

With the pandemic lingering on, the year started off with much uncertainty and many times the path forward felt like a maze. Thanks to the passion of our members and leaders, momentum accelerated and we forged ahead into a comeback that surprised us all, proving the enduring nature of our great organization.

GOVERNANCE

- > **BYLAWS.** In consultation with member driven task forces, numerous bylaws changes were passed that seek to harmonize the three levels of the organization, and refine the various governance changes experienced over the past few years to bring more clarity to members and leaders.
- > A proposal exists to move from a nominating to credentialing system, transforming leadership development in the organization.

#LeadersMadeHere

- > **NAR.** Impressive RPAC participation continues with no other organization or designation in the Realtor® family participating at such consistent high levels and average investments. Nearly 20% of our members are on NAR's Board of Directors and hold 11% of all NAR committee positions.
- > **Leadership Institute.** We graduated our third Leadership Institute class, cultivated nearly 50 #LeadersMadeHere.

**LEADERSHIP
INSTITUTE**

MEMBERSHIP ENGAGEMENT

- > Innovative programs like “new member nudge” and “comeback campaign” resulted in nearly 4,000 new or re-engaged member, proving a resilient and adaptable organization.
- > Together with social media influencers, National continues to refine and enhance close communications with members and network leaders, including: biweekly network “road map” leader newsletters and leader networking pages, a monthly eConnect, 120,000 Facebook followers, over 2,000 podcast downloads, and hundreds of archived YouTube videos.

VIRTUAL ENGAGEMENT

- > Two new flagship conferences called New Year Kickoff and Elevate attracted nearly 1,000 attendees and set members and leaders for success in the year.
- > Mastermind groups engaged over 150 members covering commercial, global and broker/owner, laying the groundwork for future expansion plans.
- > A special certification and PMN class called Certified Business Leader attracted 150 students over several deliveries.



OUTREACH

- > For the third year in a row, the Supporting in Women in Real Estate grant program provided ten grants to Realtor® associations to organize women-focused real estate events, further cementing collaboration with Women's Council networks and their Realtor® counterparts.
- > Women's Council joined the international real estate federation (FIABCI), proving further global exposure. Outreach activities conducted to Spain, Mexico and Ghana.
- > National leadership conducted 43 live and virtual outreach visits with networks.

**SUPPORTING
WOMEN of
REAL ESTATE**

NETWORK EXCELLENCE

- > **Network Certification Program.** A network certification program was successfully launched and rolled out with 65% of networks participating in the process and seeking to be a network of excellence.
- > **Network 360.** We continue to refine our networks structure, rehauling the 23rd award-winning Network 360 Leadership Conference. A new National Liaison structure streamlined the connection between National and state and local networks.
- > **Continued technology transformation.** Nearly 30 networks volunteered to be pilot networks for a technology initiative with BillHighway that will automate payments and streamline administrative functions for networks.