

# NAR Spire 2024

---

Information Session for Associations



NARdotRealtor



nar.realtor



# Agenda

3.13.24

## Program Overview

- What is Spire?
- Who is involved?

## Partner Associations

- Responsibilities, timeline
- *NEW: Spire Dashboard for staff*

## Recruitment Tips and Tricks

- Strategies for recruitment
- FutureInRealEstate.realtor

## Mentorship Resources

- Mentorship.realtor
- Spire Bingo!

## Next Steps





# What is Spire?

---

## NAR Spire: Mentorship in Real Estate

Providing exposure to the various career paths in real estate and encouraging generational wealth through property ownership.



## What is Spire?

- Helping individuals learn the **FUNDAMENTALS** of the real estate industry.
- Empower serious consideration of numerous industry **CAREER** paths.
- Promote the development of **GENERATIONAL** wealth through property ownership.
- Foster education through **MENTORSHIP**.
- Part of NAR's groundbreaking DEI efforts to help more people from minority backgrounds/communities find their footing in the industry.



**ASSOCIATIONS:** Designated Association staff - "Spire Champions" - serve as liaison to Spire Staff and local participants.

**MENTORS:** Experienced REALTORS® interested in sharing their expertise and guidance in 1 on 1 setting

**MENTEES:** New to the industry *OR* within 2 years of licensure, eager to explore different career paths in Real Estate



# Overview



2-month mentorship  
September 2024 - October 2024



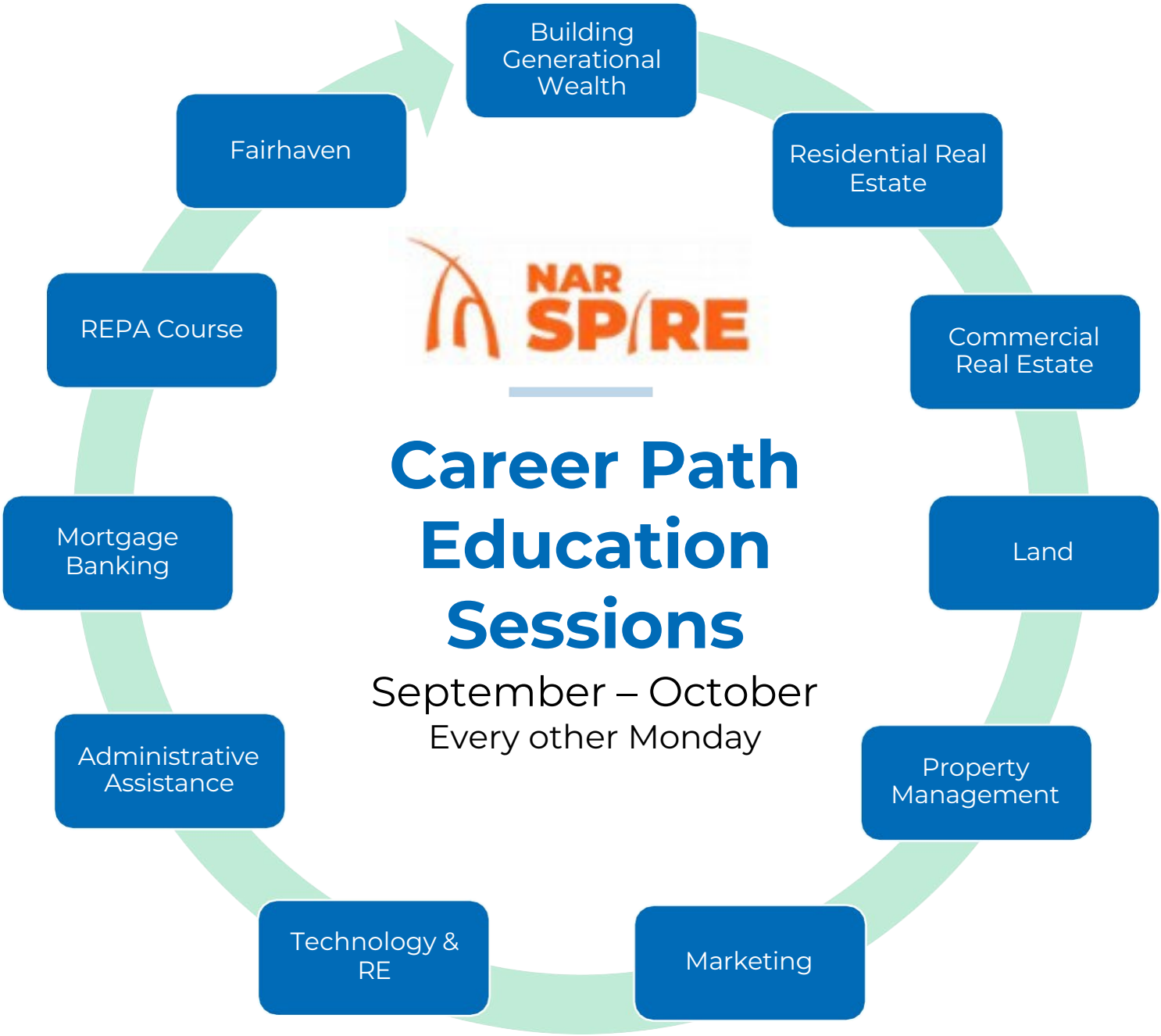
Virtual Education Sessions  
and Networking Events

