



NATIONAL  
ASSOCIATION *of*  
REALTORS®

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*Young Professionals  
Network*

**National Association of REALTORS®  
Young Professionals Network**

**Strategic Plan 2016-2020**

## **Mission Statement**

YPN is a member-driven organization that empowers young real estate professionals to propel their careers, advance in local, state and national REALTOR associations, advocate for the real estate industry, engage with peers, and embed themselves as exceptional members of their communities.

## **Vision/Value Proposition**

The Young Professionals Network is the incubator for the future of our profession. YPN members set new standards for the maintenance, strengthening and growth of the REALTOR brand. We are positioned as valuable assets in other's lives both professionally and personally. We're here to change the way people perceive young professionals. We're here to move the real estate industry forward.

## **Core Values**

Our Guiding Principles are:

- Innovation
- Generosity
- Ambition
- Cultivation
- Authenticity

## **NAR YPN Long-Term Strategic Priorities and Goals for 2016-2020**

### **1. Local/State/International Network Support**

It is important to provide support to local, state and international networks because...

As a National Advisory Board, we have a collective view of what is working and not working in successful networks around the country and internationally. The importance of using knowledge on a larger scale and passing it down to local/state/international networks, allows for a better chance of success within the smaller networks. Success in the smaller local, state and international networks, assures the success and fulfillment of the vision and mission of YPN as a whole.

We will be able to measure our success by: engagement, exposure, participation and the continued growth that YPN Networks on a local, state and international level experience. The continued and increased "entree" into leadership positions by "YPN'ers" on all levels of Association and Boards will also measure success.

### **2. Leadership Development**

It is important to develop future leaders because...

Leaders are the face of the industry to its members and the public. By developing future leaders, we can change the course of perception of our industry from outdated, stagnant, non-additive, to new, energetic, tech-savvy, engaged Realtors. Without them we are only participating in an organization that has an expiration date and no trajectory. We need to take the pride of the present and make them the hope of the future!

We will be able to measure our success by: tracking on the local, state and national levels the number of self-reported YPN members who are serving in leadership positions and in mentorship roles.

### **3. Advocacy**

It is important to promote advocacy because...

As young professionals, we are the future of the real estate industry. We have the most at stake and taking an active role in shaping the future is more important to us than to anyone. We shouldn't sit back and count on others to take action and make decisions that will have a significant impact on the way that we all do business today and in the future.

By creating a culture of advocacy early on the the careers young professionals and new licensees we are instilling the importance of RPAC and Calls for Action and, in turn, making a positive impact on the future of the real estate industry.

Other reasons to promote advocacy:

- Being a champion for our profession elevates our entire industry, moving us all in a positive direction. RPAC and Calls for Action are common ground for all REALTORS, regardless of age, gender, geographic location or experience.
- Demonstrate our value in the eyes of our clients and the public by informing them of the ways we invest in THEIR future.
- Prove to our peers and anyone else who is paying attention that we are here for the long haul and invested in the future of our industry.

We will be able to measure our success by:

- The number of members who have taken the YPN Pledge, their contributions to the pledge (are they growing each year), and the number of individuals who have completed the pledge.
- The number of YPN members who contribute to RPAC.
- The number of young professionals who attend Legislative Meetings in DC each year (or their state legislative events)
- The number of young professionals who are registered to vote.
- The number of YPN members who are active in state and local lobbying efforts.
- The number of YPN members who respond to Calls to Action.
- The number of YPN members on FPC teams across the country

#### **4. Community Outreach**

It is important to promote community outreach because...

YPNer's do care about their communities and give back to important organizations that make our communities whole, and it's important that people see this. It will help YPNer's show they are the experts in their area. To the "neigh-sayers", YPNer's will prove they're passionate about their industry, their communities and not just a group of young people getting together to party.

We will be able to measure our success by:

having one place where YPNer's can showcase their community involvement. Success will be measured by increased number of entries and increased donation amounts year over year as more people share their stories.

