

NEW/ AE ORIENTATION



NARdotRealtor



nar.realtor

 NATIONAL
ASSOCIATION OF
REALTORS®

WHY CORE STANDARDS?

*CORE STANDARDS WERE ENVISIONED
AS A “REBUILDING” PLAN TO ENSURE
UNITY WITHIN, AND LONG TERM
VIABILITY OF THE THEN 100 YEAR OLD
REALTOR® ORGANIZATION*

BENEFITS

CORE STANDARDS:

- *Reaffirms the benefits of and the need to maintain the three-way agreement*
- *Increases professionalism in our industry*
- *Ensures members receive consistent services, regardless of which association they belong to*
- *Ensures association relevancy to the members*

CORE STANDARDS FOCUS

- *Code of Ethics*
- *Advocacy*
- *Consumer Outreach*
- *Unification Efforts and Support of the REALTOR® Organization*
- *Technology*
- *Financial Solvency*

CORE STANDARDS COMPLIANCE

- *Every association must certify compliance every calendar year*
- *State associations set process in each state for review and certification*
- *All local associations must complete their compliance by December 31*

CORE STANDARDS CATEGORIES

- *CODE OF ETHICS*
- *ADVOCACY*
- *CONSUMER OUTREACH*
- *UNIFICATION EFFORTS & SUPPORT OF THE REALTOR® ORGANIZATION*
- *TECHNOLOGY*
- *FINANCIAL SOLVENCY*

CODE OF ETHICS

- *Provide COE training*
- *Have a viable pro standards process including a committee and a certified administrator (may be provided by another association through an agreement)*
- *Provide arbitration, offer mediation and ombudsman services*

ADVOCACY

- *Include a voluntary charge for RPAC on your dues billing*
- *Promote the value of RPAC*
- *Participate in Calls for Action*
- *Vote-Act-Invest – 2 activities each*
- *Conduct or promote a DEI activity and a Fair Housing activity*

CONSUMER OUTREACH

- *2 activities demonstrating the association as “The Voice for Real Estate”*
- *2 activities demonstrating involvement/investment in the community*

UNIFICATION EFFORTS AND SUPPORT OF THE REALTOR® ORGANIZATION

- *Access to legal counsel*
- *Corporate documents, renewals, state and federal tax returns*
- *Have a strategic plan and review it annually*
 - *Must include advocacy, consumer outreach, DEI, and Fair Housing components*
- *Complete 6 hours pro development for Chief Staff Exec*
- *Provide at least 1 pro development opportunity for members*
- *Conduct or promote a REALTOR® Safety activity*
- *Provide leadership training for elected leaders*
 - *Must include components on DEI, Core Standards, and Staff/Volunteer Roles*
- *Conduct performance review of Chief Staff Exec*

TECHNOLOGY

- *Website*
- *Email*
- *Virtual platform such as Zoom*

FINANCIAL SOLVENCY

- *Have financial policies*
- *Hire a CPA to conduct an audit or a review annually (If revenue <\$50,000 a financial compilation is also acceptable)*

NAR WEBSITE

The screenshot shows a web browser window displaying the NAR website. The address bar shows the URL <https://www.nar.realtor/association-executives>. The page features a navigation bar with the NAR logo and a search bar. Below the navigation bar, there is a main menu with categories: Real Estate Topics, Membership, Research & Statistics, Political Advocacy, Education, News & Events, About NAR, and More. The 'More' dropdown menu is open, showing options like 'Close X'. The main content area is titled 'Browse by Section' and includes several sections: 'Top Directories', 'By Role', 'By Specialty', 'Video Series', 'Podcasts', and 'Programs'. A red arrow points to the 'Association Executive' link in the 'By Role' section. A red circle highlights the 'More' dropdown menu.

Association Executives

https://www.nar.realtor/association-executives

NATIONAL ASSOCIATION OF REALTORS®

Search

Store Contact Pay Dues Sign In

Real Estate Topics Membership Research & Statistics Political Advocacy Education News & Events About NAR More

Browse by Section

Top Directories

- Find a Member
- Browse All Directories
- Find an Office
- Find an Association
- NAR Department Directory
- Committees and Directors

By Role

- Broker
- Association Executive
- New Member
- Student
- Appraiser
- State & Local Volunteer Leader

By Specialty

- Commercial
- Global
- Buyer's Rep
- Senior Market
- Short Sales & Foreclosures
- Land
- Resort & Second Home
- Auction
- Green

Video Series

- Pivot in Place
- Window to the Law
- New AE Webinar & Video Series
- Next Up: Commercial

Podcasts

- Smart Home Today
- Center for REALTOR® Development

Programs

- Fair Housing
- Safety
- Leading with Diversity
- Member Value Plus
- Good Neighbor

view All

Close X

Feedback

NAR WEBSITE

The screenshot shows a web browser window with the URL <https://www.nar.realtor/association-executives>. The page title is "Association Executives". The browser's address bar and tabs are visible at the top. The main content area is titled "Top Association Management Resources and Toolkits" and is organized into four columns:

