

# BE EPIC

NC REALTORS®

**BE EPIC**

Be an NC REALTOR®  
[epic.ncrealtors.org](http://epic.ncrealtors.org)



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## WHO ARE NC REALTORS®?

NC REALTORS® are more than brokers, members and people. They are super-human problem-solvers, never take-no-for-an-answer opportunity finders, shop-til-they-drop home hunters. Just like any superhero, NC REALTORS® rely on their superpowers — NC REALTORS® membership and benefits — to keep them relevant, “in the-know” and ahead of industry trends. These extraordinary powers energize, educate and empower NC REALTORS® to differentiate themselves from the average real estate broker in a hyper-competitive marketing environment. Not only is using an NC REALTOR® The Smart Move™ for consumers, being an NC REALTOR® is the epic smart move for North Carolina licensees.

**AGENTS**

**BROKERS**

**MEMBERS**

**HOME HUNTERS**

**PROBLEM-SOLVERS**

**OPPORTUNITY FINDERS**

## WE FURTHER PLEDGE TO:

preserve and promote the right to own, transfer and use real property; maintain a leadership role in the legislative, political and regulatory process; promote and maintain the highest ethical standards; develop and provide the best education, products and services; and, promote housing affordability.



## EPIC VALUE



~ 43,000  
MEMBERS



\$75,000+  
in MORTGAGE & RENTAL  
ASSISTANCE to over 100  
families who were victims of  
the April 15, 2018 Greensboro  
tornadoes

\$100,000+  
in SPONSOR/PARTNER  
REVENUE to offset  
member events

\$2,500  
in MEMBER  
SCHOLARSHIPS  
awarded



**\$8,427 SAVED BY REALTORS®** as a result of legislative action preventing the taxation of real estate services and commissions.\*

\*Based on earning \$55,000 in commission. See [ncrealtors.org/NCRPAC](http://ncrealtors.org/NCRPAC) for more information.



**3,000 LEGAL CALLS**  
fielded by in-house counsel



**35+ STAFF & 2 OFFICES**

## OUR PROMISE

NC REALTORS® is dedicated to providing opportunities and resources to positively impact our members' bottom line through *epic benefits*, resulting in *epic value*. Take action with the following resources:



**Advocate**



**Discover**



**Engage**



**Grow**



**Impact**



**Invest**



**Manage**



**Network**



**Protect**



**Resolve**



**Save**



**Specialize**



**Thrive**



**Transact**



While you're out navigating the hectic housing market, let NC REALTORS® legal counsel and technology experts navigate unfamiliar territory for you. Access the Legal Hotline, the Tech Hotline and more at [ncrealtors.org/resolve](https://ncrealtors.org/resolve) and minimize time wasted on legal and technical issues.

### Legal Hotline

Did you know? A call to a real estate lawyer costs an average of \$250 per hour. With just one call to the Legal Hotline, you've paid your entire NC REALTORS® dues in full. Don't waste time stressing over forms, disclosure or landlord/tenant law. Call the NC REALTORS® Legal Hotline to get quick resolution to your issues, so you can return to your clients and your business.

### Tech Helpline

Solve your most challenging IT issues and questions with NC REALTORS®' newest member benefit. The Tech Helpline is designed to provide members technical support via email, chat and toll-free number at no cost to NC REALTORS® members.

### Ombudsman Program

When conflicts between peers or clients can't be resolved on your own, let the NC REALTORS® Ombudsman Program step in and help you address the problem. Reach out to an ombudsman to help anticipate, identify and resolve misunderstandings and disagreements before matters ripen into disputes and possible charges of unethical conduct or formal requests for arbitration.

### Weekly Q&As

Q: I've got a question about the Contract. Before I call the Legal Hotline, is there anywhere I can review contract-related information?

A: So glad you asked! YES! Each week we provide a legal Q&A cheat sheet, featuring the most popular questions fielded on the hotline. These Q&As will be emailed directly to you weekly as part of our REALTOR® Rundown newsletter, or you can access archived versions on the website any time.

### EPIC VALUE:

With just one call to the Legal Hotline, you've paid the equivalent of your entire NC REALTORS® dues.





Member engagement is the ultimate testament to the value of the benefits and services offered. We measure member engagement as a litmus test to determine how well we are serving members, and we believe members get more from their membership with increased involvement – in committees, diversity programs, social media channels and forums and community projects. Learn how you can maximize your membership and get engaged with NC REALTORS®.

