Marki Lemons Ryhal ([00:00](https://www.rev.com/transcript-editor/shared/im5C0wmOLmu_DpmfbFdWRXS6yfIIRtM3cUZfIB0F18YcxUefwTpMjUfukp-OSl0OSb51idcnXCQHGX95wUQAnKSXYX4?loadFrom=DocumentDeeplink&ts=0.18)):

~~Advocacy is a part of real estate. Real estate is a person's biggest purchase, and often we're seeing new taxes be imposed. Due to advocacy here in the city of Chicago, a new tax will not be imposed on every buyer and seller that resides in the city of Chicago. That is the power of the real to voice, and we will not be silenced.~~

([00:27](https://www.rev.com/transcript-editor/shared/GqcEKwTmEGXhRDqRVJd076AQ1ZHTzrpdHw_FuGfJDpPomvDzEf8OHjQ4FruruXQKAN7PNHd2uRQRH2Lj84-BgJXsBWI?loadFrom=DocumentDeeplink&ts=27.69)):

You're listening to a special episode of Drive with NAR, the REALTOR® to REALTOR® Series powered by REALTOR® Magazine. Listen as real estate professionals discuss the facts about the NAR's settlement agreement and how to work with home buyers and sellers to communicate their value. Find FAQs, videos, and tools to understand the settlement @facts.realtor, and follow the latest news @magazine.realtor.

([01:01](https://www.rev.com/transcript-editor/shared/O6A0yttL13gd8rxPy4hr9M2g-3jE_Y_Ry8NbpluCCmxel9lpfrdntezIlLSufVHUxQimfRuB6Q5_eLtALP2Mhj-uIb4?loadFrom=DocumentDeeplink&ts=61.08)):

I'm Marki Lemons Ryhal, and even while seller litigation consumed the real estate industry, the realtor advocacy machine never stopped. In the last year because of our efforts, the FHA reduced mortgage insurance premiums and committed to using new credit scoring models for buyer eligibility. The FHFA rescinded proposed hikes on upfront mortgage fees. Multiple bills were introduced on Capitol Hill to increase national housing supply and protect real estate professionals, independent contractor status, and much, much more.

([01:41](https://www.rev.com/transcript-editor/shared/J7CuVJJGVo0aZ6ChH5hqeRUuJe94vsgBdv0ir1uq0m9sk8VxZbnb7VuEckWN58-PQJu8MFVtu30x81anR7b1315vZV4?loadFrom=DocumentDeeplink&ts=101.31)):

Why should you care? I'm going to put the question to two pros who serve as NAR's Regional Vice Presidents, or RVPs. Jennifer Branchini represents Region 13, serving California, Guam and Hawaii, in Pleasanton, California. Welcome, Jennifer.

Jennifer Branchini ([02:01](https://www.rev.com/transcript-editor/shared/7U5OfmepcwwQiICFG3-EhQzSpdw5-TjaZYyCAAYKoreB2RLiqvcqzoCTqd_ZsySQuftLPSl5tN4ljaJ0sqa9jDZMKVs?loadFrom=DocumentDeeplink&ts=121.5)):

Hi Marki.

Marki Lemons Ryhal ([02:03](https://www.rev.com/transcript-editor/shared/jXSvDaXH1YpmU0Wu9PYMq3ZZGi7-JbtyUOkpV4DCn09TPrv6BazIP-3z6o-td87iy8Q3i33P5VQqD7QXGevn0OHVGnk?loadFrom=DocumentDeeplink&ts=123.03)):

And Steve Medeiros represents Region I, serving Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. He's the team leader of Steve Medeiros and Associates at Keller William Realty in Dartmouth, Massachusetts. Thank you guys for being here today as we figure out what NAR's settlement agreement means for us. Why should members lean into advocacy right now, Jennifer?

