

**NC REALTORS®**  
**INNOVATION FORUM**

**2025**  
**YEAR-END**  
**REPORT**



**Jason Morton, 2025 Chair**

**CANOPY REALTOR® ASSOCIATION**

**Christi Hill, 2025 Vice-Chair**

**JACKSONVILLE BOARD OF REALTORS®**

# REPORT INTRODUCTION

**T**he NC REALTORS® Innovation Forum was established to create a space where members from diverse markets, specialties, and experience levels can collaborate, exchange ideas, and identify forward-thinking opportunities for the association and the industry.

In 2025, the Forum took a new, more strategic approach: rather than exploring many different topics throughout the year, we adopted a “funnel strategy” that began broadly with four guiding questions and narrowed toward two member-driven priorities that shaped our work for the entire year.

Through statewide engagement—including Winter Meetings, Legislative Meetings, multiple virtual committee sessions, and an interactive Convention meeting—the committee gathered meaningful insights from REALTORS® across North Carolina. These insights informed a series of strategies and recommendations rooted in real, measurable member feedback.

This report summarizes our year-long work, the data collected, and the opportunities identified for the Executive Committee to consider as potential initiatives for 2026 and beyond.

# COMMITTEE STATEMENT OF PURPOSE

**PURPOSE:** The Innovation Forum will be a new program in 2023. It is designed to provide members across all specialties and market types with an opportunity to discuss issues impacting the current real estate market as well as issues that will have either short or long term impacts on the industry or the association. Those issues and potential solutions and/or responses will then feed into association committees for action.

**FORMAT:** There will be a chair and a vice-chair who will appoint moderators from the appointed Innovation Forum roster for the purposes of conducting break out discussions e.g., broker topics, technology, demographic groups (aka YPN), educational needs, DOJ/lawsuit prep, etc.

**MEMBERS:** While appointed members of the Innovation Forum will be invited to lead and participate in the discussion group of their choice and suggest topics for a discussion group, any member of any experience level who wishes to have their ideas and voice heard to move the association and profession forward will be welcome to attend.

# 2025 STRATEGIC APPROACH

For 2025, the Forum redesigned its methodology to increase alignment, focus, and impact.

## GOALS

- Identify two primary member-driven focus areas.
- Develop/refine solutions connected to those areas.
- Collaborate with industry leaders, committees, and subject-matter experts.
- Present tangible, practical opportunities to the Executive Committee at year-end.

## GUIDING QUESTIONS

The following questions were developed in partnership with 2025 NCR President John McPherson leading into 2025 and NC REALTORS Winter Meetings & Vision Quest.

- How can we enhance/communicate the value of membership in our State Association?
- How can we foster camaraderie and unity within the real estate industry?
- How can we influence public opinion and local elected officials around housing supply and affordability?
- Are we missing any additional issues where NCR should focus this year?

## 2025 MEMBER PRIORITIES

It was clear from our conversations and the interactive activities at our first committee meeting that we had an incredible opportunity this year to make a real impact—not just for ourselves, but for our fellow members across North Carolina. Members clearly selected two top focus areas: **Member Value**, and **Industry Camaraderie & Unity**. These two areas guided all work-streams, surveys, and discussions for the remainder of the year.

# 2025 TIMELINE & MAJOR ACTIVITIES

## **JANUARY — NC REALTORS® WINTER MEETINGS & VISION QUEST**

- Introduced our goals and new strategic approach.
  - Facilitated committee discussion and dot-voting around our four guiding questions.
  - Identified the two focus areas for 2025.
  - Formed workgroups for each area proceeding this meeting.
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## **MARCH — COMMITTEE REFINEMENT & SURVEY DEVELOPMENT**

- Reviewed early ideas within each focus area.
  - Developed targeted survey questions for our member survey during Legislative Meetings.
  - Coordinated with NCR Marketing to build the survey and design promotional materials.
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## **APRIL — NC REALTORS® LEGISLATIVE MEETINGS & MOBILE MONDAYS**

During Legislative Meetings and the proceeding Mobile Mondays, NCR Marketing along with Innovation Committee members and NCR Leadership helped to distribute our members survey in an effort to gather feedback on strategies for each focus area.

A summary of the survey results are listed below with the full survey included in the **APPENDIX**. The results from this survey helped to guide the committee for the remainder of our work in 2025 by identifying what strategies were most important to members around each of our focus areas.

**Total Responses:** 69

### **Respondent Profile**

Years of Experience: 74% had 11+ years in real estate.

Primary Role: 54% Agents, 26% BICs, 19% Broker-Owners.

Involvement Level: 81% actively engaged with NCR.

### **Top Strategies for Member Value**

Ranked by preference:

1. Member Value Campaign
2. Experience-Based Education Paths
3. Regional Ambassador Program
4. Member Listening Sessions
5. AI Chatbot for ncrealtors.org

### **Top Strategies for Camaraderie & Unity**

Ranked by preference:

1. “Your Seat at the Table” Campaign
2. Elevating Professionalism & Partnership
3. REALTOR® Appreciation Week/Month
4. “Pass the Mic” Speaker Series
5. 30 Under 30 Meets 30 Over 30

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## **MAY — GUEST SPEAKER FROM THE NATIONAL ASSOCIATION OF REALTORS®**

During our virtual May committee meeting, we arranged a special guest speaker, Jarrod Grasso, Senior Vice President of Industry Relations with NAR. Jarrod shared his insights on some of the topics we were focusing on around member value, engagement, and industry camaraderie and unity. Key themes from his presentation and Q&A included:

- Reconnect with members and brokerage firms—especially boutique firms.
  - Strengthen support and camaraderie with Brokers-in-Charge.
  - Implement broker listening sessions to listen to members, versus being a member manager.
  - Prioritize meaningful personal connection over passive communication.
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## **JUNE — NC REALTORS® VIRTUAL BUSINESS MEETINGS**

During this committee meeting, we reviewed the Legislative Meetings survey results and the highest-ranked strategies. We then took time in our workgroups to brainstorm actionable ideas or additional thoughts related to the top 3 strategies chosen by members for each focus area.

### **Member Value Strategies**

- Member Value Marketing Campaign
- Experience-Based Education Paths
- Regional Ambassador Program

### **Camaraderie & Unity Strategies**

- “Your Seat at the Table” Campaign
  - Elevating Professionalism & Partnership
  - REALTOR® Appreciation Week/Month
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## **AUGUST/SEPTEMBER — STRATEGY REFINEMENT FOR STATE CONVENTION**

For our virtual August and September committee meetings, we continued to review and refine strategies and ideas that were discussed at our June Virtual Business Meetings with a goal of presenting a refined list of strategies for members to provide additional feedback on at our 2025 State Convention in Cherokee in October.

The committee refined strategies that were highly rated by members and practical to implement. Ultimately over the course of these meetings, our committee continued to narrow strategies to the top 2 in each focus area.

**August Focus (Member Value):**

- Member Value Campaign
- Regional Ambassador Program

**September Focus (Camaraderie & Unity):**

- “Your Seat at the Table” Campaign
- REALTOR® Appreciation Week

At the end of these two months, the committee had a core list of actionable items for each of these strategies to present to members at our October committee meeting. The list of action items for each strategy is included in the **APPENDIX** for review.

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**OCTOBER — 2025 NC REALTORS® STATE CONVENTION**

For our October Convention Meeting, members participated in interactive, structured activities designed to gather valuable feedback on the strategies and action items we had developed throughout the year.

We concluded our October Convention Meeting with a 11-question member poll to quickly gauge how the member attendees felt on the strategies that were discussed during this meeting. The results from this poll are included in the **APPENDIX**. The data collected validated the committee’s year-long direction and helped guide the recommendations presented in this report.

Members strongly affirmed the following:

- High demand for storytelling content highlighting NCR resources.
- Interest in short, engaging, 60–90 second videos.

- Strong, overwhelming support for the NCR Ambassador Program and Broker Listening Sessions.
- Desire for inter-generational collaboration (new members + experienced REALTORS®).
- Interest in networking formats that feel approachable and supportive.

# EXECUTIVE COMMITTEE RECOMMENDATIONS

Based on statewide conversations, survey data, guest insights, and Convention feedback, our committee identified the following opportunities for the Executive Committee to consider for future development.

## **REFINE & DEVELOP THE NCR AMBASSADOR PROGRAM FOR 2027 IMPLEMENTATION**

The NCR Ambassador Program offers a scalable, member-driven opportunity to strengthen awareness, connection, and perceived value across the state. The Ambassador Program would empower dedicated members to serve as NCR cheerleaders, educators, and connectors, helping members across all regions understand how the state association supports their business and professional growth. Ambassadors would collaborate with local associations, RVPs, and NCR leadership to strengthen statewide relationships and enhance consistency in messaging about membership value.

With structured training, consistent messaging, and meaningful volunteer engagement, this program has the potential to:

- Deepen relationships between NCR and local associations
- Improve member understanding of NCR's value and benefits, in tandem with NAR's 2026-2028 Strategic Plan to enhance member value
- Celebrate member contributions
- Foster a culture of unity and pride throughout the state
- Create leadership pathways for emerging volunteer leaders

This program aligns strongly with the priorities members identified in 2025 and represents one of the most actionable opportunities for implementation.

## IMPLEMENT ELEMENTS OF THE MEMBER VALUE CAMPAIGN

Members across the state consistently shared that they want clearer communication around what NCR offers and how those benefits support their business. Fortunately, this is an opportunity that can be acted upon quickly and with tremendous impact. A targeted Member Value Campaign—powered by short-form storytelling, event-based content, and personal connection—would help members immediately “see” the value of NCR in real, relatable ways.

The committee identified several simple, practical actions that can be implemented almost immediately using existing tools, existing events, and straightforward production methods. These ideas are scalable, low-cost, and easy to integrate into NCR’s current communication strategy.

Some of the most popular suggestions, ranked by preference are:

1. “Hotline Stories”
2. “What Is Your Favorite NCR Tool?” Series
3. “A Day in the Life” Member Series

Additionally, the idea of Broker Listening Sessions was strongly-liked by members. Establishing these sessions is one of the easiest and most immediately actionable opportunities NCR can implement, providing high-touch connection and real-time insight. Broker Listening Sessions require no new technology, minimal preparation, and leverage existing NCR event schedules.

Options include:

- Host mini listening sessions at major state conferences.
- Offer optional add-ons during local association visits.
- Coordinate targeted sessions with smaller or boutique firms.
- Mirror the NCREC’s successful “commission conversations” model.

