



Central Panhandle Association of Realtors®

— Tech, Tools & Transformation —



— Tech, Tools & Transformation —



Rich Swank
Associate General Council



CPAR NXT
GEN
BROKER
SUMMIT
2026

SEPTEMBER 24,
2026

Rich Swank

Associate General Counsel, Florida
Realtors®

Uniform Appraisal Dataset (UAD) 3.6

- What is UAD 3.6?
- The UAD 3.6 and Forms Redesign is an initiative to update the dataset for appraisal reports submitted to the Government Sponsored Enterprises (GSEs) and align with the current industry-standard MISMO® Reference Model. It also involves replacing all existing GSE appraisal forms with a single flexible and dynamic report. The new report covers all property types, improves the review process and reduces revisions.

SUMMARY			
Opinion of Market Value	\$195,000	Market Value Condition	As Is
Effective Date of Appraisal	10/05/2019	Property Valuation Method	Traditional Appraisal
Assignment Reason	Purchase	Appraiser Name	Tom Appraiser
Borrower Name	Betty Borrower		
Current Owner of Public Record	Sydney Seller		
Contract Price	\$160,000		
Listing Status	Pending		
Property Description			
Construction Method	Site Built	Overall Quality	Q5
Attachment Type	Detached	Overall Condition	C4
Planned Unit Development (PUD)	☐ Yes ☒ No	 This is where the Subject Property photo would display.	
Condominium	☐ Yes ☒ No		
Cooperative	☐ Yes ☒ No		
Condo	☐ Yes ☒ No		
Subject Site Owned in Common	☐ Yes ☒ No		
Units Excluding ADUs	2		
Accessory Dwelling Units	0		
Property Rights Appraised	Fee Simple		
Is the highest and best use of the subject property as improved (or as proposed per plans and specifications) the present use?	☒ Yes ☐ No		
Zoning Compliance	Legal Nonconforming		
Apparent Defects, Damages, Deficiencies Requiring Action			
There are no apparent defects, damages, or deficiencies requiring action. For details, reference the 'Reconciliation' section.			

Uniform Appraisal Dataset (UAD) 3.6

- Mandatory deadline of **November 2, 2026** for new appraisal submissions to the Uniform Mortgage Data Program (UMDP).
- Replaces several legacy appraisal forms with One Dynamic Report for residential properties.
- Designed to improve data standardization, review processes, and integrated photos.
- Fannie Mae and Freddie Mac updated these requirements to create a data-driven, dynamic reporting structure, and to capture property and market information.
- Appraisers must maintain two independent writing systems during transition if they are going to complete UAD 2.6 and UAD 3.6; UAD 2.6 fully retired May 3, 2027. So appraisals may cost more in the short run.
- Lenders should be actively ordering and receiving UAD 3.6 test reports by October 1, 2026.

Uniform Appraisal Dataset (UAD) 3.6 Tips and Examples

- Be as helpful as possible when the appraiser asks for details and make additional time for the appraiser appointment – delay or obfuscation could result in loan denial.
- Also: FR/Bar and ASIS contract deadlines: valuations must be finished before Loan Approval deadline, so order appraisals **early**.
- Examples of new and improved details appraisers may be looking for:
 - Provide appraisers specific lists of updates (e.g. 'Kitchen Level I,' Corian Counters, Hardwood Floors) and timelines of when they were done.
 - Site Influence Metrics: views v. frontages, traffic, power lines, and commercial impact.
 - Waterfront Requirements: water type, linear frontage, and approximate access depth for watercraft (deep, shallow, non-navigable).
 - Front door elevation: approximate elevation from grade level to bottom of front door.
 - Decks v. Pools: decks must be measured, pools do not.
 - Ceiling height and continuity: 7 foot rule.
- **Square footage variance problem:** why MLS, tax records, and appraiser-measured footage rarely match.

Uniform Appraisal Dataset (UAD) 3.6

10.16.26 - UAD 3.6: Appraisal Changes

Date & Time Oct 16, 2026 10:00 AM in [Eastern Time \(US and Canada\)](#)

Description A significant change is coming to residential appraisal reporting! Beginning November 2, 2026, UAD 3.6 will be mandatory for all new appraisal reports submitted to the Uniform Collateral Data Portal (UCDP), bringing a redesigned reporting structure and forms, including the redesigned Uniform Residential Appraisal Report (URAR).



To help prepare Florida REALTORS®, we will offer a special 60-minute CORE education session via Zoom on Friday, October 16 at 10:00 a.m.

- Florida Realtors® will offer a 60 minute CORE education session via Zoom on Friday, October 16, at 10:00 a.m.
- https://floridarealtors-org.zoom.us/webinar/register/WN_b8D4HAPnQ3aoJise42sUcg#/registration designed to improve data standardization, review processes, and integrated photos.

Flood Disclosure

FLOOD DISCLOSURE

Flood Insurance: Homeowners' insurance policies do not include coverage for damage resulting from floods. Buyer is encouraged to discuss the need to purchase separate flood insurance coverage with Buyer's insurance agent.

- (1) Seller ☐ has ☐ has no knowledge of any flooding that has damaged the property during Seller's ownership of the property.
- (2) Seller ☐ has ☐ has not filed a claim with an insurance provider relating to flood damage on the property, including, but not limited to, a claim with the National Flood Insurance Program.
- (3) Seller ☐ has ☐ has not received assistance for flood damage to the property, including, but not limited to, assistance from the Federal Emergency Management Agency.
- (4) For the purposes of this disclosure, the term "flooding" means a general or temporary condition of partial or complete inundation of the property caused by any of the following:
 - a. The overflow of inland or tidal waters.
 - b. The unusual and rapid accumulation of runoff or surface waters from any established water source, such as a river, stream, or drainage ditch.
 - c. Sustained periods of standing water resulting from rainfall.

689.302 Disclosure of flood risks to prospective purchaser.—A seller must complete and provide a flood disclosure to a purchaser of residential real property at or before the time the sales contract is executed. The flood disclosure must be made in the following form:

FLOOD DISCLOSURE

Flood Insurance: Homeowners' insurance policies do not include coverage for damage resulting from floods. Buyer is encouraged to discuss the need to purchase separate flood insurance coverage with Buyer's insurance agent.

- (1) Seller has ☐ has ☐ knowledge of any flooding that has damaged the property during Seller's ownership of the property.
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 - (a) The overflow of inland or tidal waters.
 - (b) The unusual and rapid accumulation of runoff or surface waters from any established water source, such as a river, stream, or drainage ditch.
 - (c) Sustained periods of standing water resulting from rainfall.

History.—s. 1, ch. 2024-215; s. 2, ch. 2025-166.

Flood Disclosure

(2) If a landlord violates this section and a tenant suffers a substantial loss or damage to the tenant's personal property as a result of flooding, the tenant may terminate the rental agreement by giving a written notice of termination and surrendering possession of the premises to the landlord no later than 30 days after the date of the damage or loss. Termination of a rental agreement under this section is effective upon the tenant surrendering possession of the dwelling unit. For the purpose of this section, the term "substantial loss or damage" means the total cost of repairs to or replacement of the personal property is 50 percent or more of the personal property's market value on the date the flooding occurred.

(3) A landlord shall refund the tenant all rent or other amounts paid in advance under the rental agreement for any period after the effective date of the termination of the rental agreement.

- Now also includes rentals.
- Real consequences for landlord if rental disclosure is not used.
- Neither statute requires buyer or tenant acknowledgment.
- Broker can adapt statutory language for their own forms and include acknowledgment if they wish.

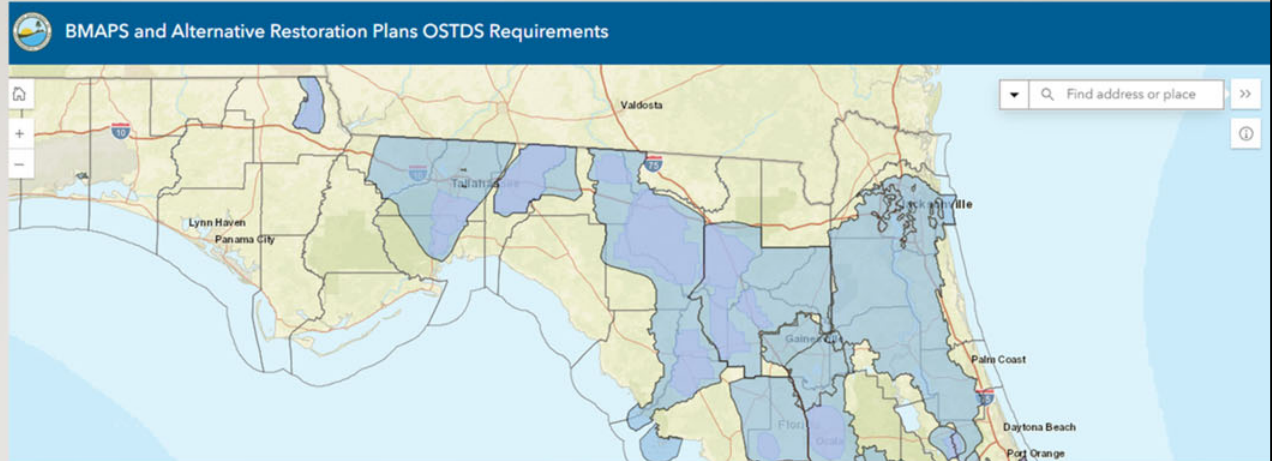
Septic Tank Updates HB 1379

- Passed in 2023
- Purpose: to reduce pollutants getting into waterways and improve water quality in our Florida waterways.
- Practical: law defines “impacted areas” in the state where advanced systems (ENR-OSTDS) that reduce nitrogen are now required instead of conventional septic systems.
- Impact: owners may need to act now/soon to install an advanced nitrogen-reducing system.
- Effect: 2.6 million homes with septic tanks – 30% of homes overall.
- Even if your area currently is not included in a Basin Management Action Plan (BMAP), Florida’s Department of Environmental Protection is working on adding more.

Septic Tank Updates

- Effective July 1, 2023
- Lots 1 acre or less
- Must install a nitrogen-reducing system
- Must apply for permit for new septic system (construction & maintenance permits)
- Applies to new construction and existing homes; if existing septic system needs repairs, owner may have to upgrade
- Connection to central sewer if available
- Currently comes up most frequently in context of sales – seller not aware they must bring the system up to spec before selling

Septic Tank Updates



Septic Tank Updates

- Be the source of the source – know what resources are available.
 - Department of Environmental Protection (DEP) website
 - County Health Department websites
- This is an emerging issue – DEP bills filed in 2026 and could see more in 2027
- Forms Committee has been working on updated language for the Seller's Disclosure
- Florida DEP will almost certainly add a statutory sales contract disclosure during the next session

§ 475.161, Fla. Stat. Establishing a License PA or LLC

Licensing of broker associates and sales associates.—

The commission shall license a broker associate or sales associate as an individual or, upon the licensee providing the commission with authorization from the Department of State, as a professional corporation, limited liability company, or professional limited liability company. A license shall be issued in the licensee's legal name only and, when appropriate, shall include the entity designation.

- This applies to *individual* sales associates and broker associates **only**.
- A sales associate or broker associate cannot create an LLC, etc. with a fanciful name *for this purpose*.
- Licensing PAs, LLCs, and PLLCs can include the licensee only- no other members or shareholders.
- Sales associates (and some brokers) routinely get this wrong.
- Accountants may tell you different things- they are usually wrong.

Non-Standard Contracts

- We are seeing a proliferation of documents that modify the form language of the FR/Bar and ASIS contracts.
- These modifications are done to the form text itself, not through cross-outs or additions to paragraphs 19 or 20.
- Some modifications are done so as to deceive the seller by trying to sneak in language beneficial to the buyer.
- *However*, some modified contracts make it clear they have been altered...and the listing broker and seller miss it anyway.
- *Always* review every offer with a seller carefully to make sure the seller understands all the language and that nothing has been changed.

Non-FAR/BAR As-is Residential Contract For Sale And Purchase of Real Estate

227 12. PROPERTY INSPECTION; AND RIGHT TO CANCEL:

257 (e) **BUYER'S OPTIONS IN LIEU OF CANCELLATION. PLEASE READ CAREFULLY.** In lieu of
 258 cancellation during the Inspection Period pursuant to section 12(a), Buyer may, in its sole discretion and at
 259 Buyer's expense, obtain a repair/replacement estimate by a licensed contractor or home inspector, selected by
 260 Buyer in its sole discretion, and elect to reduce the Purchase Price by the lesser of (1) one-hundred and fifty
 261 percent (150%) of the repair estimate or (2) twenty five percent (25%) of the purchase price in section 2. This
 262 price reduction shall be self-effectuating upon written notification from Buyer and shall not be construed as a
 263 counteroffer, nor shall it require additional consideration beyond Buyer's decision to close in light of the

637 **22. DISCLAIMER PLEASE READ CAREFULLY: This is a non-standard contract. It was not drafted or**
 638 **prepared by the Florida Association of Realtors or the Florida Bar. It is not a "FAR BAR" contract.**
 639 This contract contains certain provisions that are favorable to the buyer because of the distressed
 640 nature of or substantial repairs needed to the Property. These provisions include, without limitation,

NON-STANDARD CONTRACTS

Short Sales

G. SHORT SALE APPROVAL CONTINGENCY

1. **Approval of Seller's Lender(s) and Requirements for Seller's Approval of Short Sale.** This Contract is contingent upon: (a) Seller's lender(s) and all other lien holder(s) (collectively "Seller's Lender") approving the Purchase Price, terms of this Contract and the HUD-1 settlement statement; (b) Seller's Lender's agreement to accept a payoff which is less than the balance due on the loan or other indebtedness; and (c) Seller's Lender's agreement to release and provide a satisfaction of the mortgage(s) and/or other lien(s) encumbering the Property (the "Mortgage(s)") upon receipt of reduced payoff amount(s).

- *THEY'RE BAAAAAACK!*
- We've seen an uptick in foreclosures and, consequentially, questions about short sales on the Legal Hotline.
- Familiarize yourself with Addendum G: Short Sale Approval *Contingency*.
- Actually fairly straightforward: if all the lienholders don't approve, the short sale cannot go through.

Demands to View Listing Agreement or Buyer Agreement

- Can a listing broker demand to see a copy of the buyer broker agreement?
- Can a buyer's broker demand to see the listing agreement?
- What if the closing agent claims they must have the agreement to disburse funds?

QUESTIONS?

- Call the Florida Realtors Legal Hotline 407-438-1409
- Submit questions to legalnews@floridarealtors.org or
legalhotline@floridarealtors.org



— Tech, Tools & Transformation —



Veronica McManus
Senior Director of Industry Relations





RPR

The Broker/Owner Advantage



Built to Scale. Designed for Your Brokerage.

One platform. Every REALTOR®.
No additional cost.

Included
in NAR membership

\$12.95/yr
per member ~\$1.08/mo

540K+ REALTORS® used RPR in 2025

19.5M Engaged sessions in 2025

166M+ Property records nationwide

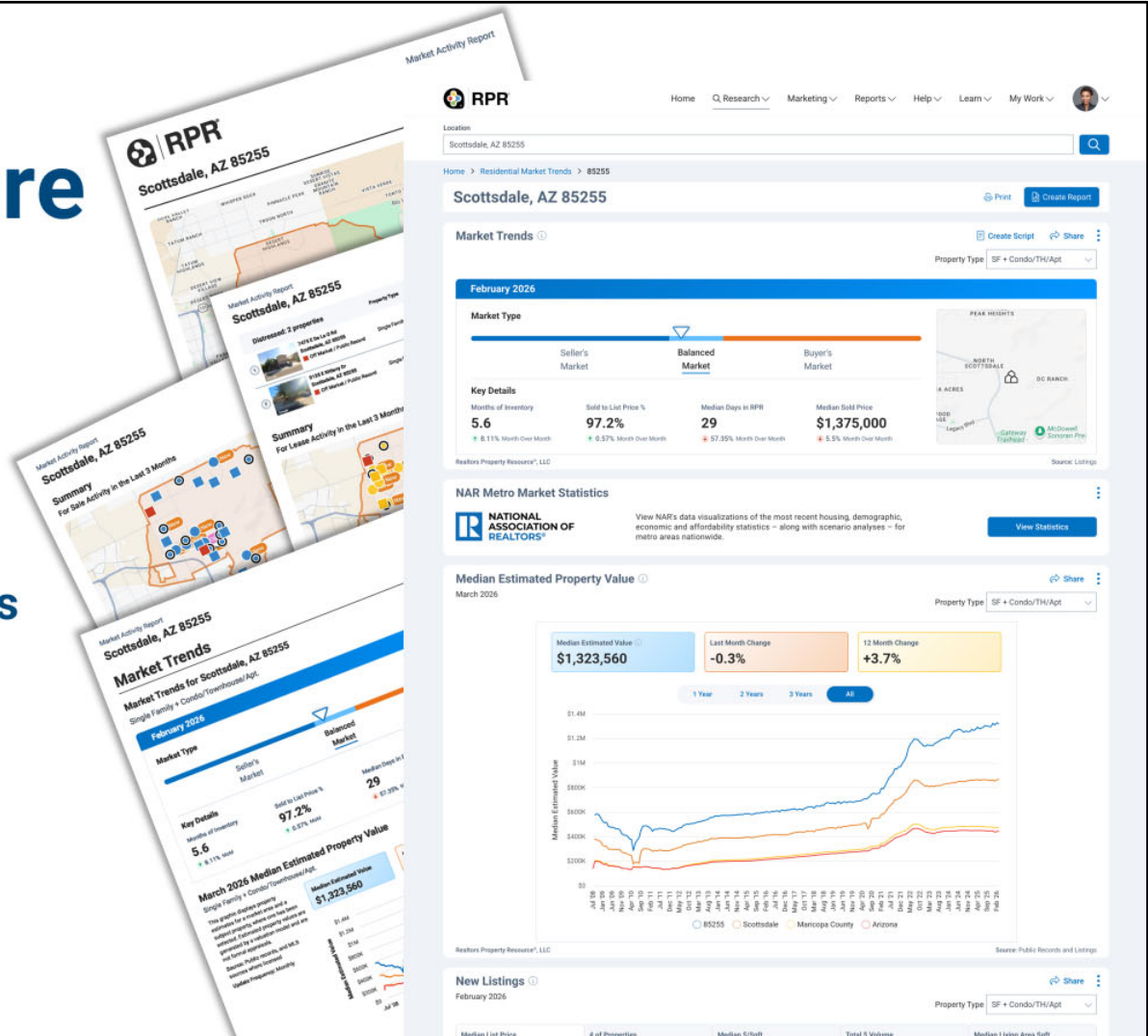
647+ Certified Trainers

 **RPR** A benefit of NAR membership, included for every REALTOR®

Your agents are local market experts.

When your agents are the local authority, your brand is the local authority.

But reaching consumers takes time.



TODAYS FRICTION GAP

Too many tabs. Not enough truth.

Your agents are expected to move fast, explain the market clearly and deliver a polished client experience. But too often, they're piecing that together across disconnected systems.



Fragmented Data

Even with great MLS data, agents still toggle between public records, market context, and reporting tools. RPR closes the gaps.



Weak Deliverables

Generic CMAs and static materials don't always build confidence. Clients expect professional-grade analysis that shows real expertise.



Market Insight Gaps

Agents struggle to articulate market conditions with confidence — especially in shifting or complex markets.

RPR closes the gap — bringing research, pricing, market insight, and client-ready output into one place.



RPR: ONE PLATFORM

Better Agent Execution

Everything agents need to research, price and present with confidence.



Property & Market Data

Access property, market, school, mapping and public record data in one place.



Pricing & Valuation

Use pricing and valuation tools to support smarter conversations with clients.



Residential & Commercial

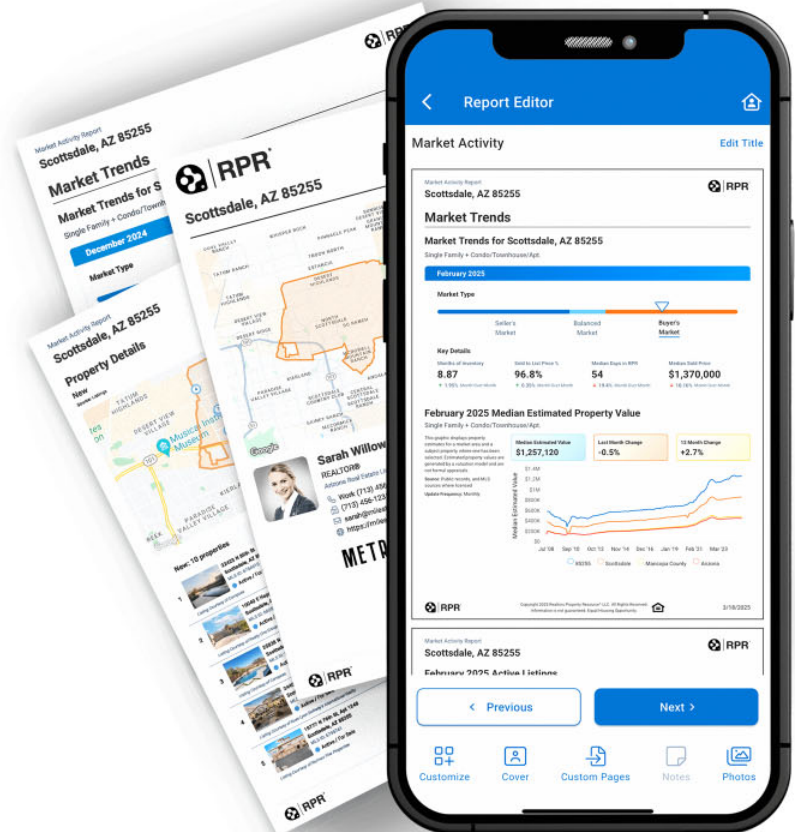
Work across residential and commercial opportunities with dedicated workflows.



