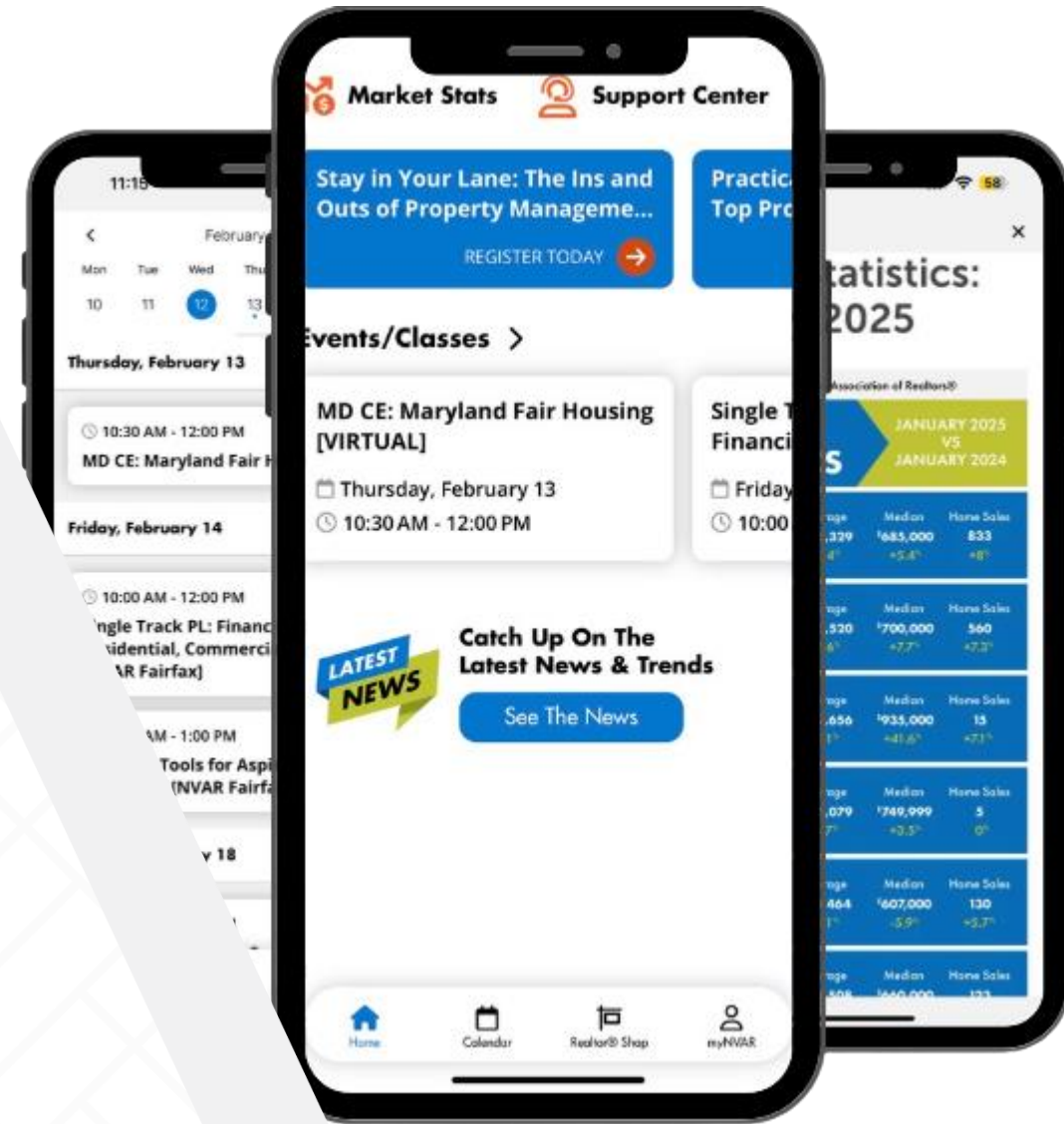


NVAR's App & Website

11th Annual Showcase of Unique Ideas
and Innovative Concepts

June 2026



Award-Winning App



Renee Brown

Director of Education
Northern Virginia Association of Realtors®

Overview

The Northern Virginia Association of Realtors® App was launched in January 2025 to transform how our Association's 13,000 real estate professionals access the tools, benefits, and support to help them succeed — wherever they are and whenever they need it.