These sessions would create:

- Direct dialogue between leadership, BICs, and members

- Better understanding of local brokerage challenges
- Opportunities to clarify NCR resources
- A stronger sense of partnership and support

# CONCLUSION

**T**he Innovation Forum’s work in 2025 reflects a sincere commitment to listening to members, understanding their needs, and elevating ideas that can strengthen NC REALTORS® for years to come. Through hundreds of touch points across the state, the Forum identified two clear priorities—Member Value and Industry Camaraderie & Unity—and developed opportunities rooted in real member feedback.

We respectfully submit these findings and opportunities for the Executive Committee’s consideration.

## APPENDIX

- **Legislative Meetings Survey Results**
- **Focus Area Strategies & Action Items List**
- **Convention Meeting Member Poll Results**
- **Member Feedback Notes (Winter Meetings & 2025 State Convention)**



**2025 INNOVATION FORUM**  
**YEAR-END REPORT APPENDIX**

**LEGISLATIVE**  
**MEETINGS**  
**SURVEY RESULTS**

# HELP SHAPE THE FUTURE OF NC REALTORS®

5 MINUTES. 8 QUESTIONS. BIG IMPACT.

The Innovation Forum Committee wants **YOUR** voice to help us set our 2025 focus. We're zeroing in on two big themes:



Member Value



Camaraderie & Unity  
in the Industry

## YOUR TOP-RANKED IDEAS = OUR GAME PLAN.

We'll turn your feedback into real recommendations for the Executive Committee to consider.



SCAN HERE  
TO GET STARTED!



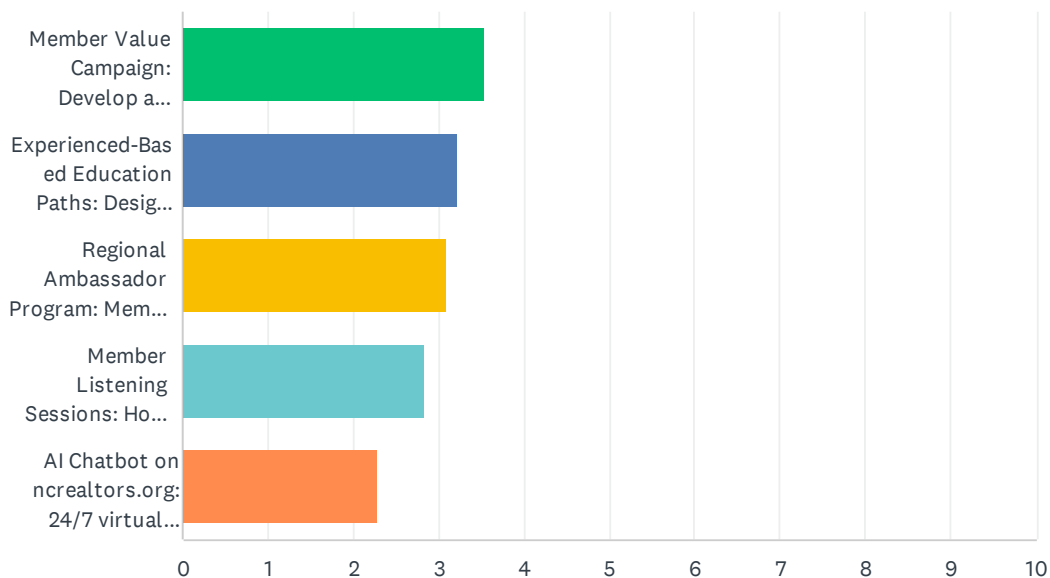
Thanks for being an engaged, forward-thinking member of NC REALTORS®.

**LET'S BUILD THE FUTURE TOGETHER!**



**Q1 How can we better communicate the value of NC REALTORS® membership to support member needs and professional success? Please rank the following options from most effective (1) to least effective (5):**

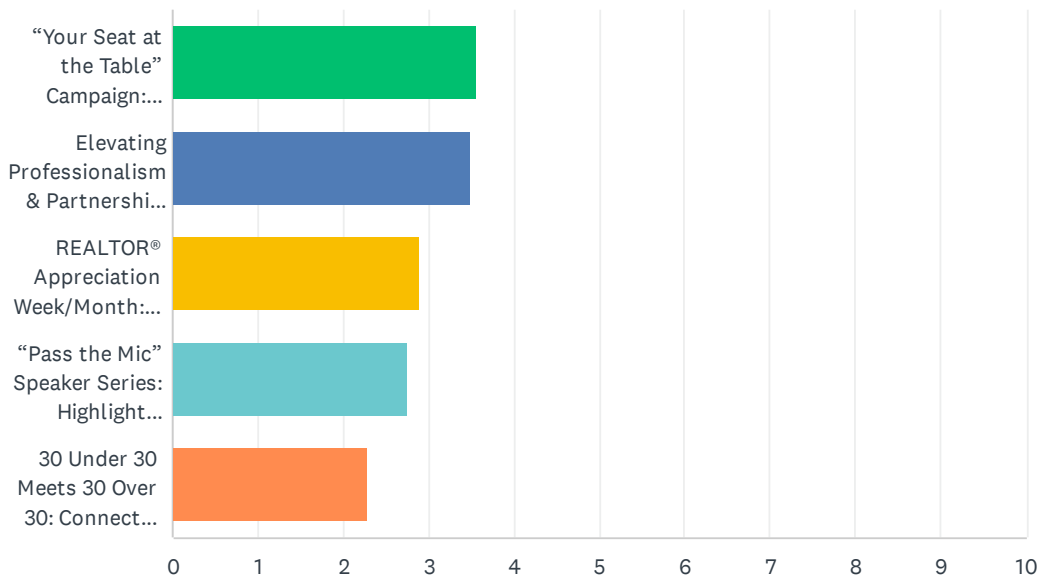
Answered: 69 Skipped: 0



	1	2	3	4	5	TOTAL	SCORE
Member Value Campaign: Develop a clear, engaging marketing plan that highlights the tangible benefits, resources, and impact of membership.	30.43% 21	27.54% 19	17.39% 12	14.49% 10	10.14% 7	69	3.54
Experienced-Based Education Paths: Design tailored professional development paths aligned with members' career stages (i.e. new agents, team leaders, broker-owners).	23.19% 16	21.74% 15	24.64% 17	15.94% 11	14.49% 10	69	3.23
Regional Ambassador Program: Member volunteers promote NC REALTORS® value at local associations.	24.64% 17	15.94% 11	21.74% 15	20.29% 14	17.39% 12	69	3.10
Member Listening Sessions: Host informal gatherings (virtual or in-person) throughout the state to connect and gather feedback from members to build transparency and trust.	10.14% 7	26.09% 18	17.39% 12	30.43% 21	15.94% 11	69	2.84
AI Chatbot on ncrealtors.org: 24/7 virtual assistant to answer member questions, guide them to forms, share event updates, etc.	11.59% 8	8.70% 6	18.84% 13	18.84% 13	42.03% 29	69	2.29

## Q2 How can we foster camaraderie and unity within the real estate industry? Please rank the following options from most effective (1) to least effective (5):

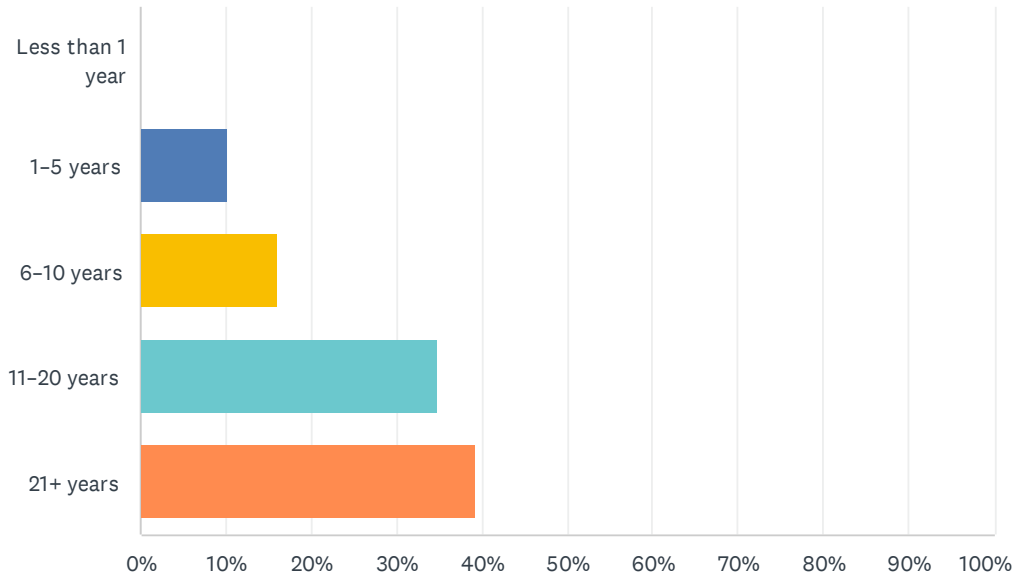
Answered: 69 Skipped: 0



	1	2	3	4	5	TOTAL	SCORE
"Your Seat at the Table" Campaign: Welcome and invest in new REALTORS® with first-year perks like free conference passes, networking, and recognition to help kickstart their careers.	28.99% 20	31.88% 22	14.49% 10	15.94% 11	8.70% 6	69	3.57
Elevating Professionalism & Partnership: Offer education program focused on enhancing professionalism and teaching REALTORS® how to cooperate effectively on opposite sides of a transaction.	37.68% 26	15.94% 11	17.39% 12	15.94% 11	13.04% 9	69	3.49
REALTOR® Appreciation Week/Month: Celebrate members statewide with events and recognition to boost pride, camaraderie, and a sense of community.	17.39% 12	20.29% 14	21.74% 15	17.39% 12	23.19% 16	69	2.91
"Pass the Mic" Speaker Series: Highlight diverse voices through peer-nominated stories of triumph, challenges, and lessons through virtual or in-person education.	11.59% 8	14.49% 10	26.09% 18	33.33% 23	14.49% 10	69	2.75
30 Under 30 Meets 30 Over 30: Connect rising agents with experienced pros at regional/state events to exchange ideas and foster cross-generational mentorship.	4.35% 3	17.39% 12	20.29% 14	17.39% 12	40.58% 28	69	2.28