Desktop & Mobile

Stay responsive with full access from listing appointments to open houses.

- Nationwide parcel-centric database
- On- and off-market access.
- Residential + Commercial
- Mobile ready



RPR Tools That Move the Needle

FOR BROKERS

Branded tools your agents actually use.

FOR AGENTS

Time in the field. Not at the desk analyzing and creating.

DYNAMIC REPORTS

Reports That Win Trust

Not just reports. Better client conversations.



Drag-and-drop
report design



Reusable
templates



Real-time
previews



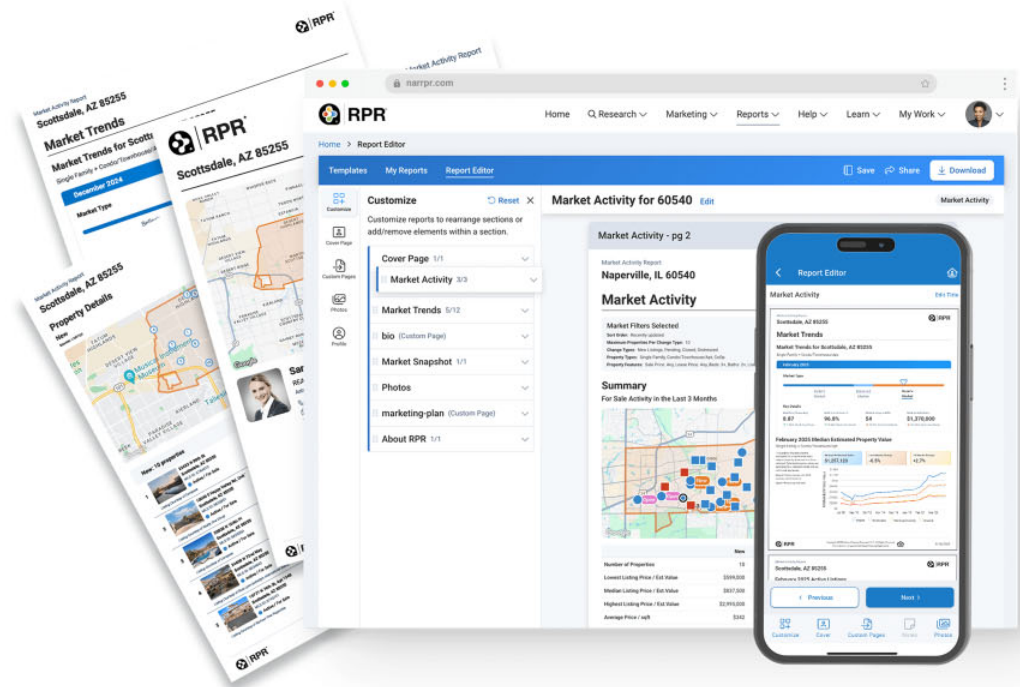
Auto-refreshing links
every 48 hours



Branded, client-
friendly output

Report Types

- ▶ Seller's Report
- ▶ Buyer's Report
- ▶ Property Report
- ▶ Neighborhood Report
- ▶ School Report
- ▶ Market Activity
- ▶ CMA
- ▶ AI CMA
- ▶ Trade Area
- ▶ Buyer Tour
- ▶ Site Selection



This is one of the clearest ways your brokerage can help agents look more prepared and more professional.

MOBILE AI CMA

Turn Forty-Five Minutes of work... into Five.

Professional CMAs. Your brokerage brand.



Local Market Insight

Real data from your market,
not national averages.



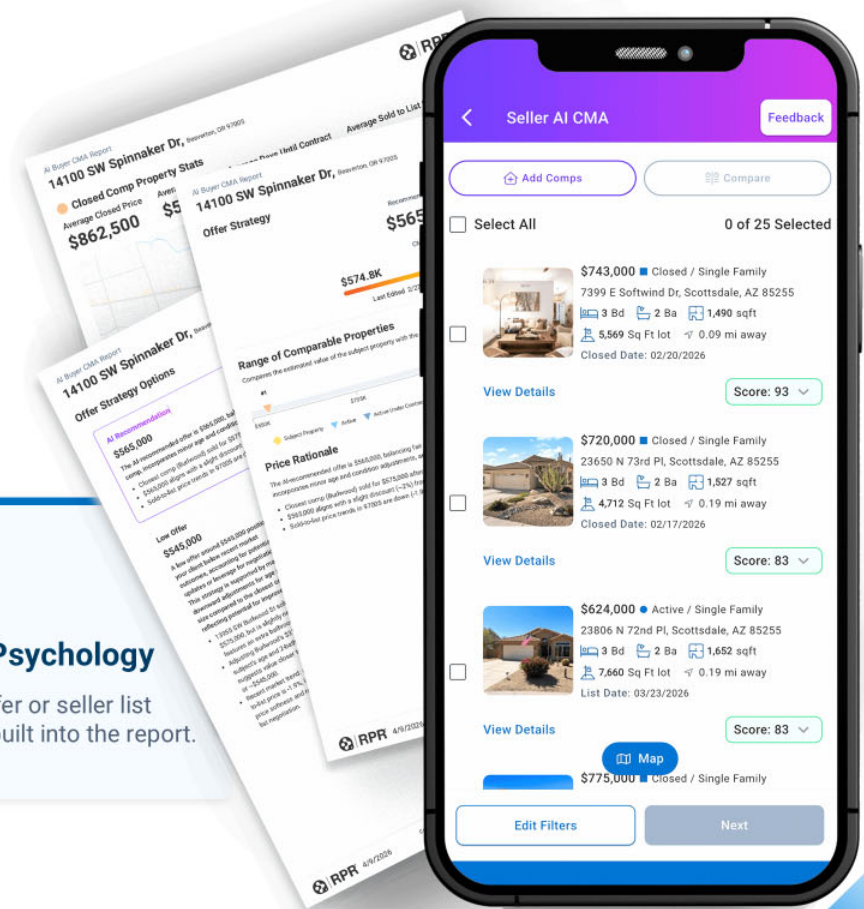
Comp Analysis

AI-driven scored comps
that tell the pricing story.



Price Psychology

Buyer offer or seller list
price — built into the report.



MARKET TRENDS

Trusted data. Now in every format your agents actually need.



Articles

Multiple formats, ready to publish



Social Cards

Branded, shareable, on-brand



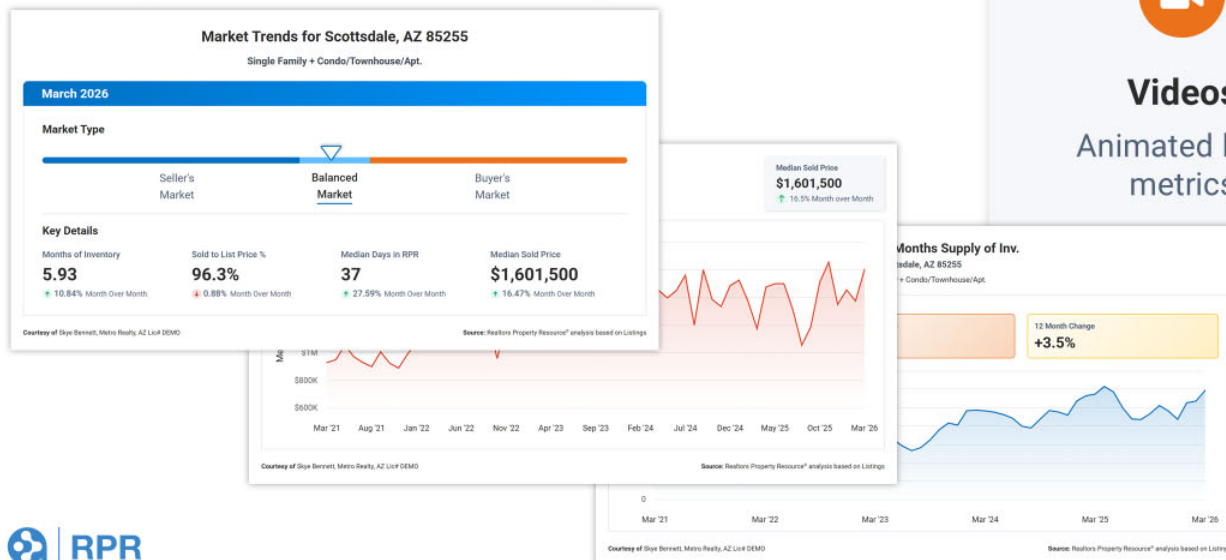
Videos

Animated local metrics



PowerPoint

Presentation-ready



MARKET TRENDS SCRIPTWRITER

Video. 30 Seconds.

Create Market Video
Choose a style, then hit Create.

Market Snapshot
Animated counters, gauge rings, and price ladders – the flagship data visualization.

Text Conversation
Animated Message-style chat showing market insights between agent and client.

Weekly Market Minute
News-broadcast style with ticker bar. 7 scenes, 60 seconds.

Market Brief
Apple Keynote minimalism. One stat per scene, massive typography. Premium feel.

Social Post
Instagram-style market update with data visualization, spectrum, and engagement.

Video Format

9:16 VERTICAL

16:9 WIDE

1:1 SQUARE

Color Palette

Soundtrack

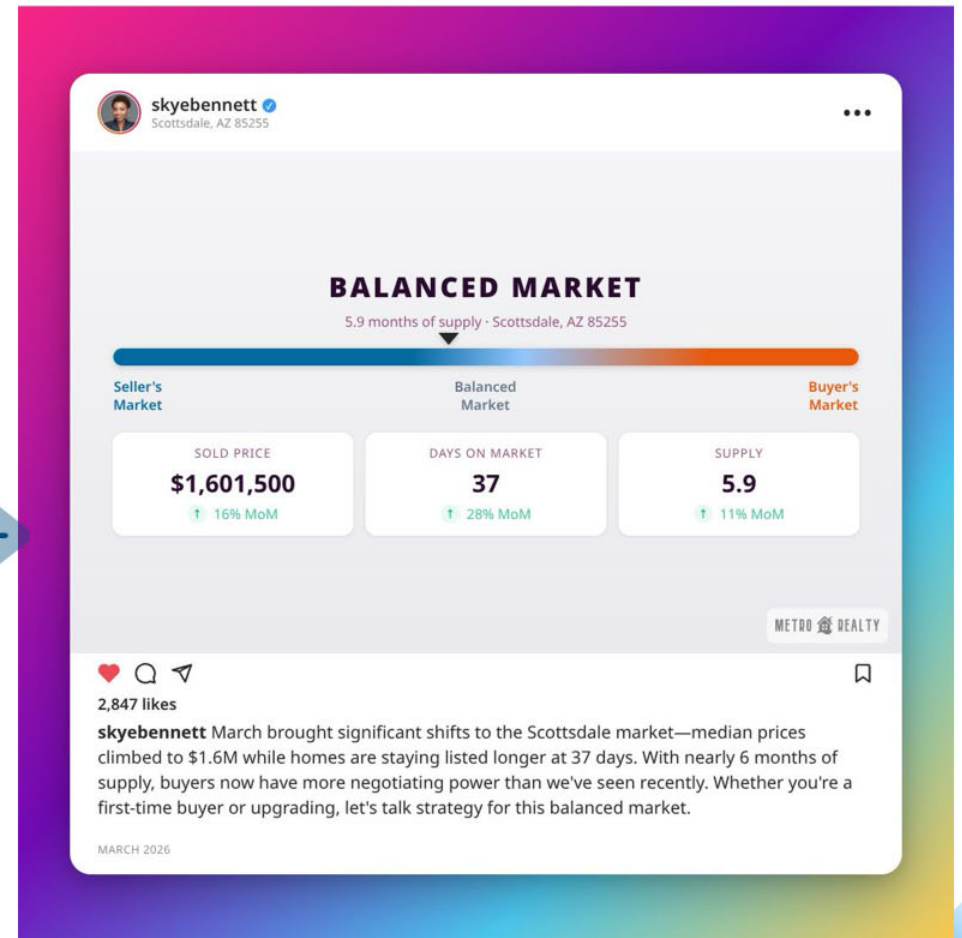
No Music

Upbeat

Calm

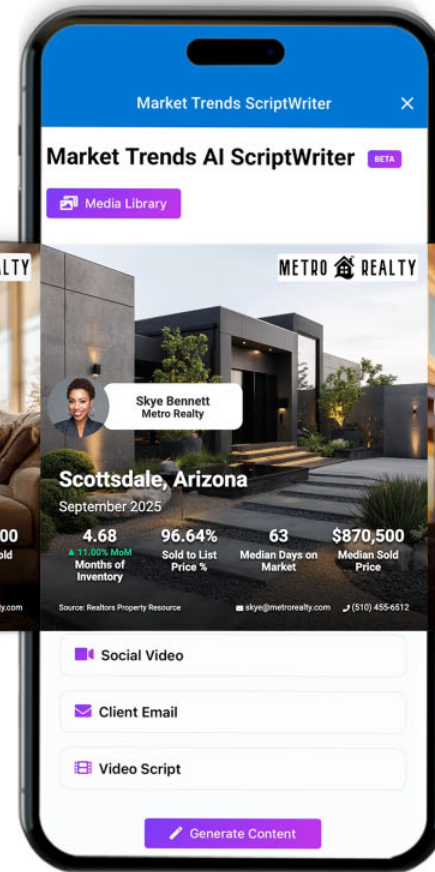
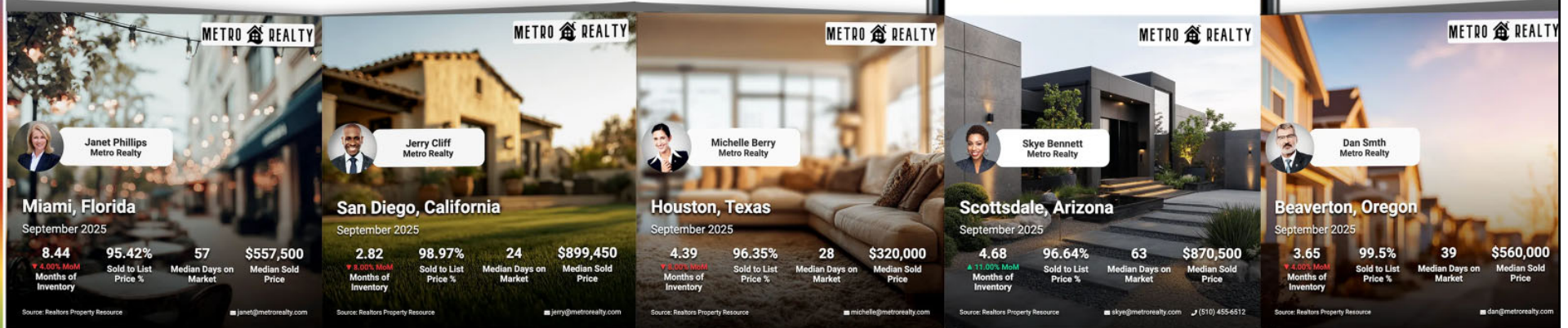
Corporate

Create Market Snapshot Video



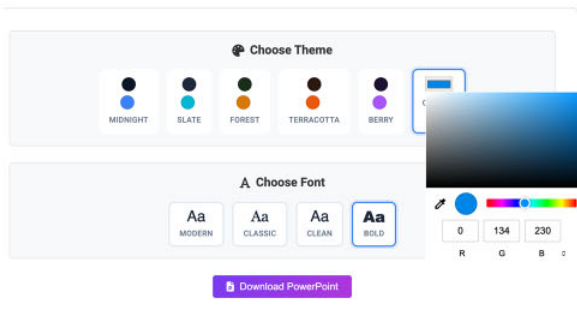
MARKET TRENDS SCRIPTWRITER

Social Posts. 30 Seconds.



MARKET TRENDS SCRIPTWRITER

PowerPoint. 30 Seconds.



METRO REALTY

↑ Scottsdale, AZ 85255

Scottsdale Market Shows Growth

Scottsdale's housing market experiences price increases and longer listing times.

January 2026 | Single Family + Condo/Townhouse(s)

Skye Bennett
Metro Realty
reggie@metro.com

Market Type

Where Scottsdale, AZ 85255 sits on the market spectrum

5.61 months

Seller's Market | Balanced Market | Buyer's Market

Metric	Value	Change
Months of Inventory	5.61	▲ 10% MoM
Sold-to-List Price %	96.61%	▲ 1% MoM
Median Days on Mkt	68	▲ 45% MoM
Median Sold Price	\$1,455,000	▲ 10% MoM

Source: NAR Market Trends | Scottsdale, AZ 85255 | January 2026

Market Snapshot

Metric	Value	Change
Median Sold Price	\$1,455,000	▲ 10%
Days on Market	68	▲ 45%
Months of Supply	5.61	▲ 10%
Active Listings	537	
New Listings	245	
Pending Listings	82	

Source: NAR Market Trends | Scottsdale, AZ 85255 | January 2026

Pricing Momentum

"The Scottsdale market sees a median sold price of \$1,455,000, marking a significant 10% increase from the previous month."

The price per square foot remains strong at \$25, indicating robust market conditions.

\$1.46M
Median Sold Price
▲ +10% MoM

Metric	Value	Change
Median Sold Price	\$1,455,000	10%
Price per Sq Ft	\$525	-
Sold-to-List Ratio	96.61%	0%

Source: NAR Market Trends | Scottsdale, AZ 85255 | January 2026

Inventory & Supply

"With 537 active listings at a median price of \$1,834,900, the market has a months of supply of 5.6."

61, increasing by 29% month-over-month. This suggests a growing inventory that could influence future price trends.

5.6mo
Months of Supply
▲ +29% MoM

Metric	Value	Change
Months of Supply	5.61	29%
Active Listings	537	\$1,834,900
New Listings	245	\$1,545,000

Source: NAR Market Trends | Scottsdale, AZ 85255 | January 2026

Days on Market

"Properties in Scottsdale are taking longer to sell, with the median days on market for sold properties increasing to 68 days, up by 45% from the previous month."

This highlights a shift in buyer behavior or market conditions.

68 days
Median Days on Market (Sold)
▲ +45% MoM

Metric	Value	Change
Median Days (Sold)	68	45%
Median Days (Pending)	39	-
Sold-to-List Ratio	96.61%	0%

Source: NAR Market Trends | Scottsdale, AZ 85255 | January 2026

METRO REALTY

Contact Skye Bennett at Metro Realty today to explore opportunities in Scottsdale's dynamic market.

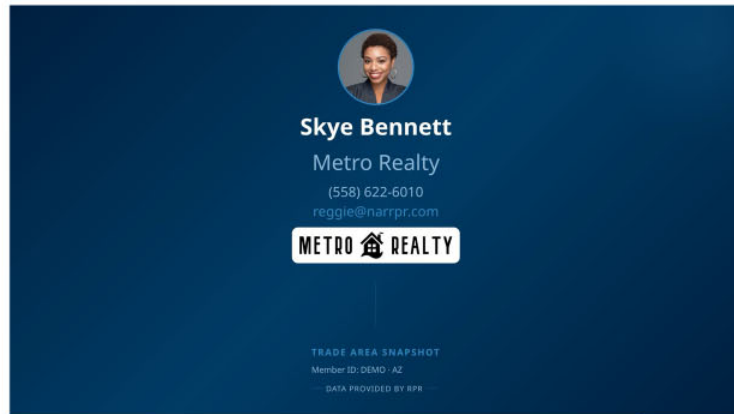
Skye Bennett
Metro Realty
reggie@metro.com

Source: NAR Market Trends

TRADE AREA SCRIPTWRITER

New Outputs. Better Data.

Powered by Esri Tapestry data. Trade area analysis with the same powerful outputs...



Trade Area AI ScriptWriter BETA

[Media Library](#)

Select Tone

Professional

Select Audience

Investors & Developers

Choose Data

✓ Primary Segment ✕

✓ Income ✕

✓ Population ✕

✓ Housing ✕

One Page Summary
A streamlined snapshot for quick reference and easy sharing.

Detailed Report
A full-length write-up for deeper analysis and insights.

PowerPoint Presentation
Create a PowerPoint for your next pitch or presentation.

Social Video
Short videos with your brand and Trade Area highlights.

Client Email
Pre-written message to share insights and start the conversation.

Social Media Card
Branded social posts with key stats and AI-generated captions.