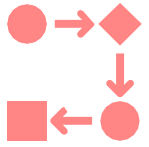


1 on 1 mentor-mentee  
meetings and learning



See the day-in-the-life of  
a successful REALTOR<sup>®</sup>





# Partnership Timeline

March/  
April

Attend  
Information  
Session

Complete  
'24 Roster  
form

May  
- July\*

Recruit with  
Spire grant/  
Marketing  
toolkit

Screen  
candidates  
for program

August/  
September

Pair  
mentors +  
mentees

Plan/host  
local  
program  
events

\*Deadline for mentors and mentees to apply is August 1, 2024







# Association Staff Checklist

1

## Designate a Spire Champion

...to serve as the liaison to NAR Spire Staff and to participants, to lead recruitment, application review

2

## Recruit Participants

...meeting a minimum of 10 members to be mentors and 10 mentees (*mentees can be brand new to the industry or within 2 years of having a license*)

3

## Review Applications

...by screening candidates with short interview questions to confirm commitment, interests, and areas of expertise

4

## Pair Mentors with Mentees

...using Spire Mentor/Mentee Dashboard, location, and aligned areas of interest



# Track Your Progress

- 1) [mentor.apps.realtor](https://mentor.apps.realtor)
- 2) Log In – NAR SSO
- 3) "Go to Mentor Dashboard"
- 4) Search by your Association
- 5) Use Application Status & filter
- 6) Export report!

GO TO MENTOR DASHBOARD

Application Status

None

Candidate under review

Accepted, awaiting pairing

Not fit for Spire

Active participant

Unresponsive

Withdrawn

NEW!

Export to excel

**NAR SPiRE** NAR's Mentorship Program

Search Full Documents

State/Province First Name Last Name Local Association Application Status Submission Date

Search... Search... Search... Search... Search... Search...



Partner Associations

# Pairing Tips & Resources

Scan the QR Code





# Partner Association Grants

## Purpose

- **In-Person Events** (networking, Spire sessions, etc.)
- **Recruitment Needs** (Printing, transportation, etc.)