## Q3 Years of Experience in Real Estate

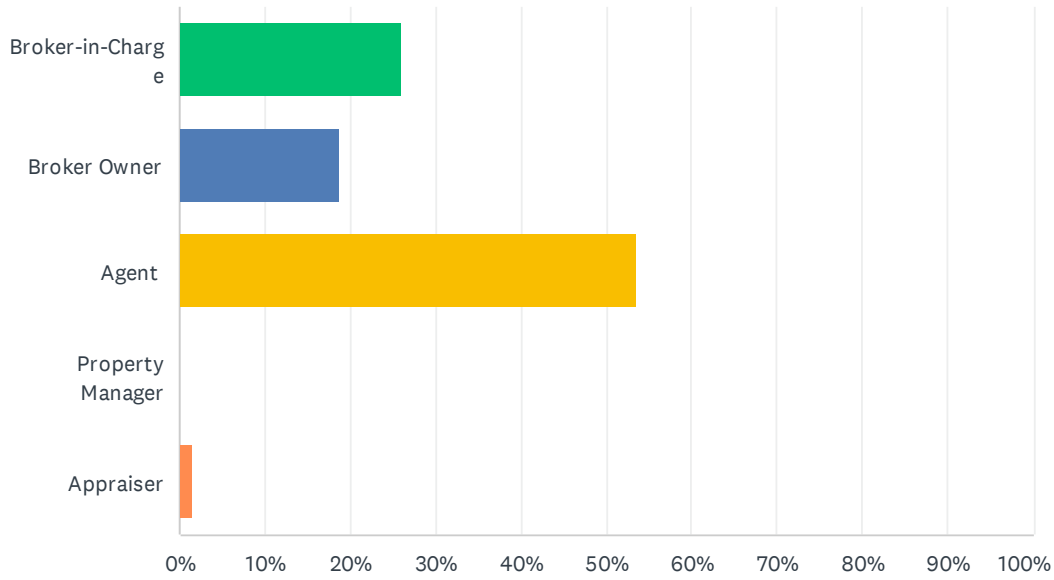
Answered: 69 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 1 year	0.00%	0
1-5 years	10.14%	7
6-10 years	15.94%	11
11-20 years	34.78%	24
21+ years	39.13%	27
<b>TOTAL</b>		<b>69</b>

## Q4 Primary Role in Real Estate

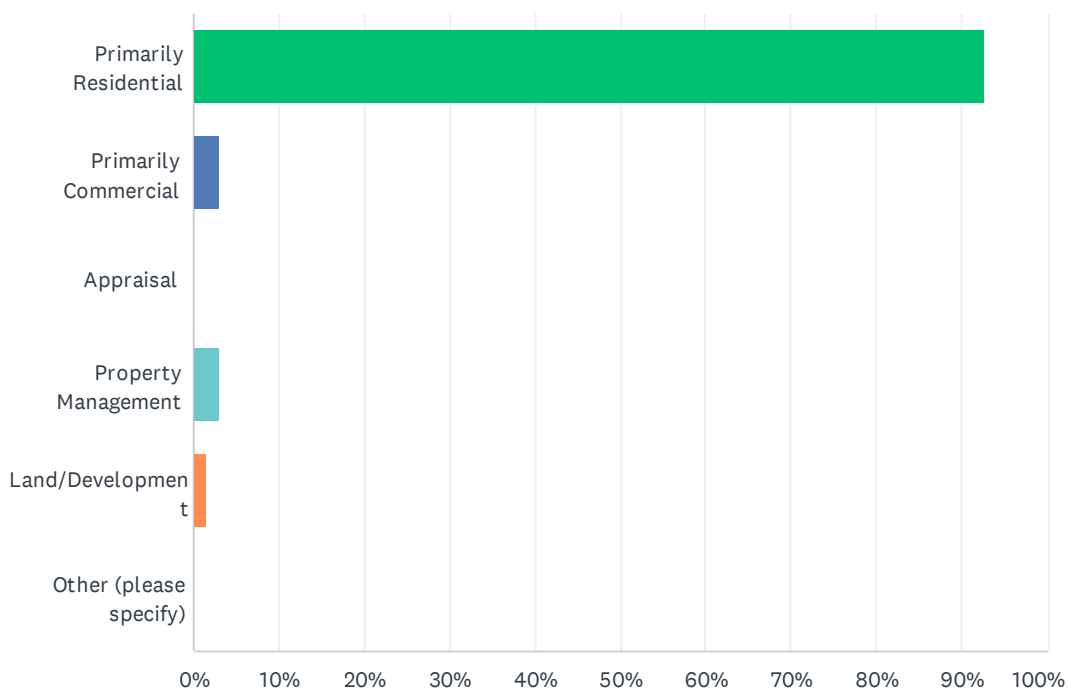
Answered: 69 Skipped: 0



ANSWER CHOICES	RESPONSES	
Broker-in-Charge	26.09%	18
Broker Owner	18.84%	13
Agent	53.62%	37
Property Manager	0.00%	0
Appraiser	1.45%	1
<b>TOTAL</b>		<b>69</b>

## Q5 Real Estate Specialty (select the option that best describes you)

Answered: 69 Skipped: 0

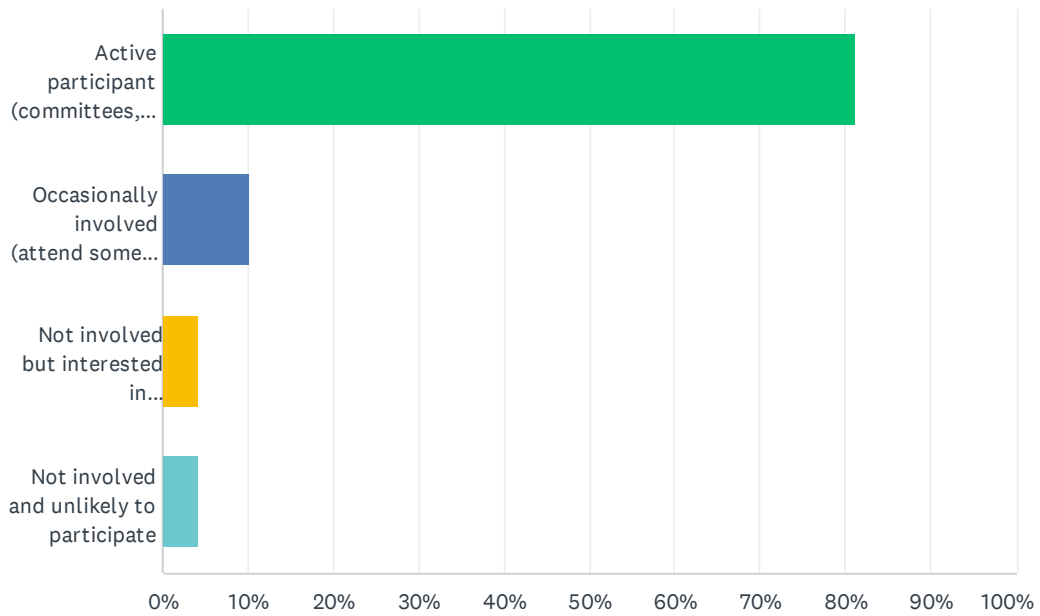


ANSWER CHOICES	RESPONSES
Primarily Residential	92.75% 64
Primarily Commercial	2.90% 2
Appraisal	0.00% 0
Property Management	2.90% 2
Land/Development	1.45% 1
Other (please specify)	0.00% 0
<b>TOTAL</b>	<b>69</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q6 Current Level of Involvement with NC REALTORS®

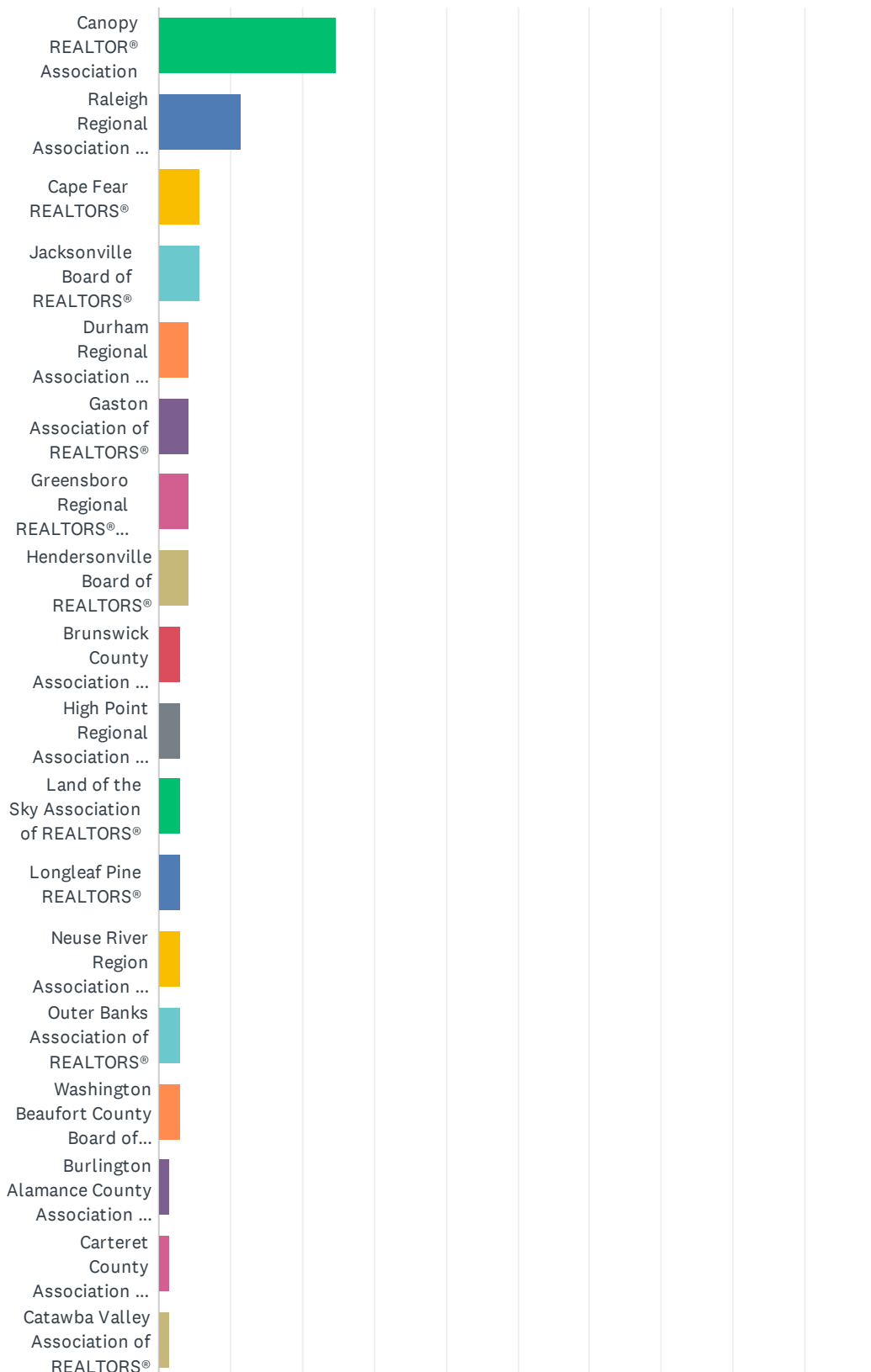
Answered: 69 Skipped: 0



ANSWER CHOICES	RESPONSES	
Active participant (committees, events, leadership)	81.16%	56
Occasionally involved (attend some events, read newsletters)	10.14%	7
Not involved but interested in opportunities	4.35%	3
Not involved and unlikely to participate	4.35%	3
<b>TOTAL</b>		<b>69</b>

