

NAR – National Association of REALTORS®
IRM (International REALTOR®) Benefit
全米リアルター協会 国際会員のベネフィット

Hiroko Nishikawa Naumann
NAR Global Ambassador to Japan & Mongolia





NAR - National Association of REALTORS®

全米リアルター協会とは？

- 不動産仲介業者が加盟する最大の業界団体
- 1908年シカゴにて設立
- 会員数約150万人(アメリカ人の220人に1人)
- 国際会員(IRM)は6300人以上
- REALTOR®は全米リアルター協会会員の名称
- NARの役割は
 - 1) Advocacy (政治活動)
 - 2) Professional Development(不動産従事者のレベルアップ)
 - 3) Code of Ethics (倫理綱領)
- 76カ国、105団体との協約





NAR - National Association of REALTORS®

NARの役割 - 3つの柱

Advocacy
政治活動

**Professional
Development**
不動産従事者の
レベルアップ

Code of Ethics
倫理綱領



NAR - National Association of REALTORS®

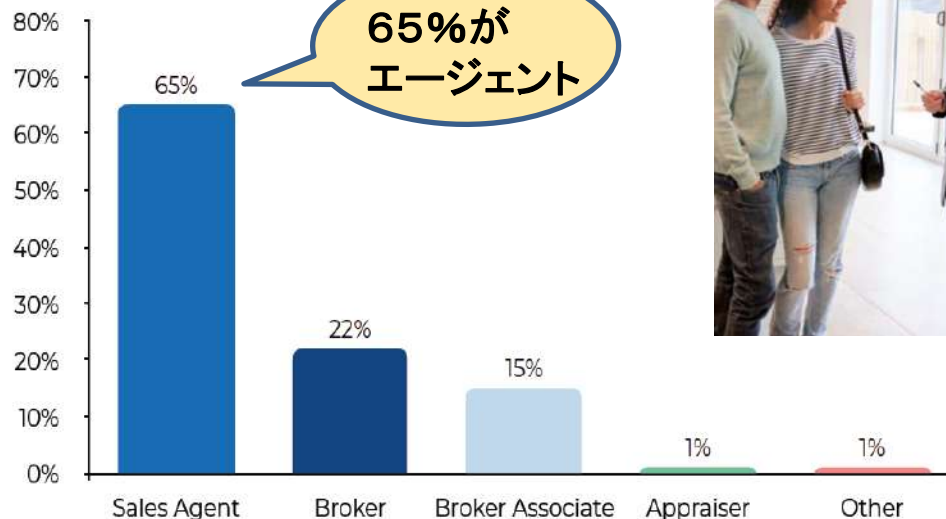
NARメンバープロフィール

■ 性別

	ALL REALTORS®
Male	34%
Female	64%
Prefer not to say	2%

64%が女性

■ 不動産免許の種類



65%がエージェント



■ 自営業者 vs 雇用者

	ALL REALTORS®
PERCENT OF REALTORS® IN THE CATEGORY	
AFFILIATION WITH FIRM	
Independent Contractor	87%
Employee	5%
Other	8%
Tenure at firm (median years)	4

