALANCED MARKET

5.9 months of supply · Scottsdale, AZ 85255

| Seller's Market | Balanced Market | Buyer's Market |
|---------------------------------|------------------------|-------------------------|
| SOLD PRICE | DAYS ON MARKET | SUPPLY |
| \$1,601,500 ↑ 16% MoM | 37 ↑ 28% MoM | 5.9 ↑ 11% MoM |

METRO REALTY

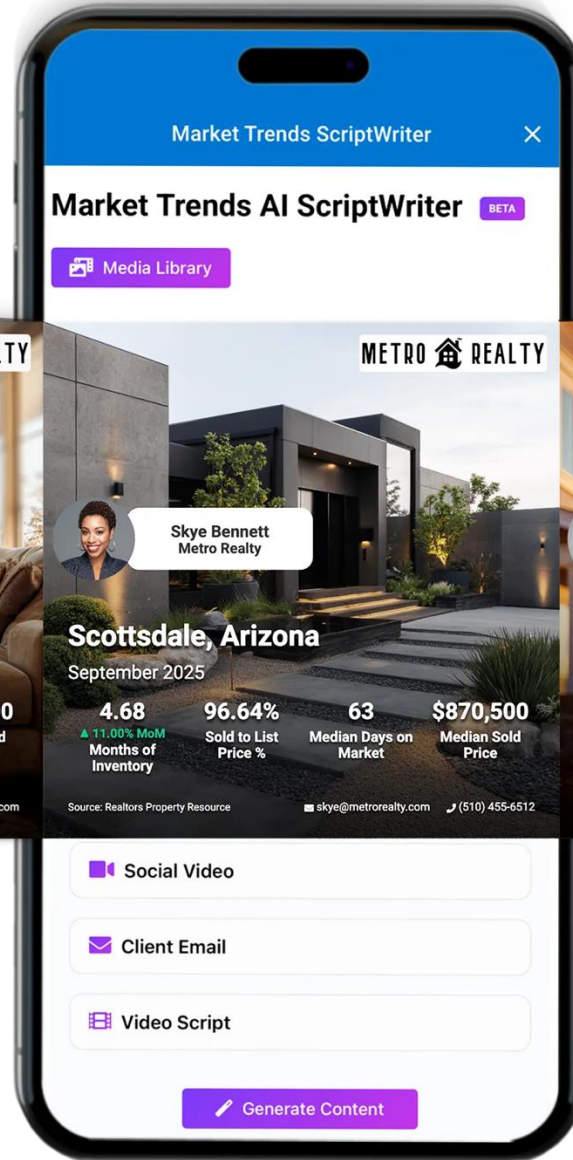
2,847 likes

skyebennett March brought significant shifts to the Scottsdale market—median prices climbed to \$1.6M while homes are staying listed longer at 37 days. With nearly 6 months of supply, buyers now have more negotiating power than we've seen recently. Whether you're a first-time buyer or upgrading, let's talk strategy for this balanced market.

MARCH 2026

MARKET TRENDS SCRIPTWRITER

Social Posts. 30 Seconds.



METRO REALTY

Janet Phillips
Metro Realty

Miami, Florida

September 2025

| | | | |
|---|---------------------------------------|------------------------------------|---------------------------------------|
| 8.44 ▼ 4.00% MoM Months of Inventory | 95.42% Sold to List Price % | 57 Median Days on Market | \$557,500 Median Sold Price |
|---|---------------------------------------|------------------------------------|---------------------------------------|

Source: Realtors Property Resource | janet@metrorealty.com

METRO REALTY

Jerry Cliff
Metro Realty

San Diego, California

September 2025

| | | | |
|---|---------------------------------------|------------------------------------|---------------------------------------|
| 2.82 ▼ 8.00% MoM Months of Inventory | 98.97% Sold to List Price % | 24 Median Days on Market | \$899,450 Median Sold Price |
|---|---------------------------------------|------------------------------------|---------------------------------------|

