

BE EPIC

NC REALTORS®

BE EPIC

Be an NC REALTOR®
epic.ncrealtors.org



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WHO ARE NC REALTORS®?

NC REALTORS® are more than brokers, members and people. They are super-human problem-solvers, never take-no-for-an-answer opportunity finders, shop-til-they-drop home hunters. Just like any superhero, NC REALTORS® rely on their superpowers — NC REALTORS® membership and benefits — to keep them relevant, “in the-know” and ahead of industry trends. These extraordinary powers energize, educate and empower NC REALTORS® to differentiate themselves from the average real estate broker in a hyper-competitive marketing environment. Not only is using an NC REALTOR® The Smart Move™ for consumers, being an NC REALTOR® is the epic smart move for North Carolina licensees.

AGENTS

BROKERS

MEMBERS

HOME HUNTERS

PROBLEM-SOLVERS

OPPORTUNITY FINDERS

WE FURTHER PLEDGE TO:

preserve and promote the right to own, transfer and use real property; maintain a leadership role in the legislative, political and regulatory process; promote and maintain the highest ethical standards; develop and provide the best education, products and services; and, promote housing affordability.



OUR PROMISE

NC REALTORS® is dedicated to providing opportunities and resources to positively impact our members’ bottom line through *epic benefits*, resulting in *epic value*. Take action with the following resources:

EPIC VALUE



40,000 MEMBERS



\$8,427 SAVED BY REALTORS® as a result of legislative action preventing the taxation of real estate services and commissions.*



\$300,000 granted to HURRICANE FLOOD VICTIMS



3,000 LEGAL CALLS fielded by in-house counsel



\$100,000+ in SPONSOR/PARTNER REVENUE to offset member events



34+ STAFF & 2 OFFICES



\$2,500 in MEMBER SCHOLARSHIPS awarded

*Based on earning \$55,000 in commission. See ncrealtors.org/NCRPAC for more information.



Advocate



Discover



Grow



Impact



Manage



Network



Protect



Resolve



Save



Specialize



Thrive



Transact



While you're out navigating the hectic housing market, let NC REALTORS® legal counsel and its services navigate unfamiliar legal territory for you. With access to the Legal Hotline, weekly Q&As, manuals and the Ombudsman Program, you will minimize valuable time wasted over legal issues.

Find EPIC resolution with NC REALTORS® legal services at ncrealtors.org/resolve.

Legal Hotline

Did you know? A call to a real estate lawyer costs an average of \$250 per hour. With just one call to the Legal Hotline, you've paid your entire NC REALTORS® dues in full.

Don't waste time stressing over forms, disclosure or landlord/tenant law. Call the NC REALTORS® Legal Hotline to get quick resolution to your issues, so you can return to your clients and your business.

Ombudsman Program

When conflicts between peers or clients can't be resolved on your own, let NC REALTORS® Ombudsman Program step in and help you address the problem. Reach out to an ombudsman to help anticipate, identify and resolve misunderstandings and disagreements before matters ripen into disputes and possible charges of unethical conduct or formal requests for arbitration.

Visit ncrealtors.org/ombudsman for more information.

Weekly Q&As

Q: I've got a question about the Contract. Before I call the Legal Hotline, is there anywhere I can review contract-related information?

A: So glad you asked! YES! Each week we provide a legal Q&A cheat sheet, featuring the most popular questions fielded on the hotline. These Q&As will be emailed directly to you weekly as part of our REALTOR® Report newsletter, or you can access archived versions on the website any time.

EPIC VALUE:

With just one call to the Legal Hotline, you've paid your entire NC REALTORS® dues in full.





Have an epic impact on your local association, division or non-profit entity with NC REALTORS® talented consulting staff. Improve your management skills, prepare your Board of Directors and up your marketing game and public relations strategy with our team's specialized talents. We've done the hard part — now let us help you with what we've learned from years of practice in the industry. We know what works and what doesn't work, and we want to share these bold strategies that garner EPIC results with you and your team.

For more information on any of these benefits, please visit ncrealtors.org/manage.

Strategic Planning*

Meet your goals with one of the most coveted and unofficial member benefits for association executives — strategic planning workshops. Ranging from two-hour to full-day sessions, our most senior executive staff provide experienced guidance to propel local associations, divisions and entities forward.

Management, Operations, and PR Guidance & Training*

Access a number of manuals, templates, guidelines and instructions to help run your local association. Or, contact NC REALTORS® senior staff for real-time advice related to operations and management, public relations and communications or Board of Directors training.

Toolkits*

Promote statewide campaigns and events with social posts, logos, images, verbiage and other digital tools, created by NC REALTORS® exclusively for local association executives.

Core Standards*

Navigate through challenging NAR-mandated Core Standards with webinars, instructive materials, reminders and one-on-one guidance to help you meet the required standards each year.