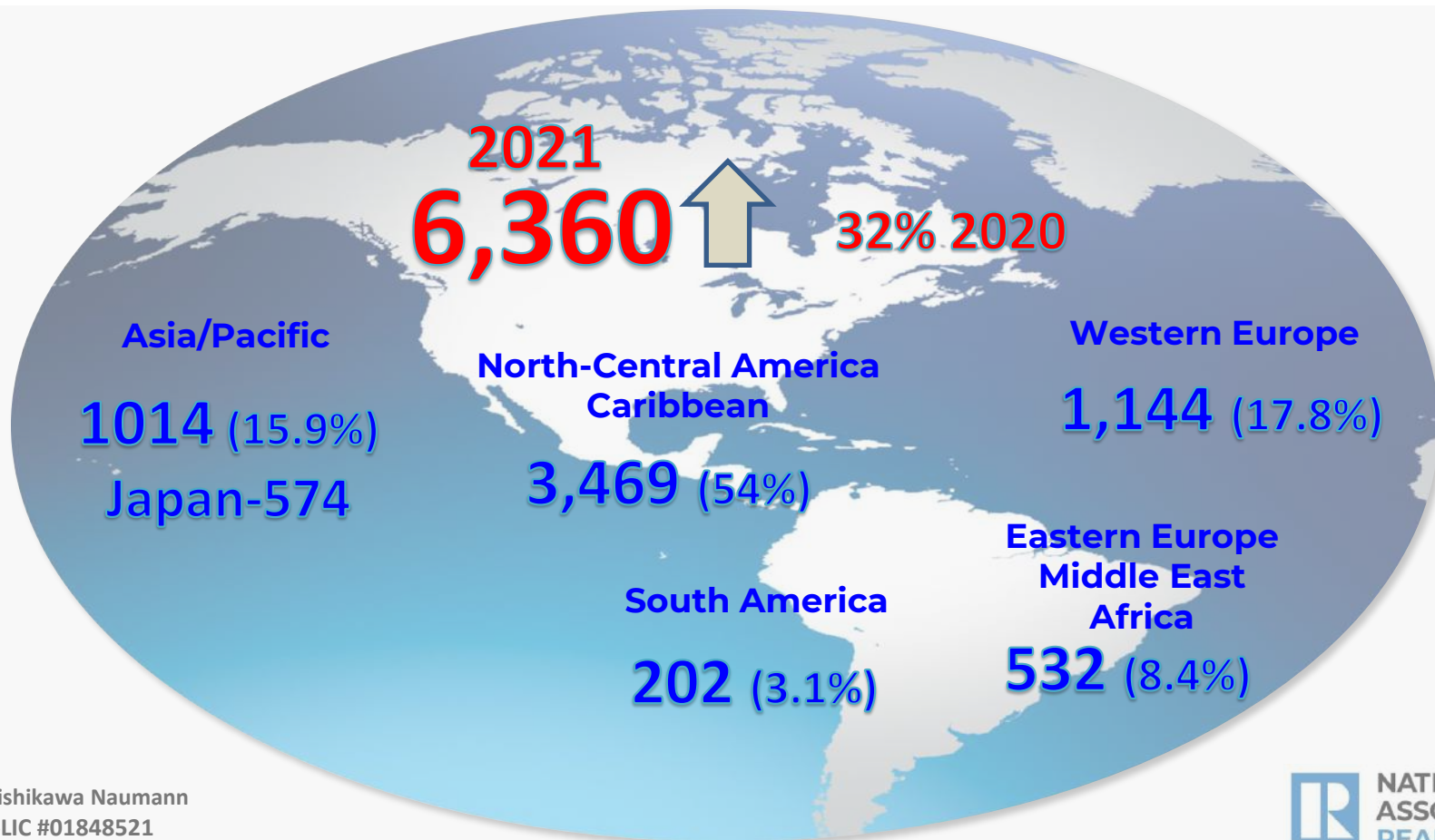
87%が自営業



NAR - National Association of REALTORS®

IRM (国際会員) – International REALTOR® Member

NARとBilateral Agreement (協約)*を結んでいる団体に所属していれば国際会員になれる。* 76力国、105団体





NAR IRM (国際会員)のベネフィット

Membership Due
First Year \$100
Renewal \$75

1. Learning

- ・NARの情報をフル活用
- ・IRM会費で各種資格をキープできる

2. Tool

RPRを利用してアメリカの不動産をリサーチ

3. Networking

リアル&オンラインイベントに会員価格で参加できる





NAR IRM (国際会員)のベネフィット

1. LEARNING: ウェブサイトには情報満載



Search



Store

Contact

Pay Dues

Hi, Hiroko ▾

Real Estate Topics

Membership

Research & Statistics

Advocacy

Education

News & Events

About NAR

More

Empowering REALTORS® to achieve their real estate ambitions.

