











**NARdotRealtor** 

nar.realtor



## 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 much 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

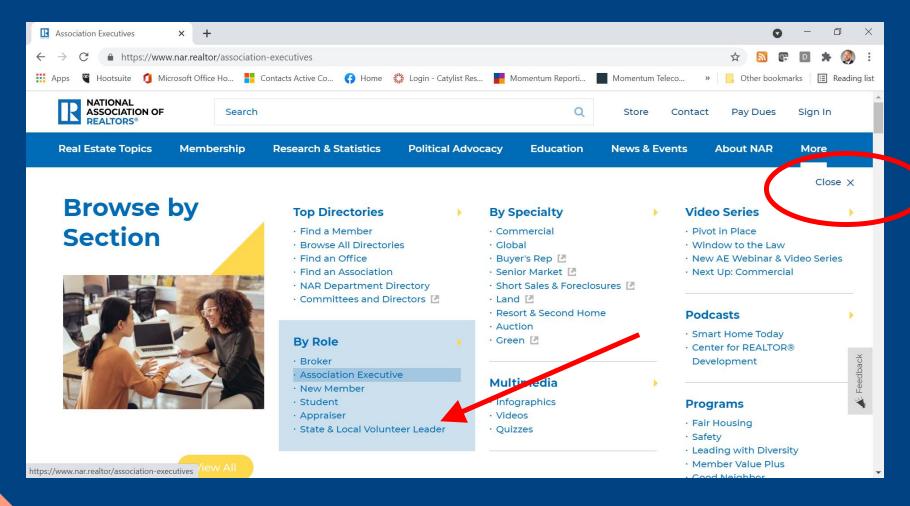


#### FINANCIAL SOLVENCY

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

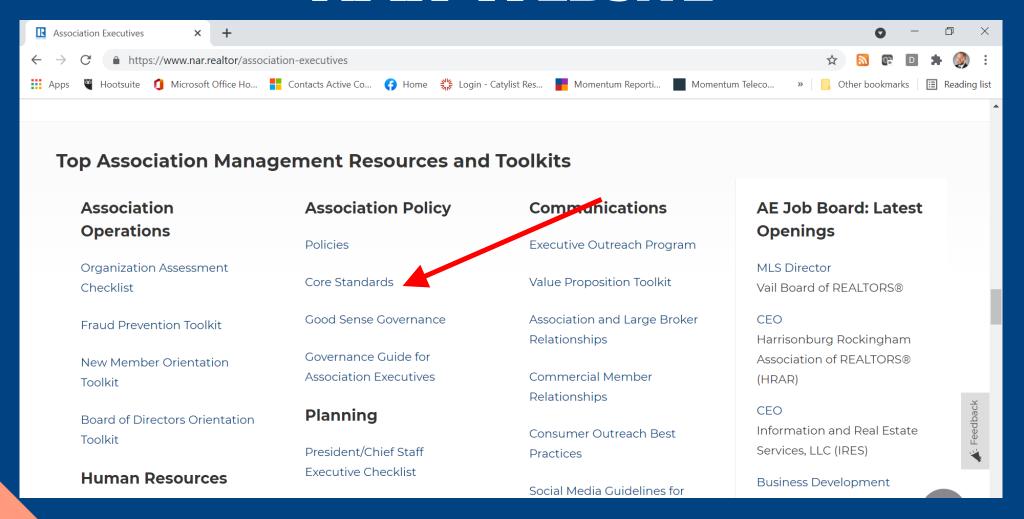


### NAR WEBSITE



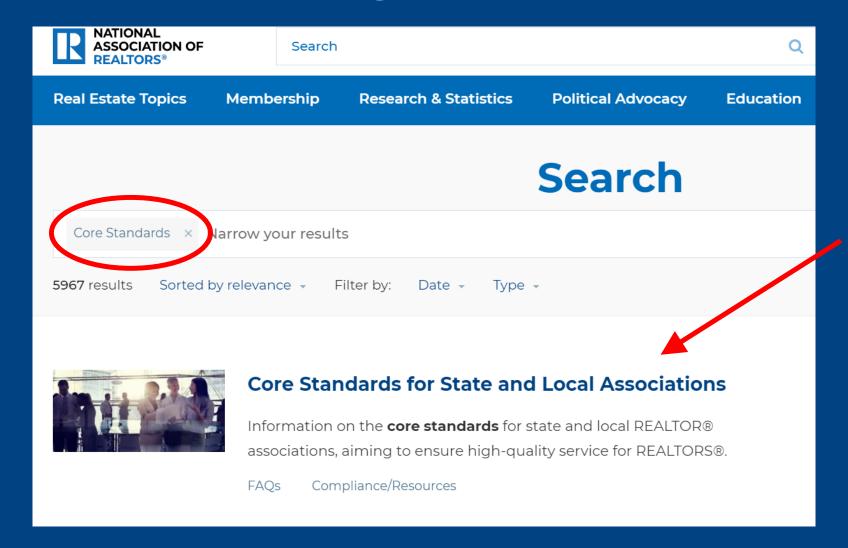


### NAR WEBSITE





#### **OR...**





### CORE STANDARDS PAGE





> Association Executives > Manage Your Association

Core Standards

Certification Form

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



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#### 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 Lateror 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.  OYesONo
If no, please explain how member compliance is verified.
<b>B. Core Standard:</b> 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 - 3

Spreading the word about RPAC today!









387

People Reached

118

Engagements

**Boost Post** 

## Pro Tip - Screenshots





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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 <a href="https://www.onesoutheuclid.org">https://www.onesoutheuclid.org</a>.

To find out more about ACAR's placemaking program visit, www.AkronClevelandRealtors.com, keyword 'placemaking.'