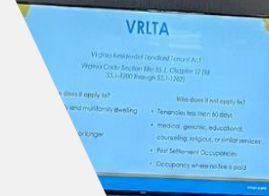


Broker Outreach Efforts

11th Annual Showcase of Unique Ideas and Innovative Concepts

June 2026





Shannon Lauterstein

Director of Broker and Member Outreach
Northern Virginia Association of Realtors®

Direct: 703-207-3208

Email: slauterstein@nvar.com

NVAR and Brokers

- Dedicated Staff Member
- Listening Tour
- Meeting Members Where they “R”
- Broker Exclusive Events & Resources

Listening Tour

One on Ones

Lunches and coffee meetings held with Brokers, with the focus on learning about the Broker's business, needs they may have, and further building relationships between Brokers and the Association.

Broker / CEO Roundtable

Invitation-only lunch events where Brokers can speak freely with the CEO and other staff about what is working, what is not, and how the Association can support them differently or better.

Meeting Brokers Where They “R”

Targeted Audiences

Segmented Broker Audiences into four (4) groups:

- Sole Proprietor
- Small Broker (2-25 agents)
- Mid Size Independent (26-100 agents)
- Franchise/Large Independent

Committee

Small Broker Forum focused on education and resources for Brokerages with 25 or less agents.

Brokerage Hosted Classes

Supplementing in-house education by delivering classes at Brokerage Offices. Brokers request classes on topics that they feel are relevant to their agents.

Broker-Exclusive Events & Resources



- Classes exclusive to Principal and Managing Brokers
- Broker Summit, half-day event
- Broker sessions at NVAR's Annual Convention and Trade Show
- Monthly Broker Brief Newsletter
- Broker Brief LIVE! (Launching in October 2026)

Takeaways

- Brokers are the key to the agents.
- Brokers love feeling special.
- The information delivered does not always need to be different.
- Build the relationships before anything else.
- Start with one thing. It's a marathon, not a sprint.
- Leverage State & National resources.
- Lead the Willing.



**People do business with those they
know, like, and trust.**

- Paraphrased from Bob Burg



Thank You

nvar.com