



AN EXPLANATION OF YOUR ANNUAL REALTOR® DUES



Annual HCBOR Local Dues

The annual dues of each REALTOR® member as established annually in advance by the Board of Directors in accordance with Article X, Section 2(a) of the Association Bylaws. It funds all Association member benefits and services.

Annual TEXAS REALTORS® Dues

The annual dues of each REALTOR® member as established annually in advance by the Board of Directors in accordance with Article III, Section 1(A) of the Texas Realtors® Association Bylaws. It funds all Association member benefits and services with Texas Realtors

TEXAS REALTORS® Legal Fund Assessment

The Legal Fund was created and approved annually by the TEXAS REALTORS® Board of Directors for the express purpose of:

- Helping Texas REALTORS® understand their legal rights and duties under law.
- Providing legal assistance for matters pending in court or governmental agencies.
- Defraying all or a portion of legal expenses for pending litigation in which a member is a party.
- Defraying legal expenses for cases in which the association intervenes or files briefs as a friend of the court.
- Monitoring and participating in the actions of governmental agencies.
- Reimbursing travel expenses of Texas REALTORS® who participate in form-development task forces.

TEXAS REALTORS® Issues Mobilization/Political Advocacy Assessment

The Issues Mobilization Program was created and approved by the TEXAS REALTORS® Board of Directors to help local REALTORS® Associations who've identified local ordinances that could affect all Texas REALTORS® or property owners. If a local Association identifies such a proposal, it applies for assistance. Help may come in the form of political expertise, strategic guidance, marketing, and/or funding.

Annual NAR Dues

The annual dues of each REALTOR® member as established annually in advance by the Board of Directors in accordance with Article II, Section 1(A) of the NAR Association Constitution and Bylaws. It funds all Association member benefits and services.

NAR Consumer Advertising Campaign

This funds the NAR Public Awareness Campaign that includes TV ads highlighting the value a REALTOR® brings to a transaction.

- The funds allow the campaign to support NAR's strategic objective of reaching and engaging consumers, increasing the association's reach and impact on the public by driving home the value of home ownership and the importance of hiring a REALTOR®. Research shows that NAR's national advertising is accomplishing its goals of persuading consumers of the value of homeownership and real estate investment and assuring them of the value REALTORS® bring to the real estate transaction. In our most recent tracking study, 70 percent of consumers surveyed said the ads made them want to contact a REALTOR® for more information, and 82 percent said that the ads made them feel more positive about homeownership.
- The Consumer Advertising Campaign is also one of NAR's most popular membership services. According to the latest membership survey, 96 percent of all members like the ad program, and 91 percent would like to see even more advertising than is currently run, a number unchanged through the past three years.
- The National Association of REALTORS® Board of Directors voted to maintain an assessment level of \$45.00.