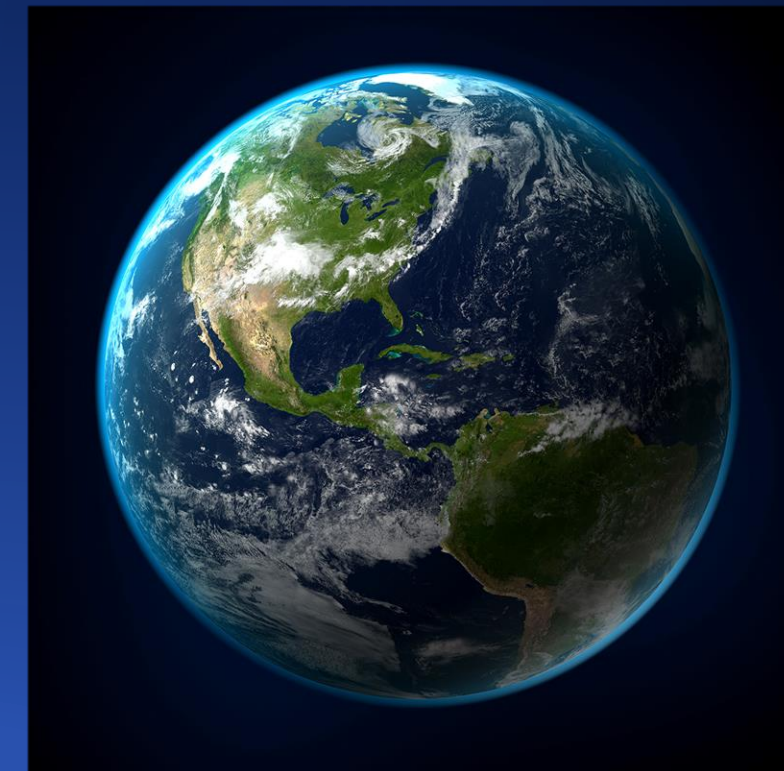


International REALTOR® Member Benefits

Ugodnosti za mednarodne člane
REALTOR®

November 2025, 36th Real Estate Conference
Portorož, Slovenia



UVOD

Zahvaljujem se direktorju Zbornice za poslovanje z nepremičninami, gospodu Boštjanu Udoviču, za prijazno povabilo na 36. letni posvet Poslovanje z nepremičninami.

Dovolite mi, da se predstavim. Moje ime je Ivana Kucera. Sem ameriška državljanka češkega porekla. Leta 2023 me je predsednik Nacionalnega združenja nepremičninskih posrednikov (NAR) imenoval za globalno ambasadorko za Češko, Slovaško in Madžarsko. Letos imam tudi čast, da sem globalna ambasadorka za Slovenijo.

Zdaj bi rada pojasnila glavne naloge in odgovornosti globalnih ambasadorjev NAR v njihovih dodeljenih državah ter poudarila prednosti članstva v mednarodnem združenju nepremičninskih posrednikov (IRM).

INTRODUCTION

I would like to thank the Director of the Real Estate Association of Slovenia, Mr. Bostjan Udovic, for his kind invitation to attend the 36th Annual Real Estate Conference of the REA.

Please allow me to introduce myself. My name is Ivana Kucera. I am an American citizen of Czech origin.

In 2023, I was appointed by the President of the National Association of REALTORS® (NAR) to serve as a Global Ambassador for the Czech Republic, Slovakia, and Hungary. This year, I also have the honor of serving as the Global Ambassador for Slovenia.

I would now like to explain the main functions and responsibilities of NAR Global Ambassadors in their assigned countries and also highlight the benefits of being an International REALTOR® Member (IRM).

Globalni ambasadorji NAR

Kakšna je vloga globalnih ambasadorjev NAR?

NAR Globalni ambasadorji so nepremičninski strokovnjaki s sedežem v ZDA, ki jih imenuje predsednik NAR in delujejo kot ambasadorji za dodeljene skupine držav. Podpirajo etične nepremičninske prakse in mrežo REALTOR® ter prednosti mednarodnega članstva v REALTOR®. Pomagajo mednarodnim partnerjem NAR pri izvajanju najboljših praks z uporabo storitev, izdelkov in poslovnih virov NAR. Partnerjem NAR pomagajo tudi pri vprašanjih v zvezi s partnerstvom. Prizadevajo si izboljšati povezave med NAR in njenimi partnerji ter biti vir informacij za domače in mednarodne člane NAR.

