

Summary of Committee Responsibilities

(Revised 1-16-19)

AWARDS/PROGRAMS

Awards Purpose: Manage all elements of the Award of Excellence and Realtor® of the Year programs. Manage other award/recognition programs as assigned by the Board of Directors.

Primary Duties: All responsibilities are to be performed within established budgetary guidelines and in a timely manner.

Award of Excellence

- Review Rules and Regulations and Application. Develop and recommend changes as needed.
- Ensure communication with the general membership regarding the application process, qualification criteria, and deadline.
- Ensure applications are available
- Review applications and contact applicants for clarification as needed
- Ensure the selection and ordering of recognition plaques/certificates/gifts
- Plan the Awards Banquet
 1. Location
 2. Time and Date
 3. Theme
 4. Audio visual requirements
 5. Menu (both cost and price to charge)
 6. Decorations
 7. Entertainment
 8. Door Prizes
 9. Publicity
 10. Presentation of Awards

Realtor® and Realtor®-Associate of the Year

- Review Rules and Regulations, Application, and Selection Criteria. Recommend changes as needed.
- Ensure timely communication with the general membership regarding the nomination/application process and deadline.
- Ensure applications are distributed to nominees
- Evaluate applicants and select award recipients using the approved Selection Criteria
- Ensure the selection and ordering of recognition plaques/certificates/gifts

Affiliate of the Year

Review selection criteria. Recommend changes as needed
Select award recipient using the approved selection criteris
Ensure the selection and ordering of recognition plaques/certificates/gift

Programs Purpose: Manage the General Membership meetings and other programs as assigned by the Board of Directors. General Membership meetings involving dinner and/or other refreshments or entertainment are intended to be a “break even” budgetary item.

Primary Duties: All responsibilities are to be performed within established budgetary guidelines and in a timely manner.

- Select location for membership meetings

- Ensure the facility has adequate space and the ability to serve the anticipated number of attendees
- Ensure audio visual needs are available
- Select menu
- Determine the per person charge
- Ensure communication to the membership regarding the meeting time, place, menu, cost, program and reservation deadline
- Select program topic
- Schedule speaker for the topic

AFFILIATE INVOLVEMENT

Purpose: Promote involvement of Affiliate Members in board activities and assisting other committees in achieving their goals. Increase Affiliate Membership.

COMMUNITY INVOLVEMENT/CONSUMER OUTREACH

Purpose: Promote meaningful consumer engagement and encourage involvement and/or investment in the community.

- Meet Core Standards objective related to Consumer Outreach (see list below)

EDUCATION

Purpose: Select and promote educational events to meet the members' needs for professional development and continuing education. Educational events are intended to be a "break even" budgetary item.

Primary Duties: All responsibilities are to be performed within established budgetary guidelines and in a timely manner.

- Meet Core Standards objectives pertaining to Education (see list below)
- Review and select courses to be offered
- Ensure communication with general membership regarding educational events
- Assist in the selection of a classroom location if needed
- Assist with physical set-up and clean-up of classroom when needed
- Coordinate with AE to ensure class materials are prepared and delivered to the classroom, attendance documentation is in order, and certificates are properly issued
- Assist with obtaining and distributing refreshments when needed

FINANCE

Finance Purpose: Ensure the stability of the Association's current and future financial posture by developing the annual budget, by monitoring compliance with the annual budget, and by implementing sound investment strategies.

Primary Duties: All responsibilities are to be performed within established budgetary guidelines and in a timely manner.

- Meet Core Standards objectives pertaining to Finance (see list below)
- Develop annual budget and recommend to Board of Directors for approval
- Present annual budget to general membership for approval
- Ensure communication of budgetary issues to the general membership
- Monitor year-to-date performance to budget
- Evaluate requests for funding and make recommendations to Board of Directors
- Recommend investment strategies to the Board of Directors

Strategic Planning Purpose: All responsibilities are to be performed within established budgetary guidelines and in a timely manner.

- Identify current and future needs of the organization and its members
- Develop strategies to meet those needs
- Recommend actions to the Board of Directors
- Present plans/actions to general membership for approval
- Coordinate any funding needs with the Finance Committee
- Coordinate with other committees as needed

GOVERNMENTAL AFFAIRS/LEGISLATIVE

Purpose: Establish and maintain membership involvement in local, state, and national legislative issues.

Primary Duties: All responsibilities are to be performed within established budgetary guidelines and in a timely manner.