Source: Realtors Property Resource | jerry@metrorealty.com

METRO REALTY

Michelle Berry
Metro Realty

Houston, Texas

September 2025

| | | | |
|---|---------------------------------------|------------------------------------|---------------------------------------|
| 4.39 ▼ 8.00% MoM Months of Inventory | 96.35% Sold to List Price % | 28 Median Days on Market | \$320,000 Median Sold Price |
|---|---------------------------------------|------------------------------------|---------------------------------------|

Source: Realtors Property Resource | michelle@metrorealty.com

METRO REALTY

Skye Bennett
Metro Realty

Scottsdale, Arizona

September 2025

| | | | |
|--|---------------------------------------|------------------------------------|---------------------------------------|
| 4.68 ▲ 11.00% MoM Months of Inventory | 96.64% Sold to List Price % | 63 Median Days on Market | \$870,500 Median Sold Price |
|--|---------------------------------------|------------------------------------|---------------------------------------|

Source: Realtors Property Resource | skye@metrorealty.com | (510) 455-6512

METRO REALTY

Dan Smith
Metro Realty

Beaverton, Oregon

September 2025

| | | | |
|---|--------------------------------------|------------------------------------|---------------------------------------|
| 3.65 ▼ 4.00% MoM Months of Inventory | 99.5% Sold to List Price % | 39 Median Days on Market | \$560,000 Median Sold Price |
|---|--------------------------------------|------------------------------------|---------------------------------------|

Source: Realtors Property Resource | dan@metrorealty.com

MARKET TRENDS SCRIPTWRITER

PowerPoint. 30 Seconds.

Choose Theme

MIDNIGHT SLATE FOREST TERRACOTTA BERRY

Choose Font

MODERN CLASSIC CLEAN BOLD

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Download PowerPoint

METRO REALTY

Scottsdale, AZ 85255

Scottsdale Market Shows Growth

Scottsdale's housing market experiences price increases and longer listing times.

January 2026 | Single Family + Condo/Townhouse/Apt.

Skye Bennett
Metro Realty
reggie@narpr.com

Market Snapshot

| | | |
|--|--------------------------------------|--|
| Median Sold Price \$1,455,000 ▲ 10% | Days on Market 68 ▲ 45% | Months of Supply 5.61 ▲ 29% |
| Active Listings 537 | New Listings 245 | Pending Listings 82 |

Source: RPR Market Trends | Scottsdale, AZ 85255 | January 2026

Market Type

Where Scottsdale, AZ 85255 sits on the market spectrum

5.61 months

Seller's Market | Balanced Market | Buyer's Market

| | | | |
|---|---|--|--|
| Months of Inventory 5.61 ▲ 29% MoM | Sold to List Price % 96.61% 0% MoM | Median Days in RPR 68 ▲ 45% MoM | Median Sold Price \$1,455,000 ▲ 10% MoM |
|---|---|--|--|

Source: RPR Market Trends | Scottsdale, AZ 85255 | January 2026

Pricing Momentum

"The Scottsdale market sees a median sold price of \$1,455,000, marking a significant 10% increase from the previous month."

The price per square foot remains strong at \$525, indicating robust market conditions.

\$1.46M
Median Sold Price
▲ +10% MoM

| Metric | Value | Change |
|--------------------|-------------|--------|
| Median Sold Price | \$1,455,000 | 10% |
| Price per Sq Ft | \$525 | - |
| Sold-to-List Ratio | 96.61% | 0% |

Source: RPR Market Trends | Scottsdale, AZ 85255 | January 2026

Inventory & Supply

"With 537 active listings at a median price of \$1,834,900, the market has a months of supply of 5."

61, increasing by 29% month-over-month. This suggests a growing inventory that could influence future price trends.

5.6mo
Months of Supply
▲ +29% MoM

| Metric | Value | Change |
|------------------|-------|-------------|
| Months of Supply | 5.61 | 29% |
| Active Listings | 537 | \$1,834,900 |
| New Listings | 245 | \$1,545,000 |

Source: RPR Market Trends | Scottsdale, AZ 85255 | January 2026

Days on Market

"Properties in Scottsdale are taking longer to sell, with the median days on market for sold properties increasing to 68 days, up by 45% from the previous month."

This highlights a shift in buyer behavior or market conditions.