Jennifer Branchini ([02:34](https://www.rev.com/transcript-editor/shared/WOibGSm9DWGR0o4KAue34NYMROeT3dgCNM44FpaiZA7NQyMiAhSPucwy-RuKVnI7sBh_RX_7RNpEUCHraUFJFnls_RI?loadFrom=DocumentDeeplink&ts=154.29)):

Well, I think that's a great question. So maybe we'll just back into what really advocacy is. It is the conversations, the relationships that we have in our local governments and our state governments and also at the national level or the federal level with our members of Congress.

([02:54](https://www.rev.com/transcript-editor/shared/vxGCgMjtPlSiogylRf2J1NGqEQ9e5W5aN_S_Unbnymzeb2YbU5E9B7bKRDWaRxSiCmTrMP31kO2cFWwtY7FkEpc37x4?loadFrom=DocumentDeeplink&ts=174.87)):

I think it is so important for our members to have the awareness that relationships matter when it comes to all the things that we do with regards to housing, because we are in such a state of shortage of housing that as we see everything around us, ~~and I think these lawsuits are also a result of that,~~ that it's putting so much pressure on just the housing industry and particularly the real estate industry, affordability, and there's a lot of confusion out there. So I think it's important for us to just dive into really, what it is that we do and those conversations and why those conversations matter with our government officials to help the dream of home ownership be attained, and also work on the affordability factor because I think there are some core pieces that really are the root of all of where we find ourselves today.

Steve Medeiros ([03:58](https://www.rev.com/transcript-editor/shared/FQAF93r6n0Tm1dRPX2QDFRQv8_-2hwzHZ-NWaKgYdEkkeMgrJXYdOs248HJu5R6NZ9MAex5qunidn0CPbHa0uyiWKdU?loadFrom=DocumentDeeplink&ts=238.68)):

Yeah, I look at it like this. Really, every single person that is a realtor, they are part of the National Association of Realtors, so they are NAR. We have things that affect us in one state, and often it starts there and then it'll end up popping up in another state with different issues.

([04:21](https://www.rev.com/transcript-editor/shared/-EP05lYncsuHy9MLpCvKOp560BDmRvIjV-JGerJlBUCvOGan7OO5wneoTa_IoGwzP9WGVW6UQp9YmGfvWU05fqiOAhY?loadFrom=DocumentDeeplink&ts=261.36)):

So for me, I was on a conversation, on a text chat with one of our RVPs in the western part of the country, and he was telling me about something that was going on. I'm like, oh, we've been dealing with that in Massachusetts for probably about 10 years. So I was able to connect him with some good information on what we were dealing with, and so they have a better idea.

([04:44](https://www.rev.com/transcript-editor/shared/7lrf30jU7WbfmtdmaKdgv1UMXEgb-dooASYEjwUYh2eij5cd9WBYMJ5mNbvyuhxLW3m0z9tU7wEv1Vf6lgk95JvlEZM?loadFrom=DocumentDeeplink&ts=284.04)):

So I think just advocacy right now is something that it affects every single consumer, which also if it affects the consumer, it affects us as individual practitioners as real estate agents. So we need to be able to affect those issues that are going to affect the people that we're serving, because we want to make it the easiest process for them, we want to protect private property rights. It's important for us to really look at those issues that are popping up all over the place and see if we can make sure that they don't, because I think a lot of the times, a lot of the people that we speak with in Congressional seats, they don't know what they don't know about our industry. So it's our job to inform them.

Marki Lemons Ryhal ([05:29](https://www.rev.com/transcript-editor/shared/ZtgVvssaKBu3PdoDZLgQTEHBWNvXg0ckD9T3_D8XiFIInscPyKNWTvaA7b3SLGxf03jirYo68mDShwKVrIn_XTGvQdU?loadFrom=DocumentDeeplink&ts=329.01)):

You know what? I agree. We were at President Circle and I decided this year was the year in order to increase my major investor level. Then as soon as I got back to Chicago, because well, being in DC, I made sure that I scheduled my meeting with Congressman Jonathan Jackson, because now more than ever, we have to lean into the advocacy and we need to be in front of people, but we also need to ensure that we are protecting not only our industry, but also our agents if we are brokers. What was the moment you realized advocacy had an impact on your business, Steve?