- Meet Core Standards objectives pertaining to Governmental Affairs/Legislative (see list below)
- Maintain knowledge of legislative issues relevant to real estate professionals
- Ensure communication to general membership regarding those legislative issues
- Encourage participation in NAR and Mar Call to Action programs
- Encourage participation in Capitol Conference
- Communicate with area legislators regarding issues relevant to real estate professionals

MLS

Purpose: Oversee the development and maintenance of the MLS system to provide accurate and timely property data, and to promote awareness and formulate solutions that protect the integrity of the MLS data; develop and maintain MLS policies and procedures; and to initiate and evaluate MLS disciplinary actions.

Primary Duties: All responsibilities are to be performed within established budgetary guidelines and in a timely manner.

- Manage the selection process of the MLS vendor
- Evaluate the on-going performance level of the MLS vendor
- Evaluate requests for changes to the MLS system
- Recommend system changes to the Board of Directors
- Develop and maintain an MLS Policy and Procedure Manual
- Draft and recommend changes/additions to the Policy and Procedure Manual to the Board of Directors
- Ensure communication of changes/additions to the Policy and Procedure Manual to the General Membership
- Participate in meetings with the Bagnell Dam MLS Committee as needed
- Evaluate written complaints and recommend actions to the Board of Directors
- Initiate disciplinary actions when needed
- Evaluate appeals related to disciplinary actions and recommend actions to the Board of Directors
- Ensure accuracy of the MLS Rules and Regulations
 1. Review MLS Rules and Regulations and compare to NAR model documents
 2. Recommend changes to the Rules and Regulations to the Board of Directors
 3. Ensure timely communication of changes to the General Membership
 4. Ensure MLS Rules and Regulations are submitted to NAR for annual review
- Develop and present information, training, guidance to the General Membership for MLS-related issues

NEW MEMBER INVOLVEMENT

PR and PUBLICITY

PR and Publicity Purpose: Establish and maintain favorable public exposure for the organization and its members.

Primary Duties: All responsibilities are to be performed within established budgetary guidelines and in a timely manner.

- Assist other committees to meet Core Standards objectives pertaining to Publicity
- Provide information to local news media regarding activities
- Ensure communication to general membership of relevant programs
- Encourage members to be actively involved in community affairs and publicize that involvement

RPAC

Purpose: Develop and implement programs to meet local RPAC fund raising goals.

Primary Duties: All responsibilities are to be performed within established budgetary guidelines and in a timely manner.

- Meet Core Standards objectives pertaining to RPAC (see list below)
- Maintain awareness of current issues being addressed by RPAC
- Encourage and motivate members to make RPAC contributions
- Ensure contributions are transmitted according to required time lines
- Provide recognition/reward for contributors

Core Standards - current requirements as of 12-1-2018:

Consumer Outreach:

- Demonstrate **at least TWO** examples of being the “Voice for Real Estate”
 - Highlight local, state or national real estate data and/or buying trends in a news release or direct outreach to local reporters
 - Arrange interviews with association leadership to provide context to local real estate data
 - Identify local angles of data from NAR research reports and reach out to local reporters
 - Use social media to share local real estate data insights
 - Like/follow HouseLogic’s facebook and/or twitter presence and share tips from them
 - Use new media communication techniques such as video or infographics to communicate real estate trends and information. Include these in a news release or share across the association’s social media accounts, encouraging members to share with their clients and customers.
 - Highlight NAR’s Remodeling Impact Report in a news release or direct outreach to local reporters
 - Conduct desk-side briefings with local editors to share insights from the local MLS and association-generated real estate data
 - Create a consumer section on local association website
- Demonstrate **at least TWO** examples of “Community Involvement”:
 - Leading with Diversity workshop
 - Expand Housing Opportunities class
 - Employer-Assisted Housing class
 - Workforce Housing forum
 - Smart Growth for the 21st Century course
 - Boys and Girls Club Partnership
 - Run a TV, radio or print ad from NAR’s Consumer Advertising Campaign
 - Share digital content from NAR’s consumer-facing social media accounts
 - Reach out to reporters to suggest stories demonstrating members’ value to home buyers/sellers
 - Reach out to reporters to suggest stories demonstrating members’ value to small business owners
 - Sponsor or participate in a job or small business fair
 - Sponsor homeownership fair
 - Promote following HouseLogic’s social channels as a source of information on homeownership
 - Sponsor a tour of vacant commercial property or a commercial development
 - Sponsor a seminar on investing in commercial property
 - Promote an open-house weekend
 - Provide material that helps members reach out directly to consumers
 - Share content and/or materials that help members reach out to businesses
 - Partner with local Chamber of Commerce or Visitor’s Bureau to educate consumers on local real estate market and opportunities
 - Sponsor local university/college alumni event about buying a first home
 - Sponsor an event encouraging recent graduates to consider real estate as a profession
 - Participate in a Habitat for Humanity Build
 - Organize Realtor® participation in a community fundraising drive or event
 - Organize a fundraising activity with proceeds benefitting a community organization