Visit [ncrealtors.org/engage](https://ncrealtors.org/engage) for more information.



**EPIC VALUE:**  
48% of respondents state association social forums are important to them (Association Matters, 2013).

## Committees

Committees help shape the direction of NC REALTORS® and its policies. Serving on an NC REALTORS® committee furthers your professional development by providing leadership experience, expanding your professional network and strengthening your ties within the association. What's more, committee members are directly involved in identifying new opportunities, guiding projects and offering their expertise. Below is a sample of current NC REALTORS® committees and advisory groups:

- Bylaws Committee
- Diversity Committee
- IMAGE Committee
- Legislative Committee
- Professional Standards Committee
- Risk Management Advisory Group
- Residential Forms Committee

## Diversity

NC REALTORS® is committed to diversity in all facets of the association and with everything we do. Have a positive impact by promoting and encouraging diversity association- and industry-wide through a variety of channels. Get involved with the Diversity Committee, create and participate in diversity-focused campaigns and promote the real estate profession as a viable career for all demographics through community and industry engagement.

## Social Media

Engage with NC REALTORS® staff and members on the most popular social media channels. Learn the latest trends and stay abreast of the most recent news in the industry and the association.

## Community Projects

Being a part of our communities is vital to REALTORS®' success, and NC REALTORS® is committed to providing opportunities for our members and staff to remain an integral part of the community around them through food and school supply drives, rebuild projects and engaging with after school program youth through one-on-one and group activities.



Have an epic impact on your local association, division or non-profit entity with NC REALTORS®' talented consulting staff. Improve your management skills, prepare your Board of Directors and up your marketing game and public relations strategy with our team's specialized talents. We've done the hard part — now let us help you with what we've learned from years of practice in the industry. We know what works and what doesn't work, and we want to share these bold strategies that garner EPIC results with you and your team.

For more information on any of these benefits, please visit [ncrealtors.org/manage](https://ncrealtors.org/manage).

## Strategic Planning\*

Meet your goals with one of the most coveted and unofficial member benefits for association executives — strategic planning workshops. Ranging from two-hour to full-day sessions, our most senior executive staff provide experienced guidance to propel local associations, divisions and entities forward.

## Management, Operations, and PR Guidance & Training\*

Access a number of manuals, templates, guidelines and instructions to help run your local association. Or, contact NC REALTORS® senior staff for real-time advice related to operations and management, public relations and communications or Board of Directors training.

## Toolkits\*

Promote statewide campaigns and events with social posts, logos, images, verbiage and other digital tools created by NC REALTORS® exclusively for local association executives.

## Core Standards\*

Navigate through challenging NAR-mandated Core Standards with webinars, instructive materials, reminders and one-on-one guidance to help you meet the required standards each year.

## Regional Association Executive Conferences\*

Learn to better manage your Board, committees and organizations during the annual Regional AE Conference. You'll hear from high-caliber speakers about the exclusive tools for association executives and the latest trends in the business.

\*Services and/or resources available only for local REALTOR® association leaders and staff.



## EPIC VALUE:

**95% of survey respondents conclude that strategic planning enhances organizational performance and survival (Science Alert, 2007).**



NC REALTORS® works hard to let legislators know how policy changes and legislation impact you, your clients and your business. You, too, can join the conversation using these tools.

Visit [ncrealtors.org/advocate](https://ncrealtors.org/advocate) for more information.

## Act

### Calls for Action

When state legislators are considering legislation that affects the real estate industry, NC REALTORS® calls on its members to act through Calls for Action (CFAs). Simply by contacting your elected official, you can ensure your voice is heard and your business, your clients and your industry are protected.

Plus, be one of the first to know about these important requests by signing up for text alerts. Text **"NC REALTORS" to 30644** to receive CFAs on your mobile phone and respond right away.



## Support

Through independent expenditures, the NC Property Rights Fund supports local and state electoral candidates with a record of protecting private property rights, preserving the dream of homeownership and supporting the real estate industry. Visit [ncpropertyrightsfund.org](https://ncpropertyrightsfund.org) for more information.



### EPIC VALUE:

In 2017, a record-breaking **15,000 NC REALTORS®** responded to both state and federal Calls for Action.







## KNOW MORE, SELL MORE!

No matter how you like to receive your information, we have a way for you stay informed — via print, web and digital formats. Take full advantage of your member information sources with the latest news, data and resources specific to NC REALTORS®.