Steve Medeiros ([06:14](https://www.rev.com/transcript-editor/shared/M0tqUMKeG7gCDXtugYzOnCQP0W_-JKGgkrZEl6P14dl84llfmQZnlVe5UWZ-HRWNQm49fdJQkTvfVPscdyAg6kBi_xc?loadFrom=DocumentDeeplink&ts=374.58)):

When we were looking at energy audits, they were trying to make them mandatory, and that you couldn't list your home for sale until you had an energy audit. Well, if you couldn't literally put a sign on the ground until you had that, that could delay you. At the time, energy audits were taking four to six weeks to get booked and to have one actually happen. So imagine not being able to put your home on the market for four or six weeks, it just doesn't make any sense. So that to me is a key private property rights issue, where you should have the right to put your home on the market when you want to put it on the market and not be held up because you need to wait to get an energy audit.

([06:57](https://www.rev.com/transcript-editor/shared/9wku61BnBL8iGoB9Q1Tg7eQQBm3SV7N2vuvAaXjb1HsLeZEY2u8lDlyK99uK3JvhOb7Azg2xCbHcpaWZSFD_2D_t9MY?loadFrom=DocumentDeeplink&ts=417.54)):

So that was something that when that bill was coming out, I looked at it, I said, that's going to affect my clients at a high level because they won't be able to do that. It'll affect the way all the real estate agents that I know do business. So that was a key thing, and that was something that we started working on when I got involved with the government affairs committee on our state level.

([07:18](https://www.rev.com/transcript-editor/shared/IRRFXskx_gha7fKxLXx4BMApyEyRw8fImV6dTDD3dzLyxtltcoXFWrGio8ZxAgIi2W2CEdJ0T81ejg3uLJs5YRFqWGY?loadFrom=DocumentDeeplink&ts=438.06)):

Then another situation was when flood insurance and it was going to lapse, and that actually was going to delay closings because people weren't going to have coverage. So those are the types of things that when it comes down to actually affecting somebody being able to buy or sell a home, that's a big thing. That's when I started to realize advocacy is important, I need to get more involved. Ever since then, it's been something that's been a passion for me.

Jennifer Branchini ([07:45](https://www.rev.com/transcript-editor/shared/Aed8SVnDXwQ5QChBudpjjzVoYKKsouDU6_kodBEI1944Z6GnfI4dojFkN4q-p1_pmCXT-7joVn5I08NkTDxOB7IWg5M?loadFrom=DocumentDeeplink&ts=465.78)):

I have a property that's listed on the market. It is in a condo community, because I live in California, we've had a lot of natural disasters with regards to fire over the last several years, and that has put a tremendous amount of pressure on insurance companies. They are basically pulling, pausing underwriting in California in a lot of instances.

([08:12](https://www.rev.com/transcript-editor/shared/Blh32g2eac3E6LEi-oXWKJVAVL9bHZm7eHT6aozkJYVm6ZsPgT0U9KNwIkxvVKbZNMF97wabnF7q59hmDCK0fDKvmJk?loadFrom=DocumentDeeplink&ts=492.36)):

So in the past year when I served as President of the California Association of Realtors last year, we had several meetings with the insurance commissioner, educating and trying to work with the department to open up what insurance availability looks like in California so that our consumers and transactions can close because it is really impacting sales in certain areas with regards to people being able to actually close on their property.

([08:48](https://www.rev.com/transcript-editor/shared/lJOFPsM_DF4t_f8SEONww5U-ILOz4fBQaw5gUgP68Zzjx5XVf4QHBqNERk8hDs92HocyCm-Q2FfhD6mbBAI6N5c08XE?loadFrom=DocumentDeeplink&ts=528.45)):

So very much like what Steve was saying, the part of having those relationships and being able to have those meetings and discussions to really share the cause and effect with those in government of what we see on the street and how it affects not just the real estate profession as we are helping our clients buy and sell properties, it's also hurting the consumer.