68 days
Median Days on Market (Sold)
▲ +45% MoM

| Metric | Value | Change |
|-----------------------|--------|--------|
| Median Days (Sold) | 68 | 45% |
| Median Days (Pending) | 39 | - |
| Sold-to-List Ratio | 96.61% | 0% |

Source: RPR Market Trends | Scottsdale, AZ 85255 | January 2026

METRO REALTY

Contact Skye Bennett at Metro Realty today to explore opportunities in Scottsdale's dynamic market.

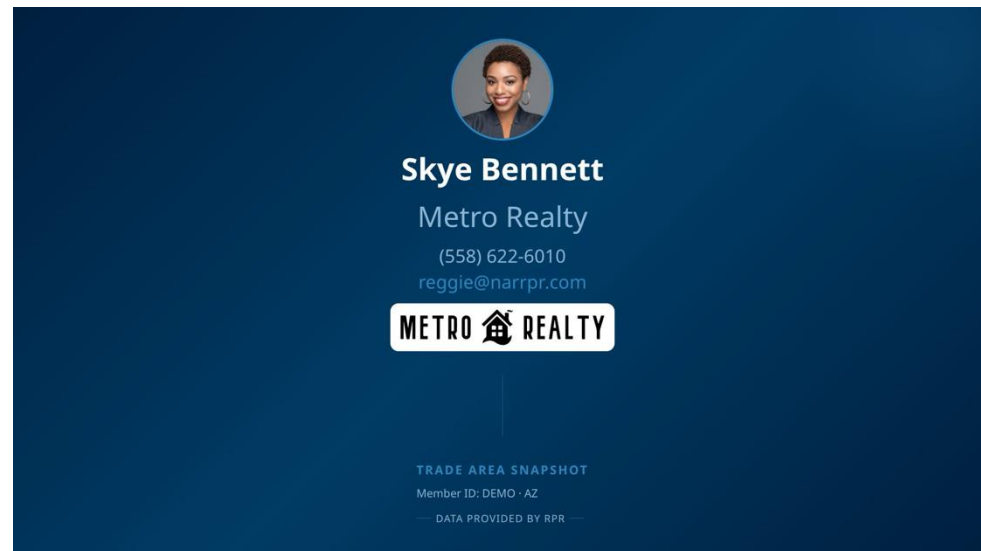
Skye Bennett
Metro Realty
reggie@narpr.com

Source: RPR Market Trends

TRADE AREA SCRIPTWRITER

New Outputs. Better Data.

Powered by Esri Tapestry data. Trade area analysis with the same powerful outputs...



A dark blue trade area snapshot card for Skye Bennett, a Metro Realty agent. The card features her profile picture, name, company, phone number, and email. It includes the Metro Realty logo and a 'TRADE AREA SNAPSHOT' header. At the bottom, it displays 'Member ID: DEMO - AZ' and 'DATA PROVIDED BY RPR'.

Skye Bennett
Metro Realty
(558) 622-6010
reggie@narrpr.com

METRO REALTY

TRADE AREA SNAPSHOT
Member ID: DEMO - AZ
DATA PROVIDED BY RPR

Trade Area AI ScriptWriter BETA

Media Library

Select Tone

Professional

Select Audience

Investors & Developers

Choose Data

✓ Primary Segment *

✓ Income *

✓ Population *

✓ Housing *



One Page Summary

A streamlined snapshot for quick reference and easy sharing.



Detailed Report

A full-length write-up for deeper analysis and insights.



PowerPoint Presentation

Create a PowerPoint for your next pitch or presentation.



Social Video

Short videos with your brand and Trade Area highlights.



Client Email

Pre-written message to share insights and start the conversation.



Social Media Card

Branded social posts with key stats and AI-generated captions.

Generate Content

THE BROKERAGE ENGINE

Your brand, built into the workflow.

Every tool. Every output. Every agent. Carrying your brokerage brand into the market.

Brokerage Branding

Display your brokerage brand in the platform and mobile app.

Logo on Reports

Put your logo on every agent-generated report.

Custom Company PDFs

Upload up to five custom PDFs for agents to include in reports.

Affiliated Services

Add affiliated service providers to the platform and report back pages.

AVM Widget

Use the Broker AVM Widget on your website to support lead generation.