## Amount

- **Up to \$2,500** per Association in 2024
- Allocated by Spire Champion

## Process

- Track your spending
- Submit receipts and invoice to Spire Staff for reimbursement due **10.31.24**



# Recruiting Mentors

## What we're looking for in a Mentor:

- Invested in education and growth
- Willing to connect and network
- Active listening skills
- Feedback capabilities
- Honesty and integrity
- Positive outlook
- Confidence and ability to motivate
- Industry knowledge

## Outreach Strategies

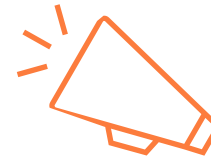


- Personalized emails
- Call-out in association e-newsletters
- Promoting volunteerism / giving back to your community
- Organic and paid association social media

# Recruiting Mentees

## Outreach Strategies:

- Local job or college fairs
- Community events: Start where your firm is already involved
- Pre-licensing Courses, Good Neighbor Community Organizations
- Follow tips from past successful associations posted in The Hub
- Promote through Local Chapters with NAR Affiliate Groups
  - *NAREB (National Association of Real Estate Brokers)*
  - *AREAA (Asian Real Estate Association of America)*
  - *NAHREP (National Association of Hispanic Real Estate Professionals)*
  - *Others*

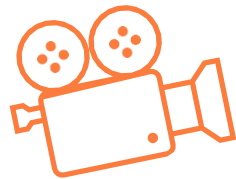




# NAR Recruitment Support

## Resources for Associations

- NAR Spire Toolkit: graphics, copy for social media, emails, etc. created by NAR Marketing
- Spire Website for information
- Spire Partner Association Grants
- Testimonial video!



## NAR Outreach & Marketing Efforts

- Digital follow ads
- Member's Edge
- DRIVE Podcast




# Association Toolkit

Will be posted on [NAR.realtor/Spire/Associations](https://NAR.realtor/Spire/Associations)


- Social Media Assets
- Updated Web Graphics
- Email Banner
- Future In Real Estate Platform

Recruitment



**Association Toolkit**

**Social Media Graphic:**



**Suggested Copy:**

**Headline:** Unlock Your Future in Real Estate

**Body:** NAR Spire is a real estate mentorship program that offers diverse, up-and-coming talent the opportunity to work directly with a current real estate professional to learn the ins and outs and shape the future of the real estate industry. Make a lasting impact in real estate. Apply today at [NAR.realtor/NARmentorship](https://NAR.realtor/NARmentorship).

**Body:** Shape the future of the real estate industry with a mentorship with NAR Spire. Get one-on-one guidance, gain access to networking events and learn the fundamentals of real estate. Apply today at [NAR.realtor/NARmentorship](https://NAR.realtor/NARmentorship).

**Body:** Get professional guidance. Learn the ropes. Build your career. Shape the future of the real estate industry with a mentorship at NAR Spire. Apply today at [NAR.realtor/NARmentorship](https://NAR.realtor/NARmentorship).

**Body:** Introducing NAR Spire—a mentorship experience that provides diverse, future professionals with access to a tailored online platform, and job-shadowing opportunities to build a successful career in real estate. Apply today at [NAR.realtor/NARmentorship](https://NAR.realtor/NARmentorship).



**MENTEE GUIDELINES**  
DO'S AND DON'TS OF BEING A MENTEE

**DO**

- Be committed
- Question and reflect
- Communicate openly
- Be open-minded to opportunities, new experiences and different ideas
- Accept feedback and learn from it
- Be appreciative and respectful of your mentor's time
- Remember personal safety. Face to face meetings should take place in public places. (Optional)—Face to face meetings can take place in public places adhering to CDC guidelines.

**DONT**

- Have unrealistic expectations
- Neglect agreed commitments without explanation
- Hesitate to contact your mentor if you have not heard from them for a while
- Meet in places that make you uncomfortable

**WHAT SHOULD YOU TALK ABOUT DURING YOUR FIRST MEETING?**

- Clarify expectations about the extent to which you will offer guidance concerning professional issues as you work together to define learning objectives
- Discuss and define common goals and focus
- Discuss what you can offer: information, skills and experience
- Decide how you will interact in the future
- Discuss any questions or concerns

NAR MENTORSHIP ACTION PLAN GUIDE



# Find a Future in Real Estate

0% COMPLETE

▼ CAREER PATH ASSESSMENT

☰ Discover Your Path

▶ EXPLORE EMPLOYMENT  
OPPORTUNITIES

▶ EXPLORE ENTREPRENEURIAL  
OPPORTUNITIES

▶ EXPLORE INVESTMENT  
OPPORTUNITIES

DISCOVER YOUR CAREER PATH

# Welcome!

Curious about which of the many careers in real estate might be a good match for you? Take this short survey to discover how your interests and abilities align with the opportunities that are available within this industry.