Generate Content

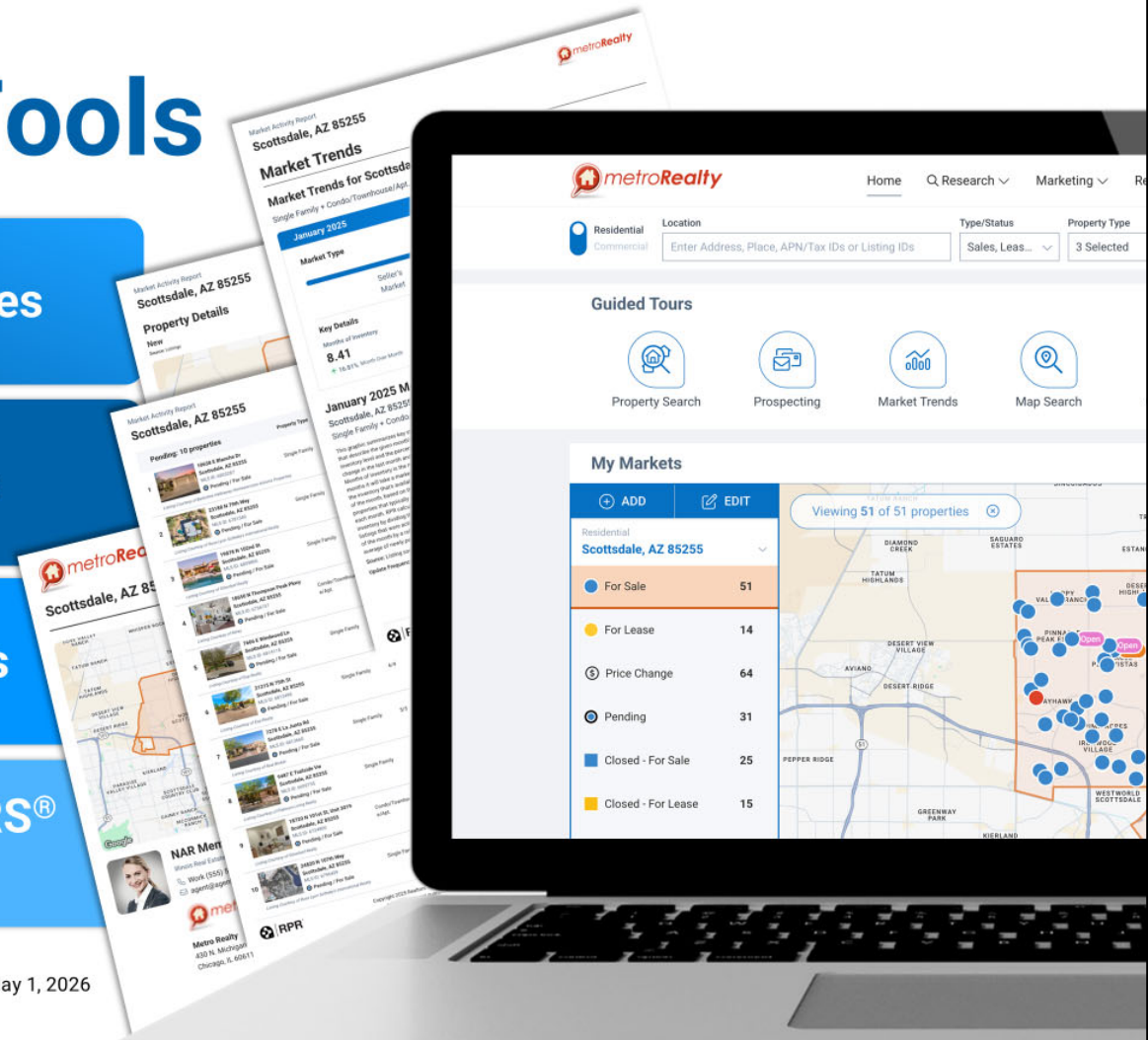
RPR Broker Tools

9,302 Total Companies

10,439 Total Brands

20,407 Total Offices

756,551 REALTORS® Covered



THE BROKERAGE ENGINE

Your brand, built into the workflow.

Every tool. Every output. Every agent. Carrying your brokerage brand into the market.



Brokerage Branding

Your brand front-and-center across the platform and mobile app.

Logo on Reports

Your logo on every agent-generated report ... automatically.

Custom Company PDFs

Upload up to five PDFs for agents to include in their reports.

Affiliated Services

Add affiliated providers to the platform and report back pages.

AVM Widget

Embed the Broker AVM on your site to capture seller leads.

Deep Links

Send agents from your intranet straight into key RPR workflows.



ACTIVATE

Turn Access Into Action

The platform is already there. Now activate it.

Scan: Broker Tools
Enrollment Form
blog.narrpr.com/enroll



1

Enroll

Activate Broker Tools and configure
your brokerage branding at
blog.narrpr.com/enroll

2

Brand

Add your logo, custom company pages
and affiliated services so agents
immediately feel brokerage value

3

Deploy

Launch with reports, CMAs, market
trends and mobile workflows. Support
adoption through webinars, tutorials
and Trainer Resource Hub



Website: narrpr.com | Training: blog.narrpr.com/training






— Tech, Tools & Transformation —

Your

BROKER TOOLKIT:

Resources, Answers & Next Steps

Nykea Pippion McGriff

Industry Expert

Nykea Pippion McGriff

Vice President Broker Engagement

September 24, 2026 | Central Panhandle



REALTORS® are members of the National Association of REALTORS®.



NARdotRealtor

nar.realtor

STRATEGIC PLAN INITIATIVES: COMMITMENTS TO PARTNERS

BUILDING THE FUTURE OF MEMBER EXPERIENCE

DRIVE COLLABORATIVE SOLUTIONS AND IMPACT

- 2.1. Enhance or increase **partner access to information and resources** (e.g., improved data flow, industry talking points).
- 2.2. Co-create **products and services** that address REALTOR® and market needs (e.g., education licensing; new member onboarding, etc.).

MODERNIZING THE ENTERPRISE

REBUILD PARTNERSHIP FOUNDATIONS

- 6.1. Partner with **state and local associations** to build a common understanding around roles and responsibilities and **co-deliver on the unified value proposition**.
- 6.2. Elevate **brokerage engagement** for a connected real estate ecosystem.
- 6.3. Modernize **partner collaboration** to drive consistent results.
- 6.4. Optimize **support systems and communication pathways**.

NAR AND MLSs: WHAT WE DO, AND WHY IT MATTERS

NAR's role is to support and strengthen (not run) the MLS ecosystem while respecting local governance and operations.



WHY?

The MLS system protects consumers, informs members, and powers economic growth through consistent, reliable data.



HOW?

NAR's strengthened collaboration with MLSs includes candid conversations with MLS CEOs.

WHAT'S IN IT FOR YOU?

Clear, actionable guidance.

- Coming Soon checklist and FAQs
- Guidelines for 1-to-1 Broker Communication under CCP
- NAR's strengthened collaboration with MLSs includes candid conversations with MLS CEOs.
- Objective Criteria and Non-filtering for IDX and VOW Policy (with Infographics)



facts.realtor



MLS WORKGROUP

The MLS Advisory Board established an MLS workgroup consisting of a cross-section of stakeholders to assess the modernization of MLS policies.

THEY ARE CONSIDERING TOPICS SUCH AS:

- Data access and data distribution
- New technology and artificial intelligence
- Streamlining the MLS policy handbook for clarity and better understanding

GOAL

Ensure MLS policies reflect the modern marketplace and help members serve consumers' interests.



BROKER ENGAGEMENT ACTIVITIES & RESOURCES

BROKER SUMMITS

- ▶ **47 BROKER SUMMITS** in 2025
- ▶ **Nearly 50 BROKER SUMMITS** booked so far this year

RESOURCES

- ▶ Broker Power Hours and Monthly NAR Value Meeting Slides

MEETINGS & FOCUS GROUPS

- ▶ Committed to listening and learning

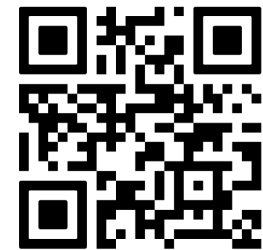
SURVEYS

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

NEARLY
50,000
TOUCHPOINTS

WITH INDUSTRY
STAKEHOLDERS

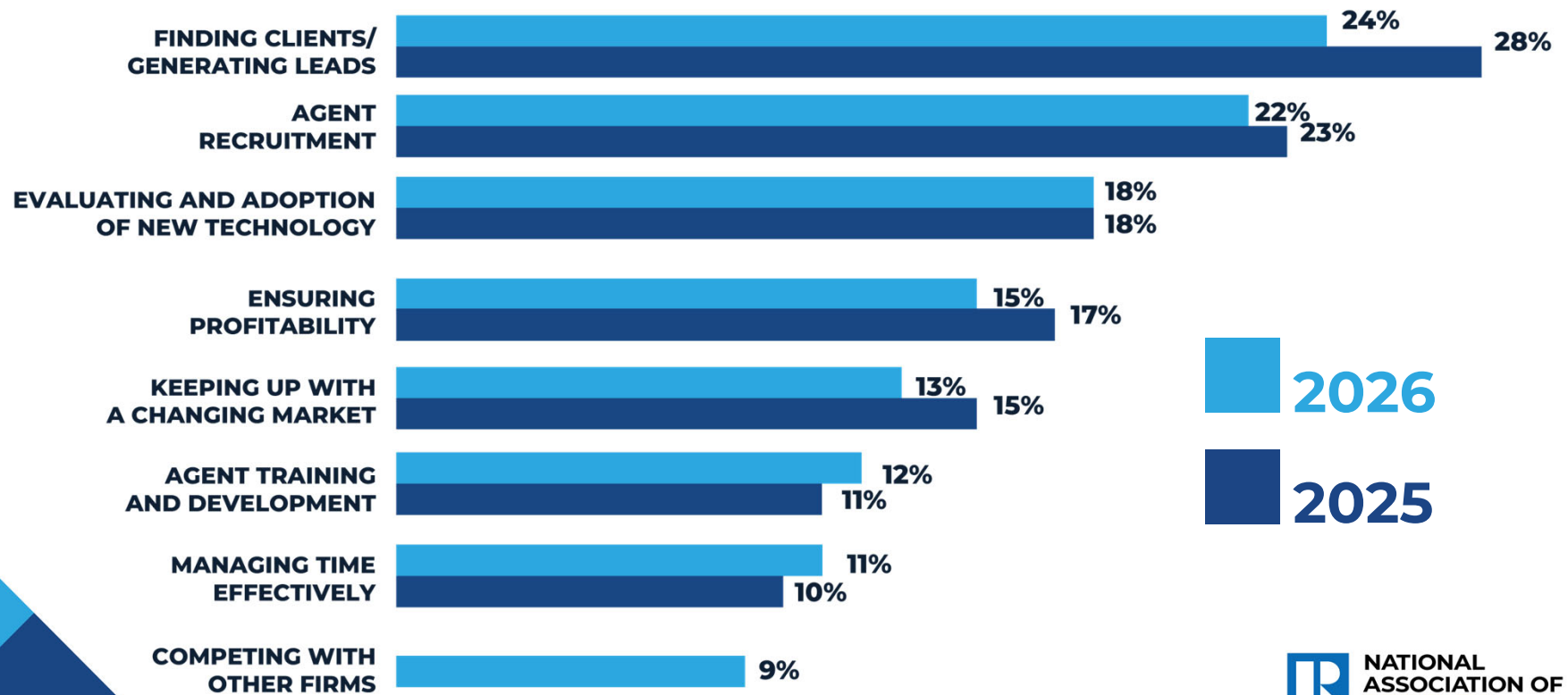
REQUEST A
LOCAL OR STATE
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**NATIONAL
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TWO MOST DIFFICULT TASKS AS BROKERS



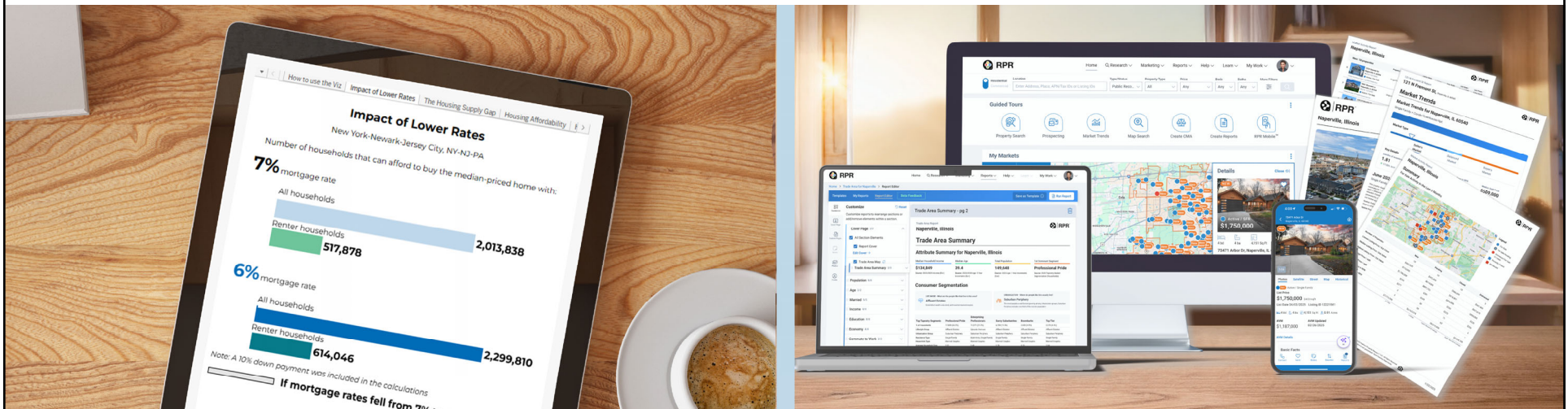
MARKET INTELLIGENCE & RESEARCH

METRO MARKET STATISTICS DASHBOARD

Access important market data such as the impact of lower interest rates - **If mortgage rates fell from 7% to 6%, 285,972 more households** would afford the median-priced home including **96,168 renter households**.

RPR® (REALTORS PROPERTY RESOURCE®)

Property data, market trends, reports, AI tools, CMAs, heat maps, and mobile resources.



DISCOVER THE NEW BROKER.REALTOR

Finding the broker resources you need is now faster and easier.

BETTER ORGANIZATION
for a more streamlined
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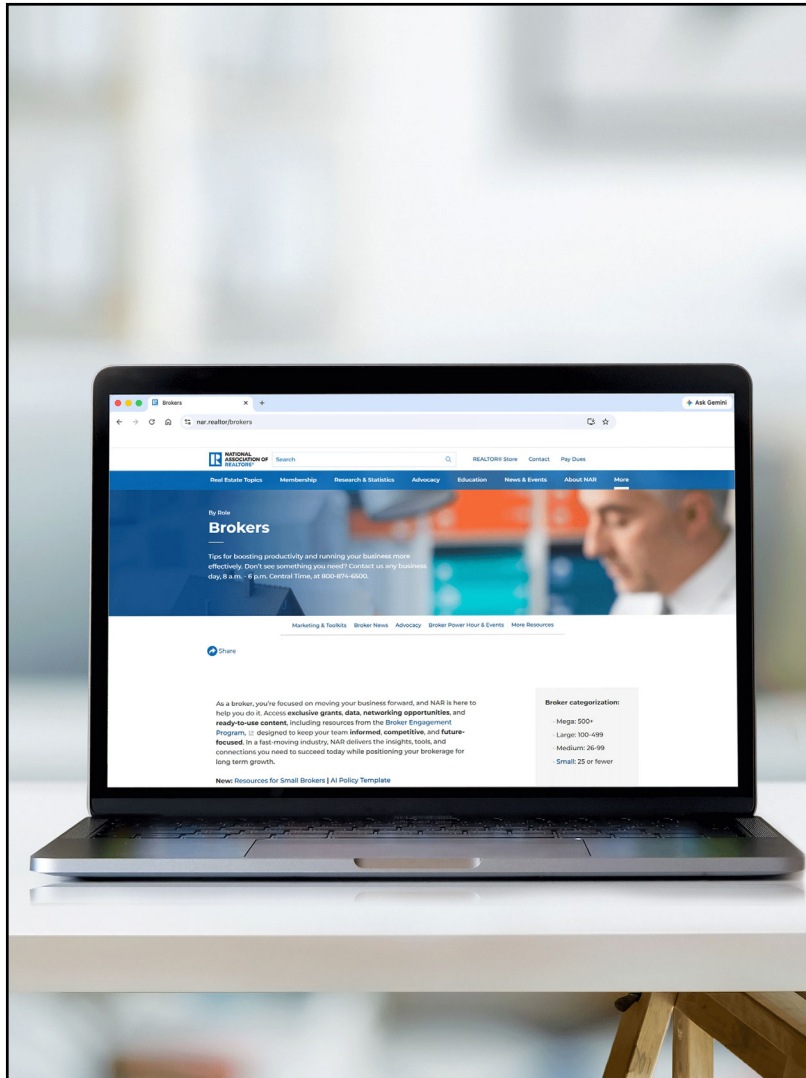
IMPROVED NAVIGATION
to help you quickly find
key resources

ONE DESTINATION
for advocacy updates,
business tools, research,
education and more

EXCLUSIVE BROKER CONTENT
available behind a secure
member login



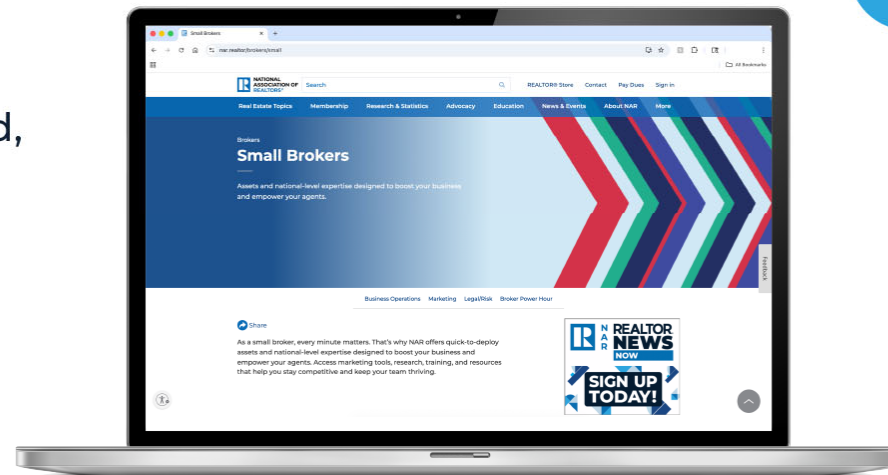
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NEW! SMALL BROKER RESOURCE PAGE

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.



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RESOURCES TODAY.**
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UPCOMING EVENTS

EVENTS EXCLUSIVELY FOR BROKERS:

BROKER POWER HOUR



AUGUST 26

12 P.M. CT / 1 P.M. ET

Register: broker.realtor



SEPTEMBER 23

12 P.M. CT / 1 P.M. ET

Register: broker.realtor

SAVE THE DATE:

BROKER MASTERMIND

VIRTUAL NETWORKING EVENT FOR BROKERS

OCTOBER 15



NOVEMBER 6-8, NEW ORLEANS



Industry-leading speakers,
Networking, Business growth insights

Register: narnxt.realtor



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

 **BROKER ENGAGEMENT**

21ST CENTURY ROAD TO HOUSING ACT

The bipartisan 21st Century ROAD to Housing Act is now law—the first major housing legislation passed in over 20 years and a major step toward addressing America's housing shortage.



ACCESS NOW!
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WHY IT MATTERS TO SALES AGENTS AND HOMEBUYERS:

- Expands tools for communities to increase housing supply and plan for growth
- Streamlines federal processes that slow housing development
- Strengthens financing options for affordable, rural and manufactured housing
- Modernizes programs like the HOME Investment Partnerships Program to expand access to homeownership

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NAR ADVOCACY IMPACT:

- NAR launched a targeted Call for Action, reaching more than half the U.S. Senate in the first 24 hours to support passage.



AI POLICY TEMPLATES FOR BROKERAGES

NAR has created a **customizable AI Policy Template** for brokers to help establish clear standards for the responsible use of artificial intelligence within your brokerage.

Download the template and tailor it to reflect your **business operations, technology tools and company policies**.



**SCAN TO DOWNLOAD
THE TEMPLATE OR VISIT**

nar.realtor/brokers/ai-policy-template-for-brokers



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 AGENT RETENTION RESOURCE NOW AVAILABLE

New Agent Retention resource now available to help strengthen your brokerage and retain top talent.

Build stronger relationships with your agents, boost engagement, and create an environment where your team can thrive in today's competitive market.



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BROKER MONTHLY UPDATE

Your go-to monthly newsletter for what matters most to brokers.

WHAT YOU'LL GET EACH MONTH:

- The latest broker resources to support your business
- Key advocacy & lobbying updates impacting your market
- Fresh marketing & communications insights
- Important governance updates to keep you informed
- Curated tools and resources you can start using right away



**WATCH YOUR INBOX
TO STAY IN THE LOOP!**



BROKER TOOLS

MARKETING RESOURCES

- RPR® (Realtor Property Resource®) - agent training + co-branded reports
- Website templates
- Member Value Campaign Toolkit
- Sales Meeting Playbook

BUSINESS OPERATIONS

- AI Policy Template
- 'Coming Soon' listings checklist and FAQ
- Consumer Guides
- Legal Resources
- Agent Onboarding Toolkit
- How to Launch Your Brokerage Toolkit
- Metro Market Statistics Dashboard

BROKER ENGAGEMENT

- Broker Newsletter
- Broker Summits
- Broker Power Hour



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THANK YOU.