Visit [ncrealtors.org/discover](https://ncrealtors.org/discover) for more information.

**EPIC VALUE:**  
**51% of members indicated NC REALTORS® communications are the 2nd most valuable member benefit in a 2016 member-wide survey.**

## Newsletter

Get through your week with timely news and resources from the REALTOR® Rundown. This members-only e-newsletter is delivered straight to your inbox.

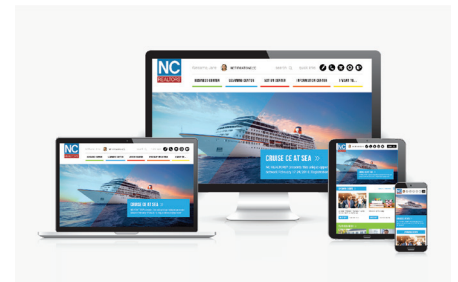
## Insight Magazine

Insight is a quarterly print magazine written by industry experts exclusively for NC REALTORS®. It features practical business and marketing ideas, informed legal and legislative analysis and industry news and trade tools. Each issue can also be viewed online.



## Website

Explore everything you need to know about NC REALTORS® — your member benefits, events, education and networking opportunities on the NC REALTORS® website. Designed specifically for our members, the site is personalized, responsive, aesthetically pleasing, and easy to use. Visit [ncrealtors.org](https://ncrealtors.org) to discover everything it has to offer.



## Connect with Us



## More to Discover

- Fun Campaigns & Contests
- Publishing Opportunities
- Thought Leadership
- Consumer Content
- Trends & Tools



Some of the most invaluable benefits of NC REALTORS® membership are the EPIC networking opportunities. Networking with your peers keeps you abreast of what other real estate professionals are seeing and facing on the ground, in-tune with the latest strategies and trends and aware of potential teaming and lead-sharing opportunities. NC REALTORS® provides numerous opportunities to mingle with your peers, industry insiders, thought leaders and more at our annual meetings and a few standalone, targeted events throughout the year.

Visit [ncrealtors.org/network](https://ncrealtors.org/network) for more details.

**EPIC VALUE:**  
**3,000+ members**  
**attend NC REALTORS®**  
**meetings each year.**

**Join us for some of these events below, and maximize your membership value through networking.**

### **Winter Leadership Meetings/Vision Quest**

Kick off the year with innovative programming and leadership training, designed to give you the confidence and courage needed to effectively lead in your association, workplace and community.

### **Legislative Meetings**

Learn about the NC REALTORS® legislative agenda, and spread the word as we walk the halls of the General Assembly and talk directly to elected representatives in the House and Senate about the issues that matter the most to you, your business and the real estate industry.

### **Annual Convention & Expo (XCHANGE)**

The largest and most popular event of the year aims to inspire, motivate and educate NC REALTORS® from across the state. Meet face-to-face with influential real estate decision makers, learn about new products and services to help your business thrive and celebrate the successes of the year.

### **MIXers**

Explore, discover and grow with NC REALTORS® during these regional receptions scattered across the state throughout the year designed to reach you where you live, work and play.

### **NC REALTORS® Global Network**

Designed to make the global real estate market more accessible, profitable and ethical for NC REALTORS®, the Global Network offers resources, research, a network of experts and networking opportunities for members practicing or interested in international real estate markets.





Growth is an important part of every real estate professional's personal development. Without growth, you can become stagnant and irrelevant. NC REALTORS® membership provides multiple opportunities, throughout the year across the state and online, for our members to grow in their profession, business and life. By earning specialty designations, staying on top of the latest real estate trends and best practices through original content and participating in continuing education opportunities, you can increase your earning potential and build better relationships with your clients.

Visit [ncrealtors.org/grow](https://ncrealtors.org/grow) to learn how you can grow with NC REALTORS®.

## Following are some of NC REALTORS® growth opportunities:

### GRI

In today's competitive business environment, it often takes more than just motivation and initiative to succeed. Earning the Graduate REALTOR® Institute (GRI) designation is a way to stand out to prospective home buyers and sellers as a trusted resource and a REALTOR® who has in-depth knowledge on the fundamentals of real estate.

### NC REEF

The North Carolina Real Estate Educational Foundation, Inc. (NC REEF) is the real estate educational resource for REALTORS®, non-licensees and consumers in North Carolina. By providing video tutorials, scholarships and other content, NC REEF elevates the real estate profession through education.

