

Starting a YPN Council

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GROWING YPN

**FRAMEWORK AND
STRUCTURE FOR YPN**

LAYING THE FOUNDATION FOR YPN

YPN Mission Statement

YPN helps young real estate professionals excel in their careers by giving them the tools and encouragement to become involved in four core areas:

- REALTOR® **associations**. Attend REALTOR® conferences and pursue leadership roles with their local, state, and national associations.
- Real estate **industry**. Take an active role in policy discussions and advocacy issues; be informed about the latest industry news and trends.
- Peers. **Networking** and **learning** from one another by attending events, participating in online communication, and seeking out mentoring opportunities.
- **Community Service**. Become exceptional members of their community by demonstrating a high level of REALTOR® professionalism and volunteering for causes they feel passionate about.

Benefits to Your Association

Many times Association leaders ask what the impact and importance of starting a young professionals network means to their Association...

- Engaging with untapped service and education ideas.
- Building a progressive network of future leaders.
- People who are focused around community service thus generating PR for your Association.
- Training the next line of leadership ... (council...)

Laying the Foundation

- Make sure that your network is officially registered with the National Association of REALTORS® - Rob Reuter is your guy.
- Establish the purpose with your leadership. This isn't about partying. It's networking. Everything is centered around networking.
- Form the council. Chair, Vice Chair and then a Realtor strong ratio. Include Affiliate or two. (will help with sponsorship)
- Set up regular meetings of the Council to plan and execute in different areas: Education, Community Service, Networking (fun).
- Build a specific sponsorship program - "2018 YPN Supporters" - Be exclusive year 1 and then open it up year 2. Will build buzz.

Laying the Foundation

How to Be Recognized as a YPN

- 1.** Send an e-mail to rreuter@realtors.org
- 2.** Your e-mail should contain an attached Word document with the following information.
 - Association Name:
 - Main contact:
 - Address:
 - E-mail (to be listed on NAR's YPN Web site):
 - Main phone number (for publication on NAR's YPN Web site):
 - Number of members participating in your network:
 - Names, contact information, and e-mail addresses from your group (preferably in Excel):

Building the Walls

- Look for a way to create a “Young Professional Database” — Depending on your membership software this may be easier said than done. But find a way to identify those members under the age of 40.
- Set off a kickoff event - or “re kickoff” event - invite leadership, committees, other organizations. Your YPN SHOULD be partnering with committees and other groups.
- Create a YPN Facebook GROUP, not page, this way members get notifications. Make this a closed group so only Association members can join. You can regulate postings or leave it open. But establish rules. No Spam or Listing vomit.
- See bullet point one, but don’t close the door to other members. YPN doesn’t have to just mean “young people only” - everyone can learn for everyone.
- Depending on your market size, it would be important for your Chair and Vice Chair to find some time to speak at different office meetings on behalf of the Association and the YPN network to encourage people to join the mailing list or attend upcoming events.
- Create a YPN specific logo for your network. It’s fine to just put the NAR YPN logo out to the side of the Association logo, or put “Young Professionals Network” under the logo. You decide.

YPN Council Rules

- Establish the Council as a committee of the Association. It will have a chair and vice chair appointed by the President. Members can be picked by the Council. Let's them make sure the folks they know will work will be on board.
- The Council will operate 100% by Robert's Rules of Order. Important for building future committee chairs/vice chairs and Directors.
- Set an attendance policy. 2 unexcused absences, you're gone. Life has consequences.
- Make people sign a letter of commitment. When you leave? You replace yourself with someone who will do equally as good a job.
- Don't let Affiliates take over. We love them, but this is Realtor driven, Affiliate supported.

Some Other Thoughts

- **Connected to a local or state REALTOR® association.** Make sure your Chair and Vice Chair can attend the State YPN meetings. Work to budget for incoming chair at least to attend NAR YPN Summit in August in Chicago. There is funding to invite NAR YPN Advisory Board members to your local and state events.
- **Professionalism.** As a network of young professionals within the REALTOR® association, it's important to set high standards for your network's events and activities. Maintain professionalism in all of your communications
- **Free To Members.** It is recommended that there be no additional fees or dues for members to join local and state networks. You might decide to cover event costs by charging for events or garnering sponsor support
- **No Age Restrictions.** While most members of YPN are under 40, there can be no age restriction whatsoever. Any REALTOR® who thinks he or she would benefit from membership is welcome to join.

Growing the YPN

Here are some great ideas that you may have not thought of. All of them check the boxes for the YPN Mission Statement. Also check the “event bank” on the YPN NAR website. Make sure you’re joined up to NAR YPN Facebook Group.

- Sponsor a real estate workshop or seminar on a topic that would interest your members. Topics may include: Rookie Survival Guide, How to Create a Referral Network, Building a Personal Marketing Plan. Invite interesting speakers and mentors to cover the topics. Technology wins. But don’t focus on it exclusively.
- Host a speed networking event: Provide conversation-starter cue cards at every table, then partner people up to talk for 1-3 minutes at a time. Ring a bell, and one of the partners switches to a new table.
- Form a YPN book club that meets once a month to talk about the latest real estate books. Each member can be assigned to read a different book, and then share the main tips from that book in 5 minutes or less.
- Host open house tours. Band together to do an open house caravan tour of the area. “Property Swap” event works too. Think SharkTank for Real Estate.
- Utilize your state’s YPN council and communications. Share your events. Attend the state meetings to get ideas and swap information. Chair/Vice Chair should be there.

Funding the YPN

- The goal should be to become financially independent. But everyone has to start somewhere. It works best when there is buy-in from the Association Directors to allocate some YPN money in the budget. This of course makes a responsibility for the Council to make sure their events are successful and within line in the mission statement.
- Start that Affiliate Sponsor program. “2018 YPN Supporters” - make it exclusive and a direct ask at first. One or three. That will create buzz for others to join in the next year. This should be staff driven, Council supported. Meaning Council can identify the sponsors and even set them up, but the Association should close it as the point person.
- You can’t begin to pay for things you don’t know are coming. It’s crucial to have a calendar of events set in December of the previous year so you know that January 1st you are ready with funding.
- Again, you can charge \$5 or \$10 for an event, perhaps that goes to RPAC or perhaps that goes to direct costs. But don’t make a habit of making everything cost. REALTORS® love free stuff :)
- There are now Grants available through the NAR YPN Website. Different grants for new networks and existing networks.

Final Thoughts

- Don't overthink this. Start somewhere. Start small. It will grow naturally over time.
- There must be a buy-in from not only Association staff, but also Directors and Officers. Growing tomorrow's leadership base and fostering networking between all ages of membership is EVERYONE'S responsibility.
- Reach out and connect the dots. Utilize other organizations. WCR, Realtist, other YPN networks.
- Communication is key. Talk about what you're doing. In-person works just as well if not better sometimes. Be ready with the value proposition.
- Focus on the four areas of the YPN mission. That is your compass. Every year you should be hitting one thing in each of those areas.