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— Tech, Tools & Transformation —

Q&A

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— Tech, Tools & Transformation —

Fireside Chat:

The Future of Brokerage Leadership >>>



MODERATOR
NYKEA PIPPION McGRIFF

TIM WEISHEYER

JIMMY BURGESS

PATTI KETCHAM

A portrait of Dr. Lawrence Yun, a man with glasses, wearing a dark suit, white shirt, and a patterned tie. He is smiling slightly and looking towards the camera. The background of the portrait is black with blue and purple light streaks in the corners.

NXT GEN
REALTOR® Summit

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— Tech, Tools & Transformation —

ECONOMIC & HOUSING MARKET UPDATE

Dr. Lawrence Yun
NAR Chief Economist

30-Yr Treasury Bond Yields ... Highest Since?



Source: Federal Reserve

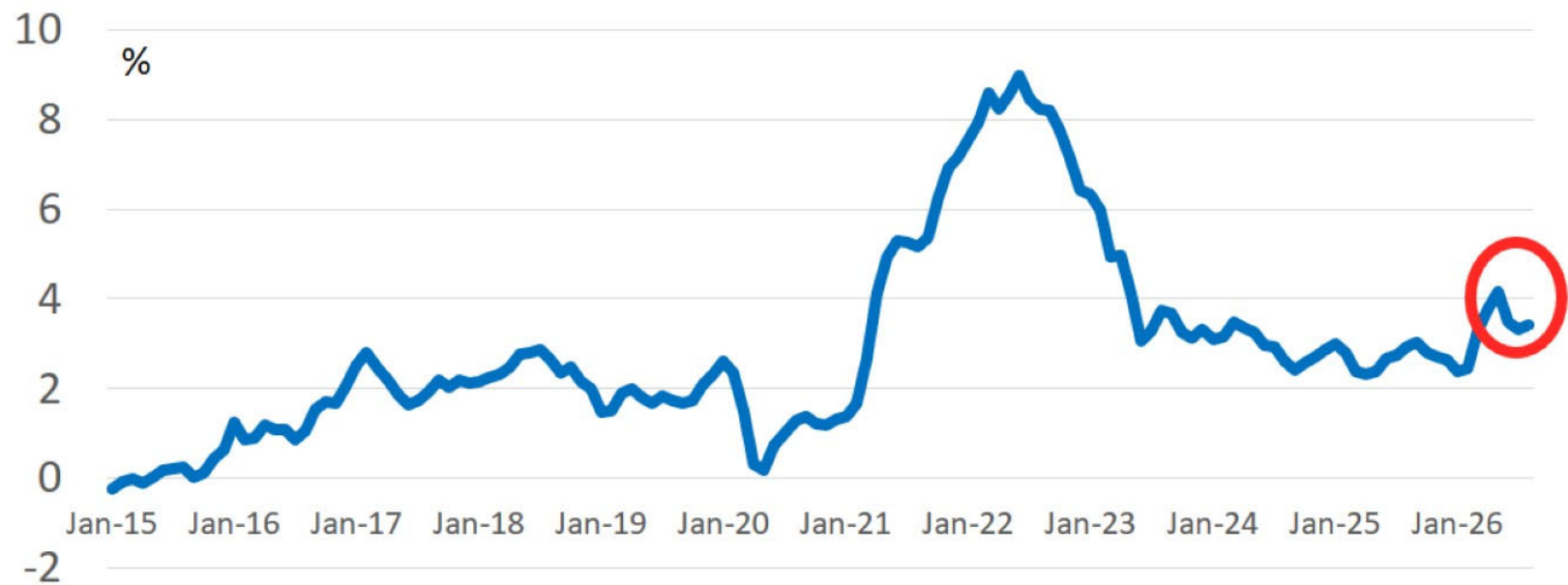


Why Higher Long-term Interest Rates?

- 1. Inflation not subsiding ... oil price shock**
- 2. Tight Labor Market**
- 3. Massive Government Borrowing**
- 4. Weaking of the Mighty Dollar**
- 5. AI Investment Boom**



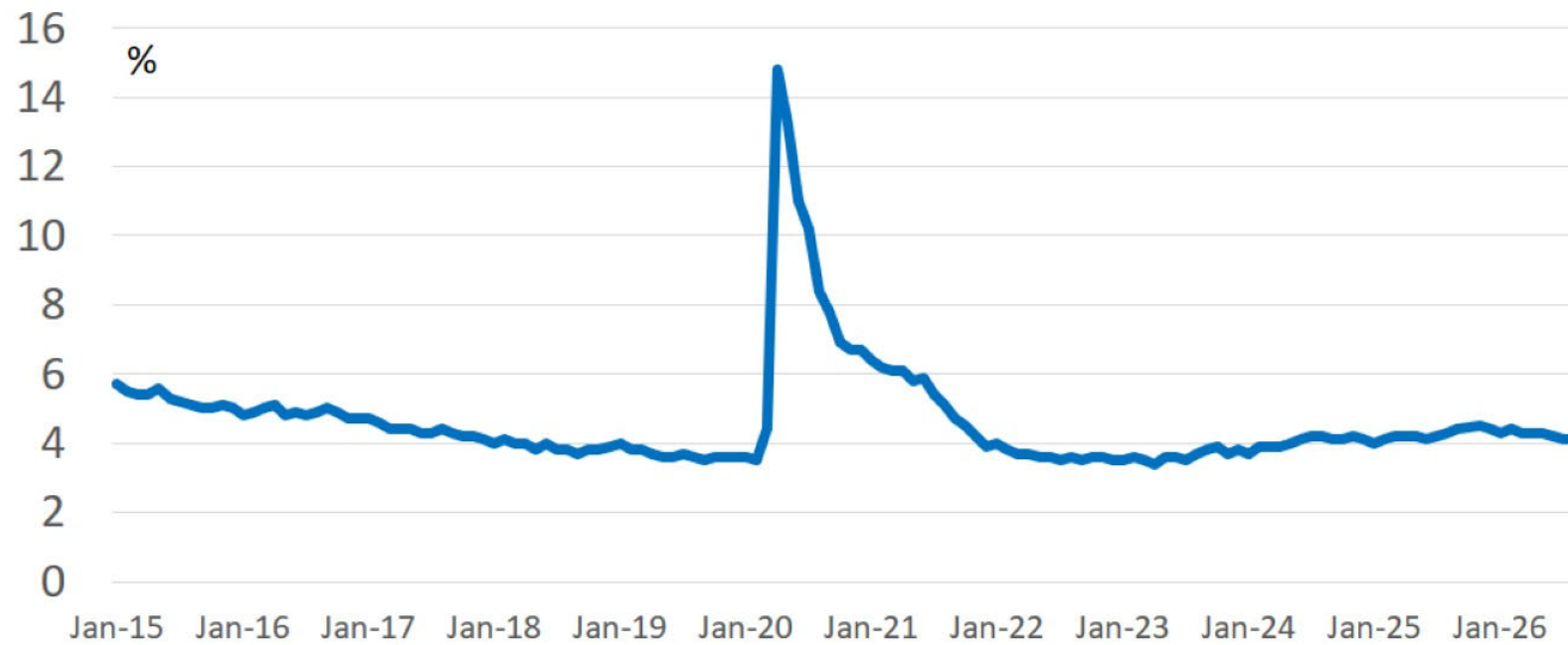
Consumer Price Inflation 3.4% (red) ... Above 2% Target



Source: BLS



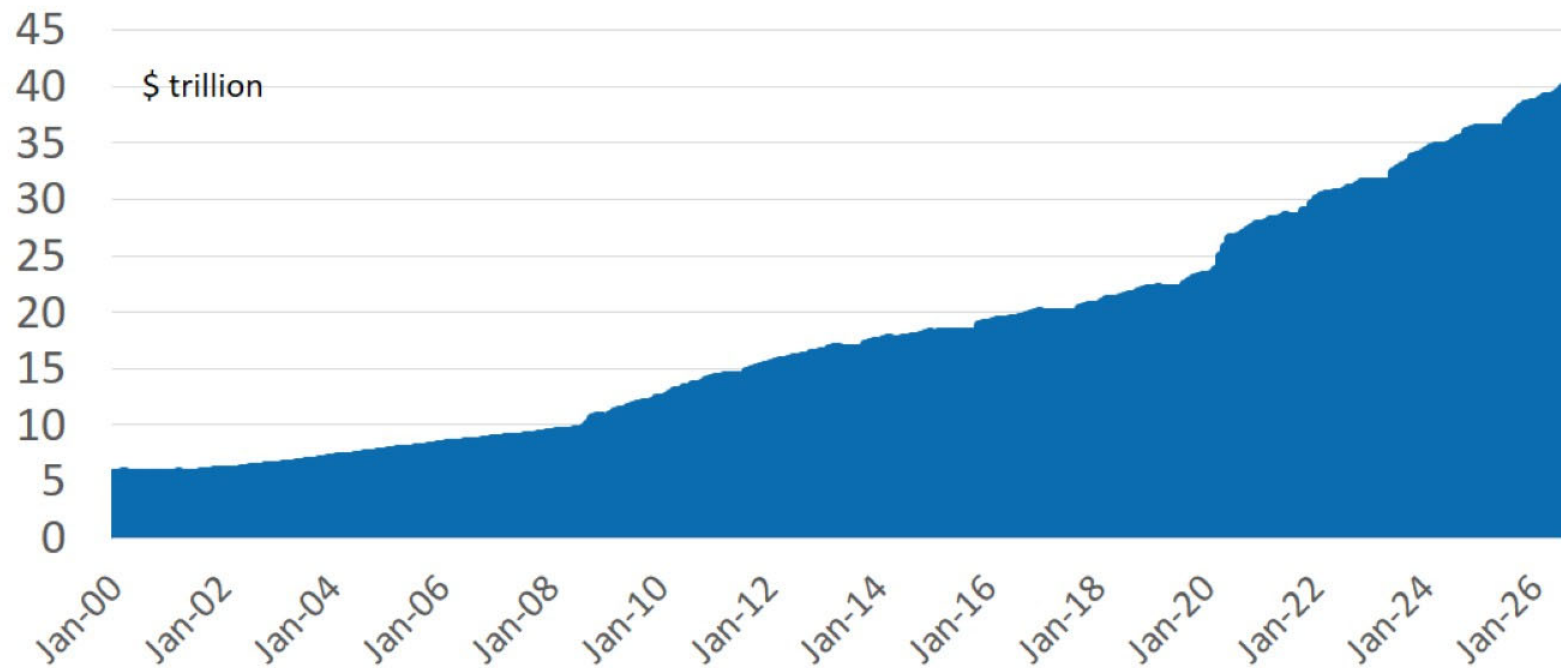
Low Unemployment Rate of 4.1% as of August



Source: BLS

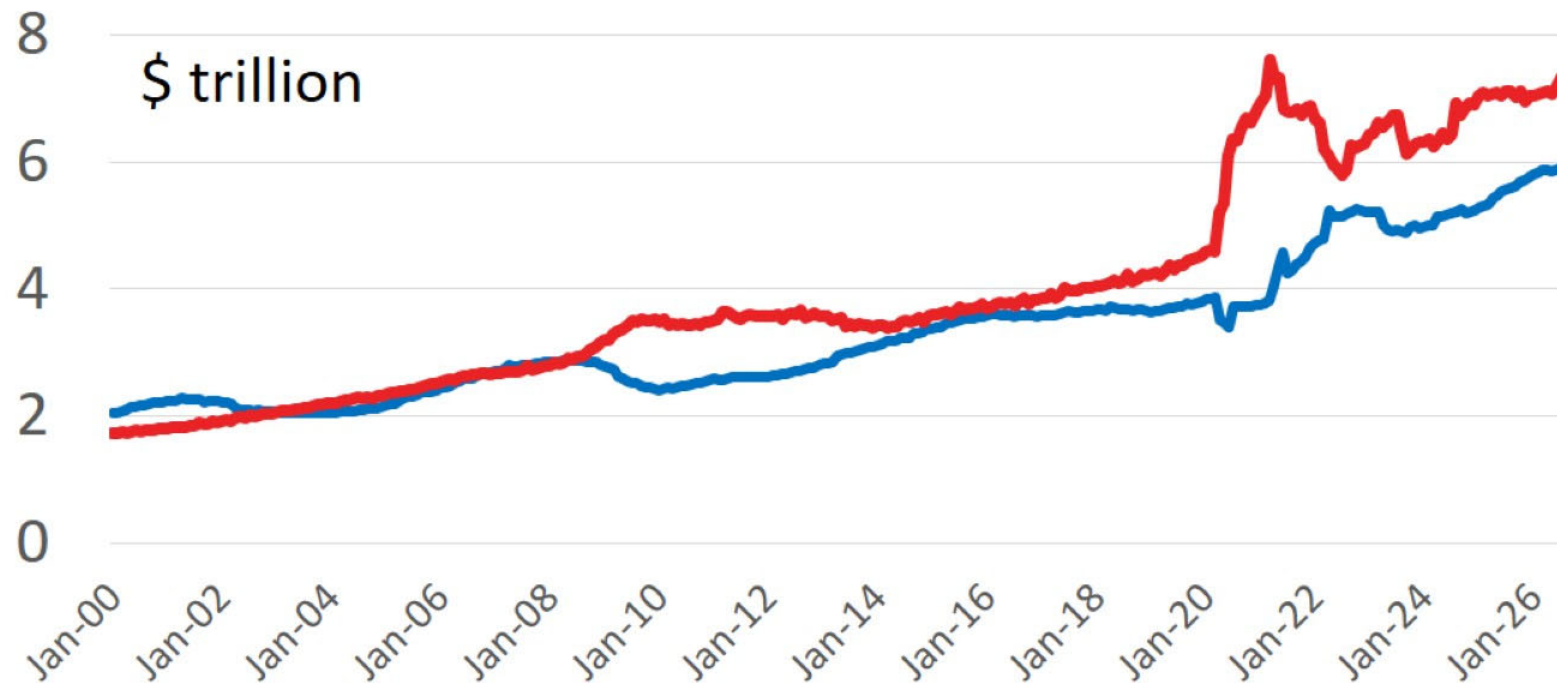


Federal Government Cumulative Debt



Source: NAR analysis of monthly Treasury statements

Federal Government **Outlays** and Receipts (rolling 12-month total)



Source: NAR analysis of monthly Treasury statements

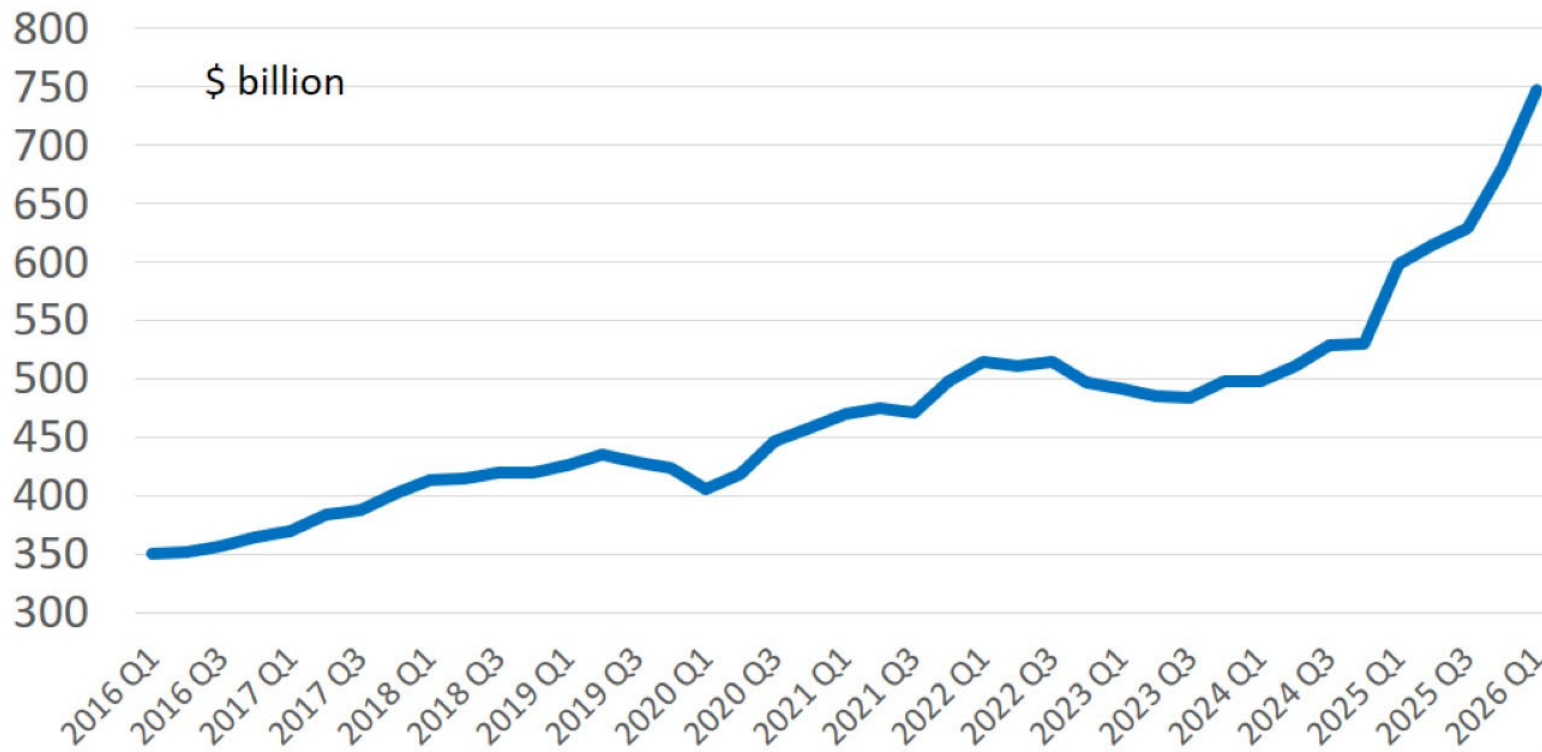
U.S. Dollar Strength ... Still Strong



Source: Federal Reserve



AI-Related Business Investment Spending Boom



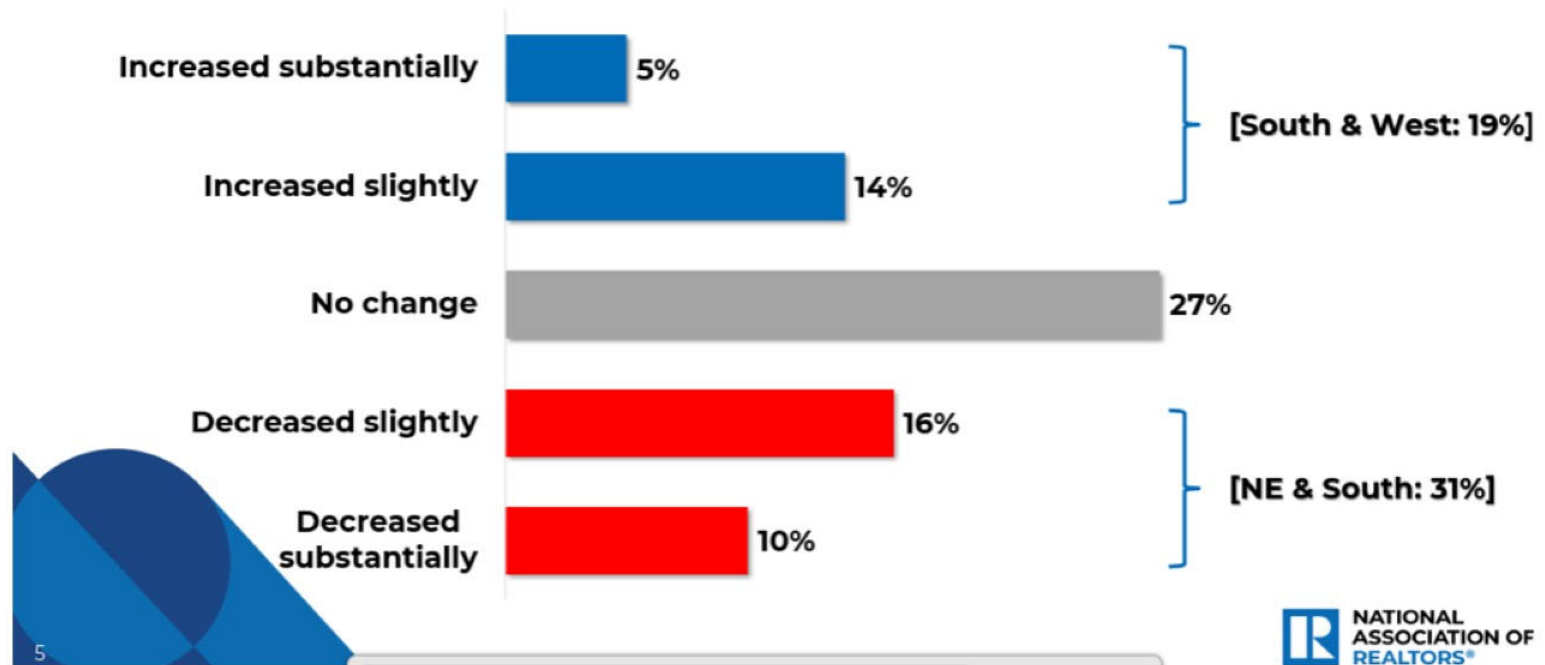
Source: Department of Commerce using constant 2017 dollars