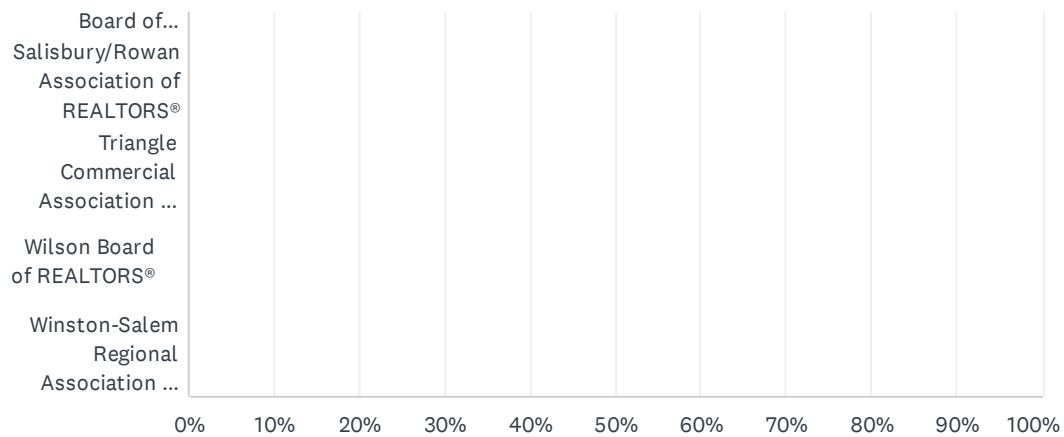
# Q7 Please select your local association. If you are unsure, view our regional map.

Answered: 69 Skipped: 0



- Charlotte Region
- Commercial...
- High Country Association of REALTORS®
- Highlands Cashiers Board of REALTORS®
- Orange Chatham Association of REALTORS®
- Rocky Mount Area Association ...
- Topsail Island Association of REALTORS®
- Union County Association of REALTORS®
- Albemarle Area Association of REALTORS®
- Burke County Board of REALTORS®
- Carolina Smokies Association ...
- Central Carolina Association ...
- Cleveland County Association ...
- Coastal Plains Association of REALTORS®
- Foothills REALTOR® Association ...
- Goldsboro Wayne County Association ...
- Johnston County Association ...
- Lincoln County Board of REALTORS®
- McDowell Board of REALTORS®
- Mid Carolina Regional Association ...
- Mountain Lakes Board of REALTORS®
- Roanoke Valley Lake Gaston

# Help Shape the Future of NC REALTORS®



Help Shape the Future of NC REALTORS®

ANSWER CHOICES	RESPONSES	
Canopy REALTOR® Association	24.64%	17
Raleigh Regional Association of REALTORS®	11.59%	8
Cape Fear REALTORS®	5.80%	4
Jacksonville Board of REALTORS®	5.80%	4
Durham Regional Association of REALTORS®	4.35%	3
Gaston Association of REALTORS®	4.35%	3
Greensboro Regional REALTORS® Association	4.35%	3
Hendersonville Board of REALTORS®	4.35%	3
Brunswick County Association of REALTORS®	2.90%	2
High Point Regional Association of REALTORS®	2.90%	2
Land of the Sky Association of REALTORS®	2.90%	2
Longleaf Pine REALTORS®	2.90%	2
Neuse River Region Association of REALTORS®	2.90%	2
Outer Banks Association of REALTORS®	2.90%	2
Washington Beaufort County Board of REALTORS®	2.90%	2
Burlington Alamance County Association of REALTORS®	1.45%	1
Carteret County Association of REALTORS®	1.45%	1
Catawba Valley Association of REALTORS®	1.45%	1
Charlotte Region Commercial Board of REALTORS®	1.45%	1
High Country Association of REALTORS®	1.45%	1
Highlands Cashiers Board of REALTORS®	1.45%	1
Orange Chatham Association of REALTORS®	1.45%	1
Rocky Mount Area Association of REALTORS®	1.45%	1
Topsail Island Association of REALTORS®	1.45%	1
Union County Association of REALTORS®	1.45%	1
Albemarle Area Association of REALTORS®	0.00%	0
Burke County Board of REALTORS®	0.00%	0
Carolina Smokies Association of REALTORS®	0.00%	0
Central Carolina Association of REALTORS®	0.00%	0
Cleveland County Association of REALTORS®	0.00%	0
Coastal Plains Association of REALTORS®	0.00%	0
Foothills REALTOR® Association of North Carolina	0.00%	0

Help Shape the Future of NC REALTORS®

Goldsboro Wayne County Association of REALTORS®	0.00%	0
Johnston County Association of REALTORS®	0.00%	0
Lincoln County Board of REALTORS®	0.00%	0
McDowell Board of REALTORS®	0.00%	0
Mid Carolina Regional Association of REALTORS®	0.00%	0
Mountain Lakes Board of REALTORS®	0.00%	0
Roanoke Valley Lake Gaston Board of REALTORS®	0.00%	0
Salisbury/Rowan Association of REALTORS®	0.00%	0
Triangle Commercial Association of REALTORS®	0.00%	0
Wilson Board of REALTORS®	0.00%	0
Winston-Salem Regional Association of REALTORS®	0.00%	0
<b>TOTAL</b>		<b>69</b>

**Q8 Please feel free to provide any additional comments you may have as it relates to either of the following questions: Do you have any ideas to promote member value or industry camaraderie and unity? What can NC REALTORS® do to help you feel more valued and better recognize your contributions as a member?**

Answered: 20 Skipped: 49

#	RESPONSES	DATE
1	Thank you for all you all do for NC agents	4/26/2025 4:05 PM
2	I believe you can best promote member value or industry camaraderie by removing any semblance of DEI. I believe wholeheartedly in Fair Housing and practice it daily, but I believe that both NAR and NCR have essentially 'created division' by continuing to call attention to the differences among members and the public. WE are all people. WE are all human. We dont need to be divided.	4/24/2025 11:50 AM
3	NC REALTOR meet and greet event for local associations can combine with surrounding associations.	4/23/2025 6:09 AM
4	Events promoting unity/ network.. ex: using the education platform already in place or the volunteer opportunities already in place to promote collaboration; promoting collaboration through community partnerships/ making a difference and highlighting the unity	4/16/2025 2:31 PM
5	Appraisal and property management workshops so we understand all sides	4/15/2025 9:12 AM
6	What would be good is to have attorneys to draft addendum's for us on those occasions where we need something particular added to a contract. We need timely access to attorneys that can answer real estate questions with certainty and clarity.	4/14/2025 10:48 PM
7	NC REALTORS® can help members feel more valued by targeting communications that highlight individual and local achievements, and by equipping local boards with tools and strategies to recognize and celebrate their members more effectively. Empowering the local level to personalize recognition can go a long way in helping REALTORS® feel seen, appreciated, and connected.	4/10/2025 1:55 PM
8	I dont like the idea of promoting first time members getting free benefits when you have many Realtor members who had paid for many years and haven't received those same free benefits.	4/9/2025 11:16 AM
9	I do believe that the ongoing education add value to our industry and the events add to the overall camaraderie.	4/9/2025 7:36 AM
10	Commercial education, recognition, and mentorship.	4/8/2025 4:57 PM
11	No	4/8/2025 4:57 PM
12	Series of videos from members talking about what being a Realtor means to them and what value they bring to their clients.	4/8/2025 4:52 PM
13	Speak to the members consistently letting them know their value and the impact they have	4/8/2025 4:51 PM
14	This has been wonderful	4/8/2025 4:49 PM
15	Maybe a realtor care day but for state sized projects. Clean up a state park, repair work on a historic buildings, volunteer at an orphanage, etc it would be good for getting people from across the state together.	4/8/2025 3:29 PM
16	Reduced cost for local board members to attend. Host a session for new realtors (1-3 years) Offer training for new President-Elects	4/8/2025 3:10 PM
17	Agents don't know why they should attend conferences. They don't know the value.	4/8/2025 11:04 AM

## Help Shape the Future of NC REALTORS®

18	Leave the NAR and promote more unity among NC Brokers.	4/6/2025 4:01 PM
19	I would like NC Realtors to expand the scholarships and grants available to associations to get more members to the meetings. This would help with recruiting good leaders to serve on local boards.	4/4/2025 10:14 PM
20	Looking forward to becoming more involved in this Committee	4/4/2025 9:49 AM

**2025 INNOVATION FORUM**  
**YEAR-END REPORT APPENDIX**

**FOCUS AREA**  
**STRATEGIES &**  
**ACTION ITEMS**

## 2025 NC REALTORS® Innovation Forum Focus Area Strategies & Action Items

**FOCUS AREA:** How can we better communicate the value of NC REALTORS® membership to support member needs and professional success?

### STRATEGY #1

Member Value Campaign: Develop a clear, engaging marketing plan that highlights the tangible benefits, resources, and impact of membership.

### ACTION ITEMS

1. Incorporate a variety of methods to share the content of the ideas below with a major focus on short 60-90 second, storytelling videos.