([09:17](https://www.rev.com/transcript-editor/shared/Z4QNUgn_JGY-2EAAAY4IHjcJPyksSNSgM--kZ3o_xrasz2VG23NWNFI-cHbOQNKj3hS1Nm7-CbBUUYD-e9eMKFDq6K4?loadFrom=DocumentDeeplink&ts=557.91)):

This past week, the property that I have, we found out that their master insurance policy had expired, and now the new policy that just came out is $90 million short. So it doesn't cover the project, which means nobody will lend on this project, which now the properties that were pending sale, they had a buyer and they were in contract, they've now come back on the market. Now that's my client who has already purchased another home, so now it's going to be a financial hardship for him to carry this property until we can either get a cash buyer or a private lender. This now is top of my list today to bring to our advocacy team in California to say, hey, this is getting worse. How do we mobilize to make sure that we can help our consumers and real estate agents continue to do their businesses?

Marki Lemons Ryhal ([10:21](https://www.rev.com/transcript-editor/shared/TdTk7CYO8reNRj0DqCRw6174CkM_nhb7D3QQzypkyn3NOmVJpf7shgFdfI6er0vavf-G0bTsZ_JsinLFIMI4xnG3kcE?loadFrom=DocumentDeeplink&ts=621.42)):

Yes, and do our business and do it at a high level protecting the buying and selling public. I'm reminded here in the state of Illinois, we've had two situations. One, where they wanted to mandate an inspection of all plumbing systems before someone could sell. Then the next one was a mandate for sprinkler systems in any property. We all showed up down in Springfield and the firemen were there and they were all dressed in their uniforms, you could hear their shoes clicking on the floor. We were able to overcome that for buyers and sellers in the state of Illinois because we came as a united front. We reached out to not only our Congressmen, but also our Senators. At the time I was a state legislative contact, and so there is power in numbers and believing in protecting private home ownership rights.

([11:20](https://www.rev.com/transcript-editor/shared/r-U-wucuhctkfhvE0jFtDSZE5ltX4XO74vsXV-BDUQLm6NgqIZXHRkD5pdRRIm4N1b8Mds0tYXeKcsi2X_hRhg47hto?loadFrom=DocumentDeeplink&ts=680.58)):

So, what does an RVP do and how does your role make a difference to the members in which you serve?

Jennifer Branchini ([11:30](https://www.rev.com/transcript-editor/shared/4RyZ81pdKrAYci1WZ-K65IsO7SpjTdsCo2tgGRzFtL-hHX-jf7L1L9VCKOmQDnLyOO8Sj4ByytJktnSGERauSNfGwM8?loadFrom=DocumentDeeplink&ts=690.51)):

I think really just high level, we are truly that conduit. So there's a lot of talk out there that NAR is so big, yet you have a leadership team that's out there meeting with members and in states and having conversations and doing the work.

([11:50](https://www.rev.com/transcript-editor/shared/clvppnvdpXAyH4DBAaD4iPooSrVWCC5uPu8LomHi6W3QipTicDBJGONi2S22yqS_Ioqaa2q7KV2UNxKlUB-tKYVctbY?loadFrom=DocumentDeeplink&ts=710.4)):

Then you've got the extended portion, which is 13 Regional Vice Presidents, and we each have our territories that we are out there engaging with our members, listening to what is going on, hearing these pain points that we're talking about today and any other issues. Then it's our responsibility to bring that back, and we do that in forms of either communicating directly with the leadership team or we get together monthly and we have meetings with everyone so that we can all hear the issues, because what Steve said earlier was, if something starts in one state, it likely then moves somewhere else and then becomes a much larger issue. Really, it starts locally and then goes to the state, and then it starts to move out, and we see that a lot. So it's really important for each of us to have that communication together so that we can truly act a lot quicker and help support our members on the street.

