Value for REALTORS®

The National Association of REALTORS® works tirelessly to serve members, protect the rights of property owners, and advance the real estate profession. In 2024, National Association of REALTORS® annual dues are $201/member.*

NATIONAL ASSOCIATION OF REALTORS®

ADVOCATING ON YOUR BEHALF TO SHAPE THE POLICY LANDSCAPE

- Advocacy for federal, state, and local policies and policymakers that support REALTORS®, associations, the industry, and consumers, with a proven track record of significant policy wins.
- Millions of dollars saved for consumers through efforts including work to improve access to FHA loans, secure first-time home buyer tax credits, and eliminate additional mortgage fees.
- Tens of millions of dollars allocated each year to support state and local associations in advocacy campaigns.
- RPAC – which raised $49.5 million at all three levels of the association in 2023 – promotes the election of bipartisan candidates across the country, with disbursement decisions led locally.

PROVIDING YOU DATA-DRIVEN INTELLIGENCE AT SCALE

- Access to top economists and experts, and their work – such as the Profile of Home Buyers and Sellers report, Housing Affordability Index, and Home Buyers and Sellers Generational Trends report.
- Access to apps and other tools, including Realtors Property Resource® (RPR), a comprehensive data platform exclusively available to REALTORS®.
- RPR integrates property data and provides a one-stop solution for in-depth property analysis, valuation, market insights, and customizable reporting capabilities – including through AI-enabled tools.
- Largest real estate library in the world and customized reference and research services.

REINFORCING YOUR VALUE

- NAR maintains a Code of Ethics for effective and ethical real estate business practices.
- Nationwide consumer ad campaign and "First-Time Buyer" docuseries highlight REALTOR® value and expertise.
- Graphics and social media assets.
- REALTOR® brand adds to members' credibility, trust, and authority with consumers.

OFFERING VALUABLE SAVINGS AND DEALS

- Ample savings and special offers. Members using products and services through Second Century Ventures and REACH represent annual savings of $100/member on average.
- Nationwide partnerships providing exclusive offers and discounts for members to save on solutions (financial services, marketing, technology resources, etc.) as well as exclusive access to insurance options.

SUPPORTING YOUR SMALL BUSINESS

- Significant resources for state and local associations for programs supporting your success, such as commercial, global, and Young Professionals Network offerings.
- Free website with .realtor and .realestate domain for small businesses.
- Range of risk management tools, timely guidance, and resources from NAR Legal Affairs.

EMPOWERING YOU TO DEVELOP YOUR SKILLS AND ADVANCE YOUR CAREER

- 10+ specialized designations and certifications, 100+ micro courses, and an award-winning podcast through Center for REALTOR® Development (CRD).
- CRD keeps agents updated on trends, best practices, and new regulations.
- NAR educational offerings help satisfy your continuing education needs.

CONVENING OUR INDUSTRY AND BUILDING YOUR NETWORK

- Conferences, events, and other virtual and in-person learning opportunities throughout the year offer opportunities for connection, relationship-building, and conversation about the future of our profession.

*For 2024, dues are $156 per member plus a $45 Consumer Advertising Campaign special assessment. All NAR dues are tax deductible for the member's income tax purposes, except for $55 which is nondeductible and attributed to NAR's lobbying efforts.

REALTORS® are members of the National Association of REALTORS®