A Look into the Future – Introducing Vicki Cox Golder: NAR President 2010

RISMEDIA, November 17, 2009—In this month’s NAR Power Broker Roundtable, incoming NAR President Vicki Cox Golder discusses how she will lead the real estate industry into 2010. While she believes that we can once again approach the industry with a sense of optimism, there is still a tremendous amount of work to be done as we move into the future.

Moderator:
Virginia Cook, Special Liaison for Large Firm Relations, NAR

Participants:

Vicki Cox Golder, Realtor, Vicki L. Cox & Associates; President, THE NATIONAL ASSOCIATION OF REALTORS®

The Power Broker Roundtable is brought to you by the National Association of REALTORS® and Virginia Cook, NAR’s Special Liaison for Large Firm Relations. Watch for this column each month, where we address broker issues, concerns and milestones.

Virginia Cook: As 2009 draws to a close, we are happy to report that the real estate market is, indeed, demonstrating some important signs of recovery. Thanks to the first-time home buyer’s tax credit, price stabilization in key areas and REALTORS® who have rolled up their sleeves to help move short sale and foreclosure properties off the market, we can once again approach our business with a much-needed sense of optimism. But there is still a tremendous amount of work to be done in 2010.

As the incoming NAR president for 2010 Vicki Cox Golder prepares to take office, new challenges arise in the journey toward real estate and economic recovery. Who better, however, than a 35-year real estate veteran with years of experience
in local and national associations to lead the charge? Vicki, I know that your theme for the year ahead is ‘On the Rise’ as the real estate industry makes a comeback. What’s your mindset toward assuming the NAR presidency during a difficult time for real estate?

**Vicki Cox Golder:** I am extremely positive. The work that NAR has done—both on Capitol Hill and with our members—during the last couple of years has really helped stabilize the real estate market. The momentum has definitely shifted in our favor—we just need to keep it going.

**Virginia:** What are some of your goals in terms of broker participation in NAR during 2010?

**Vicki:** I want to increase member participation in our advocacy efforts. One of the best ways to do that is through NAR’s Broker Involvement Program. When NAR sent a call for action in 2007, we typically got about 5% of our members to send a letter to their members of Congress. However, with the advent of the Broker Involvement Program and better messaging, we elevated that number to over 9% in 2008. Our brokers in the Broker Involvement Program consistently respond at rates of 20% or higher. Currently, we have about 2,000 brokers participating in the program. By the end of 2010, I would like to have 6,000 brokers participating in the program, reaching more than 300,000 agents.

**Virginia:** How do you plan on continuing to enlist this type of support from leading brokers?

**Vicki:** The NAR Leadership Team will continue to meet regularly with large brokers to discuss key issues and opportunities to work more closely together. I have personally met with NAR’s Real Estate Services Advisory Board, which includes the leading brokers in the country. Those meetings are tremendously helpful on both sides.

**Virginia:** What are Realtors looking for in terms of leadership at this juncture?

**Vicki:** That’s a tough question to answer. I think Realtors have always looked for leadership that understands their business needs. Currently, our members are looking to us to guide them on all of the legislative and regulatory changes that are impacting business, and I think they need leadership who inspires them to get out there and help consumers in their communities.

**Virginia:** How will NAR continue to help its members survive and prosper in today’s market?

**Vicki:** By continuing to advocate for laws and policies that promote private property ownership, and by giving our members the tools they need to out-perform the competition.