**BEGIN**

# Find a Future in Real Estate

33% COMPLETE

IT Professional

Administrative Professional

Property Management

EXPLORE ENTREPRENEURIAL OPPORTUNITIES

Residential Real Estate Sales

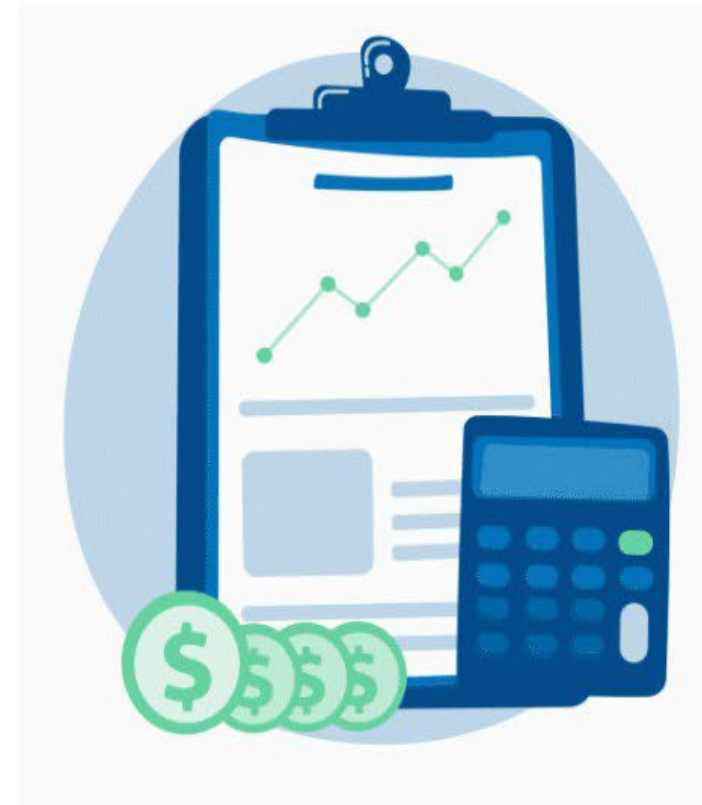
Commercial Real Estate Sales

Mortgages

## Benefit: High Earning Potential with Certifications

Once you become a certified general or residential property appraiser, your earning potential greatly increases, as you'll be licensed to appraise more types of properties. A property appraiser's income is also more consistent than other real estate career paths, since it does not rely on sales or commissions.

maintain a consistent schedule and a healthy work/life balance.