Strategic Objectives

- Redefine How We Support Our Members
- Reflect the Realities of Today's Real Estate Industry
- Create the Next Step in Meeting Members Where They "R"
- Position NVAR as a technology leader in the Realtor® association space by using artificial intelligence to deliver curated, role-specific content tailored to each member's needs

Key App Features

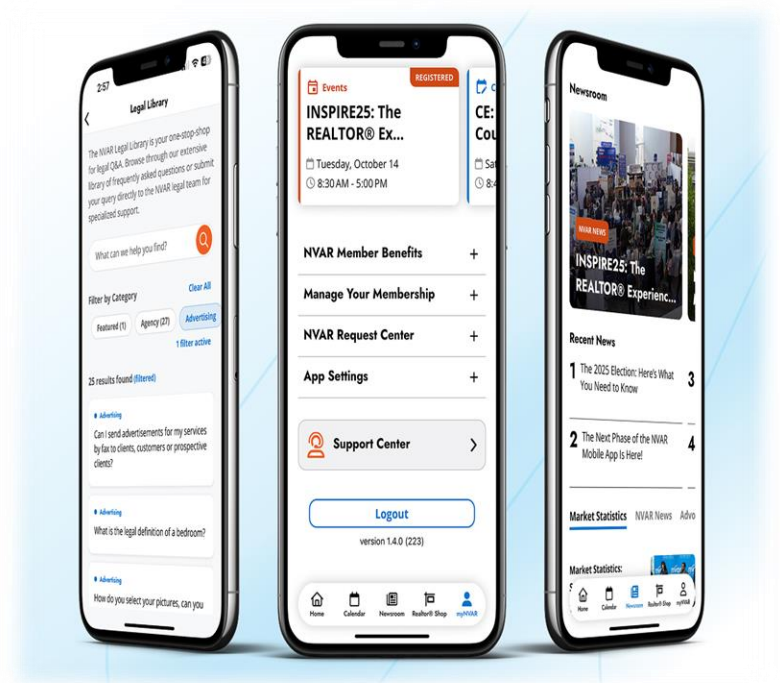
- One-Click Registration for Classes and Events & Event Check In
- Access to the Legal Hotline
- Shop for Realtor® Store Products
- View Key Market Data
- Access Exclusive Content



App Launch Statistics

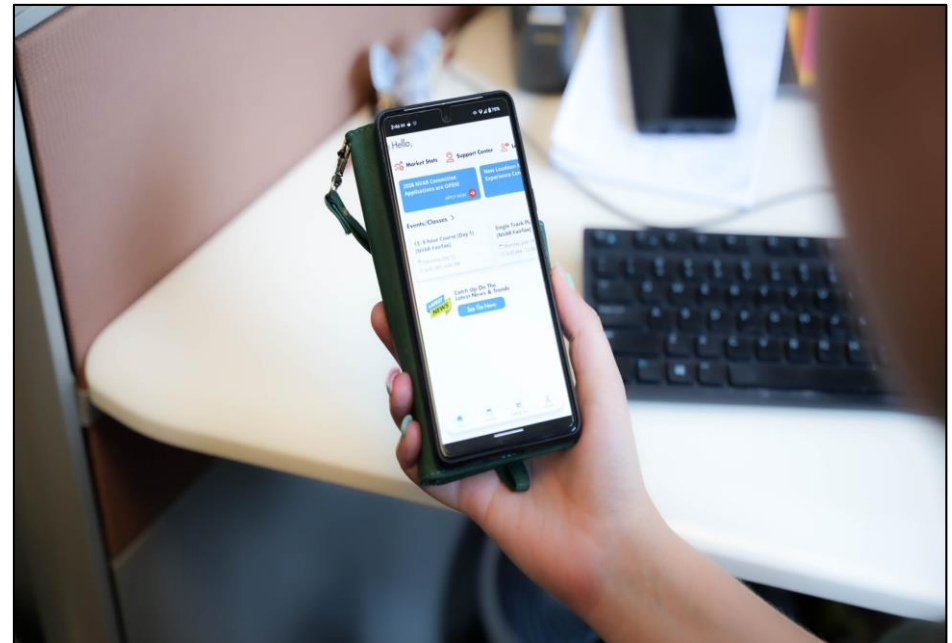
Six months after launch, the NVAR App had:

- Over 2,500 active Realtor[®] users
- More than 100,000 in-app interactions
- Over 1,500+ event and class registrations



Digital First

By blending AI, usability, and personalization, NVAR didn't just build an app; it created a smarter, more member-centric experience. This project demonstrates how both thoughtful strategy and modern technology can transform associations into truly digital-first organizations.



Awards

2026 ASAE GOLD Circle Award

- The only Realtor® Association to earn this award
- Recognized for creativity, and innovation in marketing membership & communication efforts



2026 AVA Digital Gold Award

Recognized for
Digital Innovation



2025 dotCOMM Gold Award

Recognized for
excellence in web
creativity and digital
communication



Award-Winning Website



Kim Price-Harwood

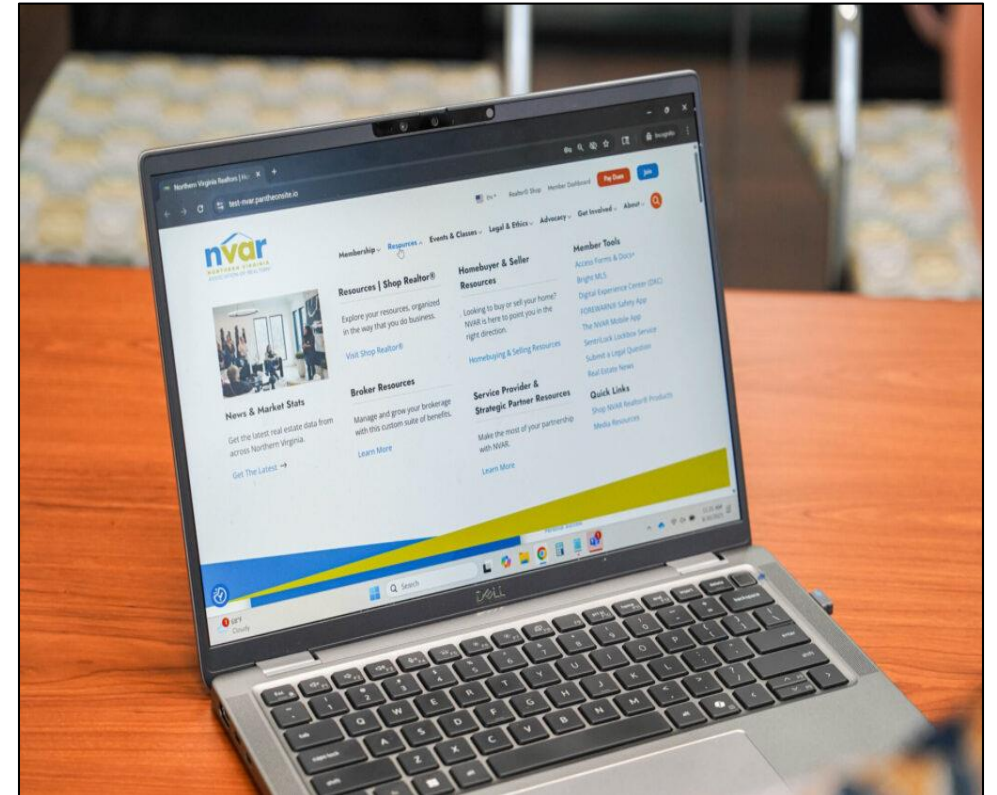
Senior Director of Communications
Northern Virginia Association of Realtors®

Overview

The Northern Virginia Association of Realtors® website redesign was launched to modernize the Association's digital presence with a clean, user-friendly, and mobile-responsive platform that better serves our stakeholders.

