



# Texas Realtors Young Professional Network Playbook



## Purpose:

The Texas REALTORS® Young Professionals Network (YPN) strives to encourage, promote, and inspire REALTOR® members and affiliates of all ages through education and networking. It also provides a gateway for future leadership at the local, state, and national levels. It is our vision to work toward this mission through various initiatives in education, leadership, advocacy, and networking.

The YPN Playbook has been created as an outline or a road map to a successful state Young Professional Network which includes important details regarding managing and maintaining a successful YPN. The contents are a living document that will be edited and rewritten to shift with the market and needs of the network.

## Contents:

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## 1. YPN Benefits

- Like-minded individuals coming together to learn more about their business, industry, and leadership
- Source of fundamental educational elements for business, industry, and leadership.
- Source of information to build local Young Professional Networks.
- A safe space allows the growth of leadership qualities for everyday business to national association leadership.
- Networking to build relationships across the state.
- Mentorship-helping others achieve their goals
- Increases the knowledge of available benefits of the association
- Increasing knowledge of the importance of political involvement and investing in TREPAC

## 2. Committee Members' Responsibilities

The committee is made up of hand-selected members of Texas Realtor by TR staff and executive board officers. Members of Texas Realtors can apply to be a part of YPN in the spring and will be notified of their appointment in August. Those who accept their position will be given a calendar for their year of service so that they can make arrangements and budget accordingly. They are chosen to represent their region of Texas and should be in attendance at the virtual and in-person meetings held throughout the year. When there is a conflict that may prevent attendance, it is the member's responsibility to notify the chair and/or staff liaison of their absence. Absence beyond 3 meetings may result in removal from the committee per state and national requirements guidelines.

Members of the committee will be assigned a local YPN or be on the social media task force. Those who are assigned a local YPN are responsible for monthly touch bases with the chair and/or AE to share state and national happenings, provide correct contact information for AE/staff liaison/chair to NAR and TR, as well as report back to the state YPN with the collected concerns and/or local events that are communicated during the call.. Those reports will be given during the monthly virtual YPN meetings. The social media task force is responsible for sharing the local, state, and national happenings along with photos of our committee members and events on the TR YPN Facebook page. Administrative capabilities will be granted to the leadership and social media task force. All members are to engage on social media.



### 3. Leadership Roles and Responsibilities

The leadership team consists of the Chair, Vice-Chair, Liaison (2nd Vice-Chair), and Immediate Past Chair. These leaders are hand-selected by TR staff and the TR executive leadership team. Each role has distinct responsibilities to further the success of the network and state-wide collaboration.

#### CHAIR-“the visionary”

The chair’s responsibilities are to:

- Organize/lead meetings with the committee.
- Create a community through consistent communication and collaboration with the committee and leadership team.
- Accountability of attendance/fulfillment of committee responsibilities and celebration of achievements.
- The committee chair is expected to attend all virtual and in-person meetings as well as the leadership Team Meeting in October.
- Provide YPN report to the Texas REALTORS® Executive Board and Board of Directors during legislative meetings and conferences.
- Communicate directly with the TR staff liaison as often as needed with committee concerns, needs, and celebrations. (Ideally, a few days before virtual meetings to ensure things are ready.)
- Completes the Vice-Chair and Liaison (2nd Vice Chair) roles successfully and accepts the appointment from the incoming executive leadership team.
- Ensures that the committee works within the established framework of TR committees.

#### VICE-CHAIR-“the successor”

The Vice-Chair assists the Chair in the above tasks and will step in when the Chair is not available.

- Assist with organizing/leading meetings with the committee.
- Assist with creating a community through consistent communication and collaboration with the committee and leadership team.
- Assist with accountability of attendance/fulfillment of committee responsibilities and celebration of achievements.
- The committee Vice-Chair is expected to attend all virtual and in-person meetings.
- Attend Texas REALTORS® Board of Directors meetings to watch the Chair share the YPN report.
- Completes the Liaison(2nd Vice Chair) role successfully and accepts the appointment from the incoming executive leadership team.
- Ensures that the committee works within the established framework of TR committees.



## COMMITTEE LIAISON-"the supporter"

The committee Liaison is to assist the Chair and Vice-chair in the planning and execution of the YPN Committee's agenda and programs

- Assist with organizing/leading meetings with the committee.
- Assist with creating a community through consistent communication and collaboration with the committee and leadership team.
- Assist with accountability of attendance/fulfillment of committee responsibilities and celebration of achievements.
- The committee Liaison (2nd Vice-Chair) is expected to attend all virtual and in-person meetings.
- Attend Texas REALTORS® Board of Directors meetings to watch the Chair share the YPN report.
- Ensures that the committee works within the established framework of TR committees.