- Association Operations**
 - Organization Assessment Checklist
 - Fraud Prevention Toolkit
 - New Member Orientation Toolkit
 - Board of Directors Orientation Toolkit
- Association Policy**
 - Policies
 - Core Standards** (highlighted with a red arrow)
 - Good Sense Governance
 - Governance Guide for Association Executives
- Communications**
 - Executive Outreach Program
 - Value Proposition Toolkit
 - Association and Large Broker Relationships
 - Commercial Member Relationships
 - Consumer Outreach Best Practices
 - Social Media Guidelines for
- Human Resources**
- AE Job Board: Latest Openings**
 - MLS Director
 - Vail Board of REALTORS®
 - CEO
 - Harrisonburg Rockingham Association of REALTORS® (HRAR)
 - CEO
 - Information and Real Estate Services, LLC (IRES)
 - Business Development

A red arrow points from the "Communications" column to the "Core Standards" link in the "Association Policy" column. A "Feedback" button is visible in the bottom right corner of the page content.

OR...



Search

Core Standards × Narrow your results

5967 results

Sorted by relevance ▾

Filter by:

Date ▾

Type ▾



Core Standards for State and Local Associations

Information on the **core standards** for state and local REALTOR® associations, aiming to ensure high-quality service for REALTORS®.

[FAQs](#)

[Compliance/Resources](#)

CORE STANDARDS PAGE

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[Home](#) > [Association Executives](#) > [Manage Your Association](#)

- [Core Standards Certification Form !\[\]\(a3db96e7bf6d55f6fe23107dcf098618_img.jpg\)](#)
- [Core Standards Criteria](#)
- [Core Standards FAQs](#)
- [Appeal Hearing Process](#)
- [Resources & Criteria](#)
- [Core Standards Facilitators Database](#)

The Board of Directors approved a series of Core Standards recommendations that impact the appeal hearing process including:

- Enforcing a firm December 31 deadline by when local and commercial associations must complete their Core Standards certification forms
- Formalizing the process by which state associations communicate issues of a local association's non-compliance to NAR
- Allowing state associations to meet with and provide written documentation to the hearing panel before any appeal
- Prohibiting Core Standards hearing panels from granting extensions to non-compliant associations

REPORTING TOOL

NAR Organizational Alignment - Core Standards Certification Form

NRDS ID# 657010749

Association ID: 6570

Association Name: AKRON CLEVELAND ASSOCIATION OF REALTORS®

President: Beth Rodgers

President Elect: Candice Eberhardt

Executive Officer: Sandy Naragon

If this is not your association leadership information, please update the information in NRDS before continuing.

Local Association Dashboard

[Create, Edit or Submit new 2021 Certification Form](#)



REPORTING TOOL

Save and Return Later

--or--

Submit Core Standards Certification form

Section I - CODE OF ETHICS

A. Core Standard: Every association will enforce the new and continuing member Code of Ethics training requirement established in Article IV of the NAR Bylaws.

1. Does the association track member compliance with the requirement of 2.5 hours of training on the REALTOR® Code of Ethics for new and existing members.

Yes No

If no, please explain how member compliance is verified.

B. Core Standard: Every association will maintain a viable professional standards process to enforce the Code of Ethics and provide arbitration and mediation as member services. Associations must have a fully functioning professional standards committee with administrative capability to conduct the program including a certified Professional Standards Administrator, or must administer professional standards enforcement through a multi-board (or regional) professional standards agreement with other associations or with the state association.

Akron Cleveland Association of Realtors
 Published by Kelli Moss [?] · November 14 at 3:06 PM · 🌐

Spreading the word about RPAC today!







387
People Reached

118
Engagements

Boost Post

Pro Tip - Screenshots



The Voice of Real Estate in Northeast Ohio


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Akron Cleveland Association of Realtors® is Helping to Enhance South Euclid with Intersection Project

By Kelli Moss posted 06-25-2019 10:26 0 Recommend

The Akron Cleveland Association of Realtors® (ACAR) has received a \$1,500.00 Placemaking grant from the National Association of Realtors® to help make South Euclid a better place to live by transforming an unused space into vibrant public space for the community to gather and enjoy.

ACAR will use the funds to support a pop-up park/road diet demonstration the City is using to show residents the long-term plan for the Mayfield corridor/Garden Drive area. They will partner with One South Euclid and the City of South Euclid on this project. The grant is intended to help Realtor Associations partner with others to plan, organize, implement and maintain Lighter, Quicker, Cheaper placemaking projects in their communities.



“Realtors® live, work and volunteer in their communities and take immense pride in working to improve them,” said Judy Gorbett Darwal, ACAR President. “Placemaking can help foster healthier, more social and economically viable communities. It creates places where people feel a strong stake in their neighborhoods and are committed to making things better. This grant will allow us to address areas in our community that could benefit from this type of revitalization and create a place where friends and neighbors can come together.”

Placemaking grants are awarded to local and state Realtor® associations to help them and their members create new public spaces and destinations in a community, like turning a parking spot into a people spot (parklet) or a vacant lot into a pocket park or garden. Realtor® associations and their Realtor® members are actively engaged in the community and know the neighborhoods and the properties that would benefit most from these placemaking projects.

For more information on this placemaking project visit <https://www.onesoutheuclid.org>. To find out more about ACAR's placemaking program visit, www.AkronClevelandRealtors.com, keyword 'placemaking.'