

# National Association of REALTORS®

## Expanding Housing Opportunities (EHO)

# Sponsor Guide

### **SPONSOR RESPONSIBILITIES**

As a Sponsor, you will set a date and find a location for the class; hire an authorized Instructor; notify NAR of the upcoming class; register students; download and print the student materials; promote the class; and submit the class evaluations and student roster to NAR.

#### **Date & Location**

**Set a date and find a location to hold the class.** Make sure the room will accommodate the expected attendees as well as equipment, (such as a laptop, projector and screen), flip charts, etc.

#### **Instructor Selection**

**Hire an Instructor to teach the class.** Only Instructors authorized by NAR may teach the class. A list of authorized Instructors and their contact information can be found by visiting [www.realtor.org/ehoclass](http://www.realtor.org/ehoclass).

#### **Instructor Compensation**

Negotiate terms of Instructor compensation. Compensation is negotiated between the Instructor and the Sponsor. NAR does not provide guidance in this area. In addition to the teaching fee, be sure to discuss the terms of payment/reimbursement for travel, hotel, and meal expenses. It is recommended that all terms be in writing and signed by both the Sponsor and Instructor. Sponsor organizations may want to consider having a staff person (who meets the eligibility requirements) apply to become an Instructor to defray the Instructor expenses.

#### **Class Notification**

Notify NAR of each class to be held. To notify NAR of an upcoming class, complete and return the Class Notification Form.

#### **Registration of Students**

Determine a process to track student registration information. At a minimum, you will want to maintain a list of each student's name, NRDS ID (if applicable), address, phone number, and email address.

Sponsors may choose to charge a registration fee for the class. NAR does not regulate this process.

#### **Student Materials**

NAR-licensed EHO class materials must be used for all classes. After notifying NAR of an upcoming class, the Sponsor will receive all class materials by email. The Sponsor is responsible for downloading and producing the EHO Participant Guide and handouts for each student.

#### **Class Evaluations & Roster**

Download the Class Evaluations and distribute to students. Have each student complete an evaluation at the end of class. Mail completed evaluations to: Wendy Penn, National Association of Realtors, 500 New Jersey Ave, NW, Washington DC 20001 or scan and email the evaluations (as one PDF) to [eho@realtors.org](mailto:eho@realtors.org).

Download the roster template. Send the completed roster to [eho@realtors.org](mailto:eho@realtors.org). You may use your own roster; however, be sure to capture each student's name, NRDS ID (if applicable) and email address.

## **Optional**

### **CE Credit**

Classes that are offered for continuing education credit often have the best attendance. Contact the real estate commission or other governing body in your state for more information CE credit requirements and application process.

NAR can provide the materials needed to apply for CE credit such as the timed outline and learning objectives.

### **Co-Sponsor a Class**

NAR encourages REALTOR® Boards and Associations to work together to hold a class. Co-sponsoring may be particularly helpful in locations that have a smaller membership size.

When co-sponsoring a class, be sure to discuss and negotiate terms concerning:

- Class promotion
- Location of Class
- Administrative Duties
- Responsibilities for printing materials
- Contacting and hiring an instructor

## **MARKETING TIPS & PROMOTIONAL RESOURCES**

The success of your class depends in large part on your marketing efforts. You'll want to do everything you can to promote your class and register students.

To help you get the word out and attract students, consider these suggestions:

- Start advertising your class as soon as possible.
- Invite brokers and association executives to your first class. They can help promote the class in the future.
- Include testimonials from past students in your marketing materials.
- Ask your Instructor to help market the class to their colleagues and other contacts.
- If the class has been approved for CE Credit, emphasize that fact in your marketing messages.
- Do not rely on just one marketing avenue. Use multiple avenues such as social media, print publications, emails, websites, flyers, etc.
- Market the class at new member orientations held by your Association or Board.
- Use early-bird discounts to help encourage students to sign up for the class.
- Advertise the class in local newspapers, local Chamber newsletters, etc. There may be others in your community interested in taking the class.
- Speak to local businesses about sponsoring the class, i.e. providing refreshments at the class in exchange for allowing them to share printed information about their business or logoed items, such as pens.

## **CLASS CHECKLIST**

### **1-2 Months before the Class**

- Select the date, time, and location of the class.
- Apply for CE Credit for class.
- Hire an authorized Instructor to teach the class. Notify NAR of the class via the Class Notification Form.
- Promote the class early and often.
  - Use social media to reach potential students
  - Send an email to members
  - Post information about the class on the association's website
- Provide a way for students to register for the class.

### **1-2 Weeks before the Class**

- Confirm the reservation and availability of the facility and equipment.
- Arrange for refreshments (if applicable).
- Confirm that the Instructor has all the materials he/she needs.
- Determine if the Instructor will use his/her own laptop or if one needs to be provided.
- Download the class materials and print a copy for each student.
- Download the class roster and an evaluation form for each student.

### **Day of the Course**

- Make sure the facility has the required equipment:
  - Computer projection system (and computer if Instructor does not have one).
  - Flip chart/whiteboard and markers.
  - Other items the instructor requested.
- Distribute class materials and evaluation form for each student.
- Make sure students sign the roster and complete the evaluation forms

### **After the Class**

- Send the class roster and evaluation forms to NAR.