- **“What is your favorite NCR Tool?”** Series
- **“Hotline” Stories** – Anonymous but engaging “this is how the Legal Hotline saved an agent” mini-case features.
- **“A Day in the Life” Member Series** – Show how different members (new agents, BICs, commercial brokers, property managers) use NCR resources daily. Maybe take this a step further and showcase our leaders. What do our volunteer leaders do to help members (committee chairs, Executive Team, etc.)?
- **“Before & After NCR”** – Case studies of how a tool, class, or advocacy effort changed someone’s business or community impact.
- **“Your Membership in Action”** - How does the association help a member to succeed or improve their business?
  - Advocacy Wins Explained Simply – Turn legislative victories into member-friendly “what this means for your business” clips.
  - High value info shared about committee work, advocacy, etc.
  - Updates (60 seconds or less) from a Committee Chair or info about what a certain committee does for members.

2. Conference Conversations & Highlight Videos

- Short Q&A with an attendee, asking questions like, “What was an AHA you got from this keynote speaker/meeting/session? Compile various videos into reels to share with members via social media or in a post-conference/event recap.

- Highlighting what scholarships are available/resources to get members to a major event.
- 
- What can we do to highlight our annual events? Can we hire a local videographer in the cities where we host to come in and get great B-reel and content to then share? Short interviews/sound bites with attendees; maybe catching one of the Exec Team members in the hall heading to their next session and asking them “What are you doing or where are you headed? etc. Great content to share out for future event registrations and just to show members that these are great events to attend...will help to possibly increase new member attendance.

### 3. Broker Listening Sessions

- Provide opportunities for members to share their thoughts with Leadership at larger state events and smaller local events, similar to what the NCREC Commission members have done at our events, most recently.

## **STRATEGY #2**

NCR Ambassador Program: Member volunteers promote NC REALTORS® value at local associations.

### **Program Guidelines/Organizational Recommendations:**

- NCR members apply to be an Ambassador
- Ambassadors present values and benefits of NCR at association level in their region/area so members can learn more about NCR and the value the state association brings to them as a member. The Ambassadors are the NCR cheerleaders/influencers.
- Marketing develops slide deck to be used for presentation at local associations. This will adapt from year-to-year.
- Ambassadors to be trained about contents of presentation at Vision Quest.
- Ambassadors expected to present at 2 associations (to cover every association) sometime throughout the year. Once 2 presentations have been completed and verified by that association, the Ambassador would have their state dues reimbursed as a way to help offset travel and their participation.
- Previous William C. Bass Leadership Academy graduates from the year prior could be asked to be an Ambassador for the next year. Great way to get them to begin serving and working on their public speaking skills.
- Presentations could specifically be given to BIC's at the local association level or through a portion of time at a local association-sponsored event.
- This role is not to take the place or responsibilities of the work done directly by the RVP. The Ambassador is to serve as a collaborator with the RVP's with the

RVP's still handling the business-side of NCR. RVP introduces Ambassador at events to avoid overlap and emphasize alignment with Leadership.

- Ambassadors will communicate directly with the AE's in advance to coordinate any scheduling etc.

### **Additional Program Ideas:**

- Ambassador Spotlights: Feature Ambassadors on NCR's website, at annual NCR events, etc. Ambassadors can also be highlighted on social media with interviews or "Day in the Life of an NCR Ambassador" stories. Makes it aspirational.
- Local Market Tie-Ins: Customize NCR's statewide benefits with local examples/data, so members can connect the dots (e.g., "Here's how NCR's advocacy work impacted you in [your county]"). Work with AE's to co-brand with them and make it feel like a partnership, not a top-down presentation.
- Interactive "Member Value Quiz": Short Kahoot-style quiz during presentations at the beginning as an icebreaker to test members' knowledge of NCR benefits—fun, engaging, and educational.
- Ambassador Feedback Loop: Quarterly check-ins with NCR staff to share what they're hearing on the ground (what members don't understand, what they want more of). This grassroots feedback can influence NCR programming.
- Ambassador Story Map: Interactive map on NCR's website showing where Ambassadors have visited and member impact stories from those regions.
- Video Series: Ambassadors record short recaps of their visits—"Here's what members in Region 7 are talking about"—gives NCR leadership real-time insights.
- Ambassador Badges (Digital & Physical): Digital badge for email signatures/social media + physical lapel pin for recognition at events.
- Leave-Behind Toolkit: Provide associations with NCR-branded digital or physical materials (postcards, infographics, or QR code cards linking to NCR benefit portals).

**FOCUS AREA:** How can we foster camaraderie and unity within the real estate industry?

### **STRATEGY #1**

“Your Seat at the Table” Campaign: Welcome and invest in new REALTORS® with first-year perks like free conference passes, networking, and recognition to help kickstart their careers.

#### **ACTION ITEMS**

1. **Digital “Welcome Packet”:** A simple PDF or microsite with links to CE discounts, free resources, and key contacts.

- Add advice from veteran members in the form of text or videos
- Focus on some of the more popular tools that NCR provides

2. **Table Talk:** New REALTORS® get invited to share their journey and questions alongside experienced members in a casual conversation format at conferences or small NCR events. New REALTORS® can also discuss challenges and opportunities in a supportive space.

3. **Conference Perks:**

- Reserved “first-year” networking tables at state conferences where new members can meet leadership and peers.
- Discount Programs off Registration
- New Agent/Member Sessions (Intro to NCR Resources etc)
- Introduce agents to designations and benefits (GRA, ABR, etc) - Form of a panel presentation?

4. **Leadership Lunches:** Quarterly small-group lunches with association leadership for new members to ask questions and share experiences.

### **STRATEGY #2**

REALTOR® Appreciation Week: Celebrate members statewide with events and recognition to boost pride, camaraderie, and a sense of community.

#### **ACTION ITEMS**

1. Encourage members to share photos, videos, or stories about why they love being a REALTOR® through #ProudToBeARealtor Social/Daily Theme Challenges (ex: Mentor Monday → shout out a mentor; Thankful Thursday → share what you love about being a REALTOR®).

2. Create a quick Google Form where members can submit peer-to-peer kudos for colleagues, then post a list or graphic of these shoutouts.
3. Highlighting Realtor members who have been in the industry 20-25+ years or more to share their commitment to the industry. Ask them how they have adapted to changes in the industry/market.
4. Coordinate with local associations to encourage planning some type of an in-person event for their members.
5. Incorporate Realtor Appreciation Week to coincide around same time as Community Give-Back Day.
6. Some type of kick off/pep rally for the week featuring state leadership, success stories, and fun giveaways.

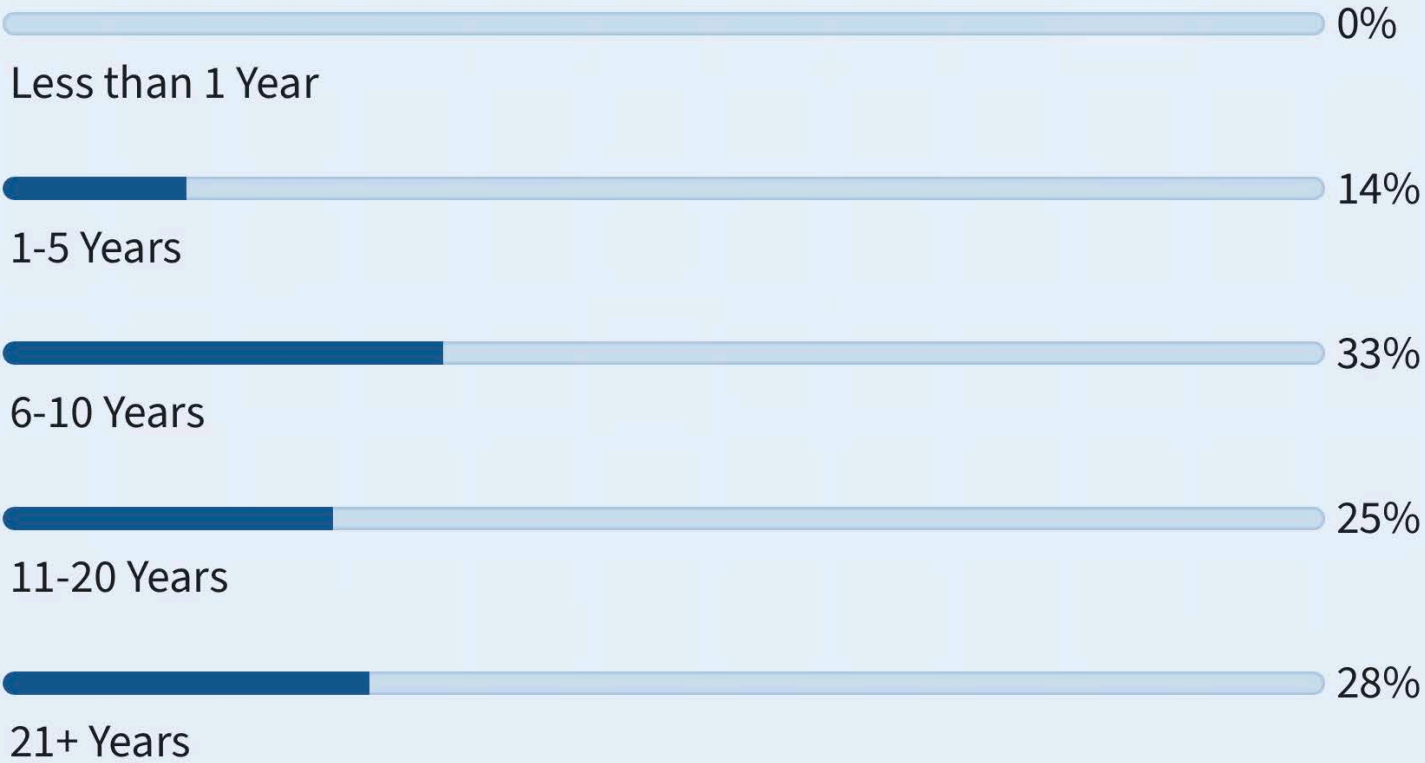
**2025 INNOVATION FORUM**  
**YEAR-END REPORT APPENDIX**