Education:

- Annually offer at least one professional development opportunity
- Annually conduct or promote a Realtor® safety activity
- Annually provide resource for or access to leadership development education and/or training for elected Realtor® leaders

Finance

- Ensure the Financial Policy is up-to-date
- Ensure an annual financial review is performed by a CPA

Governmental Affairs/Legislative:

- Demonstrate significant participation in NAR Calls for Action - at least one documented example of communication or promotion
- Demonstrate significant participation in State Calls for Action - at least one documented example of communication or promotion
- Conduct **at least TWO “vote”** initiatives or activities:
 - Conduct a candidate independent expenditure campaign
 - Legislative or advocacy outreach operation
 - Host an NAR Candidate Training Academy class
 - Request and use candidate or issue polling and/or research
 - Conduct an issue mobilization campaign
 - Create a customized, targeted step-up advocacy campaign activity
 - Conduct a Realtor® voter registration activity
 - Conduct candidate interviews for RPAC contributions or endorsements
 - Conduct a Get Out the Vote program
 - Host a Choosing Realtor® Champions course
- Conduct **at least TWO “Act”** Initiatives:
 - Submit comments or testify on proposed real estate-related legislation or regulation
 - Use issues polling/research to address a proposed ordinance/law
 - Generate a Call for Action or otherwise mobilize members
 - Promote participation in the Broker Involvement Program
 - Conduct polling and/or research on member concerns regarding advocacy-related issues
 - Advocate for public policy in other ways
 - Conduct an activity that highlights or creates housing opportunities in the community.
 - Use the LandUse Initiative to advocate on a proposed local ordinance or state legislation
 - Host an Expanding Housing Opportunity class
 - Host an Employer-Assisted Housing class
 - Affect public policy in land use or transportation by engaging members in smart growth activities
 - Host a Smart Growth for the 21st Century Class
 - Conduct a survey of community residents on attitudes toward growth and development
 - Conduct a placemaking activity in your community to transform public spaces
 - Host a town hall or forum to address a real estate related issue
 - Host a candidate debate
 - Host a lobby day at local or state government offices
 - Distribute “On Common Ground” to public officials
 - Create or implement a Call for Action on a legislative or regulatory issue
 - Participate in community planning
 - Conduct a Leading with Diversity workshop for association leaders
 - Conduct an activity to increase diversity and inclusion within the association
 - Participate in a local Fair Housing Assessment
 - Partner with a local chapter of NAREB, NAHREP or AREAA to expand member participation in Realtor® Party advocacy
 - Use the Broker Involvement Grant to recruit, retain, educate and engage with brokers
 - Mobilize members to support an Independent Expenditure candidate
 - Mobilize members to support an Issues Mobilization campaign

- Promote and encourage members to sign up for Realtor® Party Mobile Alerts
- Use NAR Consumer Advocacy Outreach database to email consumers on legislative issues(s), hearings, or to promote community programs that includes an advocacy component
- Conduct consumer-focused Call for Action.
- Create and promote a consumer-facing website
- Post consumer content on the Homeownershipmatters.realtor website
- Share HomeOwnershipMatters.Realtor content on associations' website, newsletter or social media

RPAC

- RPAC Dues Billing “above the line”
- Share with members information and communication from NAR and from the state association regarding the value of investing in and the benefits received from the individual’s participation in RPAC - at least one documented example
- Conduct **at least TWO** “Invest” initiatives:
 - Host a fundraiser benefitting a candidate/Realtor® Champion
 - Host an RPAC phone bank
 - Host an RPAC Major Investor fundraising event
 - Host an RPAC fundraising event
 - Host a soft dollar fundraiser for the Political Advocacy Fund
 - Host an event to recruit Corporate Ally Program participants
 - Host an online RPAC auction
 - Host an event to recruit new President’s Circle members
 - Host an RPAC Conference
 - Use RPAC Brochures/Flyers
 - Create and Distribute an online or printed RPAC newsletter
 - Use the PAC Management System for customized RPAC fundraising campaigns
 - Create and distribute RPAC email campaigns for educational purposes
 - Conduct an RPAC online fundraising campaign
 - Create and deliver RPAC presentation at membership meeting
 - Create and deliver RPAC presentation at office meeting
 - Use RPAC recognition ribbons at meetings to recognize RPAC investors
 - Conduct a Broker Corporate Ally Program fundraising event or activity
 - Conduct a vendor Corporate Ally Program fundraising event or activity