

# Nykea Pippion McGriff

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Vice President Broker Engagement  
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# BROKER ENGAGEMENT

## ▶ ENGAGEMENT ACTIVITIES & RESOURCES INCLUDE

### BROKER SUMMITS

- ▶ **47** Broker Summits in 2025

### RESOURCES

- ▶ Broker Power Hours and Monthly NAR value Meeting Slides

### MEETINGS & FOCUS GROUPS

- ▶ Committed to listening and learning

### SURVEYS

- ▶ Identify business challenges, understand growth goals and recognize various business models.

NEARLY  
**50,000**  
TOUCHPOINTS

WITH INDUSTRY  
STAKEHOLDERS

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# WHAT'S NEXT FOR MEMBERS



# NAR BROKER VALUE

## TOOLS. CONNECTIONS. SUPPORT.

NAR empowers brokers to turn challenges into opportunities and goals into achievements.

### ADVOCACY

- ▶ NAR promotes and protects your business interests.

### EDUCATION & EVENTS

- ▶ Knowledge is a competitive advantage; give your agents the education that gets results.

### TECHNOLOGY

- ▶ Innovative tools and game-changing platforms to unlock real business value.

### RESEARCH & DATA

- ▶ Know what's coming next with vital market data and essential insights.

### LEGAL

- ▶ Identifying and combating legal risk to protect REALTOR® interests.

# ADVOCACY

## In 2025, **NAR**

- Preserved the cherished independent contractor status
- Locked veterans' ability to directly pay for professional representation
- Defeated rent control proposals on multi-family housing
- Secured its top ten legislative priorities in the 2025 tax bill

Over the past 10 years, NAR defeated **11 HARMFUL TAX PROPOSALS** related to the real estate economy, saving the industry more than **2.3 TRILLION DOLLARS IN TAXES.**

## NAR'S LOBBYING ON THE 2025 TAX BILL

- ▶ **PUT CASH IN CONSUMERS' POCKETS**  
**PRESERVED:** MORTGAGE INTEREST DEDUCTION AND 1031 EXCHANGES  
**INCREASED:** CHILD TAX CREDIT
- ▶ **STRENGTHEN MARKET DEMAND**  
**EXPANDED:** AFFORDABLE HOUSING CREDITS  
**PRESERVED:** STATE & LOCAL TAX CAP  
**INCREASED:** ESTATE TAX THRESHOLD
- ▶ **SUPPORT BROKER GROWTH OPPORTUNITIES TO GROW**  
**LOCKED:** LOWER TAX RATES  
**PROTECTED:** 199A DEDUCTION  
**ENHANCED:** OPPORTUNITY ZONES

# HOW TO LAUNCH YOUR BROKERAGE CHECKLIST

## NEW BENEFIT

We've taken the guesswork out of launching a brokerage. Whether you are just starting out or want to reinforce your current business, use this checklist as a roadmap to simplify an otherwise overwhelming process.

## WHAT'S INSIDE:

10 steps to take your brokerage from concept to fully operational. Your next steps start here.



**ACCESS NOW!**



**REAL ESTATE BROKERAGE LAUNCH CHECKLIST**  
10 STEPS TO TAKE YOUR BROKERAGE FROM CONCEPT TO FULLY OPERATIONAL

Starting your own brokerage is an exciting leap in your real estate career, but success starts with a solid foundation. Follow NAR's 10-Step Launch Roadmap to ensure your brokerage is compliant, well branded and built for long-term growth.

**1. RESEARCH & PLAN YOUR BROKERAGE**

- Analyze your target market: demographics, property types and competition.
- Identify your niche: residential, commercial, luxury or team-based brokerage.
- Draft a business plan outlining your goals, growth strategy and operating budget.

**KEY REQUIRE:**

- Small Business Administration - How to Write a Business Plan

**TIP**  
Use your plan to secure funding, attract partners and guide your launch timeline.

**2. CHOOSE A LEGAL STRUCTURE & REGISTER YOUR BUSINESS**

- Select your entity (e.g., LLC, Corporation, S-Corp) based on liability protection and tax benefits.
- Register your business with your state's real estate commission and the Secretary of State.
- Obtain an Employer Identification Number (EIN) from the IRS for tax and payroll purposes.

**KEY REQUIRE:**

- Small Business Administration - Choose a Business Structure
- Internal Revenue Service - Apply for EIN Online

**TIP**  
Consult a real estate attorney or CPA to ensure compliance with state brokerage ownership laws.

**3. OBTAIN YOUR BROKER'S LICENSE**

- Complete your state's required broker pre-licensing courses.
- Pass the broker's licensing exam.
- Verify your license with your state real estate commission before operating.