Steve Medeiros ([12:54](https://www.rev.com/transcript-editor/shared/HaFjJV5adyWEcE6lUhQZmigdH3C5ylUe9ldGhG_OymLL43hoGsQARcz6mRZqEODimyJzWpMAZ79gSywUR8dyTB-OdQA?loadFrom=DocumentDeeplink&ts=774.15)):

Yeah, and so one of the things that I've been doing within New England in Region One is, we have a monthly call with the four, I'm sorry, the six state Presidents in New England. So we jump on a call and we talk about what's going on. I give them any information I have as to what's been happening at NAR at any of our meetings, but then also they'll let me know, hey, the questions that they have, the concerns they have, the things that I can bring back to our Regional Vice President calls so that the leadership team has that information as to what's happening within those six states.

([13:32](https://www.rev.com/transcript-editor/shared/Ys2fRFMpaivSjCBYm65699aFY098hAik7J25NWZ2q33XQfeydcn36Z2ZB5ViHUA4YIw02V63ZvLSITpU3HRgYm_mTJM?loadFrom=DocumentDeeplink&ts=812.04)):

Then we get into what are they doing legislatively, what are the advocacy things that they're working on? Because often a lot of those things, again, just within New England, that makes a difference. What happens in one state that's bordering another can happen really quick. So just going back and forth, discussing what those issues are helps them within just New England, but then also some of those advocacy issues that I can bring back to our group, as the Regional Vice President and some other RVPs might say, oh, we had that in our state. Hey, can you help with that? So I think that back and forth has been really helpful.

([14:09](https://www.rev.com/transcript-editor/shared/UjBCLHuKx_4mneJkJLNdc4SugAW8gJzzhSXg-4BKyyGJ5E8_9C9d7_cpn03zqKNhM-lxosXpXvHlC6CQ6omoHSMkgCI?loadFrom=DocumentDeeplink&ts=849.96)):

Even the advocacy that you see on the local level, which probably is the most, to my opinion, the most underrated part of advocacy, which is the real grassroots, which is where members are actually showing up at a meeting locally, and that can make a big difference as well.

Marki Lemons Ryhal ([14:27](https://www.rev.com/transcript-editor/shared/EpmN7IVJqo_kjAKY5ArEe8r3F10IzncGCG93SR6YaTHrDw2_kCGD5q_IDkEjA2pDBgxE2rKokI-cKzeDo8vPM5dlbhU?loadFrom=DocumentDeeplink&ts=867.51)):

Now, you're also a FPC. How does that play into being an RVP?

Steve Medeiros ([14:34](https://www.rev.com/transcript-editor/shared/GabepqbrVYtS5UAIaD4cTEpuaribJuU8XyNU9vCV_DDJb9BVzl2PlrdmSuiQTTyRe98JQDQPpfJyN72OkN_XDwoMWJw?loadFrom=DocumentDeeplink&ts=874.56)):

Yeah, so I've had the honor of being a Federal Political Coordinator, which is an FPC. So I've been on Congressman Keating's team for quite a few years, I want to say probably at least close to 10 years. Then it was Rita Coffey who was the Federal Political Coordinator for him for quite a while, and she just recently retired and I was appointed to take her spot because I had been on the team for a while. You're basically like the liaison, that go-to person for the Congressional member that you are assigned to.

([15:09](https://www.rev.com/transcript-editor/shared/GO06vlvC-ICFXLOxDU_YvYZQWW1KUkpageN5mkBv1G8dR2KQeuXCZTntESOnZLN4P4g35-lZOAgDp-5k11VgADH80-Y?loadFrom=DocumentDeeplink&ts=909.03)):

So our job is to explain to the congressman or congresswoman and their staff as well, because the staff often helps with a lot of the policy issues, and explain to them how this particular bill, whether it's something we're fighting for or something that we're fighting against, how that affects their constituents. How does it affect the real estate agents across the country, the real estate industry? How does it affect our people that we serve on a daily basis, the homeowners and the people who are looking to buy and rent? How do those issues affect them? So that they can go to the floor or to a committee and actually have good information that they can work on, because whoever's proposing that bill, that's let's say, not a good bill, we need to be able to have good information for them to say, hey, this is why we're not going to support that. If it's a bill that we are supporting, they need to have good stories that they can actually relate to members so they can actually support our issues.