**CONVENTION**  
**MEETING**  
**MEMBER POLL**  
**RESULTS**

# How many years have you been in the real estate profession?

Inactive

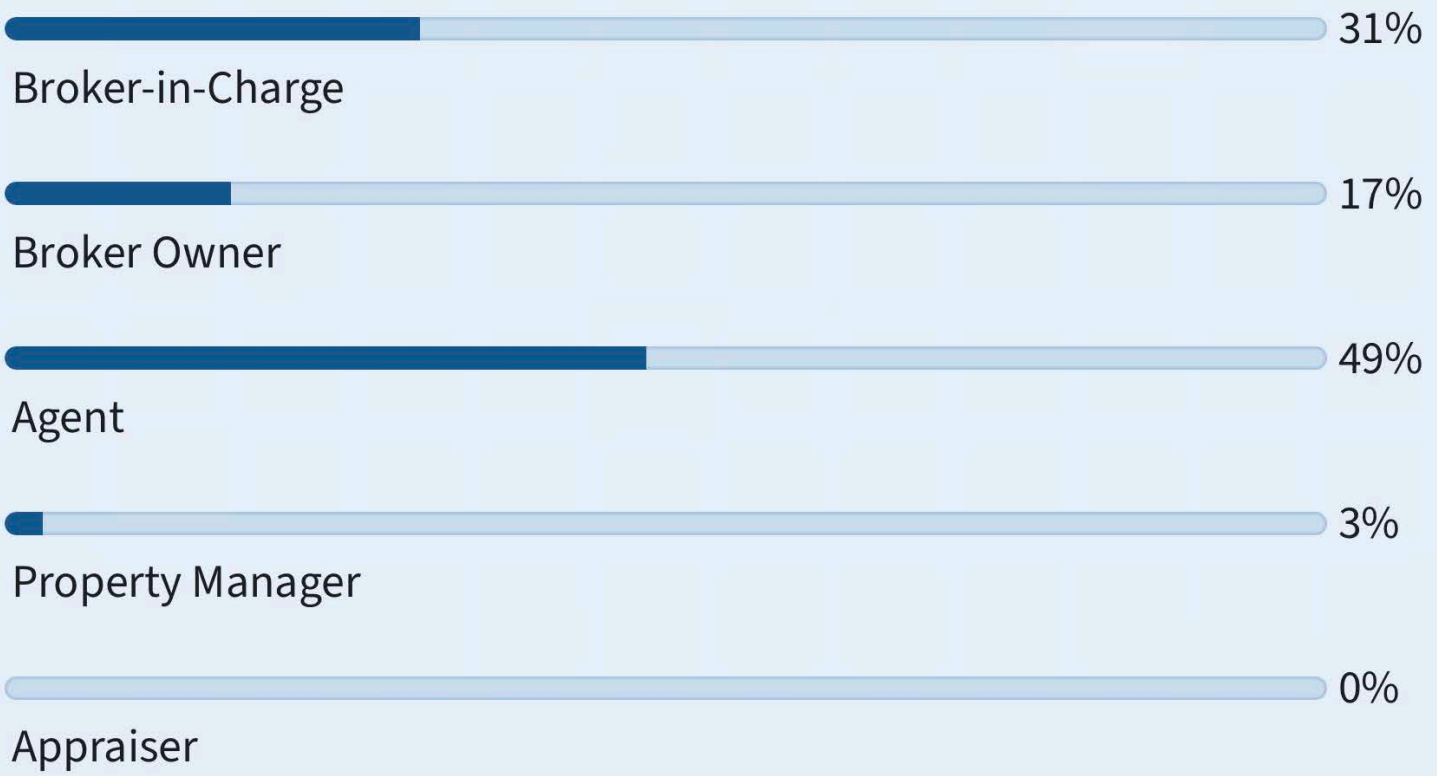
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# What is your primary role in real estate?

Inactive

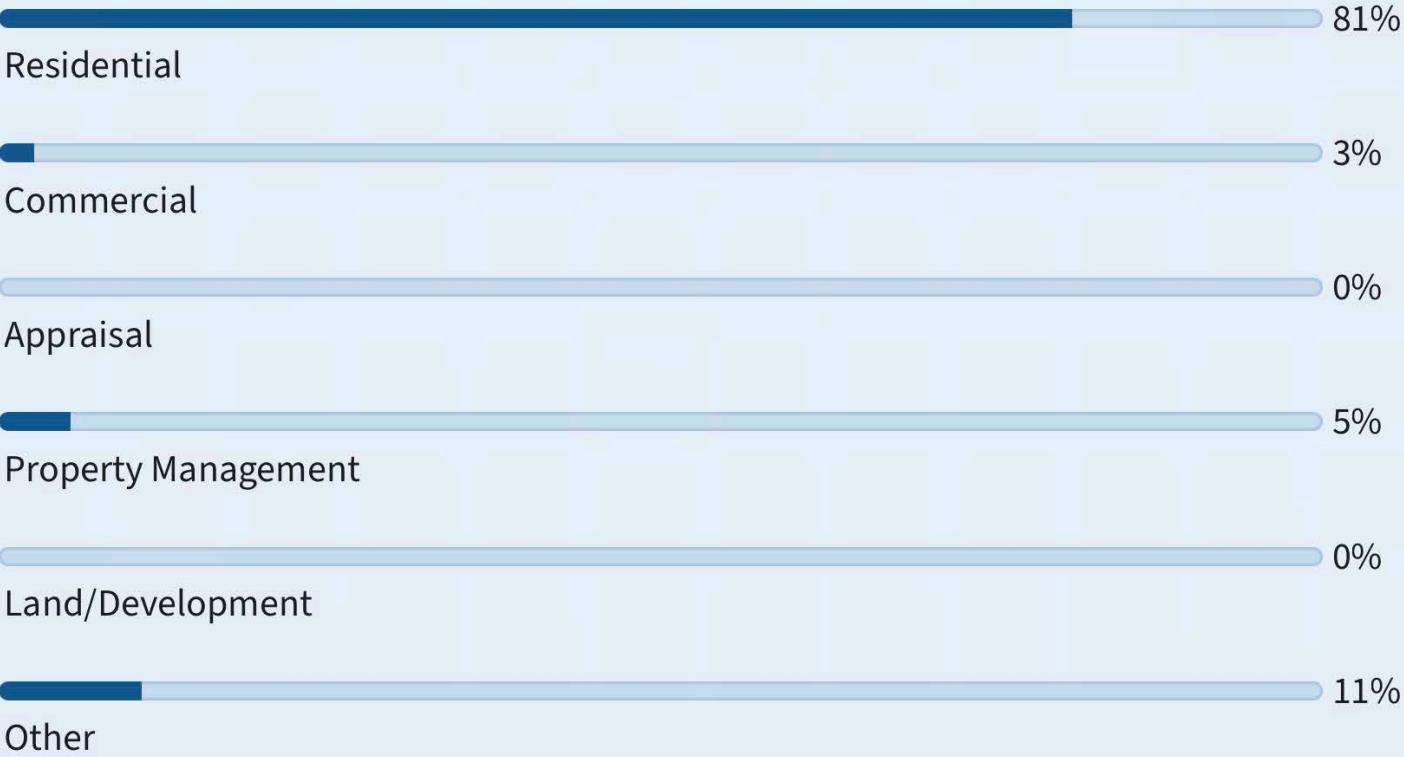
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# What is your real estate specialty?

Inactive

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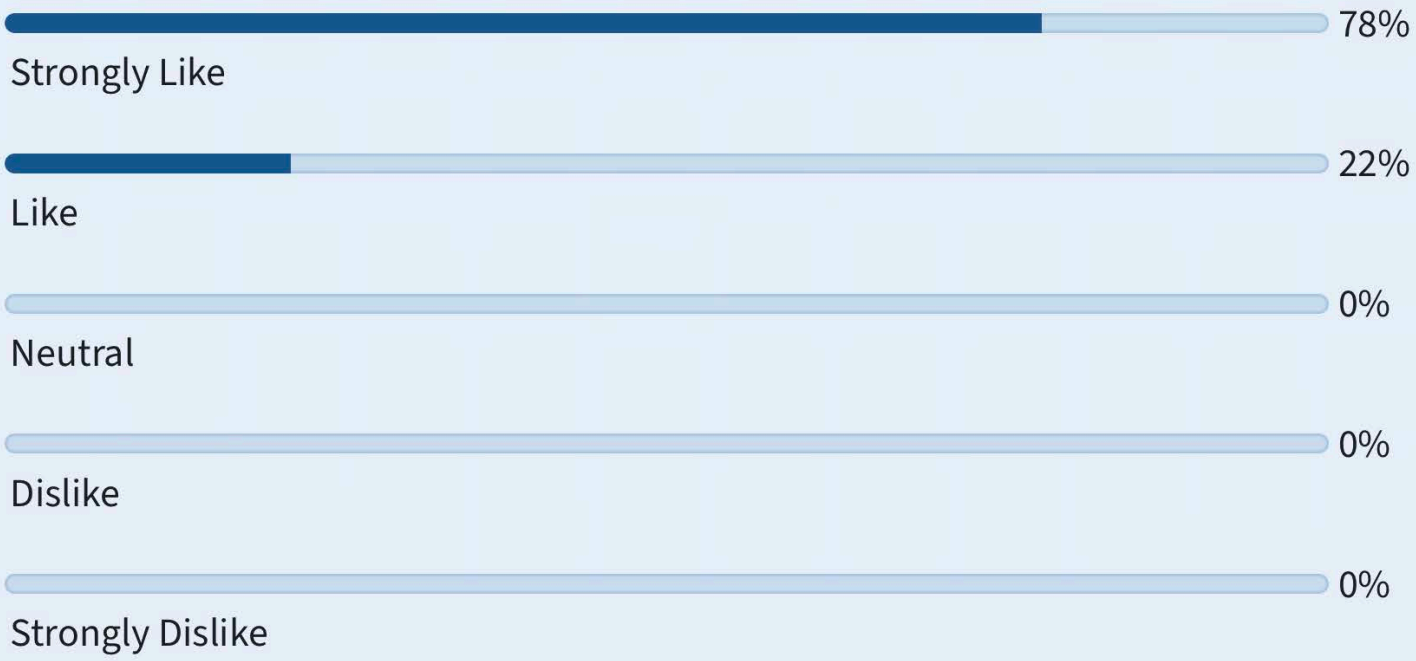
## Which of these storytelling formats would most resonate with members in showing the value of NCR membership? Choose your TOP THREE.



What do you think about Broker Listening Sessions? i.e. Providing opportunities for members to share their thoughts with Leadership in a safe space at larger state events or smaller local events, similar to what the NCREC Commission members have done at NCR events.

Inactive

37



What's one tool, resource, or benefit that you wish more REALTORS® knew about?