**National Association of REALTORS® Young Professionals Network**  
**Detail of Goals for 2016-2020**

**1. Local/State/International Network Support**

- a. **START-UP GUIDE (2016)**  
The current "start-up guide" to be updated with the addition of a script/road map to assist networks that are looking to show the value of, and request funding from Association/ Board.
- b. **YPN CROSS-BRANDED NEWSLETTER (2016)**  
The newsletter will be created and cross-branded for network's use. The newsletter will include a brochure/flyer for use of local/state/international networks and will encourage engagement, participation, and growth of network.
- c. **DATABASE OF REGIONAL NETWORK LEADERSHIP (2016)**  
The database will include Staff Liaisons, Chair, Vice Chair, and contact information for all. To create and update the database, emails are to be sent to local/state staff liaison to request updates to leadership contact info. If no response from Staff, NAR YPN Regional Representative will be tasked with assisting and attaining this information. The creation and purpose of this database will help regional reps with information and assistance that will be offered to local/state networks. This could include their attendance at events, committee meetings, etc.
- d. **YPN PLAYBOOK TEMPLATE (2018)**  
The playbook is designed and intended to be an annual record of important information (events, budgets, sponsorships, etc.) that is passed down to changing network leadership. This will help facilitate and ease the transition of network leadership from year-to-year
- e. **YPN VIDEO SERIES (2018)**  
This will be intended to supplement the YPN Start-up Guide/ It will contain videos in a series that will assist networks understand the ins-and-outs to having successful events, committee meetings, build leadership, grow membership and participation, etc.

**2. Leadership Development**

- a. **YPN HALL OF FAME (2016/2017)**  
Creation of a YPN Hall Of Fame to show the success of previous YPN members and the potential for growth in part due to YPN involvement. The purpose of the HOF is to inspire, promote and brand YPN. Create metrics to show validation of involvement in YPN and further leadership positions, whether it is association leadership or professional leadership inside a brokerage, etc.

Hall of Fame inductees would be presented in conjunction with the Network of the Year Award at the Realtors Convention & Expo in November. The Hall of Fame would be implemented in 2016 with

the creation of the metrics, application, selection committee and the creation of the nomination process. The first Hall of Fame Inductee announcement would be in 2017.

b. **PATH TO LEADERSHIP** (2016)

Clarify and layout the path to leadership and/or involvement in higher levels, what's included/required, how it "REALLY" happens. Create and develop an infographic that shows a clear path to local leadership, NAR leadership based on an individual's strengths and weaknesses, likes and dislikes. Also include tips, hints and testimonies from NAR leaders.

c. **#REPLACEYOSELF** (2016)

Develop a systematic process to creating mentorship programs to help the guidance of others to move up and replace us. YPN Advisory Board members are to individually identify, recognize and connect with they to intend to #replaceyoself with. Advisory Board Members are to recommend at least one person (but not more than 3) from the same region for a future Advisory Board position.

d. **LEADERSHIP ACADEMY** (2017)

Create a Mini Leadership Academy to promote and encourage the drive to become a leader (at whatever level). Include education to that helps build skillsets needed to be involved and grow in leadership. One main area of this "academy" would be a spokesperson training or similar.

NAR Leadership Academy is already very successful so there is no need to reinvent the wheel. Encourage and promote YPN involvement in Leadership Academy and promote the application process. Create a directory of YPN Leadership Academy graduates to be used for a point of contact.

e. **DIRECTORY OF FORMER ADVISORY BOARD MEMBERS**

(2017)

f. **NAR LEADERSHIP SHADOWING** (2018)

Shadowing/Mentorship program with NAR Leadership Team by the Advisory Board Members.

g. **SCHOLARSHIP PROGRAM** (2019)

Scholarship from t-shirt sales or affiliate sponsorships to defray or cover costs of attendance at national meetings for newer members to get them involved and excited. Publicize at local and state associations through the respective YPN networks.