**KEY REQUIRE:**

- NAR - State Licensing Info

**4. SET UP BROKERAGE OPERATIONS**

- Choose your office type:
  - traditional
  - hybrid
  - virtual model
- Secure business insurance: Errors & Omissions (E&O), general liability and cyber liability.

**KEY REQUIRE:**

- NAR Partner - Victor Insurance
- NAR Partner - Liberty Mutual

**TIP**  
Document your brokerage's operational workflow early (listing intake, compliance, marketing, etc.) to scale efficiently.

**NAR BROKER ENGAGEMENT**



# Sales Meeting PLAYBook

**MAKE YOUR MONTHLY AGENT MEETINGS EASIER WITH SALES MEETING PLAYBOOK.**

These ready-to-use, brandable slide decks cover timely NAR topics, so you can share valuable insights without the extra prep. Each month, we provide an advocacy update, highlighting a recent win from our NAR Advocacy team on Capitol Hill.

## This month's slides also include:

**NAR'S 2025 ANNUAL REPORT HIGHLIGHTS, INCLUDING PLANS TO ELEVATE BROKER ENGAGEMENT:**

- Launching new Broker Summit toolkits, reimagined Broker Power Hours, enhanced broker events, and regular communications from NAR leadership.



**Scan the code to Access the  
PLAYBOOK**



# HOW TO ONBOARD AN AGENT TOOLKIT

A step-by-step resource that helps you deliver a consistent, compliant, and culture-driven onboarding experience.

**THIS CHECKLIST WALKS YOU THROUGH TOPICS SUCH AS:**

- Knowing which forms need to be completed
- Granting access to necessary systems and tools
- Structuring a comprehensive training process
- Launching a success plan and setting goals

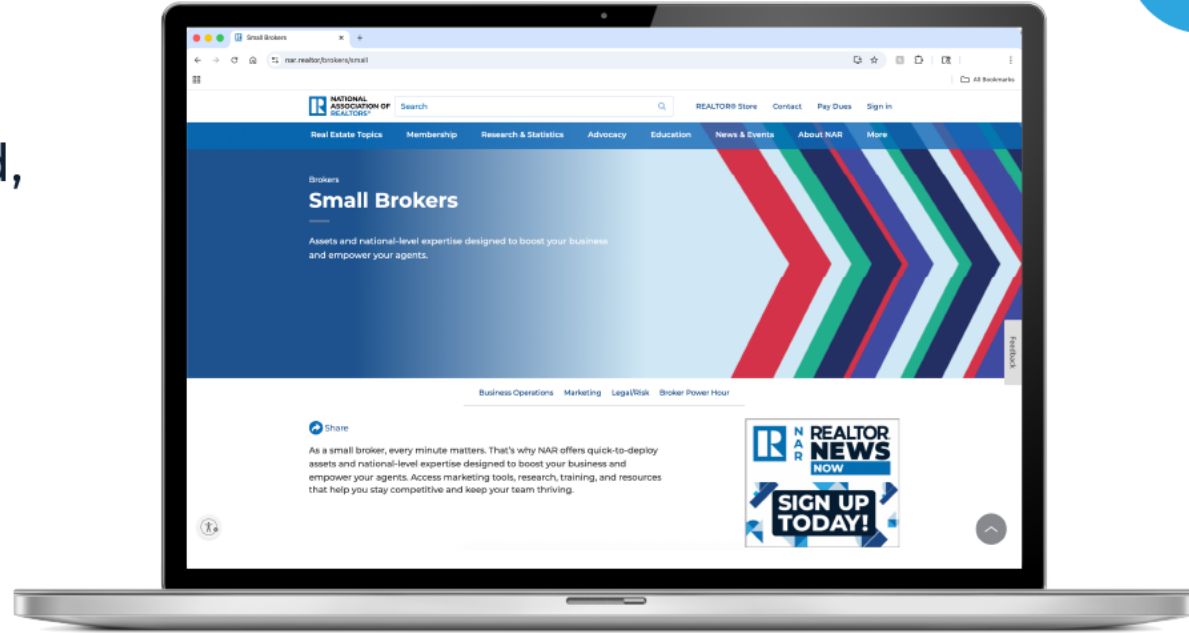


**Scan the code to Access the  
CHECKLIST**

# NEW! SMALL BROKER RESOURCE PAGE

A new webpage just for small brokers is now live!

Designed with your business in mind, this hub offers ready-to-use assets, practical tools and national-level expertise to help you grow your brokerage and support your agents with confidence.



**EXPLORE THE NEW  
RESOURCES TODAY.**  
smallbroker.realtor





Scan the QR code  
to take a quick survey.  
**It only takes a minute!**

# WE'D LOVE YOUR FEEDBACK!

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*Your insights will help us make future  
events even better.*

# THANK YOU.

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