## IMMEDIATE PAST CHAIR

- Advise the committee leadership of lessons learned with their leadership journey.
- Assist in creating community through consistent communication and collaboration with the committee and leadership team.
- Assist with accountability of attendance/fulfillment of committee responsibilities and celebration of achievements.
- The committee's Immediate Past Chair is expected to attend all virtual and in-person meetings.
- Attend Texas REALTORS® Board of Directors meetings to watch the Chair share the YPN report.

## OTHER

Additional leadership opportunities include being a YPN appointee to the Political Involvement Committee (PIC) and a member of the TREPAC trustees.

## 4. TR STAFF LIAISON

The staff liaison's role is instrumental to the networks success and they provide the foundation to and needed consistency to the network. They are to guide and direct the YPN leadership team and committee to ensure that all required communication, supplies, etc are communicated and executed for meetings and events within the established framework of a TR committee. They are to oversee day-to-day operations including budget ensuring that the YPN Committee's goals and initiatives adhere to Strategic Plan objectives. Ensure that faculty instructors and guest presenters are prepared to meet the terms of



their agreement with the Texas Association of REALTORS®, that all course content is kept up-to-date and relevant to market conditions, and that our faculty and course content follows the applicable guidelines and rules inherent to each of the programs offered under our association.

- Provide input and guidance to other Texas REALTORS® committees with overlapping YPN Committee components.
- Participate in any strategic planning for department goals and budget.
- Prepare and present annual program packages and their related budget and financial requirements to the Executive Leadership Team at Texas REALTORS®.
- Prepare and deliver reports to the Executive Board/Board of Directors as requested.

## 5. Association Staff/AE's Influence & Support

YPN is an incredible opportunity for leadership development at the local, state, and national levels. Having buy-in from the local Association Executive and staff is heavily influential on the success of the network. That influence and support will allow the local association to develop leadership skills in up-and-coming Realtors. Support for YPN could look like creating a budget for the network to hold meetings to organize educational, TREPAC, and social networking events. It could also look like the AE/staff and/or leadership

## 6. Budgeting

The YPN budget is an annual investment that Texas Realtors uses to support the purpose of YPN. The fiscal year is January through December and all numbers are established by the Budget and Finance Committee then ratified by the executive committee with the purpose of executing the strategic plan for the association. The strategic plan is written by the strategic planning committee and then ratified by the executive committee. It is written in 2 year stints.

For example, YPN fits in the 2025 Strategic plan under “Communicate”

2.1: Advocate for the Profession and Promote Realtor Value-Continue our campaign to advocate for the profession by demonstrating to consumers the value of Realtors the advantages of a competitive real estate marketplace, and the significance of the MLS. Undertake original research and leverage existing data to support compelling narratives about our profession's benefits to consumers. Provide members with easy-to-use resources that help amplify their personal brand and the value of Realtors in a competitive marketplace.



2.2 Champion Clear and Empowering Communication- Serve as the definitive source for real estate information, enhancing trust and credibility across the organization through improved transparency, accountability, and communication. Ensure that members feel confident in our integrity and value.

2.3: Promote Member Benefits and Services-Launch a comprehensive value campaign that increases awareness of the benefits of Texas Realtors membership. Detail the range of services, tools, and resources available, and tailor communication to align with member preferences to maximize engagement and relevance.

2.4 Enhance Organizational Unity and Stakeholder Collaboration-Maintain and strengthen collaborative partnerships with local associations and other stakeholders. Clearly communicate core competencies and service delineation to establish mutual understanding and explore collaboration opportunities. Enhance unity through improved communication between association leadership and key groups such as brokers and local industry leaders.

2.5. Advance Professionalism and Engagement- Deliver resources such as courses, speakers, and tools focused on increasing professionalism, member engagement, and community service. Address industry challenges and opportunities proactively to ensure Texas Realtors remains at the forefront of industry developments.

Therefore, the 2025 budget is reflected as such: Your budget is as follows:

- Revenue:
  - Sponsors for REBar camp: \$1000 (not your responsibility but it's part of your budget)
  - REBar Camp ticket sales: \$6500
- Expenses:
  - REBar Camp expenses: \$10000
  - Committee/Network events: \$2500 (forum speakers, food/beverage at Winter Meeting and Conference, etc.)

## 7. Scheduling

The YPN calendar of events must be scheduled the year before so that the committee members will have ample time to fulfill their duties and responsibilities. These dates need to be considerate of the general Texas Realtor's schedule which is typically ironclad 3 years in advance. The Texas Realtor's 3-year calendar should be found at

<https://www.texasrealestate.com/wp-content/uploads/3yr-calendar.pdf>



Ideally, the YPN committee would meet monthly online the 1st Tuesday of the month at 9:30am to ensure that events open to the association and hosted by YPN are organized and maximize the time invested by guests.

