



The NATIONAL ASSOCIATION OF REALTORS® has made a continuing commitment to serve its commercial real estate members, to advance professionalism in all commercial real estate specialties, and to be *the Voice for Real Estate* on commercial real estate issues.

In 1999, NAR formed the REALTORS® Commercial Alliance to serve the needs of the commercial market and the commercial constituency within NAR including commercial practitioner members; commercial committees, subcommittees and forums; commercial overlay boards (COBs) and commercial structures (CSs); and the NAR commercial Institutes, Societies, and Councils. These organizations include the CCIM Institute, the Institute of Real Estate Management, the REALTORS® Land Institute, the Society of Industrial and Office REALTORS®, and the Counselors of Real Estate.

The REALTORS® Commercial Alliance Advisory Board is comprised of eminent leaders in commercial real estate from both within and outside the REALTOR® family. It provides a venue for REALTOR® members to work with major national, regional, and local market experts to identify and collaborate on issues of common concern to the industry. The mission statement of the RCA Advisory Board is to identify and frame the challenges facing commercial real estate through pro-active planning and collaborative program implementation and to create greater efficiency and profitability for the over 70,000 NAR commercial practitioners and non-REALTOR® practitioners in the industry. To that end, the RCA Advisory Board is currently engaged in a discussion about the merits of creating a national platform for Commercial Information Exchanges (CIEs). In addition, the Advisory Board identified the need for and created task forces on: License Portability; Broker Lien Laws; Continuing Education Credits; and Industry Terminology. The work of these task forces is ongoing and has been transferred to the RCA Committee for oversight.

NAR approved the formation of freestanding local commercial overlay boards in 1992. These COBs are so named because their jurisdiction may “overlay” the jurisdiction of residentially focused real estate boards. Today, there are 29 COBs. In addition to the COBs, there are over 100 commercial structures, which include separate divisions of councils, societies, or committees of a residential board. These CSs range in size from over 1,000 members to fewer than 20 members.

NAR’s Commercial staff encourages the formation of COBs and CSs, particularly in areas where the demographics suggest that there are hundreds of commercial practitioners who are underserved. This initiative also includes assistance to existing COBs and CSs so that they can improve and expand products and services to help capture the commercial practitioner constituency within their market. The *Commercial Overlay Board Guide* and the *Commercial*

*Structure Guide* were developed to walk REALTOR® members and local and state association staff through the steps of creating a COB and/or CS. In addition, Commercial staff makes field visits to provide hands on assistance in the creation of COBs and CSs.

Aside from the Commercial Information Exchange activity on the RCA Advisory Board, staff has undertaken an initiative to promote the number of local Commercial Information Exchanges among REALTOR® associations. A CIE is similar to a residential multiple listing service (MLS), however, with a CIE there is no unilateral offer of compensation or cooperation set forth within the CIE. Instead, commissions are individually negotiated for each transaction. The *CIE Development Guide*, created by Commercial staff, is a valuable tool for REALTOR® associations considering developing a CIE. There are currently 43 REALTOR® operated CIEs nationwide.

The *RCA Report* commercial newsletter is published quarterly and mailed free to over 45,000 REALTOR® members and Institute Affiliate members identified as commercial practitioners in NRDS. The *Commercial INS* electronic newsletter is emailed monthly to over 35,000 members. REALTOR.org/RCA is the official Web site of the REALTORS® Commercial Alliance where members can find an abundance of useful information and business resources. Our site includes commercial properties from REALTOR® CIEs developed by local COBs and CSs and other commercial property services including a map with links to access CIEs all across the country, a searchable referral directory of commercial practitioners, and much, much more.

NAR conducts valuable research for the commercial industry and produces the *Commercial Real Estate Quarterly* and the *Commercial Forecast*. The RCA Committee in consultation with the Commercial Real Estate Research Subcommittee generates timely and relevant research initiatives. Our findings are shared with members through our professional publications, REALTOR.org/RCA, and Information Central.

The REALTORS® Commercial Alliance strives to give a strong voice to the needs of NAR's commercial practitioner members both within NAR and to the industry as a whole.