

# Top Producers Club & “OVATION”

11<sup>th</sup> Annual Showcase of Unique Ideas and Innovative Concepts

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# Top Producers Club & OVATION

Recognizing excellence, driving innovation, and elevating the industry by uniting NVAR's Top Producers to collaborate, and inspire every member to strive to earn their place among them.



# Agenda

- NVAR Top Producers Club (TPC)
- TPC Qualifications and Levels
- TPC Benefits & OVATION

# Top Producers Club Overview

## What is TPC?

- Represents the top 10% of our local Realtors® Association!
- Showcases what it truly means to provide premier customer service to the residents of the Northern Virginia and the DC Metropolitan Area.
- Builds leadership, engagement, and long-term member loyalty across the Association.

## “OVATION”

OVATION and Recognition is just the beginning. More than an award, it is a full engagement ecosystem designed to connect, retain, and elevate top members.



# TPC Forum Mission Statement



The mission of NVAR's Top Producer Forum is to ensure that members of the Top Producers Club have a vehicle for sharing their knowledge and expertise, celebrating their shared accomplishments, learning advanced sales techniques from peers and recognized external experts, and inspiring the entire NVAR membership to achieve sales success as they work in the real estate field, in the Realtor® profession, and in the Northern Virginia marketplace.

# TPC Member Benefits

- OVATION Invitation
- Recognition as Top Performers
- NVAR TPC Digital Branding kit for each level
- Exclusive events, social media access, Advocacy Circle events, and Networking
- Certificates and pins
- Peer collaboration & leadership opportunities



# TPC Tiers



## Gold

Individual Application, rentals, referrals and commercial can be included.

**\$4 million or 24 transactions**



## Platinum

Individual Application, rentals, referrals, and commercial can be included.

**\$7 million or 48 transactions**



## Diamond

Individual Application, No Production required! They do need to apply for each year they desire recognition.

**10 or more cumulative years of NVAR TPC Member**



## Team

Team applications are submitted within the Team Lead's TPC Application

**\$4 million or 24 transactions**

# TPC Annual Timeline

## Program Launch

TPC Applications Open

December 2

## Member Outreach

Email announcement sent to all members

January 1

## Annual Award

TPC recognition at OVATION

February 26

## Application Deadline

Application Deadline (2-week pause)

March 31

## Program Advancement

Certificates mailed; applications reopen

April 15

## Engagement Timeline

Office visits and photo opportunities begin

May 5

# What is in the Digital Branding Kit?

Suite of graphics designed by NVAR for TPC members to use for their own marketing purposes.

## Marketing Toolkit

- Web Banner
- Background for Social Media Posts
- Facebook, Instagram, Cover
- Email Signature
- Virtual Background
- Generic TPC LOGOs



# OVATION: Recognizing Members of NVAR Top Producers Club and their accomplishments





**Thank You**

[nvar.com](http://nvar.com)