NAR Global Ambassador

What is the role of NAR Global Ambassadors?

NAR Global Ambassadors are real estate professionals based in the US, appointed by the NAR President to serve as ambassadors for their assigned group of countries. Promote ethical real estate practices and the REALTOR® network, and value through international membership in REALTOR®. Help NAR bilateral partners implement best practices, utilizing NAR services, products, and business resources. Assist NAR bilateral partners with questions regarding their partnership with NAR.

Maximize connections between NAR and its bilateral partners. Be a resource for both domestic and international NAR members.



Why Become International REALTOR® Member?

Zakaj postati mednarodni član REALTOR®?

Members of NAR's bilateral partners throughout the world can join NAR as International REALTOR® Members and take advantage of the power of a million-plus member organization.

Člani partnerjev NAR po vsem svetu se lahko pridružijo NAR kot mednarodni člani REALTOR® in izkoristijo moč organizacije z več kot milijonom članov.

International REALTOR® Membership

Benefits – Agenda

Prednosti mednarodnega članstva

REALTOR® – Dnevni red

Marketing and Brand Awareness

Marketing in prepoznavnost blagovne znamke*

Business and Global Networking

Poslovanje in globalno mreženje

7

Education

Izobraževanje

Research and Data – – – – Raziskave in podatki

MARKETING AND BRAND AWARENES

Marketing in prepoznavnost blagovne znamke

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MARKETING AND BRAND

MARKETING IN BLAGOVNA ZNAMKA

The REALTOR® brand represents unparalleled trust and ethics
Blagovna znamka REALTOR® predstavlja neprimerljivo zaupanje in etiko.

- TRADEMARKS (BLAGOVNE ZNAMKE)
 - (nar.realtor/trademark)
- MARKETING ASSETS
- MARKETINŠKA SREDSTVA (KAMPANJA ZA OSVEŠČANJE POTROŠNIKOV) (CONSUMER AWARENESS CAMPAIGN)
 - (nar.realtor/that's-who-we-r)
- NAR REALTOR® MEMBER CARD (ČLANSKA KARTICA NAR REALTOR®)
 - (get your REALTOR® membership card)

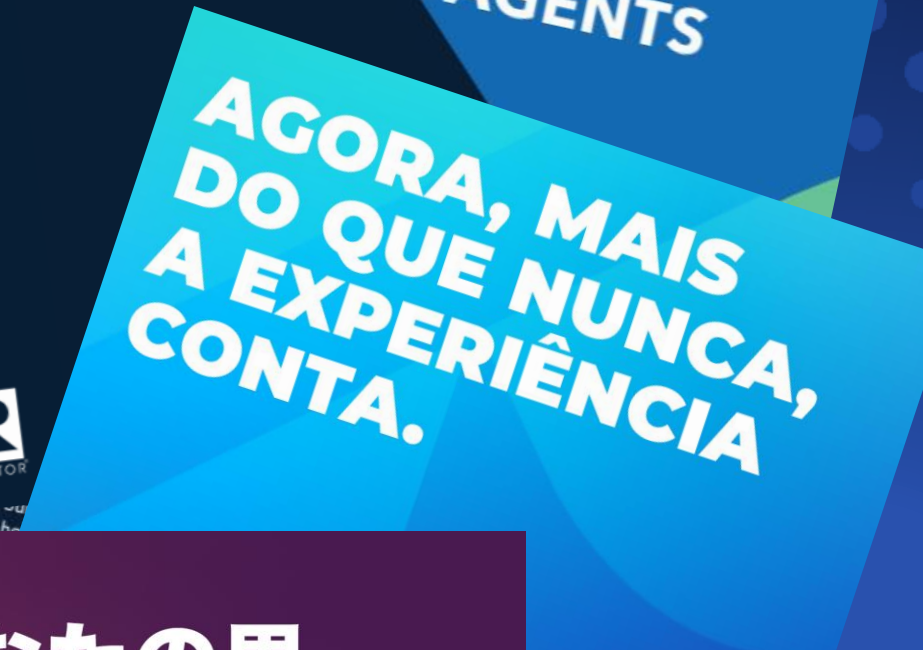
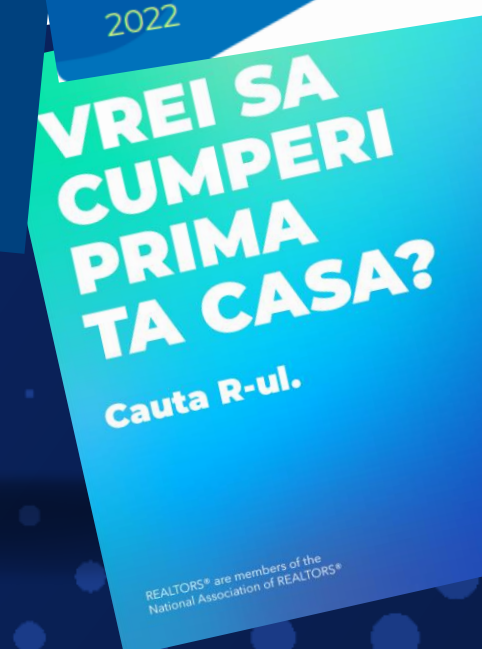
The REALTOR® Logo