Marki Lemons Ryhal ([16:12](https://www.rev.com/transcript-editor/shared/x0qqPuus7Hsrh0E3ThZBc4fymxZPim2d3qMLiGcBA0yl3UwJ3j0U51hk-RI09Y9QMPy9JJFSj8BC8nu69D_Rppinp1Y?loadFrom=DocumentDeeplink&ts=972.27)):

Steve, you were mentioning how hopping on a call with other people within the region, and what I've realized from time on the Hill is the fact that our congressmen talk with one another and will often ask, well, what does congressman so-and-so think? So our ability to network across different states can definitely facilitate bills being passed and/or support of those bills. What are consumers not seeing about who we are and what we do? How can every member shine light on that for their clients?

Jennifer Branchini ([16:54](https://www.rev.com/transcript-editor/shared/p5kPV-wqVDgMTbMt7uO9U9M_N_Xkc3-FeyUJonXsLlVEWKAEwomt9FSibhb219GpMgj_0zW9uPtUGtpZ_MOen2QT308?loadFrom=DocumentDeeplink&ts=1014.09)):

That's a big question.

Steve Medeiros ([16:56](https://www.rev.com/transcript-editor/shared/SRPnkB6JqjwqHtVX_0XSyk74v4YFYaAJ-C6V_cyXMPS4lBnm09oM3V3-4rQa_yG_T2lcQbcKEhMopls4TvhyH9w8qVA?loadFrom=DocumentDeeplink&ts=1016.73)):

Yeah, that's a big one.

Jennifer Branchini ([16:58](https://www.rev.com/transcript-editor/shared/our5TmJOu0iVIgSk6mBFjuk-NH5vcybURpn8nTkZje-iNZyTLwbF_rHIwuQAO4-FovHp28utG6bv4dIQH6bKJjdNpo4?loadFrom=DocumentDeeplink&ts=1018.14)):

So many layers to that, right?

Steve Medeiros ([17:00](https://www.rev.com/transcript-editor/shared/vm8b0-I-Ohm5AZ4V5dWBmuyOA1eZI3PHN6zoviqZJMw9iFNz5X_VinTeZev8fQeNuvBPLui3vh4V8cfPVjPn3M3Nf9A?loadFrom=DocumentDeeplink&ts=1020.45)):

Like I said earlier, NAR is made up of members and all of our members are real estate agents in their communities and they're also living and working in those communities on a daily basis, so they have an impact with everybody. They're the ones that can really help somebody have that dream of home ownership happen, it's often one of their biggest investments that can help them grow generational wealth. So we care about the people that we serve. We have a code of ethics that says that we have to do that, but I think we just care because we care about people.

([17:38](https://www.rev.com/transcript-editor/shared/rL_g0NiYLt0xtO8vs-dwXn-2zeDJINs7EtHYoDAFWh2Mqh-Y2jN-LtajUTJYBgLR8zyrpfKvQPePJmMoRBNA9R-LYvE?loadFrom=DocumentDeeplink&ts=1058.76)):

The fact that our industry's been vilified through the media and stuff is just sad because they're attacking the people who literally probably are shopping at the same stores and eating at the same restaurants and working alongside them and helping the people that they know in their industries, in their communities be able to own homes and buy homes, we help them get through those. They're a really complicated process, and I think that's important.

