

NAR's Top Hidden Jewels

1. [Information Central](#) - 800-974-6500 - NAR has 12 full-time staff who answer calls to the one-stop shop they call Information Central. Call them and ask them just about anything and they will do the research for you. For topics that are frequently inquired about, they create [Field Guides](#) that are available online. These comprehensive packages are available for a variety of topics, including [Short Sales](#) and [Office Policy Manuals](#). Although Information Central receives 140,000 calls each year, this is still a hidden jewel because that is only 1 call for every 10 members. [Great infomercial for Information Central](#).
2. [Proquest](#) - part of www.realtor.org/library - Did you know that NAR offers members 1,400 ebooks and a 1,000 online journals for no additional cost? Probably not, and most members probably don't either. For no additional charge, members can read the Wall Street Journal online. **Idea:** Offer members a free subscription to the online WSJ for filling out a survey or attending your next education event.
3. RARE - [REALTOR® Association Resource Exchange](#) - This is an online section of Realtor.org that acts as a repository of best practices and governing tools for associations. Don't re-invent when you can borrow from another association's hard work.
4. [Second Century Ventures](#) - Did you know NAR has a large pot of money set aside to provide venture capital to develop innovative products and services that can help members succeed? Success stories that have been supported by SCV include Sentrilock lockboxes and ZipForms. Next up for SCV is funding the REALTOR® Property Resource, and a membership database system for associations to use to manage member records.
5. Blog Fodder - Do you have time to write blog posts for your association blog? If not, NAR can take care of it for you. Simply cut and paste information from the various information NAR sends out (such as the Internal News Service, aka INS) or go to [REALTOR® Magazine](#) online to find a ton of articles that can be reposted to your blog or sent to your members. [Appropriate source crediting and rights apply](#).
6. [NAR Land Use Initiative](#) - NAR's land use initiative is a program designed to assist state and local REALTOR® associations in their public policy advocacy of land use issues. Upon request, NAR will provide expert analysis of the legal, planning, economic, and environmental issues surrounding legislative and regulatory land use proposals - FOR FREE!
7. [Electoral Service Program](#) - Do you know how many of your members are registered to vote? NAR does and they will not only tell you, but help you organize a voter registration drive. The Electoral Service Program (ESP) is designed to bring state of the art campaign tools to REALTOR® associations.
8. [Center For REALTOR® Technology Outreach](#) - NAR has some real talent on hand to help members with their technology needs. They will come to your local association (when invited) to meet with your members and [share their knowledge](#). They have a travel budget, so the cost to local/state associations is minimal. Email requests to info@crt.realtors.org or 312 329-8651