Regional Association Executive Conferences*

Learn to better manage your Board, committees and organizations at the annual Regional AE Conference. You'll hear from high-caliber speakers about the exclusive tools for association executives and the latest trends in the business

*Services and/or resources available only for local REALTOR® association leaders and staff.



EPIC VALUE:

95% of survey respondents conclude that strategic planning enhances organizational performance and survival (Science Alert, 2007).



NC REALTORS® Government Affairs team works hard to let legislators know how policy changes and legislation impacts NC REALTORS®, their clients and their business. You, too, can join the conversation by using these tools.

Visit ncrealtors.org/advocate for more information.

EPIC VALUE:
REALTORS® saved \$8,427 as a result of legislative action preventing the taxation of real estate services and commissions.*

*Based on earning \$55,000 in commission.
See ncrealtors.org/NCRPAC for more information.



Act

Calls for Action

When state legislators are considering legislation that affects the real estate industry, NC REALTORS® calls on its members to act through Calls for Action (CFAs). Simply by contacting your elected official, you can ensure that your voice is heard and that your business, your clients and your industry are protected.

Plus, be one of the first to know about these important requests by signing up for text alerts. Text **"NC REALTORS"** to **30644** to receive CFAs on your mobile phone and respond right away.



Support



Through independent expenditures, the NC Property Rights Fund supports local and state electoral candidates with a record of protecting private property rights, preserving the dream of homeownership and supporting the real estate industry. Visit ncpropertyrightsfund.org for more information.

Invest



You have the power to ensure that REALTOR®-friendly candidates are elected at all levels of government. By investing in NC REALTORS® PAC, you can stop legislation that could increase your tax burden, prevent costly regulations on your business and promote smart growth and economic development. It's a no-brainer and the best insurance for your business and its success. Learn more at ncrealtors.org/NCRPAC.

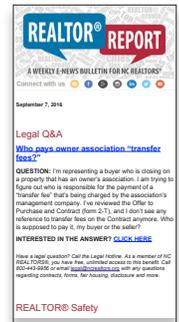
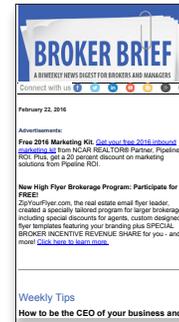


KNOW MORE, SELL MORE!
 No matter how you like to receive your information, we have a way for you stay informed — in print, online and magazine format. Take full advantage of your member information sources with the latest news, data and resources specific to NC REALTORS®.

Visit ncrealtors.org/discover for more information.

Newsletters

Get through your week with timely news and resources from the REALTOR® Report, the Broker Brief and the Government Affairs Update. These members-only e-newsletters are delivered straight to your inbox.



Insight Magazine

Insight is our quarterly print magazine written by industry experts exclusively for NC REALTORS®. It features practical business and marketing ideas, informed legal and legislative analysis and industry news and trade tools. Each issue can also be viewed online.



More to Discover

- Fun Campaigns & Contests
- Industry & Housing Statistics
- Publishing Opportunities
- Thought Leadership
- Consumer Content
- Trends & Tools

EPIC VALUE:
 51% of members indicated NC REALTORS® communications is the 2nd most valuable member benefit in a 2016 member-wide survey.





Some of the most invaluable benefits of NC REALTORS® membership are the EPIC networking opportunities. Networking with your peers keeps you abreast of what other real estate professionals are seeing and facing on the ground, in-tune with the latest strategies and trends and aware of potential teaming and lead-sharing opportunities. NC REALTORS® provides numerous opportunities to mingle with your peers, industry insiders, thought leaders and more at our annual meetings and a few standalone, targeted events throughout the year.

Visit ncrealtors.org/network for more details.

EPIC VALUE:
3,000+ members
attend NC REALTORS®
meetings each year.

Join us at some of these events below, and maximize your membership value through networking.

Winter Leadership Meeting

Kick off the year with innovative programming and leadership training, designed to give you the confidence and courage needed to effectively lead in your association, workplace and community.

Legislative Meetings

Learn about the NC REALTORS® legislative agenda, and spread the word as we walk the halls of the General Assembly and talk directly to elected representatives in the House and Senate about the issues that matter the most to you, your business and the real estate industry.

Annual Conference & Expo

The largest and most popular event of the year aims to inspire, motivate and educate over 1,000 NC REALTORS® from across the state. Meet face-to-face with influential real estate decision makers, learn about new products and services to help your business thrive and celebrate the successes of the year.

MIX Sessions

Explore, discover and grow with NC REALTORS® at these regional events scattered throughout the year across the state. This two-day idea exchange includes a regional meeting with specific information on issues impacting your business, a focus group for a deeper look into what works and what doesn't and an exclusive broker dinner.

On top of our annual events, NC REALTORS® also offers numerous specialized events for association executives, brokers, rookie REALTORS® and more.