## Challenge: Significant Education and Training Requirements

Becoming a property appraiser requires





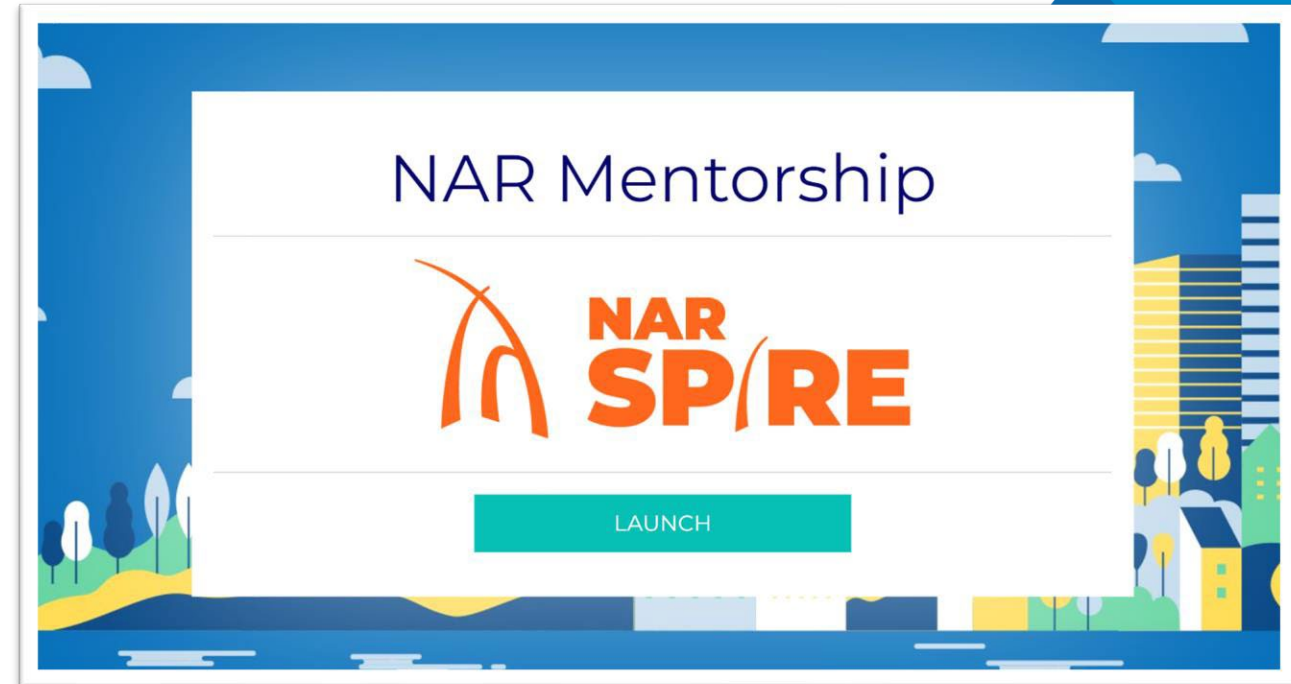
## FOR MENTEES

- FAIRHAVEN: A fair housing simulation for Realtors® to fight for real-life examples of biases in the industry
- REPA: A certificate course to get your foot in the door as a real estate professional assistant.
- EXCLUSIVE: Both offered for free to 2024 Spire participants



# **Mentorship.Realtor**

- Program Calendar for Education Sessions
- Mentorship Do's and Don'ts, Action Guide
- Mentorship Bingo Board
- Robust platform of suggested activities and exercises



 *Mentees: Create Guest Login*  
*Mentors: NAR Online Login*

# Spire Bingo Board



Take the <b>FutureInReal Estate.realtor</b> Career Path Assessment.	Learn how to build wealth via property ownership on <b>FutureInReal Estate.realtor</b> .	Attend at least 4 Spire education sessions.	Download NAR Spire's Mentorship Resources.	Attend a networking event.
Schedule a visit and tour with your local/state association.	Visit <b>mentorship.realtor</b> to set goals for the mentee's career path.	Send a "Thank You" / Follow-Up email after networking.	Download NAR Spire Sample Meeting Agenda and plan your next discussion.	Listen to one episode of Center for REALTOR® Development's podcast at <b>crdpodcast.com</b> .
Update your LinkedIn profile and mention NAR's Spire program.	Tour a Real Estate office space.	<b>FREE SPACE!</b> Thanks for being part of the 2022 NAR Spire Program.	Visit <b>nar.realtor/mentorship</b> and create your personalized business card using the free Spire template.	Work through the Fairhaven Course to learn about NAR's DEI initiatives.
Learn from a professional outside your mentor's career path.	Take the 2-day Real Estate Professional Assistant course to kickstart your career.	Visit <b>Financial Wellness.realtor</b> and take the assessment to get goal-based financial advice.	Connect with another mentee/mentor pair in your city.	Recommend <b>FutureInReal Estate.realtor</b> to a friend.
Visit <b>nar.realtor/C2EX</b> to explore the REALTORS® Commitment to Excellence (C2EX) program.	Watch an episode of First Time Buyer on Hulu ( <i>bonus: discuss together after</i> ).	Identify a nearby pre-licensing course or a Certification or Designation course.	Attend Mentorship Kick-Off Session on June 27th.	Visit <b>nar.realtor/membership</b> to learn about becoming a NAR member.