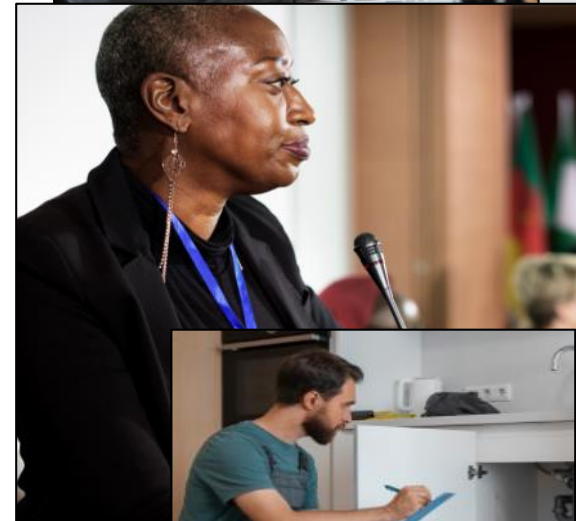
The New NVAR Website

- Launched in October 2025
- Strategic Objectives
 - Enhance Member Engagement
 - Expand Industry Influence
 - Foster Stronger Industry Connections
 - Empower Homebuyers and Sellers
 - Maximize Value Delivery
 - Reinforce NVAR's Position as a Thought Leader
- Functions as the Digital Representation of the Physical NVAR