REALTOR® Code of Ethics

LATEST NEWS & TOPICS

More News ▲

Remodeling: New Hardwood Floors,
Home Offices Bring Joy ▶

REALTORS® Commemorate Fair
Housing Month in April ▶

Pending Home Sales Dwindle 4.1%
in February ▶

Watch That's Who We R: "The Right Thing" ▶

Feedback





NAR IRM (国際会員)のベネフィット

1. LEARNING: DESIGNATION (資格)

Certified International Property Specialist / CIPS

Instantly align yourself with the best in international real estate by earning the CIPS designation. The designation requires completion of five full-day courses focusing on the critical aspects of international real estate transactions. CIPS designees are connected to an influential network of over 3,500 professionals who turn to each other first when looking for referral partners.



Certified Residential Specialist / CRS

The CRS designation is the highest credential awarded to residential sales agents, managers, and brokers. On average, CRS designees earn nearly three times more in income, transactions, and gross sales than non-designee REALTORS®.



· See course information.

Presented by Residential Real Estate Council
Contact RRC at <https://www.crs.com/about-us/contact-us> or 800-

Certified
Residential Specialist
The Proven Path To Success

Accredited Buyer's Representative / ABR®

The Accredited Buyer's Representative (ABR®) designation is designed for real estate buyer agents who focus on working directly with buyer-clients at every stage of the home buying process.



Seniors Real Estate Specialist® / SRES®

The SRES® Designation program educates REALTORS® on how to profitably and ethically serve the real estate needs of the fastest growing market in real estate, clients age 50+. By earning the SRES® designation, you gain access to valuable member benefits, useful resources, and networking opportunities across the U.S. and Canada to help you in your business.



Certified Commercial Investment Member / CCIM

The Certified Commercial Investment Member (CCIM) designation is commercial real estate's global standard for professional achievement, earned through an extensive curriculum of 200 classroom hours and professional experiential requirements. CCIMs are active in 1,000 U.S. markets and 31 other countries and comprise a 13,000-member network that includes brokers, leasing



NAR's Green Designation / GREEN

Through NAR's Green Designation, the Green REsource Council provides ongoing education, resources and tools to help real estate practitioners find, understand, and market properties with green features.



At Home With Diversity® / AHWD

Learn to work effectively with – and within – today's diverse real estate market. The At Home With Diversity® certification teaches you how to conduct your business with sensitivity to all client profiles and build a business plan to successfully serve them.





NAR IRM (国際会員)のベネフィット

2. TOOL: 全米の不動産分析ツールRPR

The screenshot shows the RE/MAX RPR web application interface. At the top, there is a navigation bar with links for Home, Research, Marketing, Reports, Learn, Help, and My Work. Below this is a search bar with filters for Residential/Commercial, Location, Type/Status, Property Type, Price, Beds, Baths, and Filters. A 'Shortcuts' section includes icons for Prospect for Clients, Search using a Map, Create a Report, Investor Analysis, Opportunity Zones, Create a CMA, and Tour Homepage. The 'My Markets' section features a map with a 'No markets yet' message. At the bottom, there are sections for 'My Listings', 'My Properties', and 'My Searches'.



This collage displays three different RPR reports. The top report is a 'SELLERS REPORT' for 16902 Ardath Ave, Torrance, CA 90504, featuring a photo of the property and contact information for Hiroko Nishikawa Naumann. The middle report is a 'Neighborhood Report' for the same address, showing a 'Total Score' of 53/100 and a list of neighborhood metrics. The bottom report is a 'Value Report' showing the 'Current Estimated Value' at \$1,047,820 and the 'Your Refined Value' at \$869,691.

Metric	Score
Housing Affordability & Access	43
Neighborhood Access to Life, Work & Play	72
Transportation Safe & Convenient Options	58
Environment Clean Air & Water	20
Health Prevention, Access & Quality	82
Engagement Civic & Social Involvement	39
Opportunity Inclusion & Possibilities	60



NAR IRM (国際会員)のベネフィット

3. NETWORKING: 世界中のリアルター仲間と交流



交流会

- ・CIPS・CRS資格者
- ・JARECO総会(6月8日)
- ・ホームステイプログラム(シアトル-7月)

教育・クラス

- ・CIPS新規クラス
- ・Code of Ethics
- ・Newsletter & ワークショップ

国際カンファレンス

- ・ワシントンDC(5月)
- ・フロリダ・オーランド(11月11~14日)