AI needs Data Centers ... No Negative Impact on Real Estate Prices

	 TIER 1 No Physical DCs (0 Facilities)	 TIER 2 Low (1-2 Facilities)	 TIER 3 Medium (3-9 Facilities)	 TIER 4 High (10+ Facilities)
 Median 2024 Home Price	\$174,600	\$298,800	\$390,300	\$431,750
 2014-2024 Appreciation	+64.1%	+72.5%	+98.3%	+95.0%

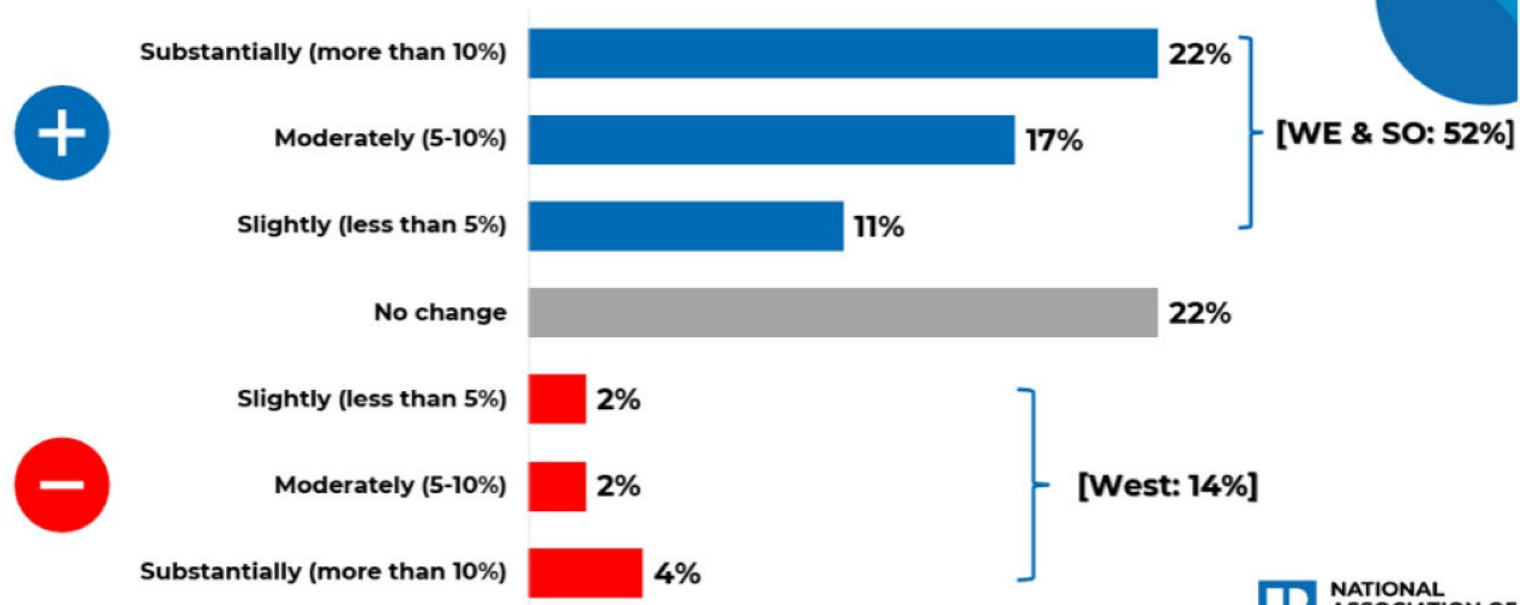
Perceived Lower Residential Demand Near Data Centers



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Perceived Higher Commercial Values Near Data Centers



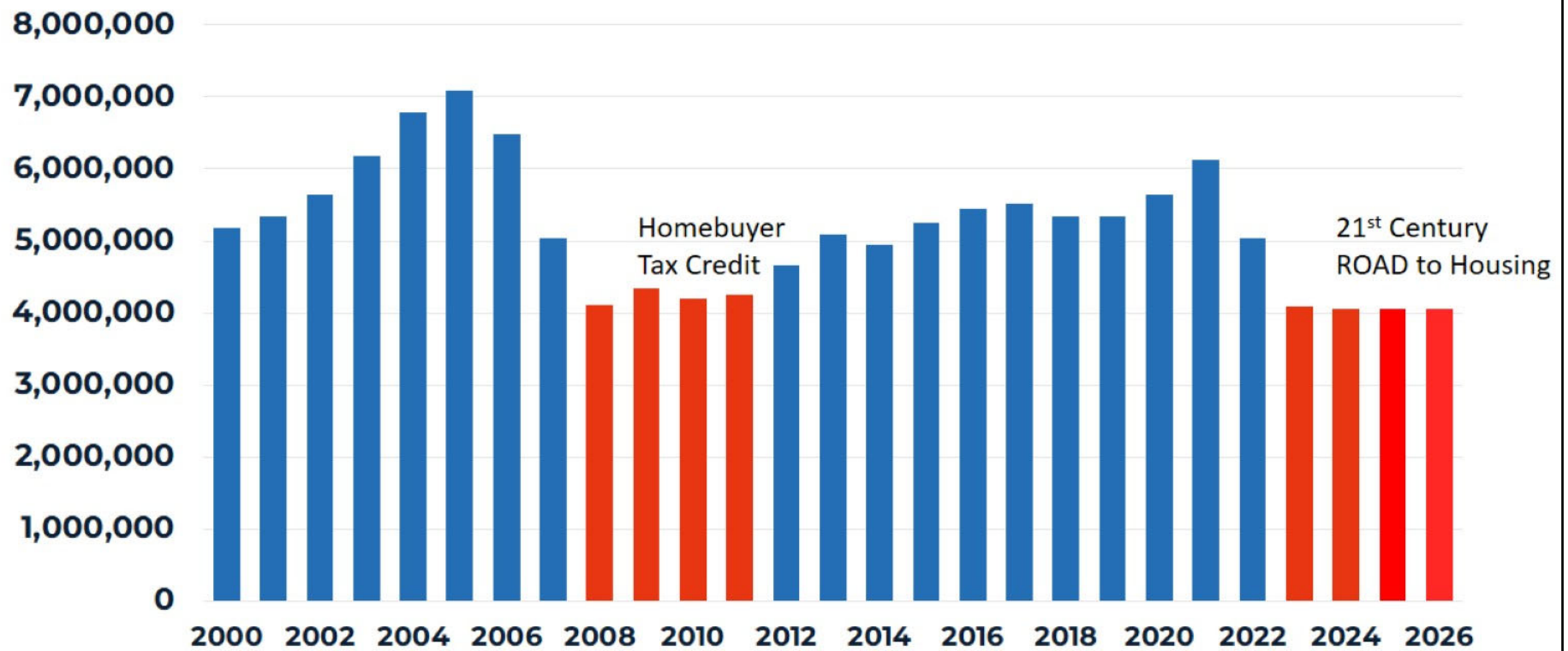
6

Housing Market Dynamics

- 1. Home Sales Slump but Home Price Boom**
- 2. Luxury Sales Outperforms**
- 3. Seasonal Autumn/Winter Slowdown**



Annual Existing Home Sales



Source: NAR

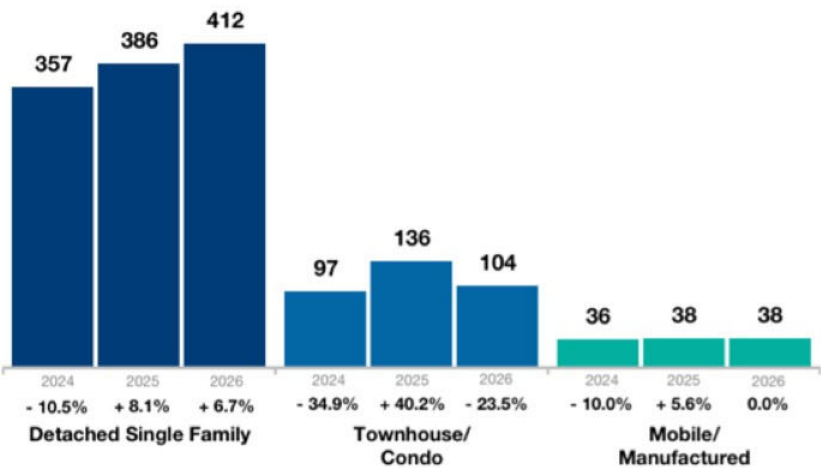


Closed Sales

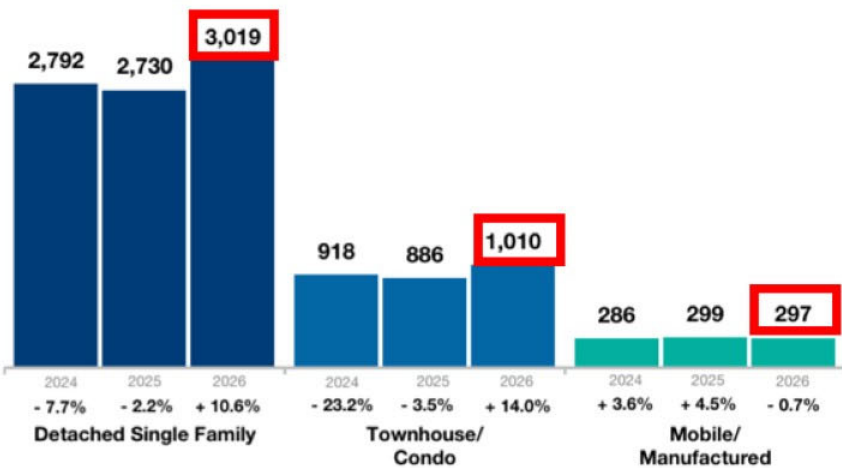
A count of the actual sales that closed in a given month.



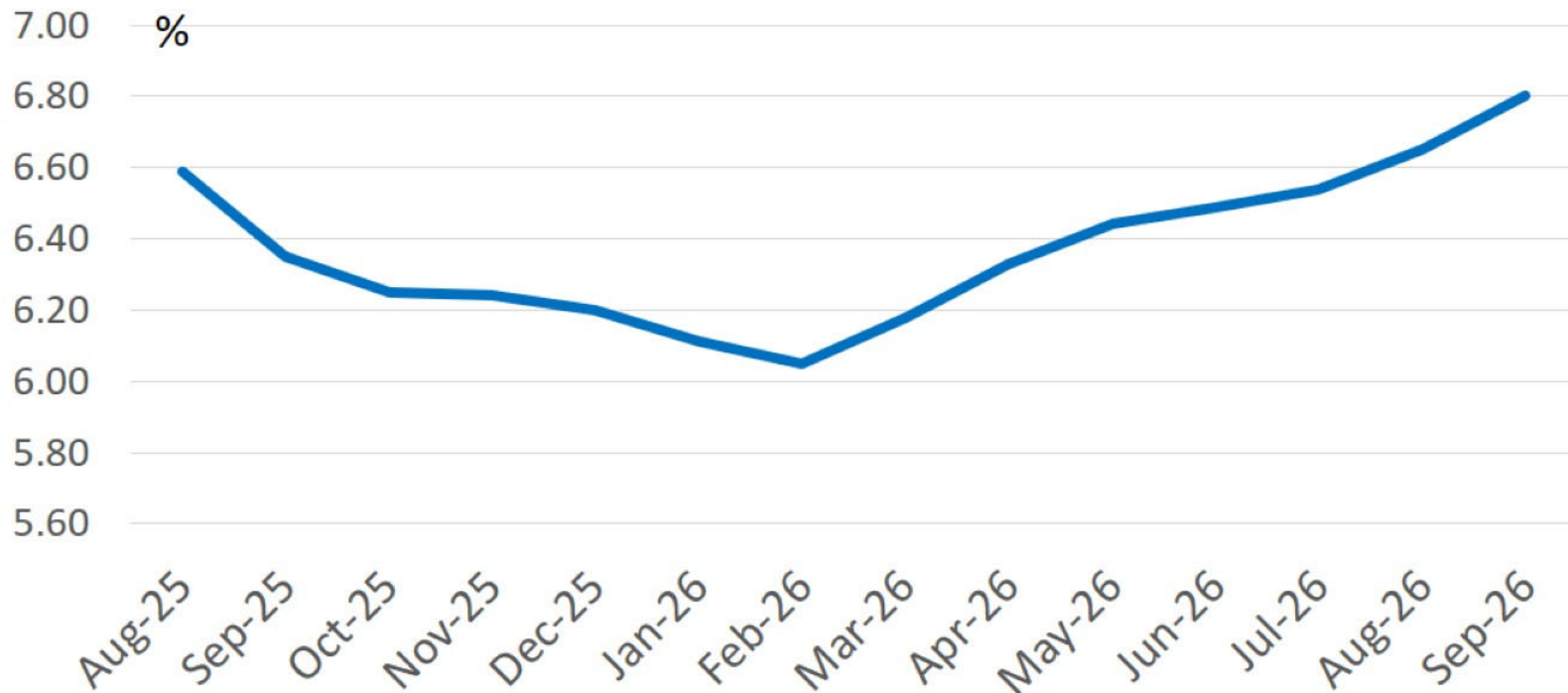
August



Year to Date



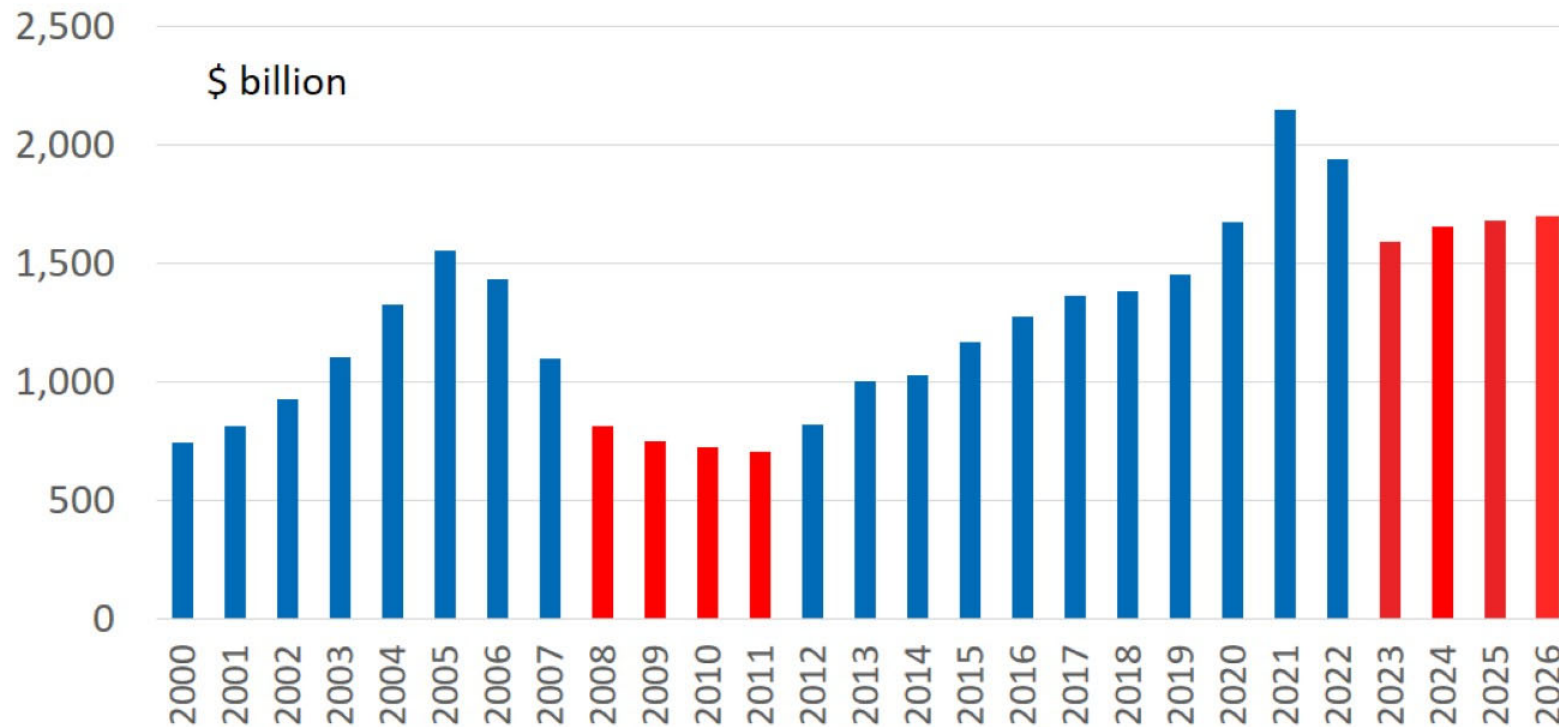
Mostly Stable Housing Despite Rising Mortgage Rates (Average 30-year fixed rate)



Source: Freddie Mac



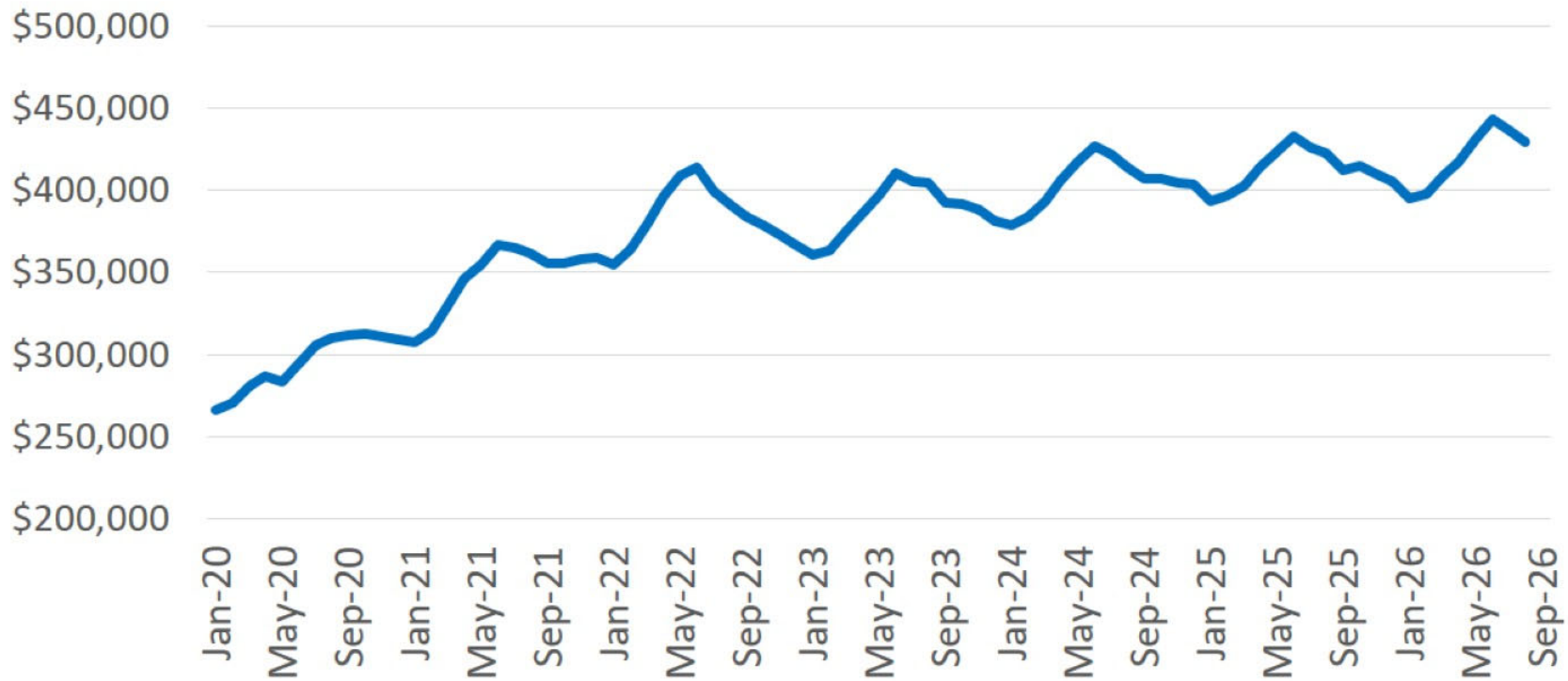
3rd Best Sales Dollar Volume Revenue ... up 4% year-to-date (growth especially in upper-end market)