Deep Links

Create deep links from your intranet to key RPR pages and workflows.

The result: a more consistent, visible, and valuable brokerage presence across the agent workflow.

ACTIVATE

Turn Access Into Action

The platform is already there. Now activate it.

Scan: Broker Tools
Enrollment Form



1

Enroll

Activate Broker Tools and configure your brokerage branding at blog.narrpr.com/enroll

2

Brand

Add your logo, company pages and affiliated services so agents immediately feel brokerage value

3

Deploy

Launch with reports, CMAs, market updates and mobile workflows. Support adoption through webinars, tutorials and Trainer Resource Hub

▶ **ENGAGEMENT ACTIVITIES & RESOURCES INCLUDE**

BROKER SUMMITS

- ▶ **47 BROKER SUMMITS** in 2025
- ▶ **Nearly 50 BROKER SUMMITS** booked so far this year

RESOURCES

- ▶ Broker Power Hours and Monthly NAR value Meeting Slides

MEETINGS & FOCUS GROUPS

- ▶ Committed to listening and learning

SURVEYS

- ▶ Identify business challenges, understand growth goals and recognize various business models.



**NEARLY
50,000
TOUCHPOINTS**

*WITH INDUSTRY
STAKEHOLDERS*

BROKER TOOLS

MARKETING RESOURCES

- RPR® (Realtor Property Resource®) - agent training + co-branded reports
- Website templates
- Member Value Campaign Toolkit
- Sales Meeting Playbook

BUSINESS OPERATIONS

- AI Policy Template
- 'Coming Soon' listings checklist and FAQ
- Consumer Guides
- Legal Resources
- Agent Onboarding Toolkit
- How to Launch Your Brokerage Toolkit
- Metro Market Statistics Dashboard

BROKER ENGAGEMENT

- Broker Newsletter
- Broker Summits
- Broker Power Hour



SCAN THE CODE
TO LEARN MORE AT
broker.realtor

LIVE WEBINAR



BROKER POWER HOUR

MARCH 25 • 12 P.M. CT / 1 P.M. ET

TURNING AI INNOVATION INTO BUSINESS RESULTS



Dave Garland
Managing Partner
Second Century Ventures



Christine E. Hansen
2026 President-elect
NAR



Ashley Stinton
Executive Director
REACH

REGISTER TODAY

SMALL BROKER RESOURCES

IN 2025, NAR DEEPENED OUR FOCUS ON UNDERSTANDING AND SUPPORTING SMALL BROKERS THROUGH TARGETED RESEARCH AND DIRECT MEMBER ENGAGEMENT.

GATHERING INSIGHTS

We are actively listening to brokers to better understand their priorities, challenges and opportunities. Through ongoing surveys, meetings and focus groups, broker feedback continues to directly inform our decision-making and future direction.