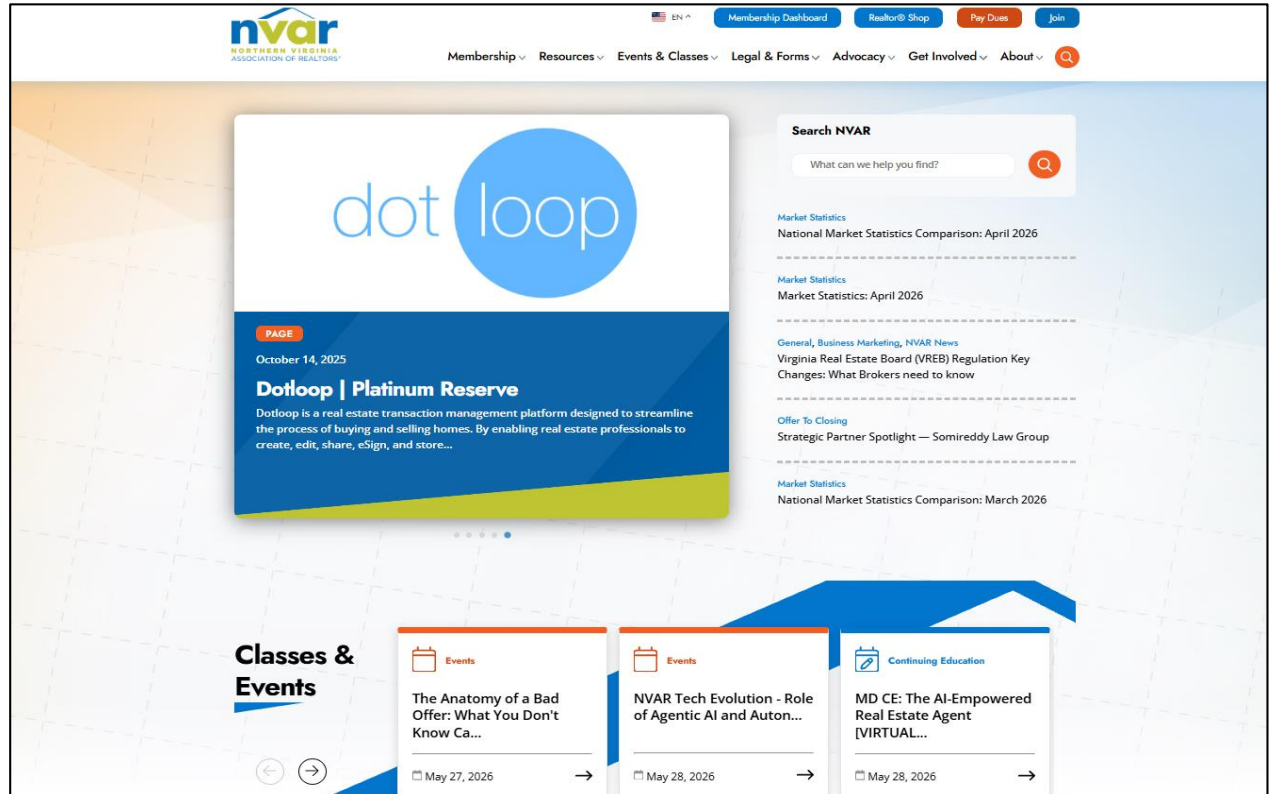
Target Audiences

- Brokers & Realtors®
- Service Providers & Strategic Partners
- Homebuyers & Sellers
- Leaders & Elected Officials
- The Media