3. **Advocacy**

a. **YPN RPAC PLEDGE RECOGNITION PROGRAM** (2015)

After a 6 month process this was approved in June 2015. The attached YPN Pledge Press Kit includes pledge recognition program, scripts and program guidelines. [RPAC Press Kit](#)

b. **RPAC SCRIPTS** (2016)

Provide “scripts” to help start dialogue between peers when making the ask for RPAC and political involvement. Sometime we feel so strongly about RPAC that we find it difficult to why others don’t “get it.” By anticipating and addressing objections in the initial approach we can help avoid misunderstanding. It is our goal to have a cohesive RPAC and tone throughout YPN at all levels. These suggested scripts would not be intended to read word-for-word but to help guide the conversations and give reference points for conversation. We want to veer away from the “heavy” connotation that RPAC appears to have fallen into and lighten it up a bit. (SEE ATTACHED SCRIPT BELOW)

c. **YPN RPAC VIDEO** (2016)

We are interested in putting a plan in place to film several of these short videos from a diverse group of YPN members across the country after the YPN Roundtables at NAR Annual in San Diego. Our hope is that hearing from our peers about their personal stories of what motivated them to invest, why they took the pledge, or what advocacy means to them will have a stronger impact than the one-size-fits all marketing materials we currently have for RPAC promotion. This will also give state a local networks something to share with their members. As David Marine would say, STORIES SELL!

This has the potential to be turned into a contest as well. We should encourage state and local networks to make their own video to submit to us and pick a winner out of the group to feature on social media and our newsletter. This could also be part of the criteria for RPAC Network of the Year awards.

d. **SOCIAL MEDIA FRIENDLY RPAC PIECES** (2016)

Social media guidelines were recently approved so we now have a roadmap to follow. Social media is a critical aspect in reaching the YPN membership base and until now we have been unsure of what was acceptable. With these new guidelines we are anxious to take advantage of this opportunity and create a package of well designed, pointed, powerful marketing materials what are social media friendly and SHAREABLE by state and local networks. Infographics please!

e. **100% ADVISORY BOARD CHALLENGE** (2016)

NAR YPN would like to Challenge every YPN Network Advisory Board or Committee to reach 100% RPAC Participation. We would recommend a self-reporting system where it would be the responsibility for the network chair to notify NAR (Rob or the

Advisory Board's RPAC representative) when they reach the goal of 100% Participation. We would then send them an award/certificate signed by YPN Chair/Vice Chair/RPAC Representative and a letter thanking them for their efforts and acknowledging their achievement. RPAC Trustee approval would not be needed for this to occur. (This could also be part of the criteria for the RPAC Network of the Year Award.)

We would likely need to create a Google Form that the network chair needs to fill out with information such as name and contact info for chair and vice chair, number of members on the advisory board (and names??), mailing address for the certificate/letter, and signature for state or local staff representative verifying 100% participation.

f. **YPN RPAC NETWORKS OF THE YEAR AWARD (2017)**

In addition to the large, small, and state network of the year awards that are currently awarded at the YPN Reception each year at NAR Annual we would like to add an RPAC/Advocacy Network of the Year Award. This award would recognize one network (or one network in each category; large, small and state) each year that was a standout against all others in promoting RPAC and advocacy efforts. Some examples of the criteria could include:

- 100% Participation of the Network's Advisory Board
- Overall percentage of participation of the network's members
- Percentage of Major Investors, President's Circle, Etc.
- Percentage of members who have taken the YPN Pledge
- Percentage of members registered to vote
- Per member contribution to RPAC in the form of a \$ amount
- Percentage of members who responded to Calls to Action
- Creativity and participation in RPAC fundraising, advocacy awareness, lobbying efforts, etc. (Requirement that they share the details of those events in the Event Bank)
- Creativity of and Participation in the Why I Invest in RPAC video (see above)
- Significant accomplishments and involvement in RPAC Wins
- Creative ways of communication the message to their members

The RPAC Participation Council and/or Major Investor Council could judge this contest. We would need to be active as an advisory board in promoting this new award and encouraging state and local networks in our regions to apply. This would need to be approved by the RPAC trustees with the input from the Major Investor and Participation Councils.