Resources



## Join our Roster: Deadline April 29

- Complete the Spire 2024 Partner Association Roster Form

[NAR.realtor/spire/associations](https://NAR.realtor/spire/associations)



## Plan your process

- Develop a recruitment plan using Association Strategies and resources

## Start recruiting!

- Spire Champion can lead the charge for mentors and mentees



# Testimonials from Previous Partners



State  
Associations

Local  
Associations



ARIZONA  
REALTORS®








# NAR Spire

A path to a more diverse membership!



2021 Diversity & Inclusion  
PAG  
19 Point Plan to  
Reimagine St. Louis

# REIMAGINE ST. LOUIS PLAN

## PILLAR I

Reckoning

## PILLAR II

Creating Thriving Communities

## PILLAR III

Internal Diversity of Leadership and Membership



# REIMAGINE ST. LOUIS PLAN

## PILLAR III

Internal Diversity of Leadership and Membership

- Mentoring falls squarely under this Pillar!

# MEMBERSHIP DEMOGRAPHICS

7.6 percent black (2018)

11.2 percent black (2023)

18 percent -- St. Louis Metro area

# PROMOTING THE PROGRAM

- Flyer
- Landing page on our website
- Billboard
- Podcast
- Targeted outreach efforts

# REAL ESTATE IS FOR EVERYONE!



The National Association of REALTORS® (NAR) and St. Louis REALTORS® are proud to present **NAR Spire**, a one-on-one mentorship program to help individuals learn the fundamentals of the real estate industry. NAR Spire's goal is to foster education and empower serious consideration of the real estate field as a career path.

## WHO SHOULD APPLY TO BE A MENTEE?

Any individual (at least 18 years of age) who is interested in learning the fundamentals of real estate, including different career paths in the industry. No license is required!



## WHAT **ACTIVITIES** WILL I BE ABLE TO PARTICIPATE IN?

- Mentoring sessions will occur from July to October, with a mandatory kick-off meeting on June 27, 2022.
- Two monthly training mentoring activities for each mentor and mentee (provided by NAR).
- Attend business-related events, job shadowing opportunities, and network opportunities for professional development.
- Discuss training and educational opportunities, tips to improve skills, and recommendations for developmental activities.



## WHAT ARE THE **BENEFITS** OF BEING A MENTEE?

- Access to an expert/seasoned real estate career professional who can provide guidance and insight.
- Gain an understanding of the real estate industry as it functions in the real world.
- Learn the meaning and application of real estate skills in various environments.
- Discover the different jobs available in the real estate field; ranging from home inspections, property management, marketing, staging, and even Information Technology (IT)!



## HOW CAN I **APPLY**?

- Program details and online applications are available at [mentor.apps.realtor](https://mentor.apps.realtor).

Applications to be a 2022 NAR Spire Mentee are due by **May 31, 2022**.



# Discover **YOUR PATH** in **REAL ESTATE!**

Shape your future at [StlRealtors.com/NarSpire](https://StlRealtors.com/NarSpire)





# TARGETED OUTREACH

- High schools
- Career fairs
- Libraries
- Association members (*brokerages affiliates, and past participants*)
- Community events
- Inclusion Advisory Group
- Traditionally black universities
- Churches

# GRANT MONEY

- Meet and greet
- Luncheon
- Swag bag for participants
- Gift card for mentees
- Assoc store gift card for mentors



Results are not immediate

This is a long game

NAR Spire is one of many tools

# NVAR



## SPIRE Open House May 13, 2022





# NAR SP|RE



*make your mark.*

**Questions?**

[mentorship@nar.realtor](mailto:mentorship@nar.realtor)

---

# THANK YOU.

---



NARdotRealtor



nar.realtor

THAT'S WHO WE 

 NATIONAL  
ASSOCIATION OF  
REALTORS®