

Nykea Pippion McGriff

Vice President Broker Engagement
September 29th, 2025 | GEORGIA



**NATIONAL
ASSOCIATION OF
REALTORS®**

REALTORS® are members of the National Association of REALTORS®.

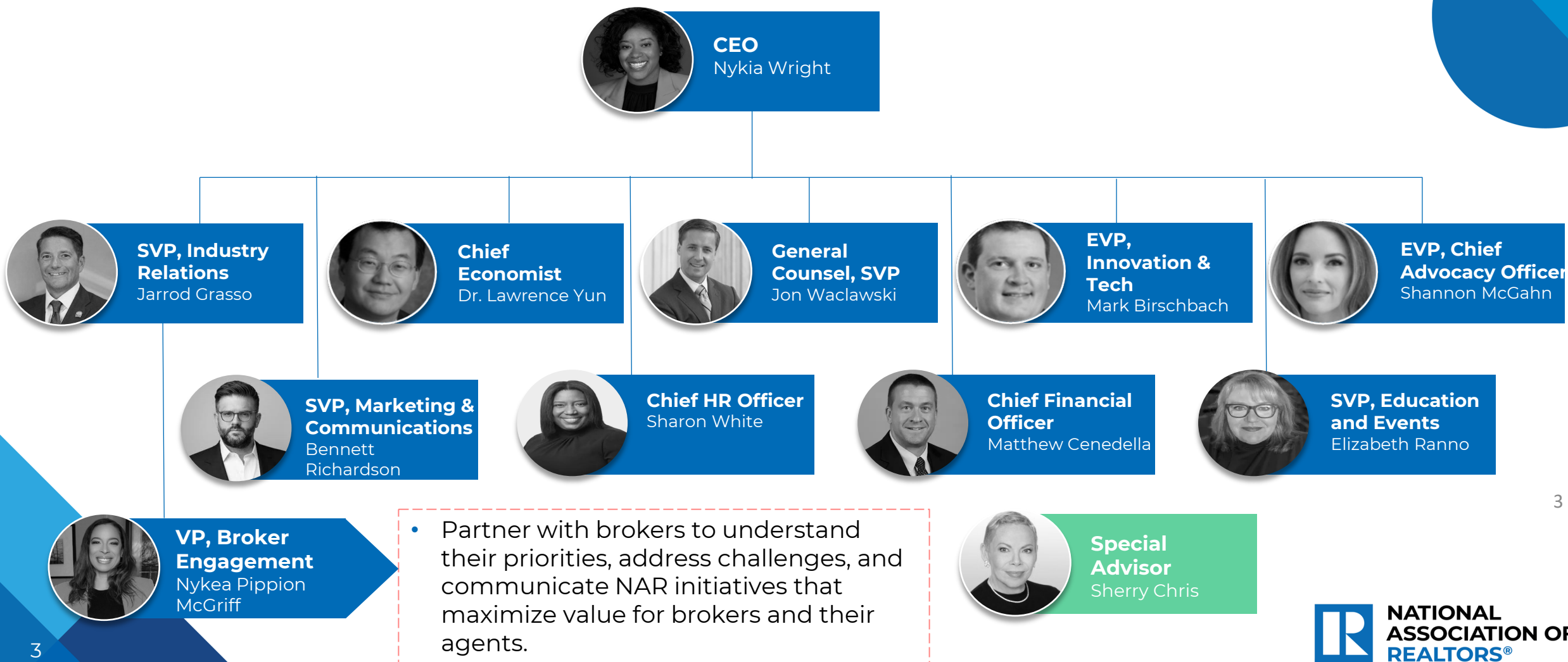


NARdotRealtor

nar.realtor

“Clarity precedes
success”
– Robin Sharma

Welcome and Introduction



TIMELINE

Where we Were

- No institutional relationships with the broker community
- No visibility into or consideration of broker priorities in NAR planning

Where we Are

- Building relationships and communications cadence with brokers
- Establishing forums to maintain and grow broker partnerships

Where we Have to Go

- Infuse broker insights and priorities into NAR planning process and operations
- Demonstrate value to broker members