Inactive

29 

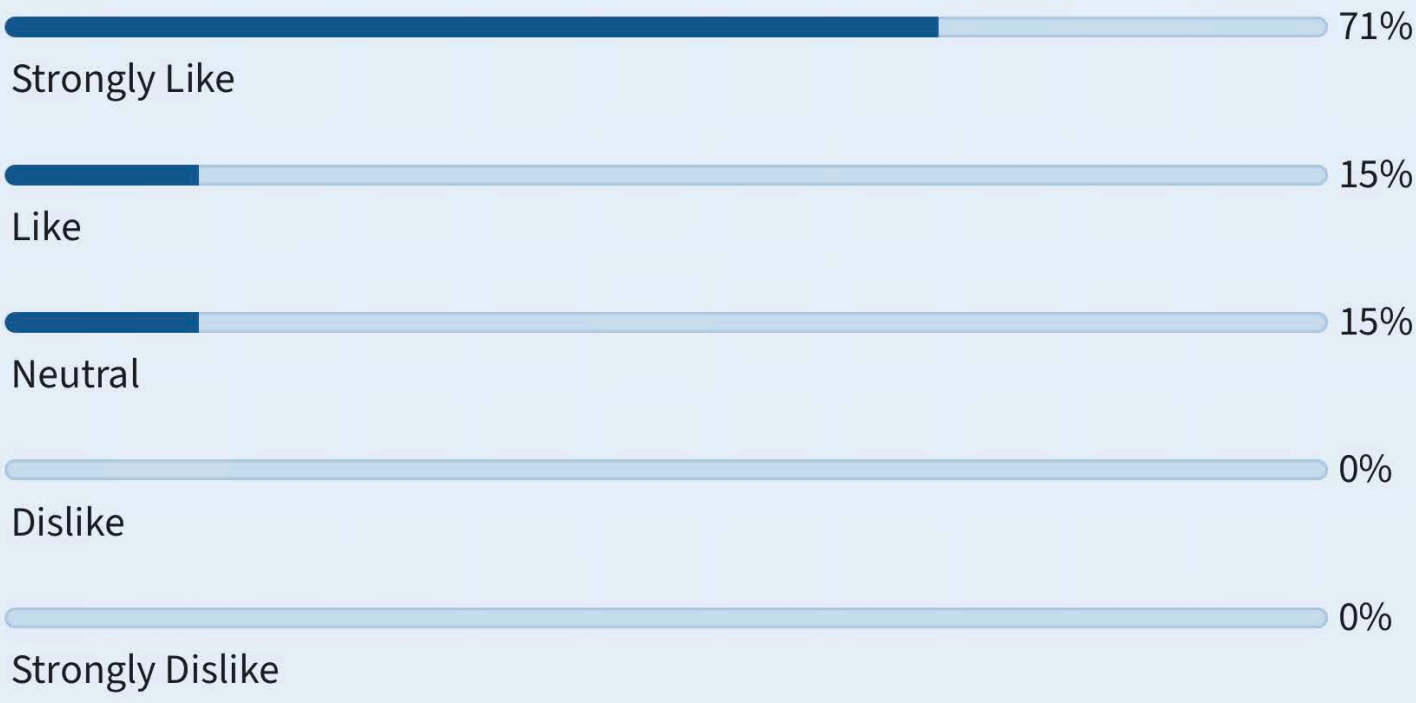
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people @ ncr events  
tech hotline



# What do you think about the NCR Ambassador Program, where member volunteers promote NC REALTORS® value through presentations at local associations?

Inactive

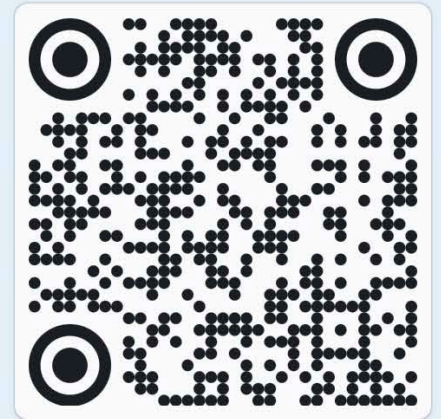
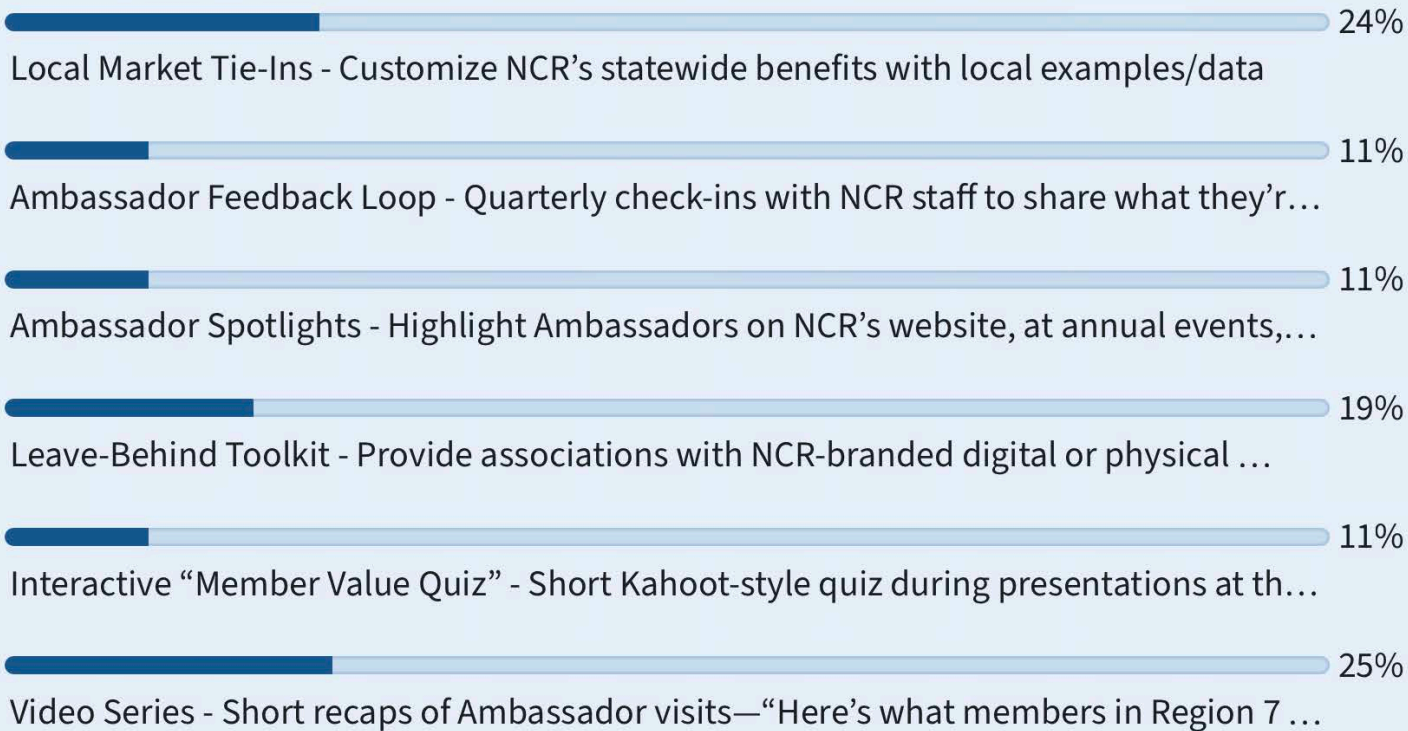
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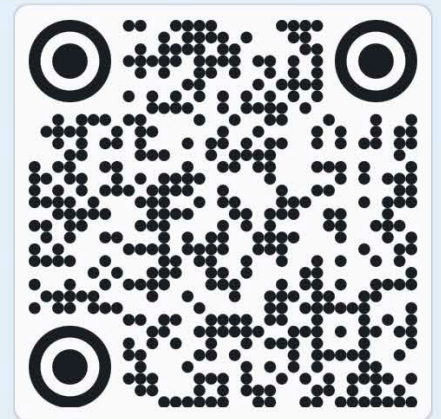
## Which of these Ambassador program ideas do you think would have the greatest member impact? Choose your TOP THREE.

Inactive

34



Regarding the "Your Seat at the Table" Campaign, which of these ideas do you think would have the greatest impact? Choose your TOP TWO.



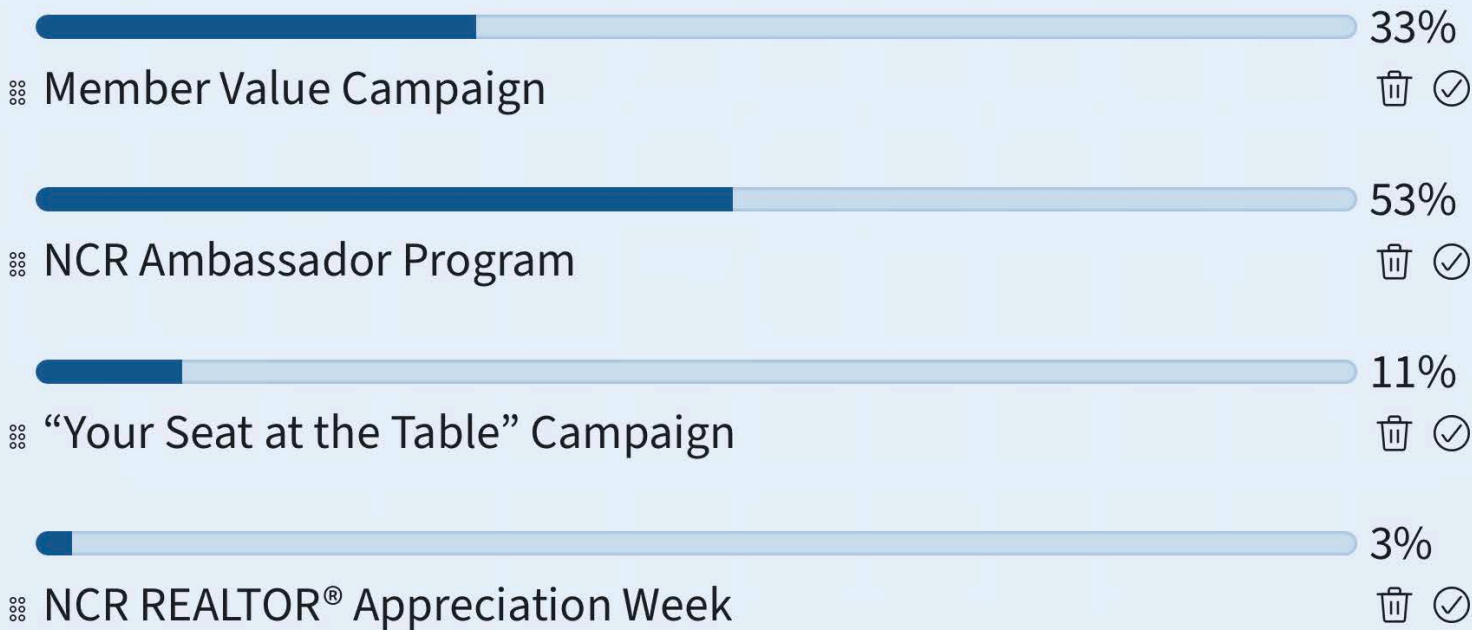
## Which REALTOR® Appreciation Week activities would most increase engagement/impact? Choose your TOP TWO.