This award and its criteria could also be provided to state and local networks for their own awards. It could used by states to

acknowledge a local network that has been successful in promoting RPAC and advocacy efforts or adapted by local networks to recognize an individual who had demonstrated exceptional efforts.

- g. **YPN MEMBER PLACED ON FPC TEAMS NATIONWIDE (2017)**  
This is one of the more involved goals for advocacy but one that we feel is incredible important and could make a significant impact. Our plan is to write an issue briefing paper to send to the state associations asking them to consider adding this at the state level. Our concern is that as many of the REALTORS that are active in lobbying begin retiring and leaving the business they would take with them the strong relationships that have been built over the years.

If this occurs and there is no one there who has stepped in to establish new relationships to build upon there is the chance that it could have a negative impact on NARs influence and lobbying position. In order to avoid this we need to start now and focus on training a new group of REALTORS and begin introducing them to the influencers with whom they need to build relationships sooner rather than later.

It has been noted that we would have the potential to be included in conference calls for FPC advocates, but in order to do so we would need to have representatives for all regions. These representatives would need to be well informed and knowledgeable about NARs RPAC and Advocacy efforts and would be expected to be active participants in the calls and not just observers expecting to learn as they go. It is our goal to identify those YPN representatives in each region who are potential candidates for these roles and educate them on what they need to know and what our goals are for their participation.

Elizabeth Mendenhall would likely be a strong advocate in this effort and we need to utilize her and others who are champions of our cause.

### **YPN RPAC SCRIPT**

*As young professionals, we are the future of the real estate industry. We have the most at stake and taking an active role in shaping the future is more important to us than to anyone. We shouldn't sit back and count on others to take action and make decisions that will have a significant impact on the way that we all do business today and in the future.*

*Being a champion for our profession demonstrates to our peers that we are invested in our industry, shows our clients that we're fighting to protect the American Dream and it elevates our entire profession.*

*We can't control the government. We can't force our agenda on legislators.*

*What we can do is support the candidates that support our issues. We can help to ensure that the champions of homeownership are elected into office. We can remain at the forefront, keep on top of the issues that affect our industry, and lobby to make changes that need to be made and stop the ones that would have a negative impact on housing. RPAC is the road to accomplishing all of these goals and more. RPAC allows our voices to be heard from across the country.*

*The goal is not to sway you in your political opinions or to help elect your preferred party into office. That is what your personal right to vote affords you.*

*The goal is to ensure that the political landscape is friendly to housing related issues and that we have the representation necessary for it to remain that way.*

*We can't make a significant impact as individuals, but when 1-million+ members come together for a common goal, anything can happen.*

*How much are you willing to join your peers in investing today to help ensure that the future of real estate is even brighter than the present and the opportunities for your career are greater?*

#### **4. Community Outreach**

- a. **YPN HOME** (2016)  
Create a brand for YPN HOME (Helping Others Means Everything)
- b. **WWW.YPNHOME.COM** (2016)  
Create a website [www.ypnhome.com](http://www.ypnhome.com) where YPN members can share photos and stories of their experiences giving back in their community
- c. **DONATION TRACKER** (2016)  
Create an online meter on the website to track monetary donations given to local charities by YPN members.
- d. **YPN HOME INDIVIDUAL AWARD** (2018)  
Have a YPN Home award for individuals who donate their time to local charities. This would be similar to NAR Good Neighbor Award but be only available to YPN members (make it about time and volunteering not monetary amounts)

- e. **YPN HOME NETWORK AWARD** (2018)  
Have a YPN Home award for networks who make a difference in their communities (outside of the network of the year award, specific to volunteering/sponsoring community projects)
- f. **PLEDGE FORMS** (2020)  
Have “pledge forms” available online where YPN members can choose charities of their choice to make donations to (could be specific by state)
- g. **COMMISSION DISBURSEMENTS** (2020)  
Allow YPN members to give a portion of their commissions to specific charities chosen for YPN Home (National Charities that are in most if not all states)
- h. **ONLINE PRESCENCE** (2020)  
Allow state and local networks to have their own page on YPN Home to showcase their networks involvement