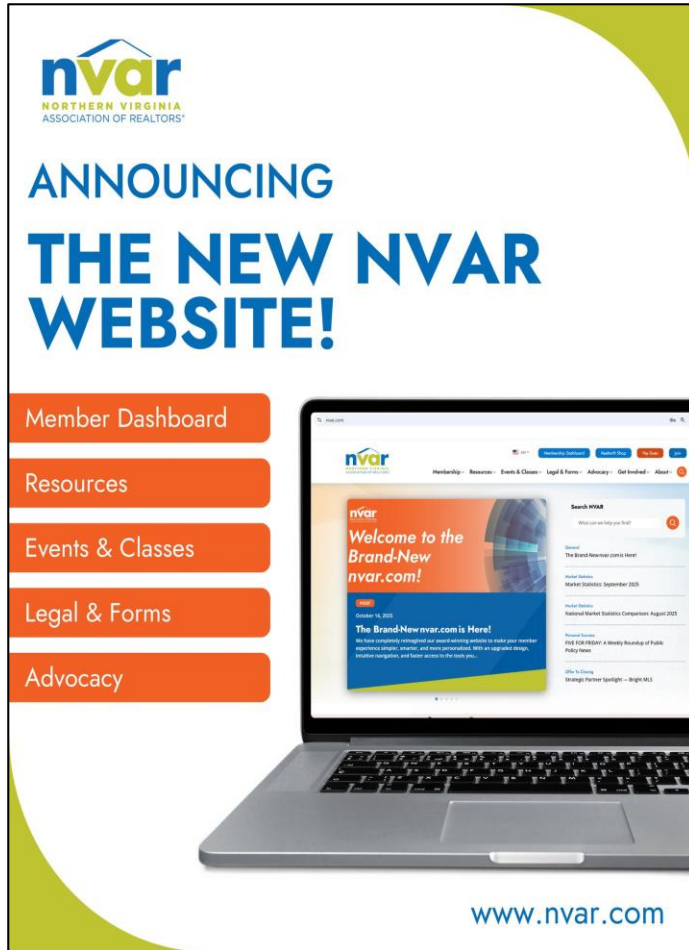


Enhancements

- Navigation
- Accessibility
- Branding
- Overall User Experience



Features

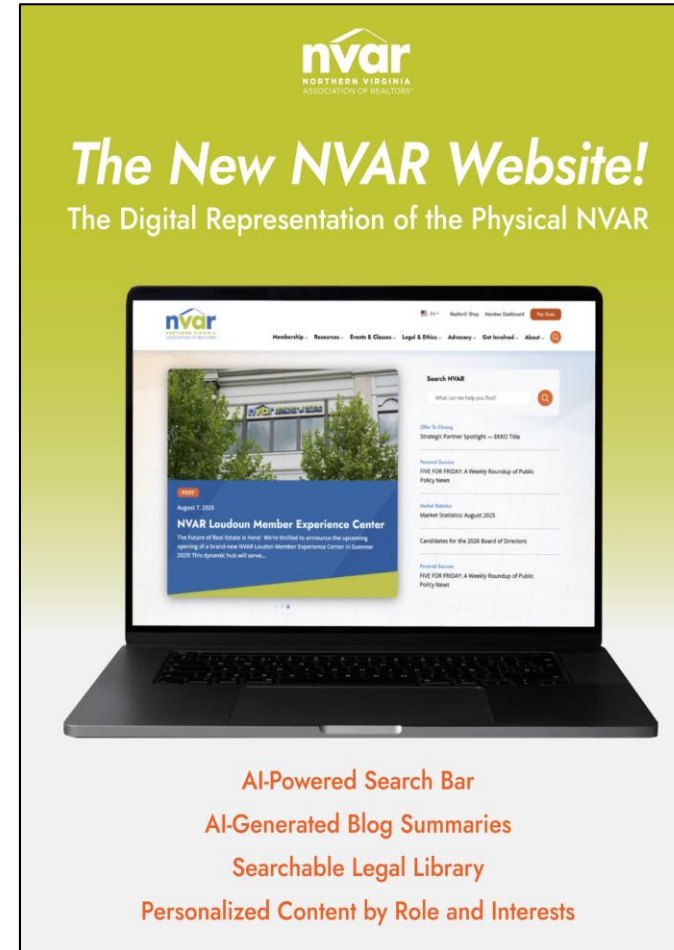


nvar
NORTHERN VIRGINIA
ASSOCIATION OF REALTORS®

ANNOUNCING THE NEW NVAR WEBSITE!

- Member Dashboard
- Resources
- Events & Classes
- Legal & Forms
- Advocacy

www.nvar.com



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ASSOCIATION OF REALTORS®

The New NVAR Website!

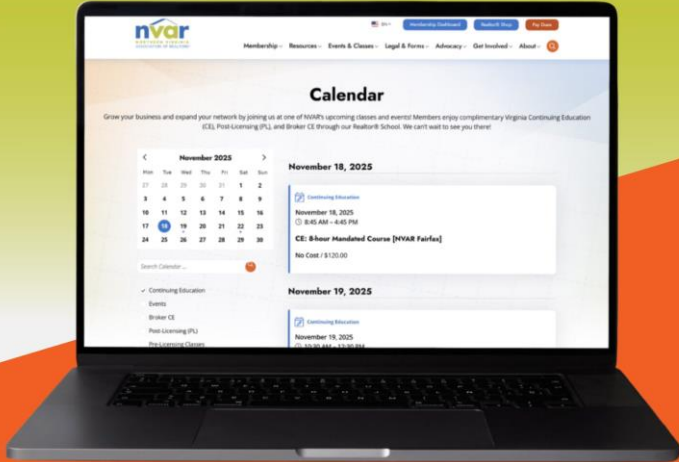
The Digital Representation of the Physical NVAR

- AI-Powered Search Bar
- AI-Generated Blog Summaries
- Searchable Legal Library
- Personalized Content by Role and Interests

And More . . .