Source: NAR



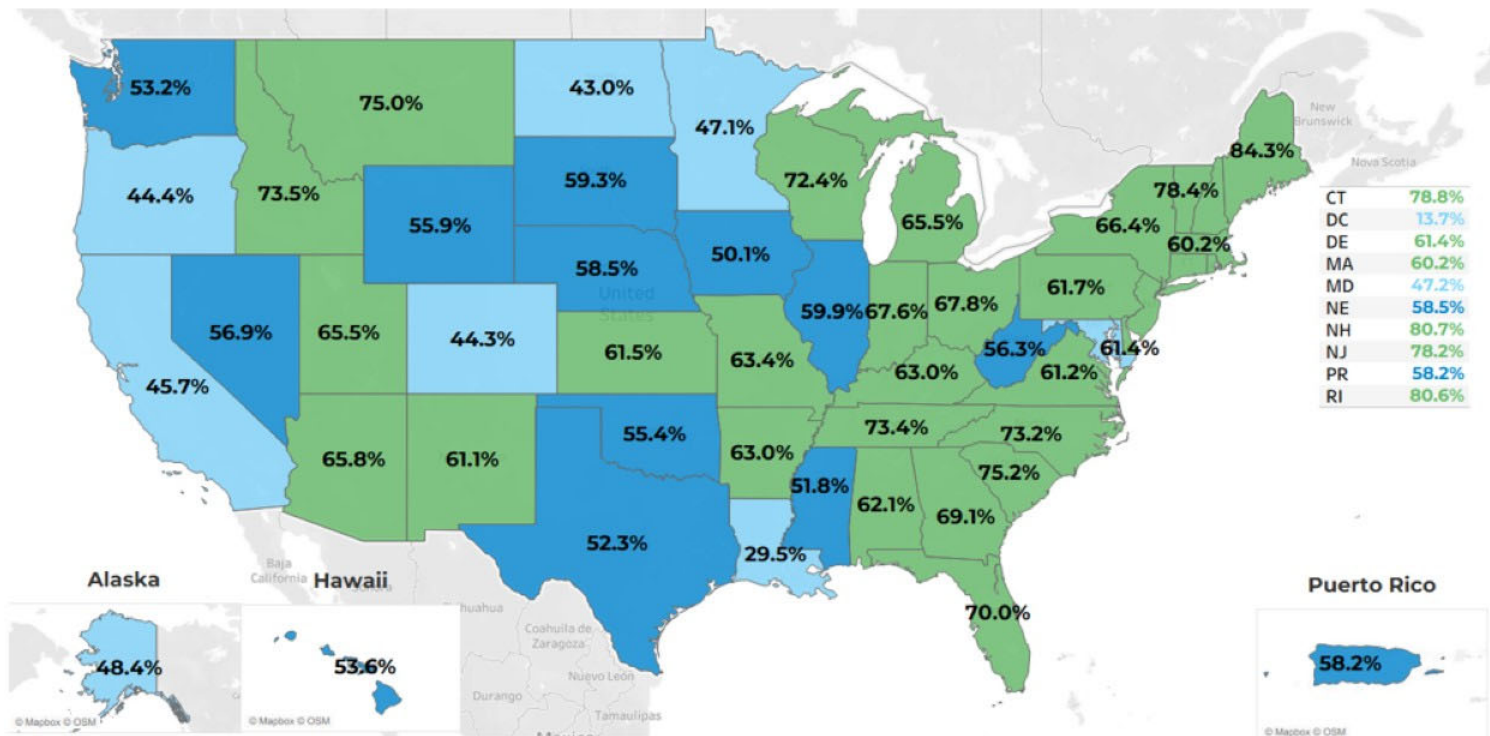
Median Existing Home Price (up 1.7% from a year ago in August)



Source: NAR

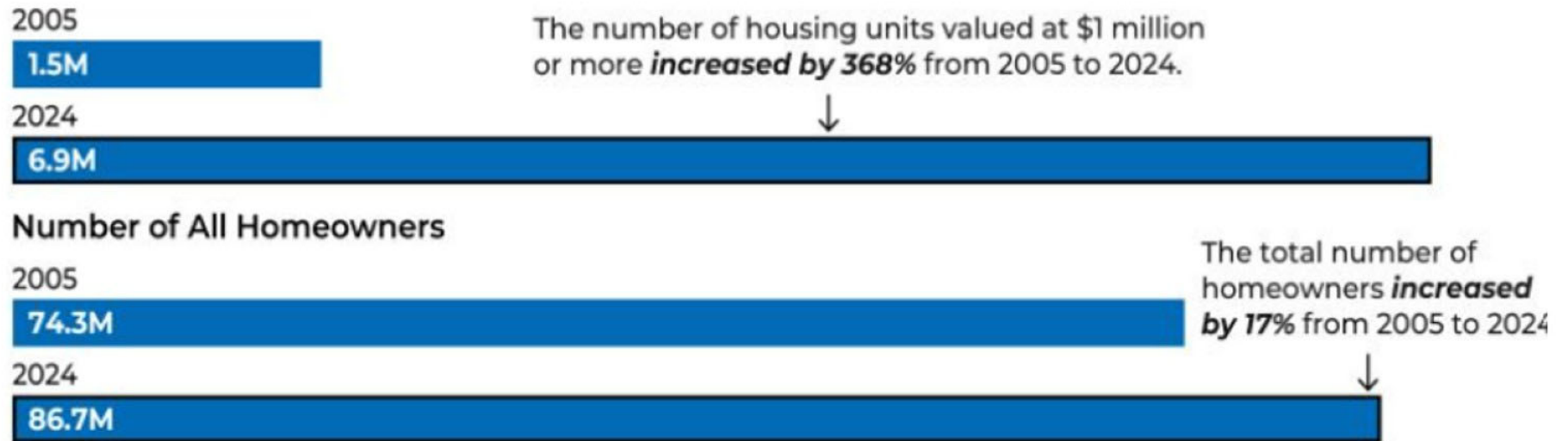


Growth in Dollar Volume due to Price Growth (Price Change from 2020 Q1 to 2026 Q2)



Source: NAR analysis of FHFA Price Index

Rising Share of Million Dollar Homes



Source: NAR



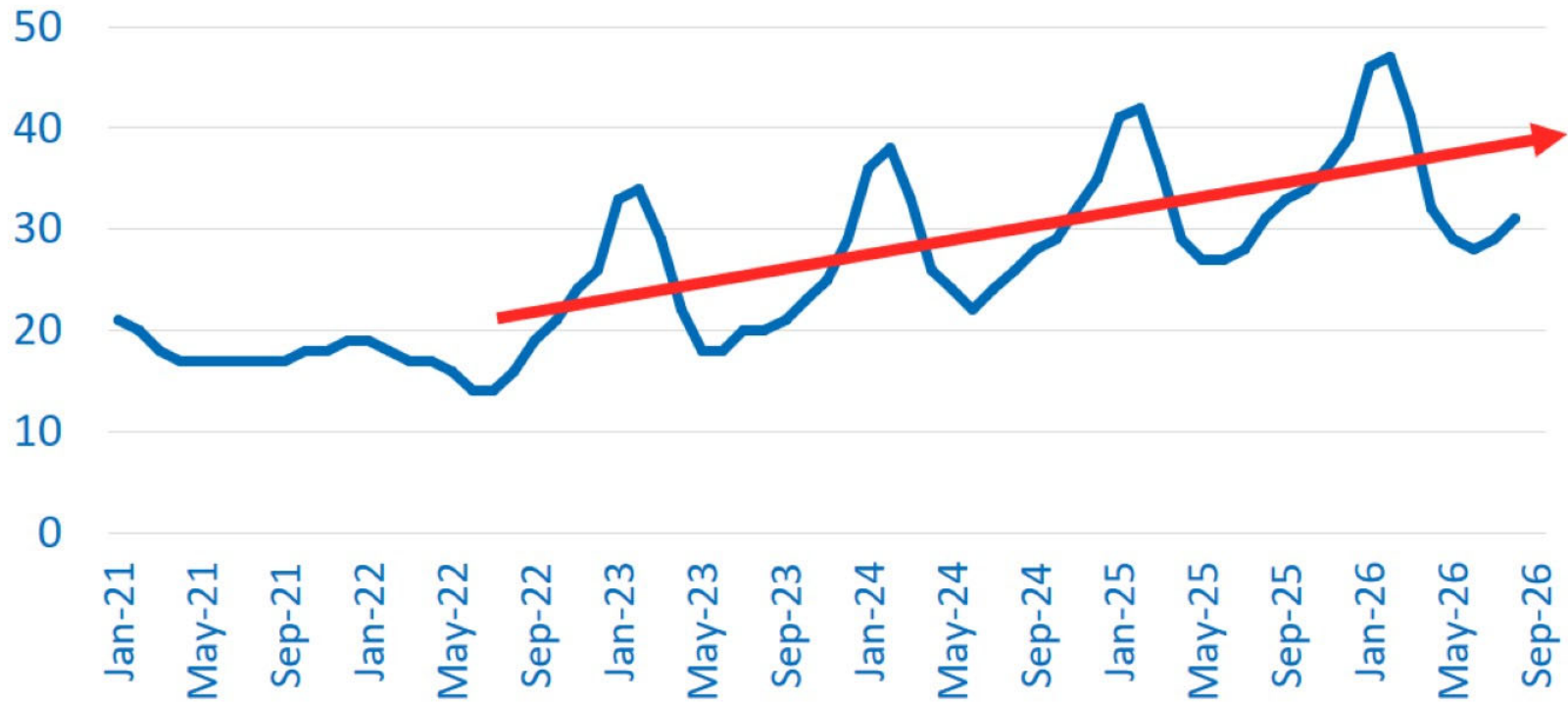
Most Inventory Choices since Pre-Covid



Source: NAR



Median Days on Market (31 Days from List to Contract in August)



Source: NAR



Days-on-Market and Price Cuts (As of 9-9-2026)

Days-on-Market	Active	Pending	Sold since 8/1/2026
	Avg % Cut	Avg % Cut	Avg % Cut
0 to 7	4.6%	6.2%	4.4%
8 to 14	4.2%	5.5%	4.6%
15 to 21	4.1%	5.1%	5.1%
22 to 30	4.3%	5.0%	5.7%
31 to 60	4.9%	5.7%	6.6%
61 to 90	5.9%	6.9%	8.3%
91 to 120	6.9%	8.1%	9.6%
120+	9.1%	10.7%	12.3%

Days-on-Market and Price Cuts (As of 9-9-2026)

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22 to 30	4.3%	5.0%	5.7%
31 to 60	4.9%	5.7%	6.6%
61 to 90	5.9%	6.9%	8.3%
91 to 120	6.9%	8.1%	9.6%
120+	9.1%	10.7%	12.3%

Capital Gains Tax Hit from Sale of Home

	Currently	Scenario 1: 10% price increase	Scenario 2: 20% price increase	Scenario 3: 30% price increase
Number of Married owners — exposed households	5,483,701	7,758,417	10,094,551	12,829,215
Number of Single owners — exposed households	7,616,519	9,714,104	12,053,334	14,328,637
Number of All Homeowners exposed	13,100,220	17,472,521	22,147,885	27,157,852

Source: NAR Research



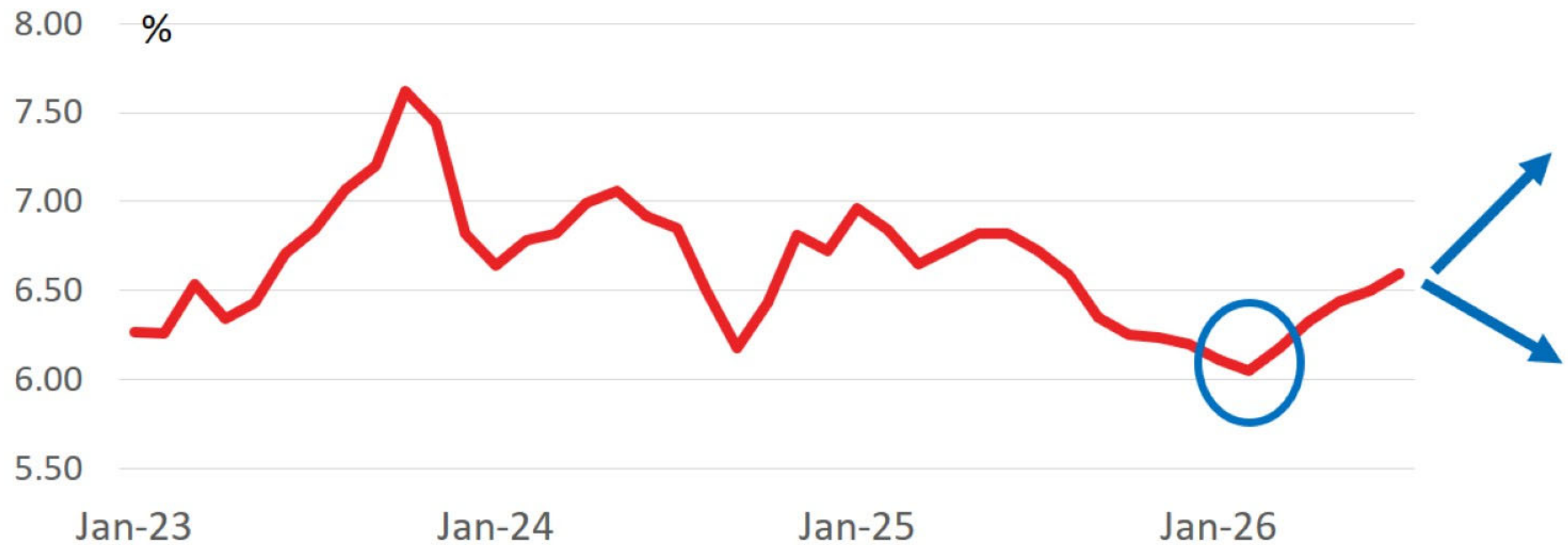
Economy and What to Expect

- 1. Uncertain Mortgage Rates**
- 2. K-Shaped Economy**
- 3. Soft Job Additions**
- 4. Local Market Variations**



Mortgage Rate Outlook?

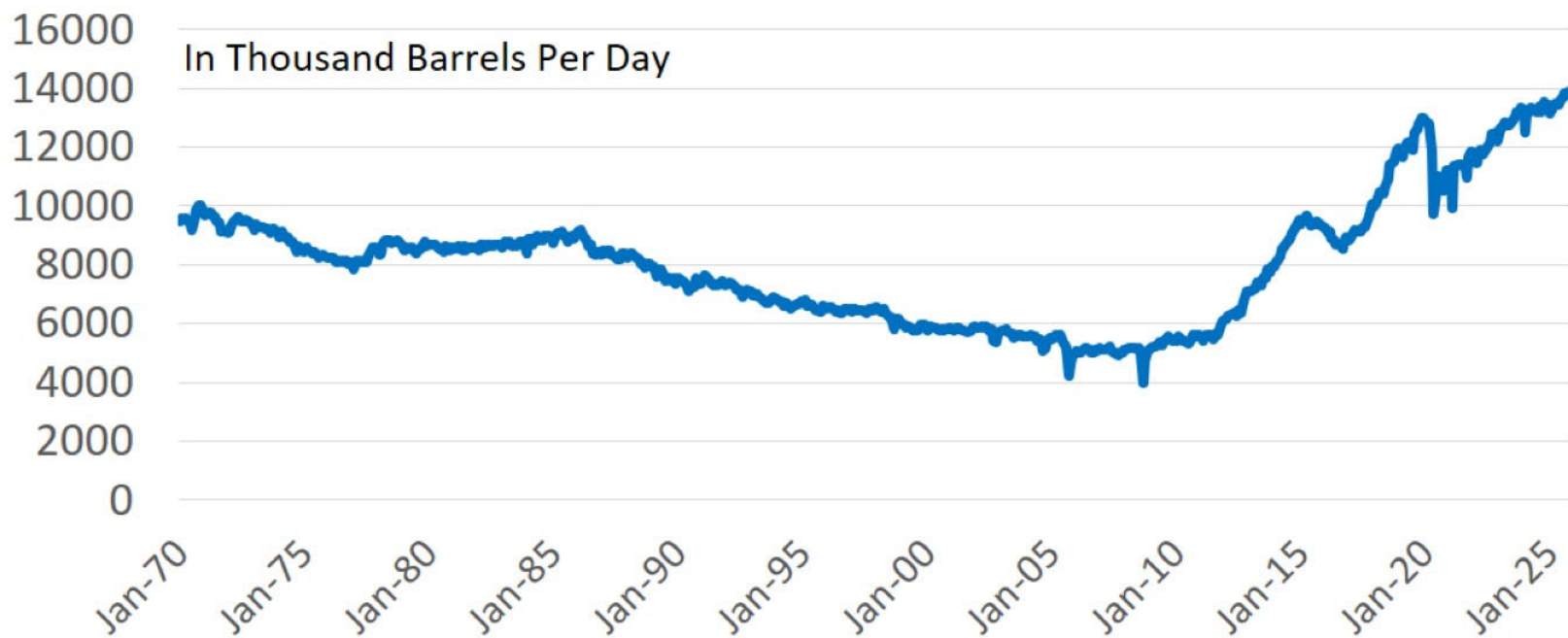
... lowest in 4 years back before the oil price shock



Source: Freddie Mac

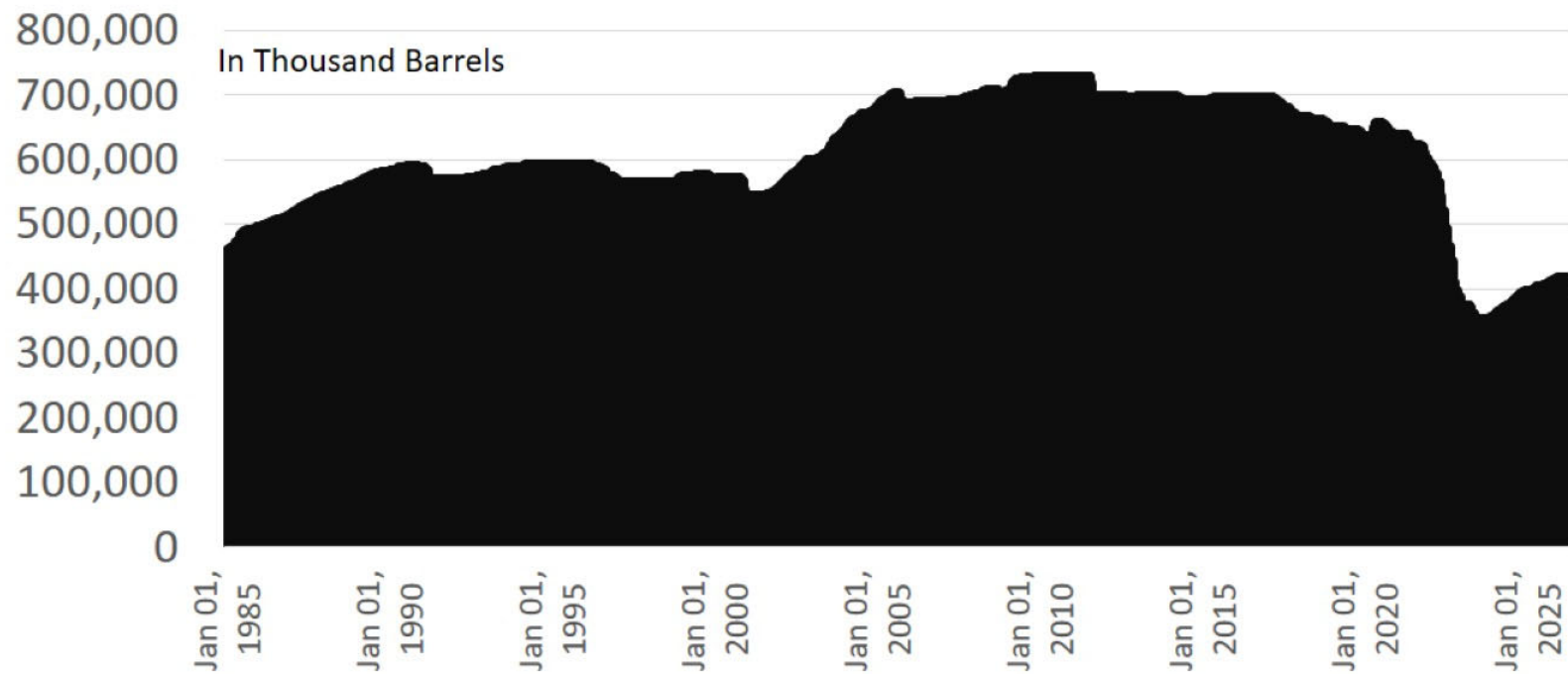


Massive Oil Production in U.S.



