

# NAR, OR, AND PMAR PROVIDE THE TOOLS TO TAKE YOUR BUSINESS TO THE NEXT LEVEL



## KNOWLEDGE

COMMUNICATIONS - ENEWS - CONVENTIONS -  
PUBLIC RELATIONS - RESEARCH & STATISTICS



## PROTECTION

BUSINESS ADVOCACY - POLITICAL AFFAIRS -  
HOMEOWNERSHIP ADVOCACY - REALTOR® PAC



## TOOLS

HOMEOWNERSHIP TOOLS - EDUCATION - DISPUTE RESOLUTION SERVICES - LEGAL  
AFFAIRS - RESEARCH - MEMBER DISCOUNTS - LEGAL AND RISK MANAGEMENT -  
YOUNG PROFESSIONALS NETWORK - MASTERS CIRCLE - SUSTAINABILITY - SIGN CODE



## STRENGTH

VOLUNTEER DEVELOPMENT - STABLE STAFF PARTNERSHIPS WITH OR, NAR,  
OREF, AND RMLS™ - ASSOCIATION GOVERNANCE



## PROFESSIONALISM

CODE OF ETHICS - BEST PRACTICES - NEW MEMBER ORIENTATION -  
NETWORKING EVENTS



## ADVOCACY

MY REALTOR® PARTY - POWERFUL FORCE IN CONGRESS - REALTOR® PAC -  
LOBBYING FOR TAX REFORM - NAR POLITICAL SUPPORT - CALLS FOR ACTION



## MARKETING & ADVERTISING

TV, RADIO & PRINT ADS PROMOTING REALTORS® AND HOMEOWNERSHIP -  
SOCIAL MEDIA - SHAREABLE CONTENT



## INNOVATION

REALTORS® PROPERTY RESOURCE™ -  
MEMBER VALUE PLUS PROGRAM -  
MODERN TECHNOLOGY - SURVEYS - DATA