

**SECOND DRAFT REPORT OF THE  
ORGANIZATIONAL ALIGNMENT  
PRESIDENTIAL ADVISORY GROUP  
March 13, 2014**

Executive Summary  
March 22, 2014

The PAG members originally met with the National Association of REALTORS® Leadership Team on January 21, 2014. After much discussion, the Leadership Team asked the members of the PAG to think critically and come up with a “rebuilding” plan to ensure unity within, and long term viability of the 100 year old REALTOR® organization. The PAG members were encouraged to be bold and daring in their quest and were requested to act quickly given the immediacy of the challenges facing the organization.

The PAG met on February 24, February 26 and again on March 10, 2014. In preparation for those meetings, the PAG members read the reports of previous PAGs that have addressed professionalism and organizational structure including the reports from the Presidential Advisory Group on Professionalism, the NAR Membership Structures Review Presidential Advisory Group and the Organizational Standards for Local Associations Presidential Advisory Group. We recognize the important work that has paved the way for the work of this PAG. We recognize also that our job is to bring the organizational alignment ideas “across the goal line.”

The PAG members reaffirmed the benefits of and the need to maintain the three-way agreement. In order to survive as the strongest and most politically influential entity for organized real estate, all three levels of the organization must, however, thrive together as a true and strong association, rather than acting as a group of independent but federated organizations. This is an issue of professionalism in our industry: it is not about scale or size of any organization. In order to achieve this goal, the PAG members identified Mandatory Core Standards which must be accomplished at all three levels of the organization. These Core Standards, as well as recommendations, if needed, to achieve these Core Standards, are encompassed in the following categories: Code of Ethics, Advocacy, Consumer Outreach, Unification and Support of the REALTOR® Organization, Technology, and Financial Solvency.

The PAG considered many other issues and potential recommendations and standards, but ultimately decided that potential recommendations, such as Board of Choice modification, and potential standards such as mandating that an association hire professional, paid staff would be unnecessary so long as the Mandatory Core Standards were being met. The PAG also considered mandating use of certain products offered by NAR but ultimately determined that such a mandate would be potentially detrimental to unification efforts.

It is anticipated that the Recommendations and Mandatory Core Standards will apply to every association regardless of the membership they are serving. If an association serves business specialty members (e.g., commercial, appraiser, property manager members) in addition to, or exclusive of, residential practitioners that association is expected to follow the same protocols set forth in this Report for the benefit of all members served. The actual Recommendations and

Mandatory Core Standards will be fully disclosed after being reviewed, discussed and vetted by the NAR Leadership Team.

This Executive Summary of the draft PAG report sets forth a conceptual framework for ensuring that the REALTOR® organization maintains its importance and relevancy to the members. The PAG will continue to refine these Recommendations and Mandatory Core Standards to include objective standards that can be enforced in a fair and consistent manner. Action on the final recommendations is expected to be taken at the REALTOR® Party Convention & Trade Expo in May.

If you have ideas about how to make the REALTOR® organization stronger and more unified, please send your ideas, by May 1, 2014, to Steve Brown and Andrea Bushnell at:

[organizationalalignmentpag@realtors.org](mailto:organizationalalignmentpag@realtors.org), so they may be considered prior to issuing the final report.

The topic areas that are being discussed are outlined below; however, we welcome all ideas which you may have.

#### **CODE OF ETHICS**

#### **ADVOCACY**

#### **CONSUMER OUTREACH**

#### **UNIFICATION EFFORTS AND SUPPORT OF THE REALTOR® ORGANIZATION**

#### **TECHNOLOGY**

#### **FINANCIAL SOLVENCY**

#### **OTHER COMMENTS AND RECOMMENDATIONS**

Respectfully submitted,

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