



BROKER ENGAGEMENT

← Leverage NAR's resources to engage with your broker members.

NAR's Broker Engagement Program has developed a suite of robust initiatives to help you build stronger connections, provide valuable resources, and drive meaningful engagement with your broker members.



DISCOVER THE TOOLS AND RESOURCES AVAILABLE

→ **BROKER ENGAGEMENT GRANTS**

Foster Broker Involvement

Develop tailored activities to increase broker engagement, representation, and feedback on NAR's programs, services, and strategic priorities.

See the back of this flyer for more information.

→ **BROKER SUMMIT**

Exclusive Insights & Networking

Encourage broker members to attend NAR's annual Broker Summit, where they can connect with industry experts and discover new strategies to boost their business.

→ **BROKER POWER HOUR FREE WEBINARS**

Top-Notch Training

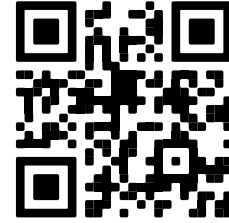
Equip your brokers with top-tier training featuring inspiring speakers and sessions to help their businesses thrive. Visit broker.realtor for upcoming dates.

→ **BROKER.REALTOR**

Staying Ahead of Trends

This platform offers valuable content to keep broker members informed and engaged. Access insights on current market trends and discover solutions for strategic growth. Utilize this resource to maintain an ongoing dialogue with your brokers and support their success.

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APPLY IN 2025!



Visit broker.realtor to learn more.

BROKER ENGAGEMENT GRANT OVERVIEW

Grant resources for state and local associations to support their broker members.

Important details to consider when applying:

- **Grant Amount:** Up to \$5,000 annually.
- **Application Deadline:** 30 days before the event.
- **Maximum Number of Grants:** One per association per year.
- **Reimbursement:** Through NAR's standard processes.

Grant Review Focus

Chairs and Vice Chairs of the Broker Engagement Committee and the Broker Engagement Council will review and approve grant applications. They are looking to see:

- Time devoted to brokers
- Number of brokers and agents impacted
- Follow-up plan
- Event relevance to broker recruitment, retention, education, and engagement

Eligible Events

Examples of what a grant could fund would include, but are not limited to:

- Broker Breakfast
- Broker Summit – Half Day
- Broker Summit – Full Day
- Legislative Roundtable