# If NCR could only implement ONE of the following initiatives in 2026, which would you choose?

Inactive

36



**2025 INNOVATION FORUM**  
**YEAR-END REPORT APPENDIX**

**MEMBER  
FEEDBACK  
NOTES -  
WINTER  
MEETINGS**

**Q) How can we influence public opinion and change the hearts and minds of local elected officials to promote affordable housing and expand the housing supply?**

- Host community forums and invite elected officials and local business owners
  - 4 Green
- Social media campaign around issues, policy and education
  - 3 Green
- Data and case studies on local economics to clear up public misconceptions
  - 2 Green
  - 1 Yellow
- Add elected officials to Insight Magazine and our mailing list so they are more in touch with the efforts we are making
  - 2 Green
  - 4 Yellow
- Serve on local boards and committees to build relationships with officials
  - 8 Green
- Create a public online petition to support initiatives and present to officials
  - 7 Red
  - 1 Yellow
- Testimonial campaign give testimonials from people who have been in housing security issues who are stable now due to policies and organizations from people rather than testimonials from the organization
  - 2 Red
  - 2 Yellow
- Utilize REALTOR resource grants such as NAR. Approach legislative or GAC to relay info
  - 1 Yellow
  - 3 Green
- Partner with Chamber of Commerce on Affordable Housing initiatives. Especially things like Legislative Days
  - 1 Red
  - 7 Green

**Q) How can we enhance/communicate the value of membership in our State Association to better meet the needs of members and demonstrate its importance to their professional success?**

- Value based on Segmentation
  - 2 Green
  - 2 Yellow
- Bring NCR to you (round table discussions)
  - 7 Green
- Testimonials- Interview Members, Interview Clients
  - 2 Green
  - 3 Yellow
- NCR popup at events and beaches – communicate how serve community
  - 1 Green
  - 2 Yellow
- Use local news letters to share NCR wins
  - 3 Green
  - 2 Yellow
- How NCR and its members serve the communities
  - 1 Green
  - 1 Yellow
- Partner with other communities
  - 1 Green
- Structure professional development tracks
  - 2 Green
  - 1 Yellow
- Education – NCR should sponsor designations by partnering with local associations
  - 4 Green

**Q) How can we foster camaraderie and unity within the real estate industry, uplifting our colleagues, while promoting inclusivity and mutual support?**

- Expand scholarship program to ALL NCR meetings – WLM and Legislative
  - 3 Green
  - 1 Yellow
- Agents do not care what you know until they know you care – work together makes us stronger
  - 1 Red
- Increase networking and marketing opportunities and share the importance of participating
  - 7 Green
- Leadership, Identification & Development
  - 2 Green
- Communicating value to association BICs
  - 1 Green
- Who have you ask'd program
  - 3 Green
- Celebrate success
  - 1 Green
  - 1 Yellow
  - 1 Red
- Don't rely on BICs to articulate NCR's value
  - 1 Green
  - 5 Red
- Have BICs to reinforce this and the VALUE of such to increase participation and education
  - 5 Green

**Q) Is there another topic that we are missing, outside of the above, that we need to consider focusing on this year?**

- Scholarships for NCR participation
  - 7 Green
- Guide associations in formation of 501 C3 housing foundation
  - 1 Yellow
  - 1 Red
- Be Happy!
  - 4 Green
- Encourage participation with young/new agents on the NCR level
  - 5 Green
  - 1 Yellow
- NCR advocacy with the real estate commission
  - 3 Red
- Form for broker disclosure
  - 1 Yellow
  - 1 Green
- More global involvement with international vacation rentals investments
  - 1 Yellow
  - 4 Red
- Expand training and focus on advancements of AI technology in our industry
  - 5 Green
  - 1 Yellow
- President and President-Elect daily focus groups at all NCR Events
  - 2 Green
  - 1 Yellow
  - 2 Red

**Focus Area #1**

Develop and implement a comprehensive strategy to effectively enhance and communicate the value of membership in our State Association

- 18 Green

**Focus Area #2**

Design and execute initiatives that foster camaraderie and unity within the real estate industry

- 9 Green
- 1 Blue

**Focus Area #3**

Create an advocacy plan to influence public opinion and local officials, to promote affordable housing and expand the housing supply

- 8 Green
- 1 Blue

**2025 INNOVATION FORUM**  
**YEAR-END REPORT APPENDIX**

**MEMBER**  
**FEEDBACK**  
**NOTES -**  
**2025 STATE**  
**CONVENTION**

**Video Series:** Ambassadors record short recaps of their visits – “here’s what members in Region 7 are talking about” – gives NCR leadership real-time insights

- Great idea! Do it at local level and share with membership
- Offer scripts and video ideas for REALTORS who are willing but don’t know what to say
- Ambassador tag along with RVPs to meetings etc.

**Ambassador Badges (Digital and Physical):** Digital badge for email signatures/social media + physical lapel pin for recognition at events.

**Leave-Behind Toolkit:** Provide associations with NCR-branded digital or physical materials (postcards, infographics, or QR code cards linking to NCR benefit portals

- Not too useful, consider eliminating

### **Strategy #1**

Member Value Campaign: Develop a clear, engaging marketing plan that highlights the tangible benefits, resources and impact of membership

- Like Strat #2 better but this would be a nice compliment in addition if you could do both
- Will help show NCR value
- Cost breakdown – dues are dues to most agents. State dues are inexpensive for the value you get

Incorporate a variety of methods to share the content of the ideas below with a major focus on short 60-90 second, storytelling videos.

**“What is your favorite NCR tool?” Series**

**“Hotline” Stories** – Anonymous but engaging “this I show the Legal Hotline saved an agent” mini-case features.

- Forms, Legal Hotline, Tech Support

### **Conference Conversations & Highlight Videos**

- Short Q&A with an attendee, asking questions like, “What was an AHA you got from this keynote speaker/meeting/session?”
  - Highlighting what scholarships are available/resources to get members to a major event.
  - Hire a local videographer in the cities where we host to come in and get great content to then share post-events and for promoting events. Include short interviews/sound bites with attendees ; asking Exec Team members in the hall “What are you doing or where are you headed?” etc.
- Excellent!

### **Strategy #2**

NCR Ambassador Program: Member volunteers promote NC REALTORS® value at local associations.

- Well thought-out – run with it!
- Show the real ROI on how NC REALTORS saved them money
- We all need help!
- 😊
- Helps smaller boards

- Awesome – Needed support!
- Have ambassador sponsored events in each region “LIVE”
- Great idea! Creates opportunity and engagement
- New members should also be recognized at state events
- Free guests from local association for ambassadors

**Local Market Tie-Ins:** Customize NCR’s statewide benefits with local examples/data, so members can connect the dots (e.g., “Here’s how NCR’s advocacy work impacted you in [your county]”). Work with AE’s to co-brand with them and make it feel like a partnership, not a top-down presentation.

- Local Associations have a good opportunity to ensure members are involved and informed
- Details on what our local REALTORS do on the state and national level. And how it ties in
- LUV
- Especially in light of Helene recovery

**Interactive “Member Value Quiz”:** Short Kahoot-style quiz during presentations at the beginning as an icebreaker to test members’ knowledge of NCR benefits – fun, engaging, and educational

- 😊
- What would the selection process be like?

**“A Day in the Life” Member Series** – show how different members (new agents, BICs, commercial brokers, property managers) use NCR resources daily. What do our volunteer leaders do to help members (committee chairs, Executive Team, etc.)?

**“Before & After NCR”** – How a tool, class, or advocacy effort changed someone’s business or community impact?

- Love this idea
- New orientation
- R.D.R. “REALTORS Don’t Read” Sessions explaining the benefits of NCR

**Broker Listening Sessions:** Provide opportunities for members to share their thoughts with Leadership in a safe space at larger state events and smaller local events, similar to what the NCREC Commission members have done at our events

- Love this
- Bridging the gap w/ NCREC being helpful vs. receiving disciplinary action

**“Your Membership in Action”** – How does the association help a member to succeed or improve their business?

- Advocacy Wins Explained Simply – turn legislative victories into member-friendly “what this means for your business” clips.
- High value info shared about committee work, advocacy, etc.
- Updates (60 seconds or less) from a Committee Chair or info about what a certain committee does for members.
- Increase affiliation, support between associations such as TCAR, New member support – it took me 2 months to get access to forms
- Articulation on overall self-improvement aided by volunteering
- State committee member provide helpful info (i.e. social media info)

**Conference Perks:**

- Reserved “first year” networking tables at state conferences where new members can meet leadership and peers
  - Discount Programs off Registration
  - New Agent /Member Sessions (Intro to NCR Resources etc.)
  - Introduce agents to designations and benefits (GRA, ABR, etc.) – Form of a panel presentation?
- 
- Continuation of scholarship program
  - Great detail, run with it!
  - Allow industry leaders the opportunity to sign up to speak with new members just like members were able to sign up for the welcome
  - Like first year network
  - Social media shout out for new completed designations
  - New members often cannot afford to attend events
  - Long-term ambassador programs; not just at conferences
  - New agent testimonials live

**Leadership Lunches:** Quarterly small-group lunches with association leadership for new members to ask questions and share experiences

- Do/Encourage at local level
- LOVE
- Reserved seating together at committee meetings and bigger events

**Pep Rally:** Some type of kick off for the week featuring state leadership, success stories, and fun giveaways.

- Peer recognition celebrating new member achievements
- Maybe do something like an NFL tailgate area at convention for sports fans and brokers
- REALTOR flash mob at festivals

Coordinate with local associations encourage planning some type of an in-person event for their members.

Incorporate REALTOR appreciation week to coincide around same time as Community Give-Back Day.

- More details please
- NC volunteer appreciation day
- Look to see events already scheduled by associations and partner with them