Jennifer Branchini ([18:11](https://www.rev.com/transcript-editor/shared/NINhNjYCqmy-Yj2V-k0uMZkDVk8nRjR6Sug-e2UveIwcMod44nXrjcUWstsGEX9n_TFILPwhT6_Cwr70a0kxLmFnXEw?loadFrom=DocumentDeeplink&ts=1091.01)):

I always say I have four jobs. I have a family, I have a real estate business, I manage an office with another manager, and I volunteer in organized real estate at a lot of different levels. Also, spending time at city council meetings and in Sacramento and in DC, hours and hours go into that. Many times people will say to me, "Thank you so much for what you do because I don't have time to do it." I always find pause in that because my reaction is, well, of course, but then I think, well, do I actually have more time than you do? I think that there is that disconnect of not really understanding or there's just not that passion for everyone, but for our members who are out there and appreciate what we do, that's fantastic. There's a lot that just don't know. But as far as the core of, it's not just when we're meeting with city officials trying to explain to them that affordable housing means a lot of different things.

Steve Medeiros ([19:29](https://www.rev.com/transcript-editor/shared/pW8yzEJp1ZwFGlUtnyj469XY9y2yEo1NXxgCZw_pdpecwZS3xIssyjkgwf34R_VVSUHAYV1Qu8WvWWulns0KYD-6aAo?loadFrom=DocumentDeeplink&ts=1169.97)):

We got to start telling our story to our consumers and to our other members who don't get it. Those who don't understand yet, get some more education on the topics so you can feel more comfortable talking about it.

Marki Lemons Ryhal ([19:44](https://www.rev.com/transcript-editor/shared/BUp7C2wZwjxkt5zUTGL4ia3bMU7vV2uFfV0fV9bG_PjTCaA1SMz6quRYbOp1QthERSgiu0yBP1XE_0LXtvvC2FQuFbQ?loadFrom=DocumentDeeplink&ts=1184.16)):

I believe that consumers don't realize that every single agent owes them an OLD CAR. Obedience, loyalty, disclosure, confidentiality, accountability, and reasonable scaling care. But if I go back and focus on that loyalty, it is my responsibility to put their needs and their wants before my own. The fact that we're all vested in getting a real estate license and paying our different state dues and errors in omissions insurance, and every property does not close. So I owe everyone an OLD CAR and agency does not equal compensation. I could have been the most fabulous agent in the world, dotted every I, crossed every T, but if that deal does not fund, I will be a fabulous agent who will not be compensated. That means that we don't have the ability to pay our mortgage or send our children to school. We owe every last client an OLD CAR, whether they close on a real estate transaction or not.

([21:02](https://www.rev.com/transcript-editor/shared/jiwC89XW54clTNR8IhJfUtUxCaLm_9PaHxbKUiYKNhGcMDmxpcoom_rvJb192Aq1AjItsOklvpPvwIgUZ_H_S9MoO0U?loadFrom=DocumentDeeplink&ts=1262.88)):

As you all know, there are new associations emerging in the marketplace. Why are you choosing to remain a member of the National Association of Realtors?

Jennifer Branchini ([21:22](https://www.rev.com/transcript-editor/shared/rCAGrg-71qGiFy1wb8lR_lsAdSCSpNy9WxA8Kj_05BmeBXwO9dZYU0wQuxIIqV5qNwWPcwC4OJDLusgWCNkFl1x5nVE?loadFrom=DocumentDeeplink&ts=1282.56)):

I would say first and foremost, the code of ethics is something that does not exist elsewhere in any other association. It truly is a guiding light for our profession and for the members that we encounter and work with every day, and then creates mechanisms in which we can stay out of the, if you want to use the term, the wild, wild west. That to me is a huge thing. The other side, of course, is our advocacy arm and the influence that we have in Washington DC, the influence that we have in our locals and in our states. All of that together, because we show up in numbers, creates a lot of strength.

([22:19](https://www.rev.com/transcript-editor/shared/ZqFSEEIl7SoJ7KlCyR1Cze27hl0-ONd4Zo4JpzCBrEuOpV_5bDFvxk7cpZjVNVkdJazr68hDtxzm3nL5Wy4PoLK1WIA?loadFrom=DocumentDeeplink&ts=1339.41)):

Of course, we're in a period of flux and a period of change, but I 100% have the confidence that we will come through, I'm going to say go through the fire, because I think every person, every profession, every industry, every big companies, there's a point where you have to walk through fire. How you handle that on the other side is what matters. I believe and have all the faith, and there's such incredible opportunity for the National Association of Realtors to come through on the other side and take that opportunity to really look inside, make the changes that are necessary to meet the future needs of our profession, of the industry, and each one of those members that believe in what it is that we do.

