

JOINT

# AEI INSTITUTE

MARCH 12-15 | SAN DIEGO, CA



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#AEI2024

# CORE STANDARDS PROPOSED CHANGES UPDATE

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**TRAVIS KESSLER, RCE, CAE**

Chair

AEC/Reimagine Core Standards Work Group

**KATIE SHOTTS, RCE**

Vice Chair



# AEC/REIMAGINE CORE STANDARDS WORK GROUP

## PURPOSE

Conduct a comprehensive review of the current Core Standards program and determine whether revisions are necessary and/or if there are other options for ensuring that associations continue to meet basic standards for serving our members.

# AEC/REIMAGINE CORE STANDARDS WORK GROUP

## MEMBERS

28 AEs serve on the work group

- 7 represent state associations
- 1 represents commercial association



# CORE STANDARDS SURVEY

**APRIL 2023**

Conducted by NAR Research Team

- Sent to 965 AEs
- 404 AEs completed the survey;  
42% response rate
- Survey results have guided the work group's recommendations

# CORE STANDARDS BASED ON ASSOCIATION SIZE

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- The work group considered a recommendation that the Core Standards be restructured according to association size
- Lack of support for this concept within the work group and other AE audiences

# AE FEEDBACK

## FEEDBACK

- Seeking AE feedback to further shape the work group's recommendations
- Committed to being responsive to the larger AE community

# CORE STANDARDS CERTIFICATION FORM

## ENHANCEMENTS

- Allow multiple files to be uploaded at a time
- Improve readability and visibility by decluttering the form
- Allow associations to auto-populate text responses from the previous year (not documents)



# CORE STANDARDS CERTIFICATION FORM

## ENHANCEMENTS

- Text entered in text fields will wrap to the next line
- State AE Review button will be added for preliminary review; final submission of the form triggers an email to local volunteer leadership

# CORE STANDARDS CERTIFICATION FORM

## ENHANCEMENTS

- Display an update history to show who edited the form and when
- Add help links to the Certification Form leading to various sections of nar.realtor for resources and assistance

# CORE STANDARDS CERTIFICATION FORM

## ENHANCEMENTS

- Timeline changes:
  - Current cycle forms that were never started will close **January 1** of the following year
  - Beginning in 2024, The certification form for new cycles opens earlier on **February 14**



# SECTION 1 – CODE OF ETHICS

## PROPOSAL

- Adding Statewide Professional Standards Enforcement as the first question
- If this is answered “yes,” there are fewer questions to answer in that section

# SECTION 2 – ADVOCACY

## PROPOSAL

- Responses to Calls for Action will satisfy one of the “Act” requirements
- Repeat an event in multiple categories
- Triple Crown Award would satisfy some of the Advocacy requirements

# SECTION 3 – CONSUMER OUTREACH

## PROPOSAL

- Modernize items in this section and remove those that are no longer realistic
- The various ways to meet the requirements in this section would be consolidated to reduce clutter

# SECTION 3 – CONSUMER OUTREACH

## PROPOSAL

- “Being the Voice for Real Estate” and “Community Involvement and Investment” requirements are reduced from two initiatives to one per category
- Realigning some of the items under “Community Involvement and Investment” under another category (i.e., Advocacy or Unification)

# SECTION 4 – UNIFICATION

## PROPOSAL

- Move Section 5 “Technology” into this section
- Divide this section into two and rename
- Consider including a myriad of operations, policy, training, value proposition and MLS items



# SECTION 4 – UNIFICATION

## PROPOSAL

- Commitment to advancing Diversity, Equity and Inclusion and Fair Housing
- Offer at least one professional development opportunity for members
- Offer leadership development education for elected REALTOR® leadership
- Annually conduct or promote a REALTOR® Safety activity



# SECTION 4 – UNIFICATION

## PROPOSAL

- Offer annual antitrust training for members
- Leadership Code of Conduct, et al, and offer at least 1 hour of training for elected leadership and governing board
- Offer or promote and track new Fair Housing training requirement (2025 onwards)

# SECTION 5 – TECHNOLOGY

## PROPOSAL

- Move to “Unification” section
- Remove website criteria
- Add communicating with members, updating membership records, virtual means of meeting/communicating and cybersecurity requirements

# SECTION 6 – FINANCIAL SOLVENCY

## PROPOSAL

- Increase the gross revenue threshold that triggers a compilation, review or audit from \$50,000 to \$200,000
- Aligns with the IRS guidelines for Form 990, which is for organizations with gross receipts more than \$200,000

# FEEDBACK?

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

# RECOMMENDATIONS

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**MAY 2024**

The work group plans to submit final recommendations to the AEC at the 2024 REALTORS® Legislative Meetings

# THANK YOU.



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