Commercial Logo



- Marketing assets CAC: That's Who We R
 - (Consumer Awareness Campaign)
- NAR Photofy App
- REALTOR® Membership Card
- REALTOR® Logo and Trademark
- NAR REALTOR® Store®
- REALTOR Domain
 - nar.realtor/realtor-realestate-domains



What is an IRM?

Kaj je IRM?

The National Association of REALTORS® has global bilateral relationships with 100+ local institutions and real estate associations in 75+ countries.

Nacionalno združenje nepremičninskih posrednikov (National Association of REALTORS®) ima globalne dvostranske odnose z več kot 100 lokalnimi institucijami in nepremičninskimi združenji v več kot 75 državah.

Only Members of these NAR bilateral partners throughout the world can join NAR.

Samo člani teh partnerjev NAR po vsem svetu se lahko pridružijo NAR.

NAR Mission Statement

Poslanstvo NAR

Empower and engage the REALTOR® community by delivering trusted knowledge, resources, and experiences that elevate member success and professionalism

- Okrepiti in vključiti skupnost nepremičninskih posrednikov z zagotavljanjem zanesljivega znanja, virov in izkušenj, ki povečujejo uspešnost in profesionalnost članov.

Code Of Ethics

Etični kodeks

JAZ SEM NEPREMIČNINSKI POSREDNIK (REALTOR®), ŽIVIM PO KODEKSU



I AM A REALTOR®.
I LIVE BY "THE CODE."

"When representing a buyer, seller, landlord, tenant, or other client as an agent, REALTORS® pledge themselves to protect and promote the interests of their client." CODE OF ETHICS

Business and Global Networking

Poslovanje in globalno
mreženje

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GLOBAL NETWORKING EVENTS

GLOBALNI DOGODKI ZA MREŽENJE

CONFERENCES & MEETINGS KONFERENCE IN SREČANJA

- NOVEMBER 14–16, 2025, NAR NXT, THE REALTOR® EXPERIENCE, HOUSTON, TEXAS
- June 13–16, 2026, REALTORS® LEGISLATIVE MEETINGS AND TRADE EXPO, WASHINGTON D.C.
- NOVEMBER 4–9, 2026, NAR NXT, THE REALTOR® EXPERIENCE, NEW ORLEANS, LOUISIANA

- 1.5+ million members
- 7,500+ IRM English 83%, Spanish 36%, French 12%
- Find a REALTOR Directory
(nar.realtor/directories)
- IRM REALTOR Referral Form
- \$100 Discount to attend NAR NXT