BROKER ENGAGEMENT



POSITION CEO and NAR

as Industry Thought Leaders



ESTABLISH A COMMUNICATIONS CADENCE

with State, Local and MLS Broker Summits



GET IN FRONT OF BROKERS

In person and virtually



ENGAGE WITH:

- Enterprise & Major Regional Companies
- Small & Medium Independent & Franchise Brokerages



MODERNIZE THE BROKER DATABASE



ENGAGE WITH LEADERS OF OTHER FACILITATED GROUPS

i.e. Realty Alliance

CEO Outreach

NYKIA WRIGHT

- 17,300+ touchpoints*
- 36 speaking engagements
- Meetings/events with 101+ unique associations, companies and other industry organizations

**As of July 25*

1000WATT

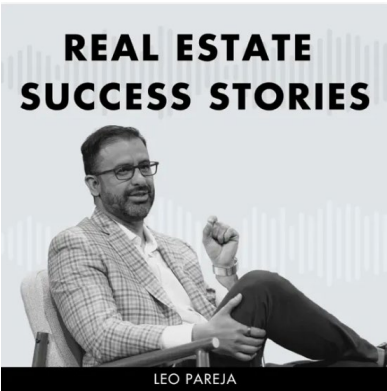
THE GATHERING
HOUSINGWIRE

RISMEDIA™

CAIRN
REAL ESTATE HOLDINGS



exp® | LIFE



inmanCONNECT
NEW YORK



COVE MLS



ESTABLISH A COMMUNICATIONS CADENCE

with State, Local and MLS Broker Summits

BROKER SUMMITS *In conjunction with Jarrod Grasso*

- Working with more than **50 state and local associations** on development of their own Broker Summits
 - 28 confirmed for 2025 and 2026
 - 14 more in early planning stages
- Developed an event template designed to **enhance relationships between association leadership, and broker members, and NAR**
- Just launched: Marketing Assets to support associations

***To create a Broker Summit for your association,
email Nykea Pippion McGriff at
npippion@nar.realtor***

ESTABLISH A COMMUNICATIONS CADENCE

Surveys

Small Broker Survey

- 70%: 10 or fewer licensees
- 91% independent
- 90% one office

Broker Resources Survey

- Top issues: lead gen, recruiting, technology
- 5-year concerns: affordable housing, interest rates, inventory

Broker Outreach Survey

- Strategic priorities
- Market differentiation
- Growth areas

To use this survey, email Nykea Pippion McGriff at npippion@nar.realtor

CODE OF ETHICS & STANDARDS OF PRACTICE

The Code of Ethics requires REALTORS® to work in the best interest of their clients.

ESTABLISHES STANDARDS

Establishes REALTOR® duties to the public and other real estate professionals.

PROTECTS TRANSPARENCY

Protects the transparency of real estate transactions and the value of the real estate asset.

DIFFERENTIATES REALTORS®

Members value the Code of Ethics and see it as a key differentiator in the market.



At the heart of what we do as REALTORS®—who abide by a strict code of ethics—is protect and promote the interests of our clients.

Kevin Sears – NAR President

KEY MEMBER BENEFITS

NAR offers a unique and wide range of benefits to help members and associations thrive in their day-to-day businesses, *including (but not limited to)*:

1

MARKET LEADING RESEARCH

NAR's research reports provide members and associations with key insights on the housing market and trends across the real estate industry.

2

EDUCATION

NAR offers 10+ designations & certifications and 100+ courses to members; NAR also hosts annual events, including NAR NXT, the industry's largest conference.

3

BUSINESS-CENTRIC TOOLS

NAR offers technology and tools to members (e.g., RPR, Sentrilock) and to state and local associations (e.g., M1 membership database, REALTOR® e-commerce network).

WHAT'S NEXT FOR MEMBERS



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NARdotRealtor

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Introducing the new Industry Relations Department

GOAL

Empower NAR's association partners

FOCUS AREAS

Create value, seek robust feedback, collaboration across the association, reestablish value of the three-way agreement.

NAR's new
Member
Experience
Strategy is
redefining how
it delivers value

Helping Realtors® thrive in
their day-to-day business by...

