

# RCA IS DELIVERING ON THE PROMISE

REALTORS® Commercial Alliance (RCA) - The commercial division of NAR



## Be a Part of the REALTORS® Commercial Alliance

***The RCA connects you to more than just what is going on in the commercial real estate industry. The RCA welcomes you to a growing network of professionals who share valuable information and resources. The RCA staff strives to support your success through the following benefits:***

- Access to complimentary publications including *RCA Report*, *Commercial Report*, *T&I Briefings*, and more!
- Networking and resource sharing opportunities and events throughout the year.
- Connections to the NAR Institute Affiliates in the commercial field: CCIM, CRE, IREM, SIOR, RLI.
- Educational opportunities online and sessions focused on commercial topics at the NAR Annual Conference.
- Commercial political action and legislative advocacy.
- Commercial Issues Tracker found at [www.REALTORActionCenter.com](http://www.REALTORActionCenter.com).
- *Commercial Member Profile*, an in-depth demographic review of current commercial members of NAR.
- CommercialSource, the only online tradeshow and convention focused on the needs of the commercial real estate practitioner.
- RCA National Awards program, created to recognize outstanding achievements in the commercial real estate industry.
- The *Commercial Leading Index*, created to better provide early signals on the changes in commercial real estate trends and business opportunities of NAR commercial members.
- A nine member RCA staff dedicated to assisting commercial practitioners and associations.
- Advances in 2008 include a national commercial platform, additional commercial education courses, RCA Accreditation program and more!

### **RCA Benefits At A Glance**

#### **Publications**

RCA Report  
Commercial Report  
Hot Topics  
T&I Briefing  
Commercial Member Profile  
Commercial Leading Indicator Report  
Commercial Connection  
Commercial Real Estate Outlook

#### **Education**

Fundamentals of Commercial Real Estate  
Signature Series Speaker Grants  
RCA WebEx's  
Education sessions at NAR Annual Conference

#### **Networking**

CoNEX (Commercial Networking Exchange)  
CommercialSource online convention  
Commercial Leadership Forum  
Committee, Forum and Task Force Involvement  
SACS (Share A Commercial Success)  
RCA Reception at NAR Midyear and Annual Conference

#### **Resources**

[www.REALTOR.org/RCA](http://www.REALTOR.org/RCA)



NATIONAL ASSOCIATION OF REALTORS®

*The Voice for Real Estate*

Real Strength.  
Real Advantages.