NATIONAL ASSOCIATION OF REALTORS®

Real Estate Topics Membership Research & Statistics Political Advocacy

Find a REALTOR®

Find a REALTOR® Reset

If you are looking for a REALTOR® to assist you in a property search, please enter the search criteria below and click the [search](#) button. The search criteria that is entered should be as specific as possible. Search results will be limited to 100 viewable entries and see

Last Name

First Name

Office Name

City

State/Province (Any)

Zip/Postal Code



INTERNATIONAL REALTOR® MEMBER REFERRAL FORM

DISCLAIMER: In order to assist members, NAR created this sample Referral Form, which should be modified to fit your particular needs. This document is not intended to be and does not constitute legal or professional advice or a substitute for specific legal or professional advice. The user of this document not use this document without consulting legal counsel. Neither NAR nor its International REALTOR® Member is responsible for the use of this document.

MIEMBRO INTERNACIONAL REALTOR® FORMULARIO DE REFERIDOS

DESCARGO DE RESPONSABILIDAD: Para ayudar a sus miembros NAR creó este formulario de referidos, el cual puede ser modificado para adaptarse a sus necesidades particulares. Este documento no tiene la intención de constituir asesoramiento profesional o reemplazar asesoramiento legal o profesional específico. Se recomienda que el usuario de este documento consulte con su asesor legal antes de utilizarlo. Ni la National Association of REALTORS® ni su programa de membresía Internacional REALTOR® entran en posibles procesos de mediación o arbitraje derivados del uso del documento.

Broker /Agente Referidor

NOMBRE:

EMPRESA:

DIRECCIÓN DE EMPRESA:

CIUDAD:

ESTADO/REGIÓN/PROVINCIA:

PAÍS:

E-MAIL:

CÓDIGO POSTAL:

PÁGINA WEB:

Fecha del acuerdo:

Referring (Source) Broker

NAME:

COMPANY:

BUSINESS ADDRESS:

LESS CITY:

REGION/PROVINCE:

COUNTRY:

STATE:



EDUCATION

IZOBRAŽEVANJE

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Education

Education gives you instant credibility and a competitive advantage in the global real estate industry. Discover a personalized learning experience with the center for Realtor® development at crd.realtor

Izobraževanje vam zagotavlja takojšnjo kredibilnost in konkurenčno prednost v globalni nepremičninski industriji. Odkrijte prilagojeno izkušnjo učenja s centrom za razvoj (Realtor®) nepremičninskih posrednikov na crd.realtor.

Popular Courses Offered with NAR IRMs

Priljubljeni tečaji, ki jih ponuja NAR IRMs

CIPS – Certified International Property Specialist designation course curriculum offers you hands-on experience with international real estate transactions, with five courses focusing on the critical aspects of transnational transactions. CIPS designation (nar.realtor/CIPS), provides RE professionals with the knowledge, research, networks and tools to globalize their business.

Program usposabljanja za pridobitev naziva CIPS – Certified International Property Specialist (certificirani mednarodni nepremičninski strokovnjak) vam ponuja praktične izkušnje z mednarodnimi nepremičninskimi transakcijami, s petimi tečaji, ki se osredotočajo na ključne vidike mednarodnih transakcij. Naziv CIPS (nar.realtor/CIPS) nepremičninskemu strokovnjaku zagotavlja znanje, raziskave, mreže in orodja za globalizacijo njihovega poslovanja.

Popular Courses Offered with NAR IRMs

Priljubljeni tečaji, ki jih ponuja NAR IRMs

ABR – Accredited Buyer's Representative Designation (abr.realtor) je merilo odličnosti na področju zastopanja kupcev. Tečaj je posebej zasnovan, da vam pomaga pri:

- izvedbi svetovalnega pogovora s stranko
- sklenitvi pisne pogodbe o zastopanju stranke
- pogajanjih o ponudbah kupcev
- uspešnemu zaključku transakcije.