PROVIDING DIRECT SUPPORT TO MEMBERS



Delivering
Market-
Leading
Research



Advancing
Business-
Centric Tools



Elevating
Education and
Events

BUILDING INDUSTRY RELATIONSHIPS



State
Associations



Local
Associations



Brokerages



ISCs,
MLSs

NAR's METRO MARKET STATISTICS

NAR created the following visualization that allows you to get the most recent housing, demographic, economic and affordability statistics for your local area.

STEP 1: SELECT A METROPOLITAN AREA FROM THE DROPDOWN LIST



New York-Newark-Jersey City, NY-NJ-PA ▼

STEP 2: CLICK ON AN ICON BELOW TO SEE THE STATISTICS



Impact of
Lower Rates



Housing
Affordability



Housing
Statistics



Economic
Conditions



Home Buyer
Profile



Homeownership
Demographics



Demographics

STEP 3: CLICK ON THE BUTTON BELOW TO RETRIEVE A PDF OF THE REPORT



Download a PDF of the report for
New York-Newark-Jersey City, NY-NJ-PA

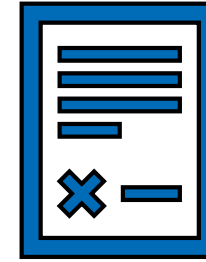
Broker Resources



How to Articulate
Your Value as a
Real Estate
Broker



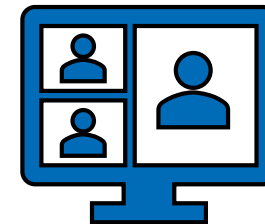
Broker Summit
Toolkit



Broker-to-Broker
Agreements 101



Consumer
Guides



Webinars





YOUR NAR MEMBERSHIP COMES WITH EXCLUSIVE PERKS

Take advantage of member benefits that help reduce your expenses or protect your income and support long-term financial planning.



Premium discounts or credits on
Errors & Omissions insurance.



Discounted flat annual fee for
Self-Directed Retirement Accounts.

LEARN MORE:
BROKER.REALTOR



SEE HOW NAR POLICY WINS PROTECT YOUR BROKERAGE:

\$45.8M+ **RAISED TO ADVOCATE**
for pro-property policies
and candidates in 2024.

INDEPENDENT CONTRACTOR STATUS PRESERVED

for real estate professionals, leading to potential
cost savings for brokerages.

1031 **LIKE-KIND EXCHANGES PROTECTED.**



LEARN MORE:
advocacy.realtor

TOP FIVE LEGISLATIVE PRIORITIES SECURED BY NAR:

- A permanent extension of lower individual tax rates
- A permanent qualified business income deduction (Section 199A)
- A temporary (five year) quadrupling of the state and local tax (SALT) deduction cap, beginning in 2025
- Protection for business SALT deductions and 1031 like-kind exchanges
- A permanent extension of the mortgage interest deduction



THE MEMBER RETENTION TOOLKIT

Provides co-brandable tools to communicate NAR's advocacy, resources, and network that empower agents and boost your bottom line.

THIS READY-TO-USE TOOLKIT GIVES YOU EVERYTHING YOU NEED TO:

- Strengthen your brand with co-branded materials
- Simplify your marketing efforts with resources that encourage renewals
- Save time with plug-and-play assets to showcase in monthly meetings
- Drive engagement with easy-to-use email headers, social posts, and more

Empower your outreach, showcase NAR's value, and keep your agents connected.



**SCAN THE QR CODE
TO ACCESS THE TOOLKIT**



WHAT'S NEXT?

Broker Education

Reimagined Broker Power Hours for Large and Small Brokers

- Format and content analysis being done in partnership with NAR Education Team
- Revisiting marketing strategy and measurement

Bookmark: [Broker.realtor](https://broker.realtor)

Re-evaluate Broker Education and Toolkit

- Shifting to strategic, outcome-based learning in new, more accessible formats
 - Tailored learning pathways
 - Small-group learning communities
 - Live expert Q&A sessions

“Alone we can
do so little;
together we
can do so
much.”
- Helen Keller



THANK YOU.

Nykea Pippion McGriff
npippion@nar.realtor
312-329-8270



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