### Continuing Education (CE)

NC REALTORS® is partnered with The CE Shop, the leader in online real estate education. You can complete your continuing education in a flexible, affordable way with a career track that fits your schedule. Standout from your peers by staying abreast of the latest trends, technologies and information that benefits your business and clients.

### Mobile Mondays

Mobile Mondays provides quick, engaging content delivered by national experts via Facebook Live designed exclusively for the NC REALTOR® on-the-move.



**EPIC VALUE:**  
**REALTORS® with a designation**  
**earn over \$27,600 more**  
**annually than non-designees**  
**(NAR Member Profile, 2013).**



Community engagement is one way NC REALTORS® make an EPIC impact in their communities and differentiate themselves. Members have multiple ways to get involved and give back. Through NC REALTORS® 501(c)(3) entities, private foundations, strategic partnerships and cause marketing campaigns, community engagement is important to us and our members.

Visit [ncrealtors.org/impact](https://ncrealtors.org/impact) for more information.

Following are some of the entities you can get involved with:



Additionally, NC REALTORS® made a huge impact recently with various cause marketing campaigns, including:

- Adopt-a-REALTOR®
- Boys & Girls Clubs School Supply Drive
- Greensboro Urban Ministry Food Drive
- Governor's Rebuild Day 2017
- Greensboro Tornado Relief and Recovery



## EPIC VALUE:

In 2018, the Housing Foundation disbursed over \$75,000 in mortgage and rental assistance to over 100 families who were victims of the April 15 Greensboro tornadoes.



# SPECIALIZE



Differentiate yourself from the competition by specializing in niche areas of expertise or networking with others within your career-level or demographic. Whether you're trying to advance in your career, become the expert in a particular segment of the real estate industry or learn from like-minded real estate professionals, NC REALTORS® offers multiple specialty areas to meet your needs.

Learn more at  
[ncrealtors.org/specialize](http://ncrealtors.org/specialize).



Appraisal Section



Economic Development  
Committee



Global Network



Property Management  
Division (PMD)



North Carolina Vacation  
Rental Managers  
Association (NCVRMA)



North Carolina  
Young Professionals  
Network (YPN)



REALTORS® Commercial  
Alliance (RCA)

## EPIC VALUE:

80% of buyers prefer  
to work with a real estate  
practitioner who is focused on  
a particular property type  
(REALTOR® Magazine, July 2011).





Advance to the next level of your career through NC REALTORS® leadership opportunities, which are designed to help you thrive in real estate, your business and in life. Take advantage of tools like multi-day training events with industry leaders, year-long leadership development workshops and opportunities for you to groom up-and-coming real estate professionals to be the best they can be. There are opportunities for just about everyone.

Visit [ncrealtors.org/thrive](https://ncrealtors.org/thrive) for detailed information on these great professional development opportunities.

**Following are leadership opportunities offered by NC REALTORS®:**

### **NC REALTORS® William C. Bass Leadership Academy**

Designed to guide each participant through their own self-discovery process, the program identifies, inspires and mentors emerging leaders by teaching the necessary skills to become a more positive influence within the community and industry.

### **Vision Quest/Winter Leadership Meetings**

A volunteer leader's guide to success, this program offers new and veteran leaders the opportunity to hone their skills and learn new ideas for effective leadership from top trainers and motivators.

### **Convention Scholarship and Mentor Program**

The NC REALTORS® Convention Scholarship and Mentor Program encourages new real estate professionals or first-time convention attendees to get involved and make the most of their convention experience with the help of an experienced mentor.

**EPiC VALUE: Since 2002, over 100 NC REALTORS® have thrived as NC REALTORS® William C. Bass Leadership Academy alumni.**



You have the power to ensure that candidates, who have the best interest of REALTORS® in mind, are elected at all levels of government. By investing in NC REALTORS® PAC, you can stop legislation that could increase your tax burden, prevent costly regulations on your business and promote smart growth and economic development. It's a no-brainer and the best insurance for your business and its success.

Learn more at  
[ncrealtors.org/invest](https://ncrealtors.org/invest).

Invest in the future of the real estate industry by investing in NC REALTORS® PAC.

## State Investors

NC REALTORS® PAC state-level investors give a minimum annual investment of \$100.

- Cardinal Club: \$100–\$249
- Capitol Club: \$250–\$499
- Governor's Club: \$500–\$999

## Major Investors

NC REALTORS® PAC Major Investors consist of an elite and passionate group of REALTOR® investors who give a minimum annual investment of \$1,000.