Popular Courses Offered with NAR IRMs

Priljubljeni tečaji, ki jih ponuja NAR IRMs

ABR – Accredited Buyer's Representative Designation (abr.realtor), is the benchmark of excellence in buyer representation. The course is specifically designed to help you with:

- Conduct a buyer counseling session
- Sign buyer clients to a written buyer representation agreement
- Negotiate buyer clients' offers
- Bring the transaction to a successful close

Popular Courses Offered with NAR IRMs

Priljubljeni tečaji, ki jih ponuja NAR IRMs

CCIM – Certified Commercial Investment Member (ccim.com), is a recognized expert in the commercial and investment Real Estate industry

CCIM – Certified Commercial Investment Member (ccim.com) je priznani strokovnjak na področju poslovnega in investicijskega nepremičninskega sektorja.

Popular Courses Offered with NAR IRMs

Priljubljeni tečaji, ki jih ponuja NAR IRMs

- **SRS** – Seller Representative Specialist (rebinstitute.com), is the premier credential in seller representation
- **SRS** – strokovnjak za zastopanje prodajalcev (rebinstitute.com) je najpomembnejša kvalifikacija na področju zastopanja prodajalcev.

Popular Courses Offered with NAR IRMs

Priljubljeni tečaji, ki jih ponuja NAR IRMs

GREEN– Designation illustrates how real estate professionals can increase their incomes by helping clients make informed choices about the resource-efficiency and performance of the homes they live in, sell, and buy.

ZELENA – Oznaka ponazarja, kako lahko nepremičninski strokovnjaki povečajo svoje prihodke, tako da strankam pomagajo sprejeti premišljene odločitve o učinkovitosti virov in zmogljivosti domov, v katerih živijo, ki jih prodajajo in kupujejo.

• Online, virtual and in person designations and certifications



live INTERNACIONAL

CERTIFICAÇÕES INTERNACIONAIS

NAR-COFECI - CURSOS SRS

ILEANA BOGAERT
REALTOR, BROKER OWNER, NAR EMBAIXADORA BRASIL, COLOMBIA, CHILE, NAR FACULTY, CIPS, ABR

GONZALO MEJIA
REALTOR, NAR EMBAIXADOR, PERU, EQUADOR, NAR FACULTY, CIPS, ABR, SRS, TEAM LEADER

LUCIA WANDER
JORNALISTA E COORDENADORA DO CIPS SISTEMA COFECI-CRECI

LUIZ BARCELLOS
REALTOR, INSTITUTOR DO CIPS, PRESIDENTE CIA 2018, VICE PRESIDENTE DE ANUAÇÃO COFECI, CONSELHEIRO FEDERAL COFECI-PT

BETHSY SACHS
GERENTE DE REDES E SERVIÇOS PARA MEMBROS DE NEGÓCIOS E ALIANÇAS GLOBAIS DA NAR

JOÃO ARAÚJO
GESTOR IMOBILIÁRIO, CORRETOR DE IMÓVEIS, REALTOR - CIPS E PRESIDENTE DO "INDIMÓVEIS-MIS"