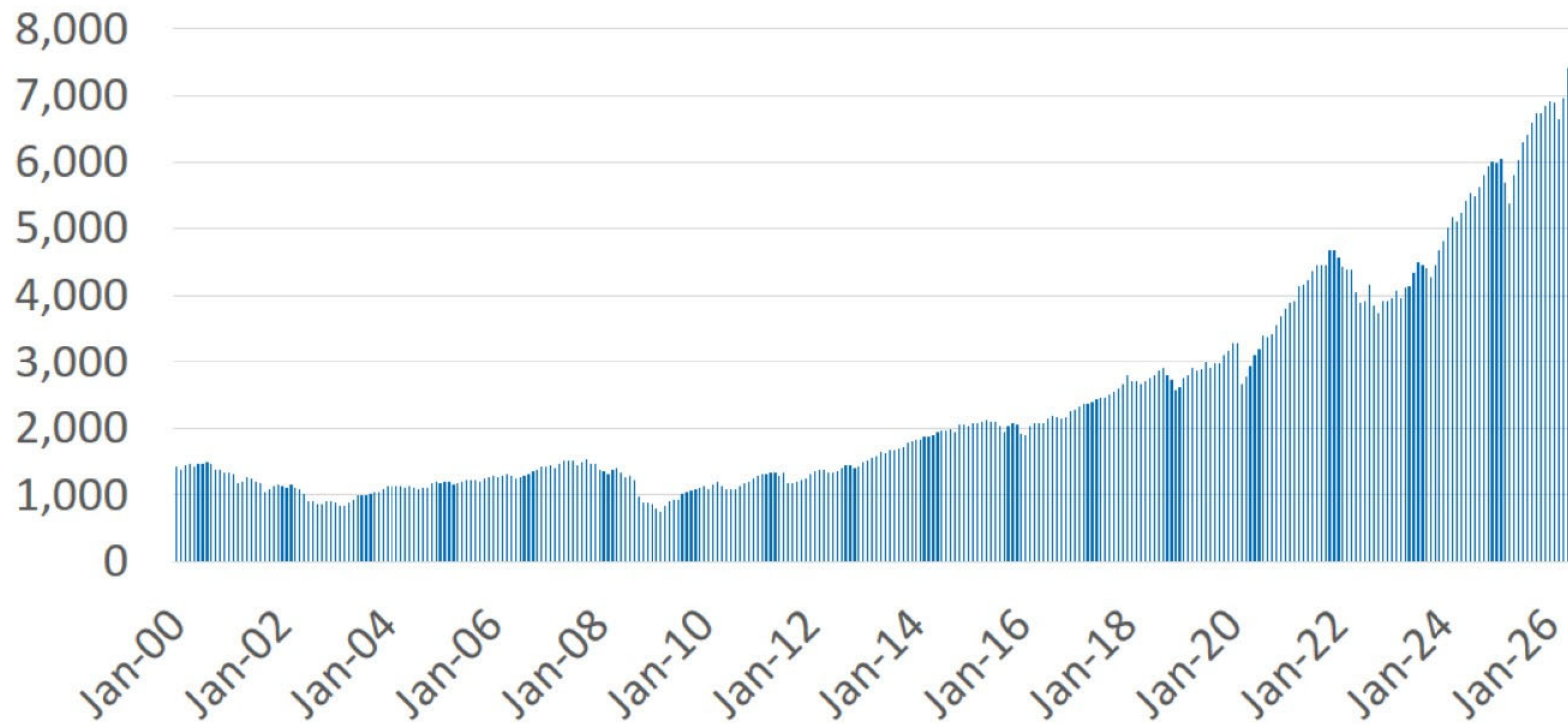
Source: U.S. Energy Information Administration

But Very Low Strategic Petroleum Reserve



Source: U.S. Energy Information Administration

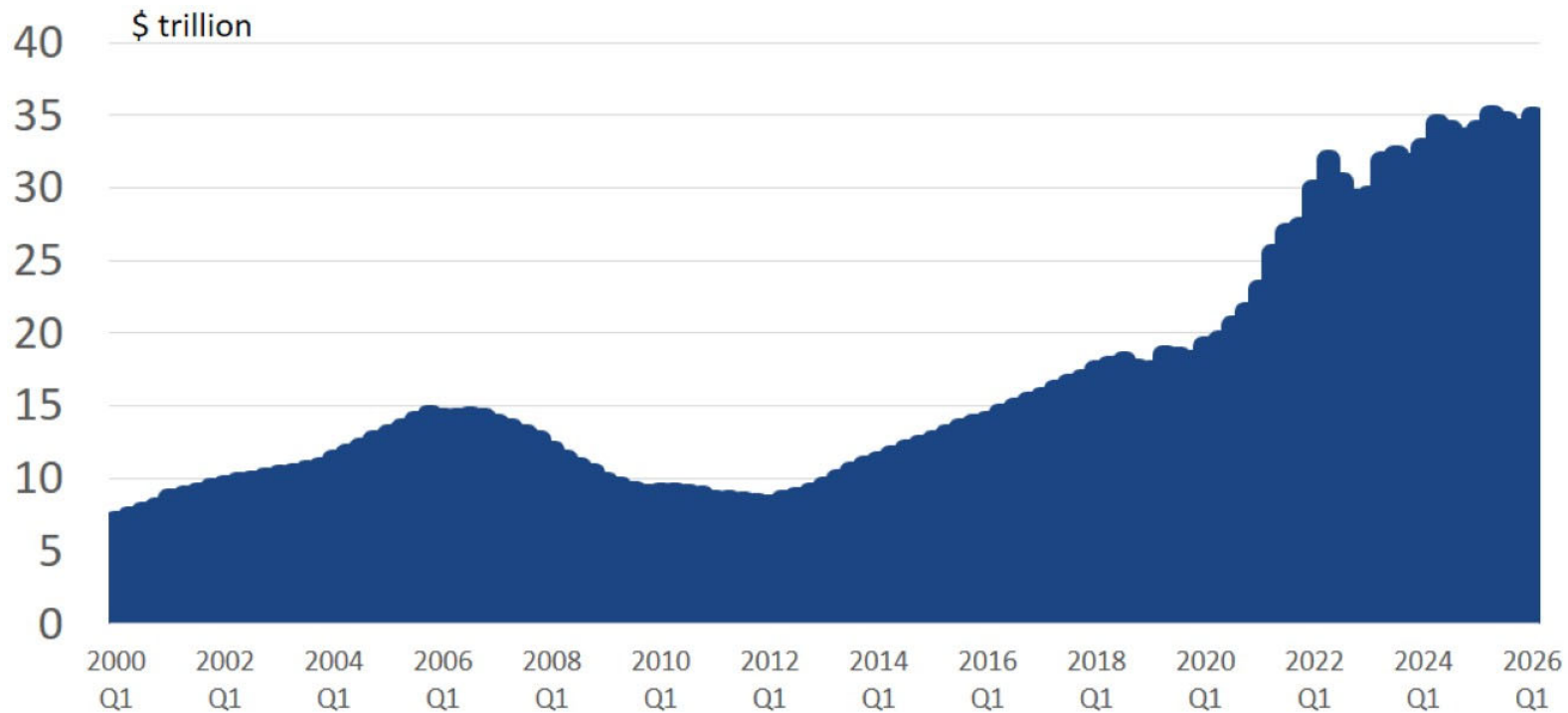
Stock Market Boom ... S&P 500 Index



Source: Standard & Poor's



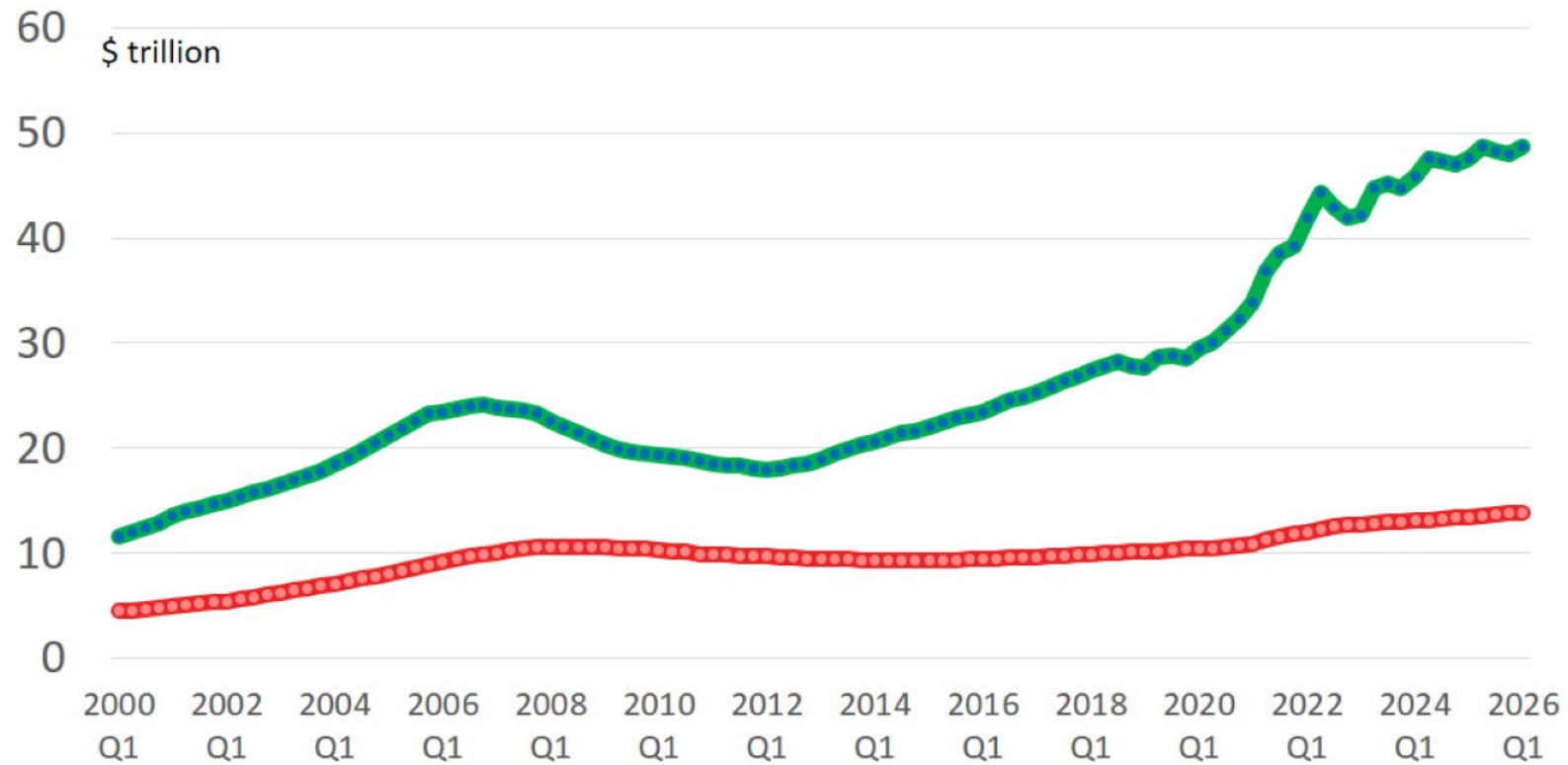
Households' Real Estate Net Worth at \$35 trillion (Valuation minus Mortgage Debt)



Source: Federal Reserve



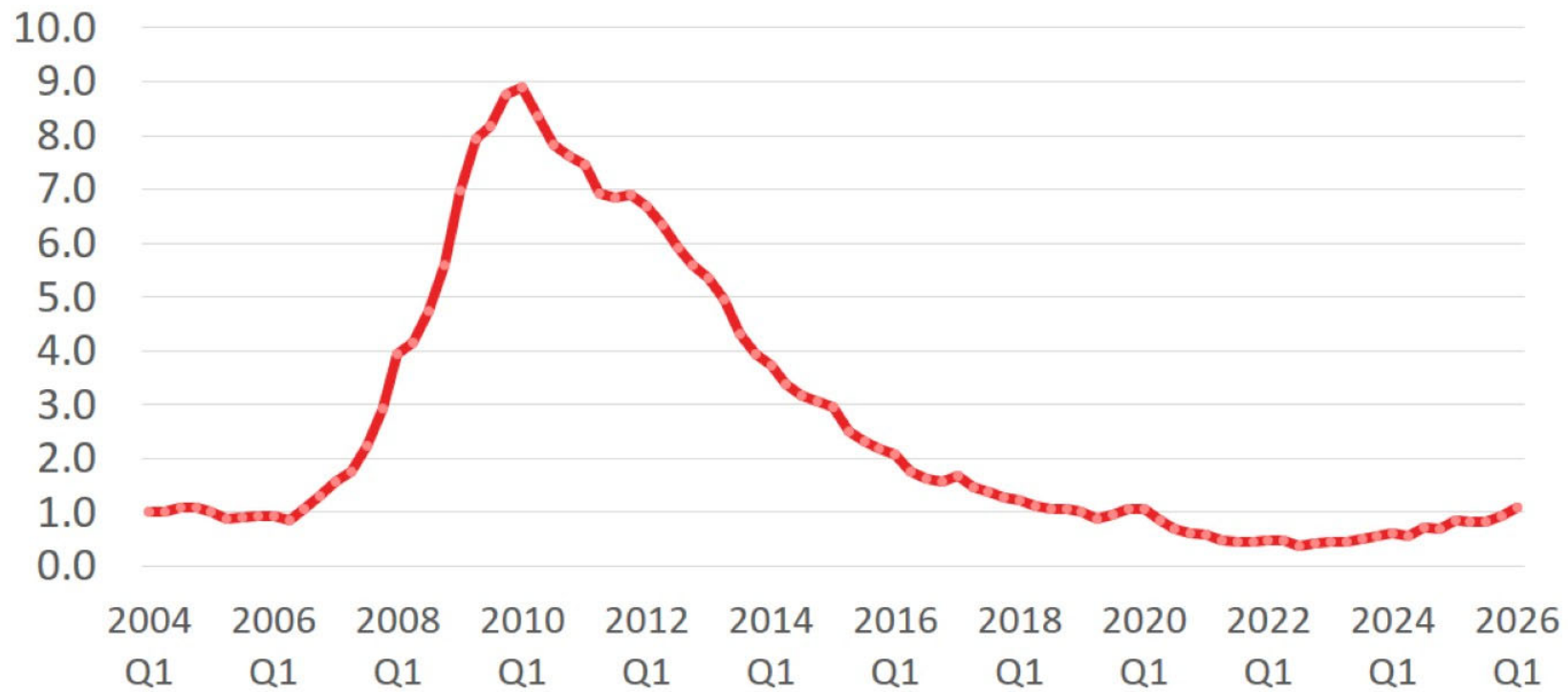
Aggregate Valuation Exceeds Aggregate Mortgage Debt



Source: Federal Reserve



Mortgage 90+ Days Delinquency



Source: Federal Reserve Bank of NY



Distressed Property Sales



Source: NAR



All Cash Purchases ... Elevated



Source: NAR

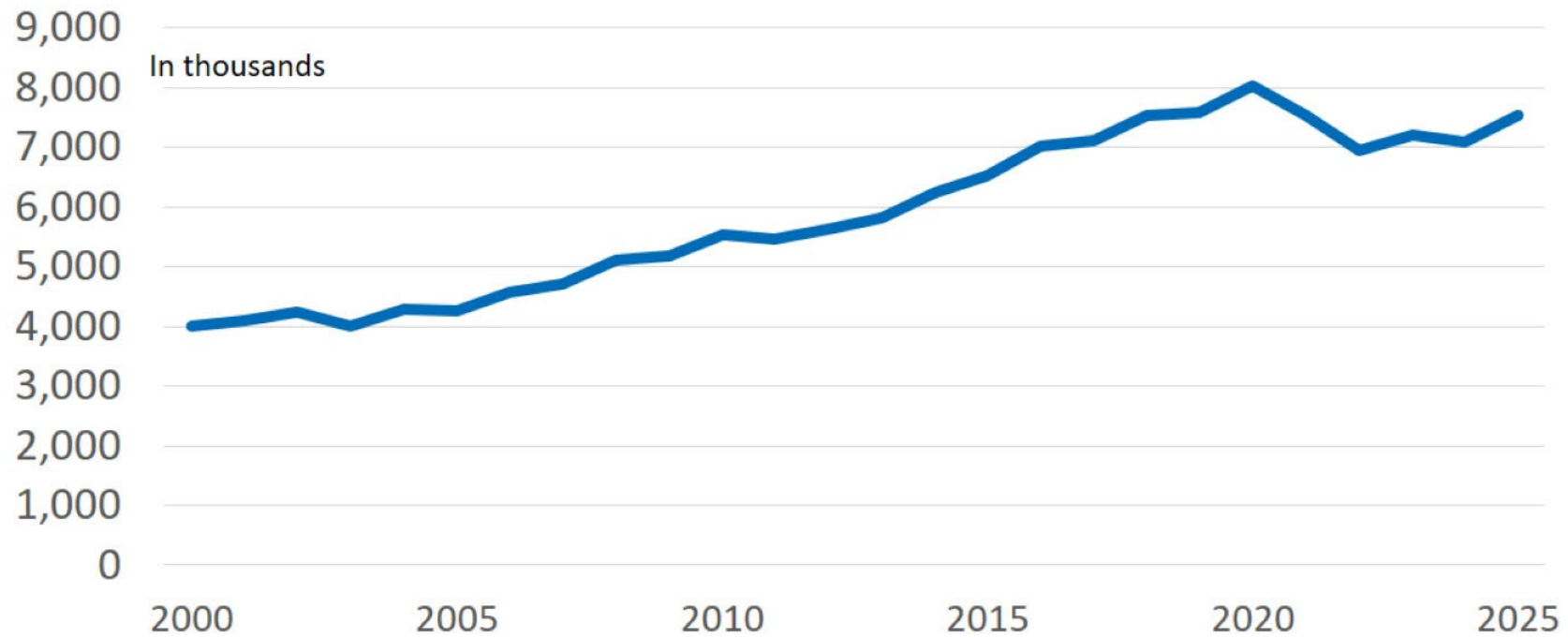


Consumer Sentiment: K-Shaped Economy (Overall Index)



Source: University of Michigan

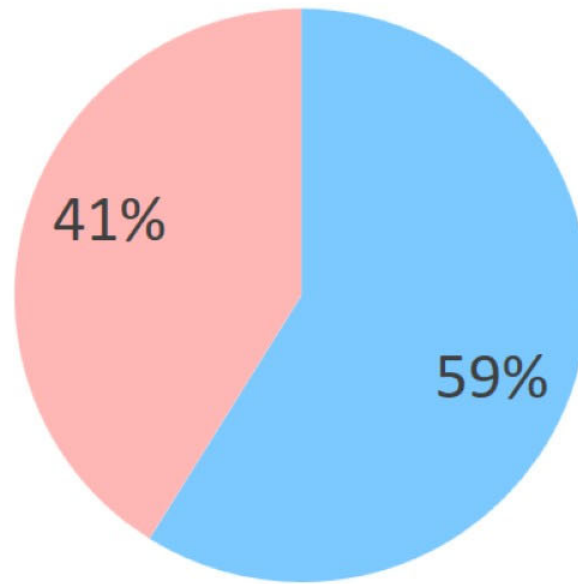
Young Adults Living at Home (age 25-34)



Source: Census



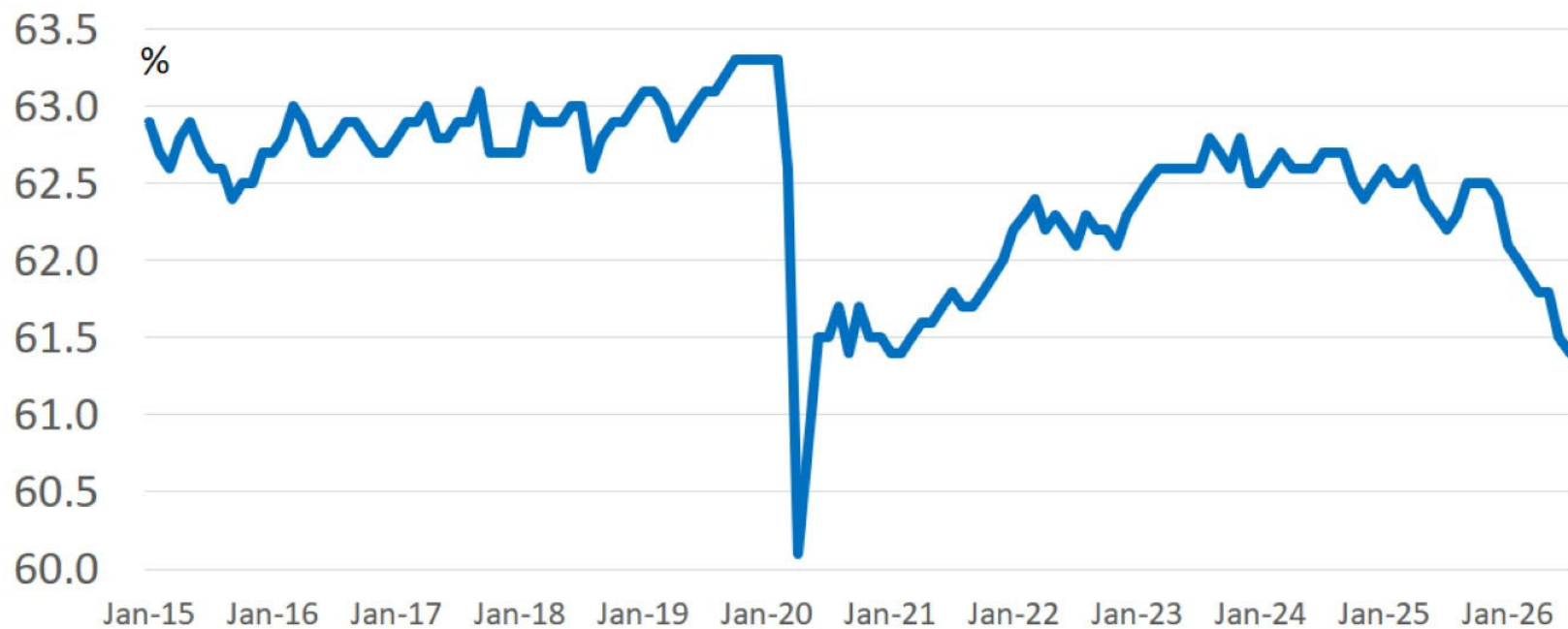
Mostly Young Adults Males Living at Home (age 25-34)



Source: Census



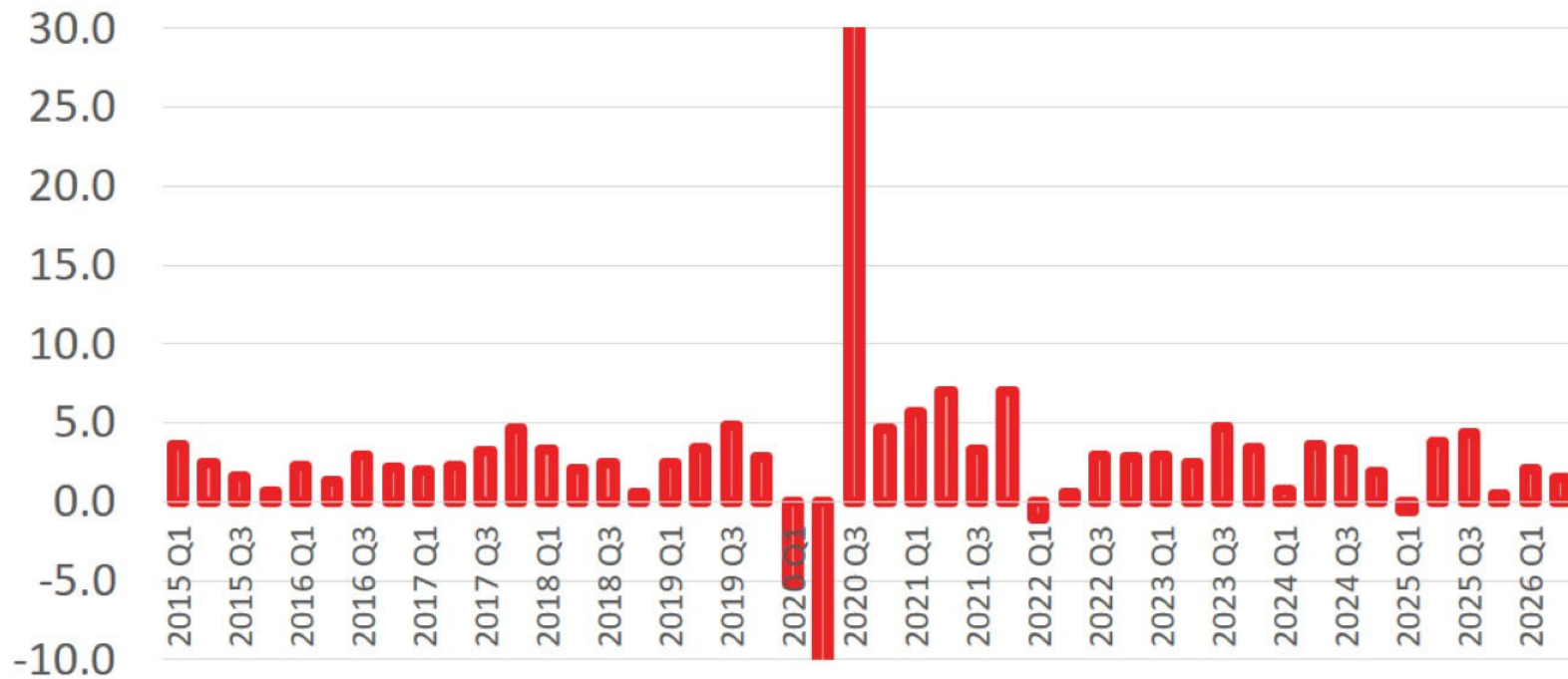
Falling Labor Force Participation Rate Where is the Work Spirit?