- Sterling R: \$1,000
- Crystal R: \$2,500, sustain \$1,500
- Golden R: \$5,000, sustain \$2,000
- Platinum R: \$10,000, sustain \$5,000



*Contributions to NC RPAC are not deductible for federal or state income tax purposes. Contributions are voluntary and are used for political purposes. Suggested amounts are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. Your contribution is split between National RPAC and the State PAC in your state. NC RPAC supports the efforts of National RPAC and contributes a portion of its contributions to National RPAC. Contact your State Association or PAC for information about the percentages of your contribution provided to National RPAC and to the State PAC. The National RPAC portion is used to support federal candidates and is charged against your limits under 52 U.S.C. 30116. In-kind contributions/donations are not included for the purposes of the National RPAC State PAC split. NC law requires political committees to report the name, mailing address, job title or profession and name of employer or employee's specific field for each individual whose contributions aggregate is in excess of \$50 in an election cycle. Contributions can only be accepted from individuals in the form of personal checks or credit cards. Contributions from corporations or business entities cannot be accepted. This solicitation was paid for by NC RPAC.*

**EPIC VALUE: REALTORS® saved \$8,427 as a result of legislative action preventing the taxation of real estate services and commissions.\***

\*Based on earning \$55,000 in commission.  
See [ncrealtors.org/invest](https://ncrealtors.org/invest) for more information.



One of the most valuable benefits of membership, the REALTOR® Partners Program provides actual discounts and savings at the point-of-purchase on the products and services you use most. From signage to insurance to office supplies, the Partners Program discounts keep your hard-earned money where it belongs — in your pocket. With one purchase, your NC REALTORS® membership can more than pay for itself.

Visit [ncrealtors.org/save](https://ncrealtors.org/save) for more information.



Partners listed below are in effect as of September 2018.



Affordable access to 3D Virtual Tours, Drone Video & Photography and other real estate marketing technologies.



Travel at up to 70% off retail rates on hotel and other travel needs.



24/7 access to quality healthcare in minutes by phone, video or mobile chat.



Shop with a 5% discount on lowest retail price with Purchasing Card.

Discover all partner discounts and savings at [ncrealtors.org/save](https://ncrealtors.org/save).

**EPIC VALUE: Over \$928,253 has been distributed to local associations based on their participation since the inception of the program.**





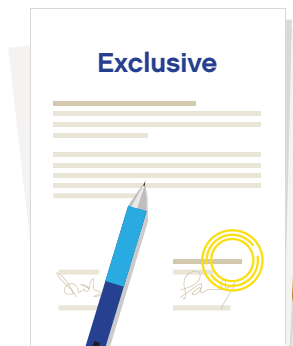
Protect your business and your consumers with one of the most popular benefits offered to all members — NC REALTORS® approved standard forms and contracts. These industry standard forms are developed and maintained with guidance from legal professionals and are used in more than 75 percent\* of N.C. real estate transactions statewide.

Visit [ncrealtors.org/transact](https://ncrealtors.org/transact) for more information.

\*Estimate based on membership use

## Forms & Contracts

NC REALTORS® members have access to over 80 contract forms in both interactive and non-interactive formats. The extensive forms library includes residential, commercial, property management and auction forms. Our forms are regularly developed and updated to keep them relevant in everyday real estate practice.



## zipForm® Plus

Your membership includes online access to zipForm® Plus. Maximize efficiency, streamline workflows and reduce risks with this essential forms software.

**EPIC VALUE:**  
**75+% of N.C. real estate transactions use NC REALTORS® forms.**





The safety of our members is a top priority for NC REALTORS®. Our members routinely find themselves in situations where they are alone with clients they have very little background information on. The very nature of showing real estate to prospective buyers and tenants who are virtual strangers can make agents, both men and women, susceptible to becoming victims of violent crimes.

Visit [ncrealtors.org/protect](https://www.ncrealtors.org/protect) for more information.

**NC REALTORS® aims to provide you with practical and updated safety information. Visit our website for access to:**

- NC Real Estate Agent Safety Guide
- Featured articles from safety experts
- Videos, webinars and seminars

**EPIC VALUE:**  
**40% of REALTORS®**  
**stated they**  
**experienced a**  
**situation that made**  
**them fear for their**  
**personal safety**  
**(NAR, 2015).**