6 de agosto

QUINTA-FEIRA

19 HORAS DE BRASÍLIA



RESEARCH AND DATA

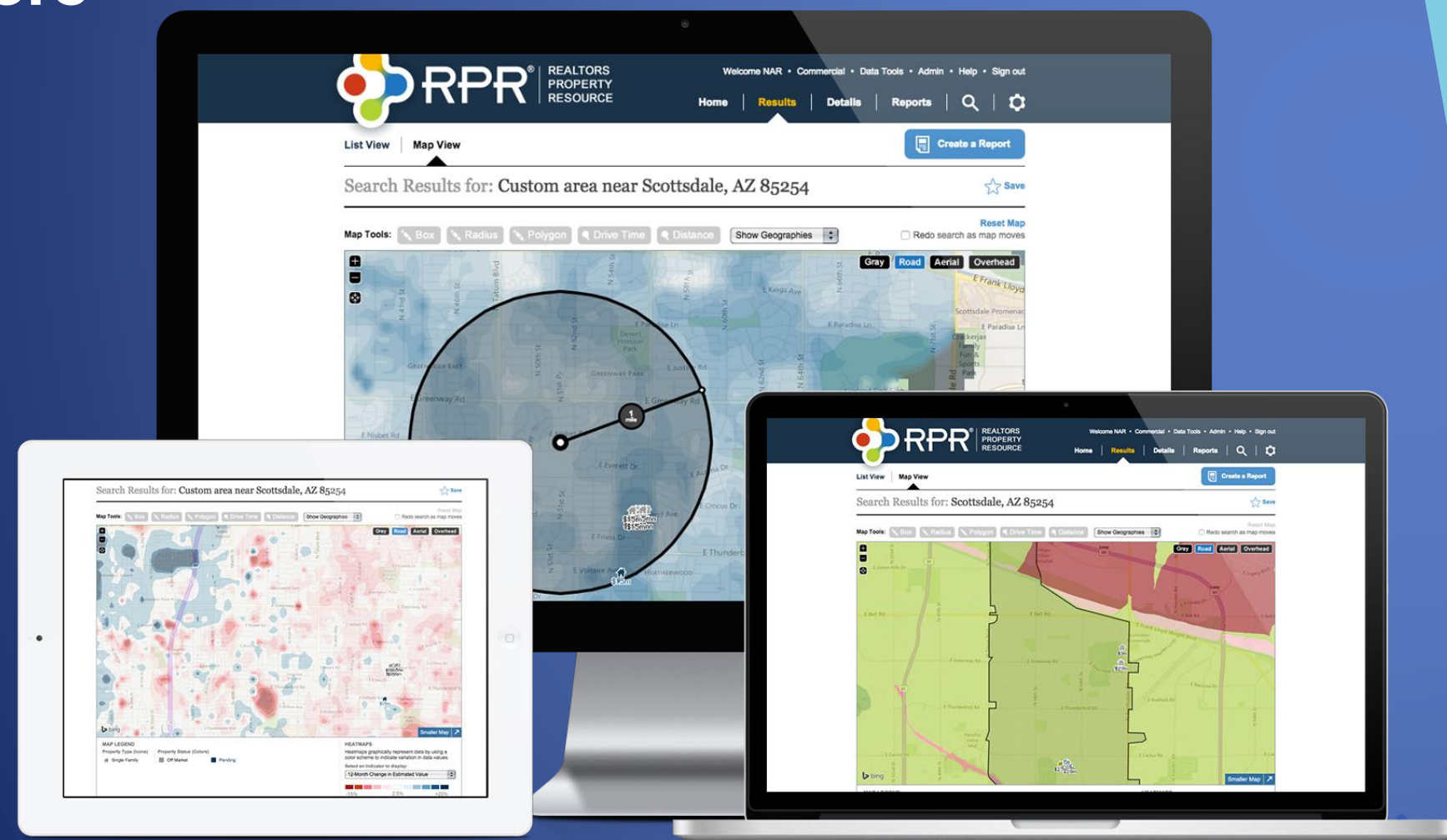
RAZISKAVE IN PODATKI

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Other Business Tools

Druga Poslovna Orodja

- Realtors Property Resource® (RPR), Research and Data
- Houselogic.com, NAR Website for homeowners, buyers, sellers



Research and Data (Reports)

Raziskave in podatki (poročila)

- <https://www.nar.realtor/research>
- The latest reports from U.S. housing markets and industry statistics are available through NAR's Research team. Reports that are specific to international real estate are also available
- [eBooks Catalog \(https://realtor.overdrive.com\)](https://realtor.overdrive.com)
- Check out audiobooks, videos, and eBooks from NAR's virtual library eBooks collection
- [Houselogic, \(houselogic.com\)](https://houselogic.com)
- NAR's website for homeowners, buyers and sellers
- [RPR, Realtors Property Resource, \(narrpr.com\)](https://narrpr.com)
- Provides data, tools and reports so They close more deals. Use it on the go and in the field with any IOS or Android devise.

IRM Benefits site

*IRM website: <https://www.nar.realtor/global/international-realtor-membership>
Apply to become IRM: <https://www.nar.realtor/links/join-nar-as-an-irm>*

IVANA KUCERA

- NAR Global Ambassador to the Slovenia, Slovakia, Czech Republic, and Hungary
- GRI, CIPS, CFRM, NAR'S GREEN, AHWD, SFR, RSPS
- Royal Palm Coast Realtor® Association Member
- Global Business Council Member
- Broker Associate, Certified International Property Specialist
- IKUCERA@VIPREALTY.COM