Source: BLS



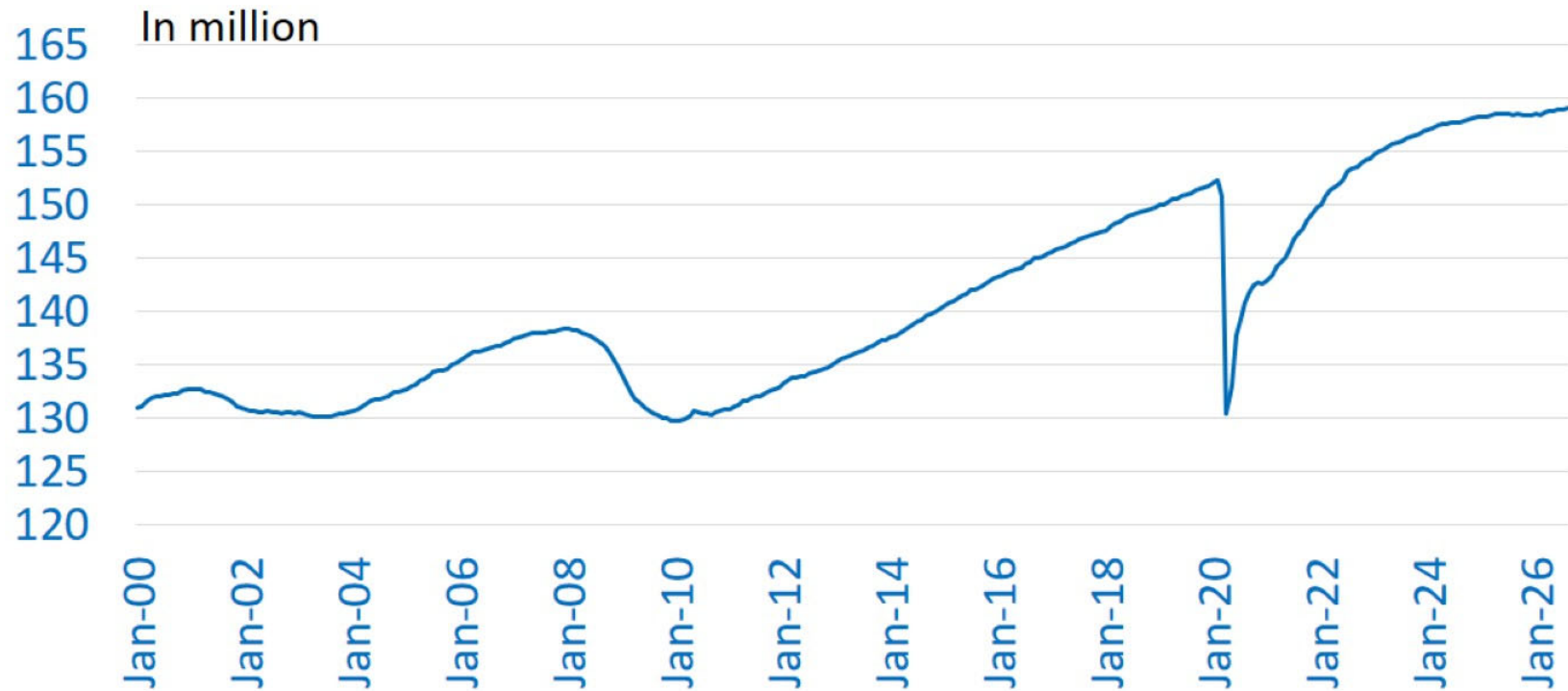
GDP Annualized Growth Rate 1.5% in Q2 ... Not in Recession ... Q3 to be above 3%



Source: Department of Commerce



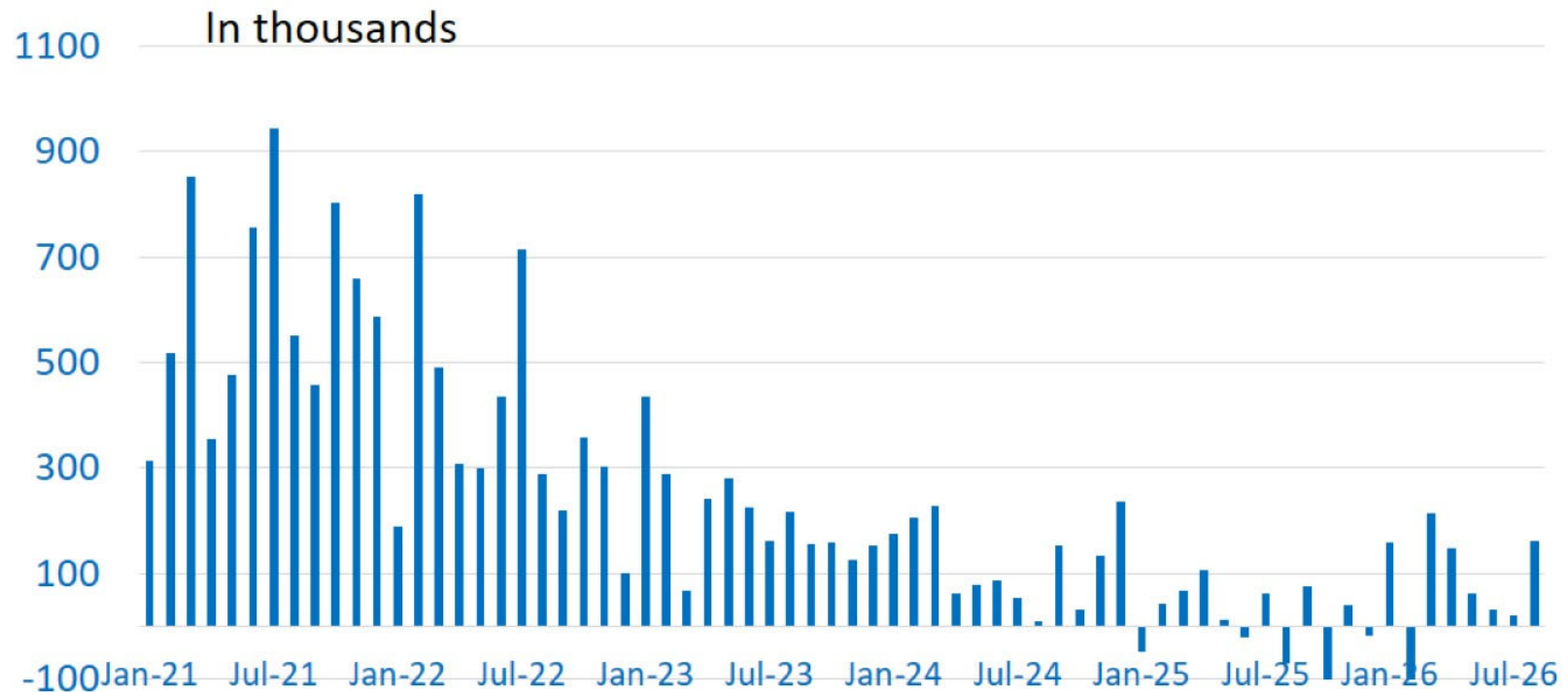
Total Payroll Jobs to August 2026



Source: BLS



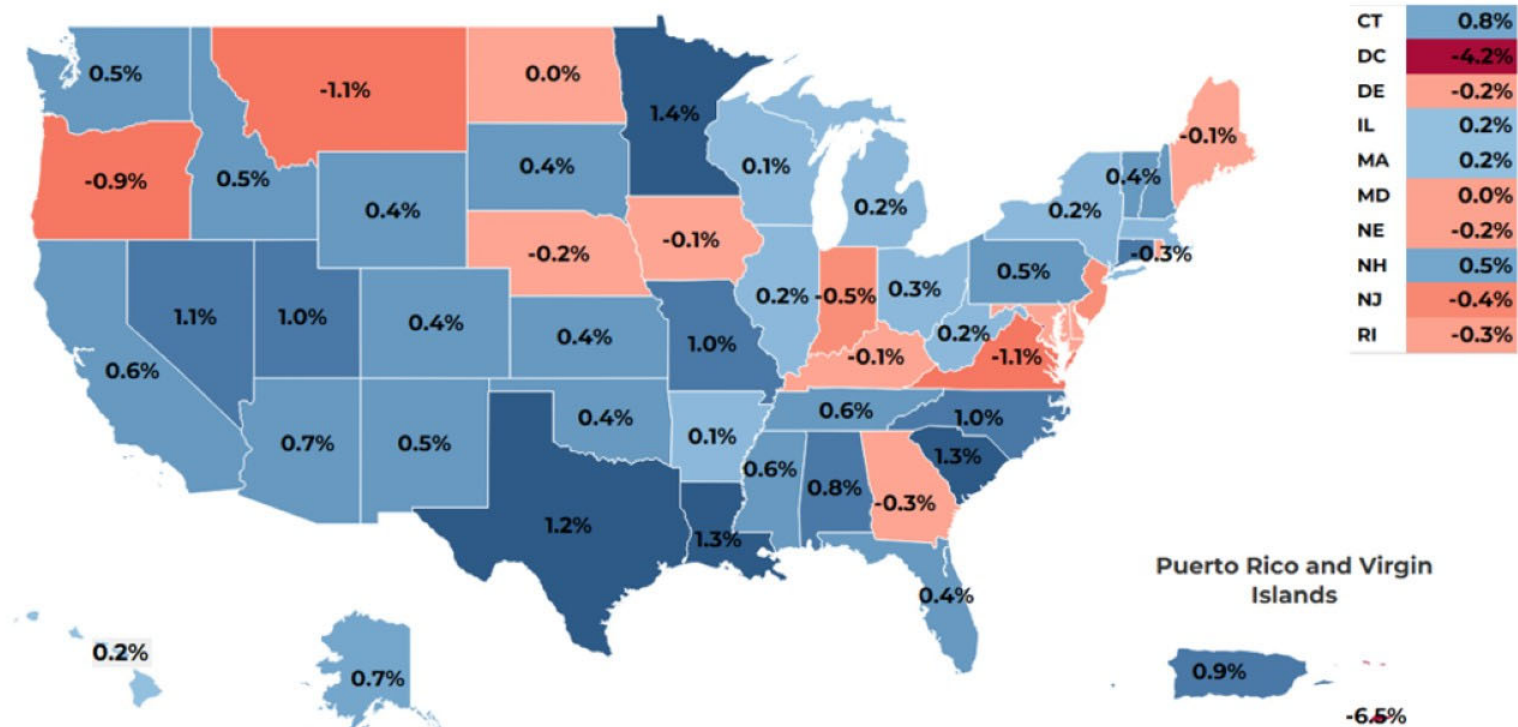
Net New Jobs Per Month +162,000 in August; +643,000 year-to-date



Source: BLS



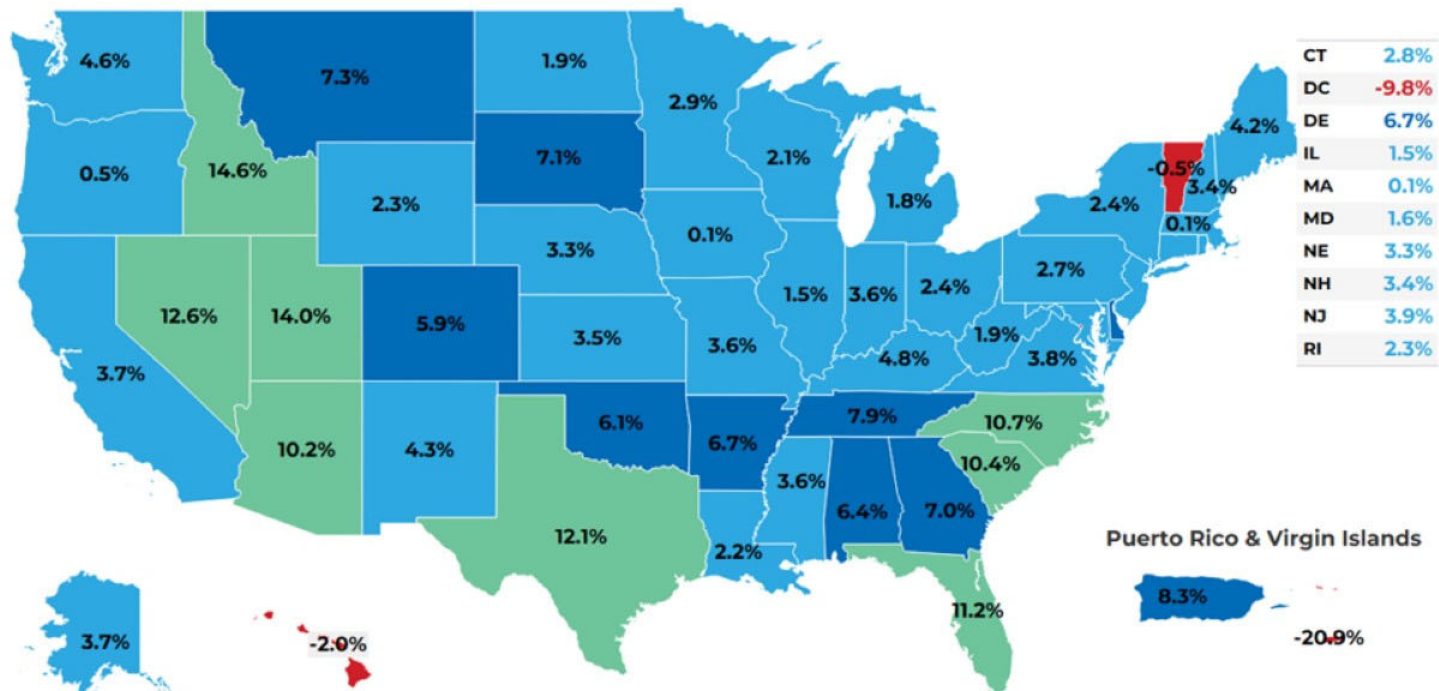
One-year Payroll Job Gain (% change July 2025 to July 2026)



Source: NAR Analysis of BLS data



Job Gains Since Pre-COVID (% change from March 2020 to July 2026)

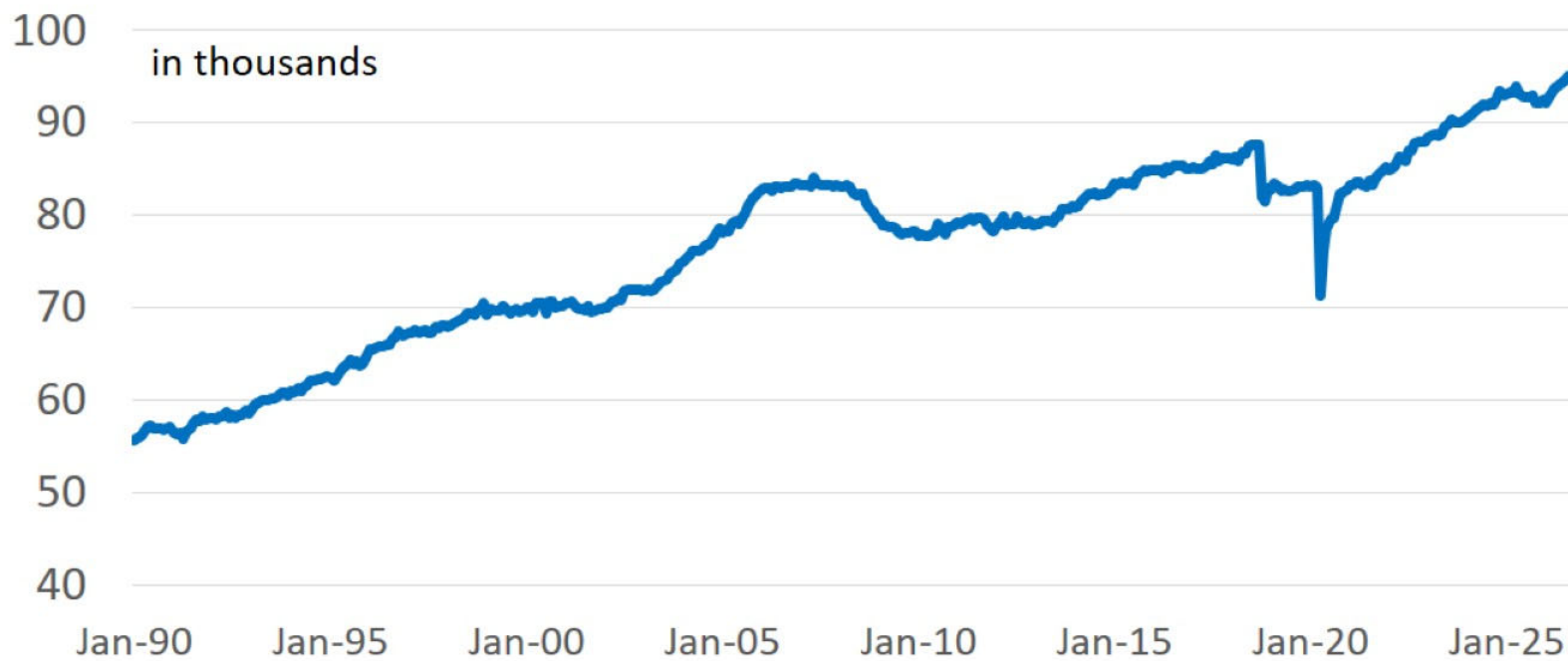


Source: U.S. Bureau of Labor Statistics

Source: NAR Analysis of BLS data



Payroll Jobs in Panama City 70% growth from 1990



Source: BLS



Residential Market Forecast – No Recession

	2025	2026
Existing-Home Sales	+0%	+0% to +2%
New Home Sales	-2%	-5%
Median Home Price	+3%	+2%
Mortgage Rate	6.7%	6.8%
Job Gains	0.2 million	0.4 million
Unemployment Rate	4.3%	4.3%

Mortgage Rates Drop in 2027 ! ?

- 1. AI Boom Craze boost Worker Productivity ...
Lowers inflation pressure ... Lower Interest Rates**
- 2. AI Boom Craze turns out to be a Bubble ...
Stock Market Crash ... Lower Interest Rates**



data@narealtors.com

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- Email us questions for Ask the Economist videos
- Suggestions for new research
- Questions NAR Research should tackle
- We want to hear from **you**!