BROKER OFFERINGS

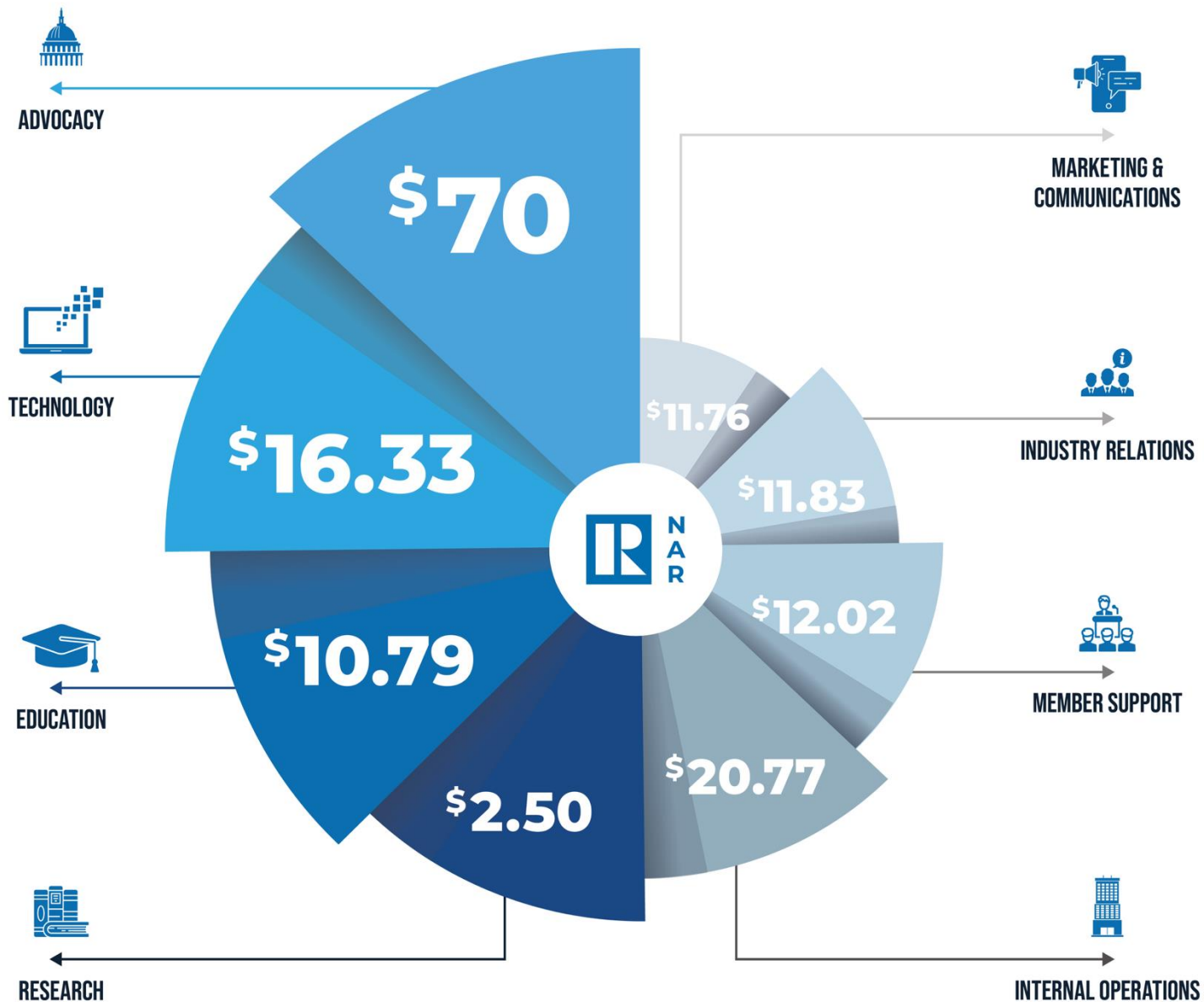
NAR provides a monthly sales meeting playbook, Broker Power Hours, toolkits and more to help brokers meet today's evolving business needs.



THE POWER OF YOUR DUES



THE POWER OF YOUR DUES



GET INVOLVED

By Role

Brokers

Tips for boosting productivity and running your business more effectively. Don't see something you need? Contact us any business day, 8 a.m. - 6 p.m. Central Time, at 800-874-6500.

National Leadership

Committee Members & Liaisons

[View the Committee Application Timeline](#)



**BROKER
RESOURCES**
broker.realtor



**COMMITTEE
APPLICATIONS
OPENS APRIL 1**



**2026 RLM REGISTRATION
OPEN MARCH 11**

EVENT IS FREE
FOR NAR MEMBERS

TOP 5 TAKEAWAYS

My Top 5 takeaways from 15 months of work with NAR and thousands of brokers.

1. Brokerages of all sizes will thrive in the future, but...
2. Brokers must familiarize themselves with AI and how to use it, including...
3. Brokers must teach their agents how to communicate to consumers the value of using a REALTOR®. . . why?
4. Brokers must proactively communicate industry changes to their agents... how?
5. Brokers must look beyond personal passions and treat their businesses as a strategic and salable asset... how?

FEEDBACK IN ACTION

LET'S DISCUSS



TELL US MORE.

THANK YOU.

Sherry Chris

sherry@sherrychris.com

862-579-8355



**NATIONAL
ASSOCIATION OF
REALTORS®**

REALTORS® are members of the National Association of REALTORS®.



NARdotRealtor

nar.realtor