Growth is an important part of every real estate professional's personal development. Without growth, you can become stagnant and irrelevant. NC REALTORS® membership provides multiple opportunities, throughout the year across the state and online, for our members to grow in their profession, business and life. By earning specialty designations, staying on top of the latest real estate trends and best practices through original content and participating in continuing education opportunities, you can increase your earning potential and build better relationships with your clients.

Visit ncrealtors.org/grow to learn how you can grow with NC REALTORS®.

Following are some of NC REALTORS® growth opportunities:

GRI

In today's competitive business environment, it often takes more than just motivation and initiative to succeed. Earning the Graduate REALTOR® Institute (GRI) designation is a way to stand out to prospective home buyers and sellers as a trusted resource and a REALTOR® who has in-depth knowledge on the fundamentals of real estate.

NC REEF

The North Carolina Real Estate Educational Foundation, Inc. (NC REEF) is the real estate educational resource for REALTORS®, non-licensees and consumers in North Carolina. By providing video tutorials, scholarships and other content, NC REEF elevates the real estate profession through education.

Continuing Education (CE)

NC REALTORS® is partnered with The CE Shop, the leader in online real estate education. You can complete your continuing education in a flexible, affordable way with a career track that fits your schedule. Standout from your peers by staying abreast of the latest trends, technologies and information that benefits your business and clients.

Webinar Wednesdays

Join us every second Wednesday for a free, online educational experience led by industry experts and designed to increase your confidence and help you succeed at every stage of your real estate career. Topics include social media strategies, better business practices and how to utilize technology more efficiently.



EPIC VALUE:
GRI graduates earn
up to 30% more
than their peers.



Community engagement is one way NC REALTORS® make an EPIC impact in their communities and differentiate themselves. Members have multiple ways to get involved and give back in big ways. Through NC REALTORS® 501(c)(3) entities, private foundations, strategic partnerships and cause marketing campaigns, community engagement is important to us and our members.

Visit ncrealtors.org/impact for more information.

Following are some of the entities you can get involved with:



Additionally, NC REALTORS® made a huge impact recently with various cause marketing campaigns, including:

- Boys & Girls Clubs Field Day
- Boys & Girls Clubs School Supply Drive
- #NCREALTORS4WV
- Hurricane Matthew Flood Relief



EPIC VALUE:
\$300,000+ donated to Hurricane Matthew flood relief in conjunction with the NAR REALTOR® Relief Fund.



SPECIALIZE



Differentiate yourself from the competition by specializing in niche areas of expertise or networking with others within your career-level or demographic. Whether you're trying to advance in your career, become the expert in a particular segment of the real estate industry or learn from like-minded real estate professionals, NC REALTORS® offers multiple specialty areas to meet your needs.

Learn more at ncrealtors.org/specialize.

Following are NC REALTORS® specialty divisions:



Appraisal Section



Economic Development Committee



Property Management Division (PMD)



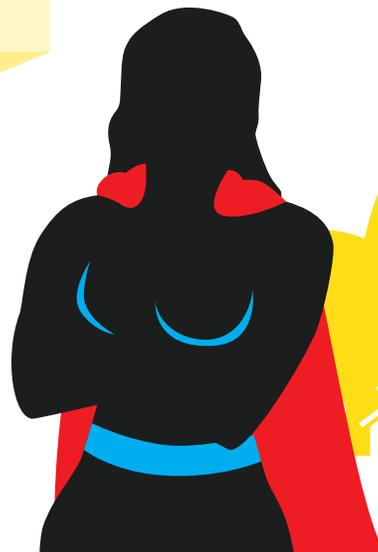
North Carolina Vacation Rental Managers Association (NCVRMA)



North Carolina Young Professionals Network (YPN)



REALTORS® Commercial Alliance (RCA)



EPIC VALUE:
80% of buyers prefer to work with a real estate practitioner who is focused on a particular type of property (REALTOR® Magazine, July 2011).





Advance to the next level of your career through NC REALTORS® leadership opportunities, designed to help you thrive in your business and in life. Take advantage of tools like multi-day training events with industry leaders, year-long leadership development workshops and opportunities for you to groom up-and-coming real estate professionals to be the best they can be. There are opportunities for just about everyone.

Visit ncrealtors.org/thrive for detailed information on these great professional development opportunities.

Following are leadership opportunities offered by NC REALTORS®:

NC REALTORS® William C. Bass Leadership Academy

Designed to guide each participant through their own self-discovery process, the program identifies, inspires and mentors emerging leaders by teaching the necessary skills to become a more positive influence within the community and industry. Visit ncrealtors.org/leadershipacademy for more details.

Winter Leadership Meetings

As a volunteer leader's guide to success, this program offers new and veteran leaders the opportunity to hone their skills and learn new ideas for effective leadership from top trainers and motivators. Learn more at ncrealtors.org/winterleadership.