Steve Medeiros ([23:14](https://www.rev.com/transcript-editor/shared/PLFGzMs4gF_bJnBZoXpuxjvffWybmtJdENFkI0ySXKCjq2CaGfuAHPBl7-GB6Phe-WlE-lrZCxCXOKP9BlPbV072Heg?loadFrom=DocumentDeeplink&ts=1394.31)):

Yeah, and what I would say is this is, is I agree with everything Jen just said.

([23:18](https://www.rev.com/transcript-editor/shared/jO_Y-TLx-hl7jjMZnk1go8B9Kv5SSkGQ0RsZ5_L6OQObC2R9bUSG0BKkD48b1HF4TojcYTrzRBG473JMBDmP2Y4bnGQ?loadFrom=DocumentDeeplink&ts=1398.3)):

The additional thing that I would add is that the three-way agreement between the national association, the state associations and the locals, I think is really something that these other groups that are trying to form, if they're just trying to create these national groups, you need the boots in the ground. I think the ability for each level to focus on what they do well is important. I think the state associations really do a good job of just keeping the entire state as a focus and focusing on that. It allows the locals to do what's really great in their area. That's where most members have their connection, right? A lot of members never really connect with NAR in person. A lot of them, they're receiving services, but they don't actually connect in person as much, but they do connect with their local association. I think that their local is where they can first get involved. They can get involved with advocacy, with volunteering for the association, and making a difference in their profession. So I think having that system right now, which is already there and in place, it's going to be really hard for anybody else to really replicate that at this level.

Marki Lemons Ryhal ([24:32](https://www.rev.com/transcript-editor/shared/V-B2Uf8mXWTyn0SCgn4zkrzCCn5kxFM6cAfFcC36zYfMPASqb041qthc-W39TSbxPZaFTQ6JSxBf_uzdvIXCLtwGYzk?loadFrom=DocumentDeeplink&ts=1472.49)):

We're not just members though, of NAR. I think about coming into the real estate industry. I never went to pre-licens school. I studied the book, passed the exam the first time, and I was under the impression that that pre-license curriculum taught me how to sell real estate. Pre-licensing does not teach anyone how to sell real estate, and if it was not for the ABR course, I wouldn't be sitting here 20 years later.

([25:04](https://www.rev.com/transcript-editor/shared/XF08T8a9hvPiIxy3Xy3PMvNJSxcN0Qd3vZzjqhxnxpMEGZ30jczrnPIJISwePuYp4CmVQCjUlNZ20XPrA2Vux_jkChw?loadFrom=DocumentDeeplink&ts=1504.11)):

So it isn't to me just being a member of NAR, it's the fact that I'm also an ABR, an SRS, a CIPS, it is because of the education. If it wasn't for the education, I would not have a profitable real estate business. If it wasn't for the fact that I was a Federal Political Coordinator, I wouldn't be able to sit down with the Congressman. As a result now, Operation Push has a steering committee, and not only are we doing work in the district, we're working with the mayor of our city. It isn't just NAR. It's NAR, it's the people, it's the societies, the councils, the institutes. So yes, we're vested in NAR, but we're invested in more than that, and no new organization has the advocacy that we have where we can talk to politicians, from our aldermen, to our mayor, to our senators, to our congressmen. We have those relationships.

([26:10](https://www.rev.com/transcript-editor/shared/BmKRHCOYmkJ72zejDwVhnNozcusOZUw-7wtYhTXp_SSdsO56coqsaiBhkIrtsq-uhKuvw274rDuET9Vo-3IZEfPYrS0?loadFrom=DocumentDeeplink&ts=1570.95)):

I want to thank you all for your words of encouragement, which we all need to hear right now. This settlement is not going to take us off our path. Thank you for tuning in.