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ASSOCIATION OF REALTORS®

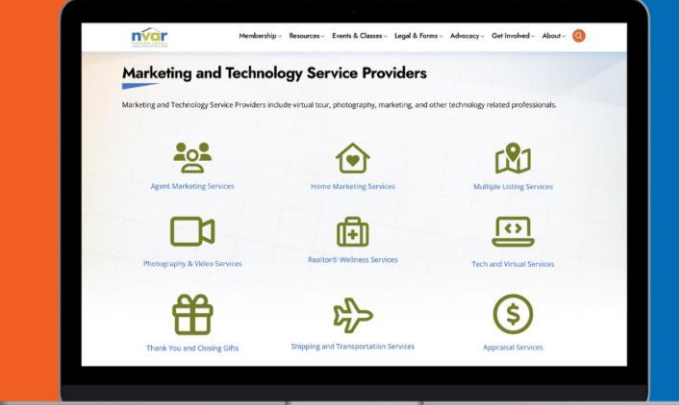
The New NVAR Website Feature Highlight: The Improved NVAR Calendar



Streamlined Category Filtering
Responsive Search Bar
Flexible Date Selection

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NVAR WEBSITE Feature Highlight Service Provider Hub



All our Service Providers
conveniently organized
by service type!

More Than a Website

The NVAR website is no longer just a place where information lives. It is a platform where Association engagement begins.



Awards

2026 Association Trends SILVER Trendy Award

Best marketing and communication award for redesign of website and app



2026 AVA Digital Award

Redesigned website
recognized for digital
innovation



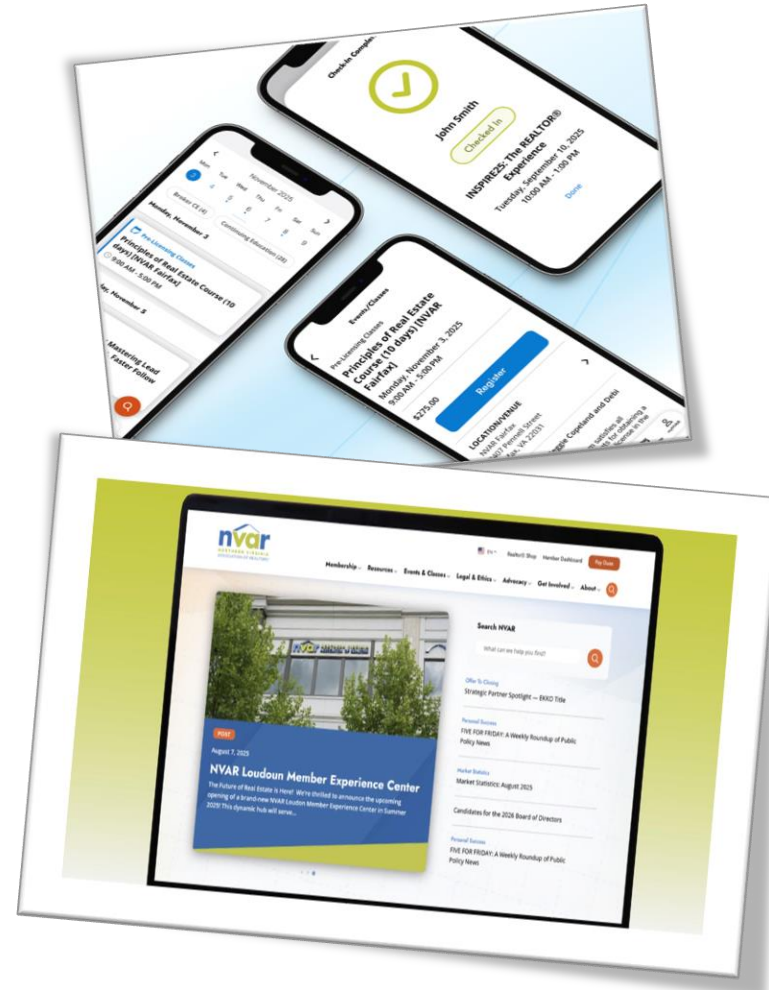
The NVAR Mobile App & Website

The Future:

Continued enhancements to the NVAR App and website will be driven by:

- Member engagement
- User behavior insights
- Direct feedback

This ensures the platforms evolve to meet changing member needs and deliver an increasingly personalized, intuitive, and valuable experience.





Thank You

[nvar.com](https://www.nvar.com)