Conference Scholarship and Mentor Program

The NC REALTORS® Conference Scholarship and Mentor Program encourages new real estate professionals or first-time attendees to get involved and make the most of their conference experience with the help of an experienced mentor. Visit ncrealtors.org/mentor-mentee for more details.

EPIC VALUE: Since 2002, over 100 NC REALTORS® have thrived as Leadership Academy alumni.

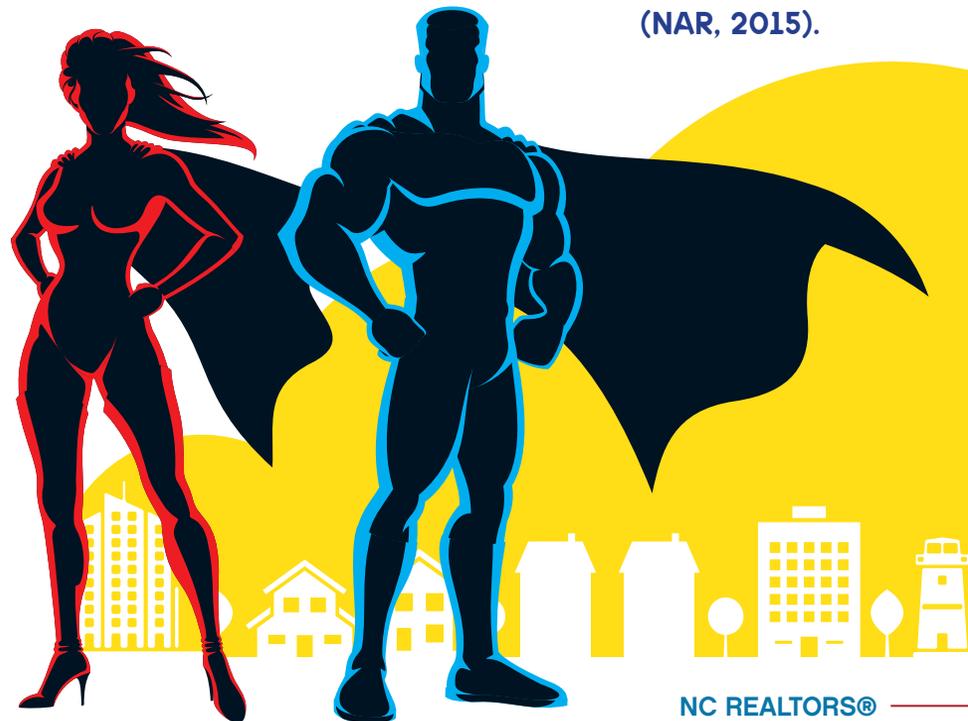


The safety of our members is a top priority for NC REALTORS®. Our members routinely find themselves in situations where they are alone with clients they have very little background information on. The very nature of showing real estate to prospective buyers and tenants who are virtual strangers can make agents, both men and women, susceptible to becoming victims of violent crimes. NC REALTORS® aims to provide members with practical and updated safety information through articles, webinars and training materials.

Visit ncrealtors.org/protect for more information.



EPIC VALUE:
40% of REALTORS® stated they experienced a situation that made them fear for their personal safety (NAR, 2015).



SAVE



One of the most valuable benefits of membership, the REALTOR® Partners Program provides actual discounts and savings at the point-of-purchase on the products and services you use most. From signage to insurance to office supplies, the Partners Program discounts keep your hard-earned money where it belongs – in your pocket. With one purchase, your NC REALTORS® membership can more than pay for itself.

Visit ncrealtors.org/save for more information.



EPIC VALUE:

4EverText

Store, sync, save and search your conversations with clients and remain in compliance for less than \$35 per year.

Office Depot/Max

Save up to 30% off of office, cleaning and personal supplies online or in the store with your own personal store discount card and receive savings of 40% on all printing orders.



Partners, prices and discounts listed above are in effect as of June 2017.



Protect your business and your consumers with one of the most popular benefits offered to all members — NC REALTORS® approved standard forms and contracts. These industry standard forms are developed and maintained with guidance from legal professionals, and are used in more than 75 percent* of N.C. real estate transactions statewide.

Visit ncrealtors.org/transaction for more information.

*Estimate based on membership use

Forms & Contracts

NC REALTORS® members have access to over 80 contract forms in both interactive and non-interactive formats. The extensive forms library includes residential, commercial, property management and auction forms. Our forms are regularly developed and updated to keep them relevant in everyday real estate practice.



zipForm® Plus

Your membership includes online access to zipForm® Plus. Maximize efficiency, streamline workflows and reduce risks with this essential forms software.

EPIC VALUE:
75+% of N.C. real estate transactions use NC REALTORS® forms.