## January

- Virtual Committee Meeting
  - Introduce leadership and committee members to each other.
  - Share contact information, establish responsibilities, distribute tasks and resources, and review the calendar.
  - Establish Think Tank Topics. Share REBar Camp flyers and registration site.
  - Share YPN Pledge information and standings..
- Finalize Official Committee meeting dates and agenda deadlines for the year.
- Finalize Winter Meeting CE/Forum topic/speaker and Round Table Meeting

## February

- Virtual Committee Meeting
  - Purpose: Ensure that CE is established and marketed to local YPNs to encourage attendance at the Winter Meeting and coordinate with TREPAC co-hosted event.
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - REBar Camp and TREPAC/YPN Pledge Update
- Winter Conference/Legislative Meeting
  - Purpose: Provide educational forum providing CE hosted by YPN and co-host TREPAC fundraiser. Plug Think Tank Schedule, REBar Camp, and Fall Conference. Local YPN to host a night out after events.

## March

- Virtual Committee Meeting
  - Purpose: Ensure everything is organized and we are well prepared for Think Tank
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - REBar Camp and TREPAC/YPN Pledge Update
  - Plan Conference programming-Finalize CE and Round Table Meeting

## April

- Virtual Committee Meeting
  - Purpose: to ensure everything is organized and we are well prepared for REBar Camp
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - REBar Camp and TREPAC/YPN Pledge Update
- Registration opening for the Fall Conference begins.





- Fall Conference Guest Presenters/Committee Recommendations Finalized.

## May

- Virtual Committee Meeting
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - REBar Camp Review and TREPAC/YPN Pledge Update
- NAR Legislative Meeting-State YPN Meetup
- Leadership recommendations for 2025 committee liaison and Texas REALTORS® committee sign-up.

## June

- Virtual Committee Meeting
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - REBar Camp Topic theme and location discussion and TREPAC/YPN Pledge Update
- Think Tank
- Finalize the Fall Conference podium manual/run of the show
- Order REBar Camp Banners for conference

## July

- Virtual Committee Meeting
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - REBar Camp and TREPAC/YPN Pledge Update

## August

- Virtual Committee Meeting
  - Prep for fall conference's mini-YPN Advance
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - TREPAC/YPN Pledge Update
- TR Fall Conference-local YPN hosts an after-hours meetup distribute REBar Camp flyers

## September

- Virtual Committee Meeting
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.



- Members to report social media campaigns and results.
- REBar Camp and TREPAC/YPN Pledge Update

## October

- Virtual Committee Meeting
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - REBar Camp and TREPAC/YPN Pledge Update
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- Think Tank
- REALTOR TO Watch Award nominations open

## November

- Virtual Committee Meeting
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - REBar Camp and TREPAC/YPN Pledge Update
- NAR Conference-TR YPN Meet-up
- Winter Meeting programming parameters finalized (includes CE requests)

## December

- Think Tank
- REALTOR TO Watch Award Application Judging begins and is awarded.
- New committee leadership introduction meeting.
- Virtual Committee Meeting
  - Celebrate success, gather feedback to make next year better, and say thank you to the committee for their hard work. Introduce the new members for the next year.
  - Members to report on findings with local associations' leadership, upcoming events, and concerns.
  - Members to report social media campaigns and results.
  - REBar Camp and TREPAC/YPN Pledge Update

# 8. Meeting Outlines and Organization

The meetings should be led by the staff liaison and Chair and the committee should be given ample notice to ensure the best attendance and having a quorum in attendance. All meetings should follow Robert's Rules as they provide structure and a safe environment for all opinions to be heard and deliberated. The outline of a meeting should follow these steps:

- Call to Order
- Attendance-quorum check
- Approval of Minutes



- Old Business
- New Business
- Adjournment

Old businesses should include:

- Updates and concerns from local associations provided by assigned committee members. Updates to TREPAC involvement and RPAC pledges.
- PIC update.
- REBar Camp.
- Realtor to Watch awards.
- NAR Network of the Year awards.

New business can include:

- any changes to the existing calendar
- inspirational time by TR leadership
- and topics for growth.

This is not an exhaustive list, but it is given for reference.

## 9. State and National YPN Relationship

The National Association of Realtors is responsible for verifying and confirming local networks. In order for a local association to organize and have a YPN, they must be registered with NAR. NAR provides a necessary backbone to all things associated with Realtor Associations and supports through a full-time staff person, online resources, and many events. It is important that the local networks know about the following:

- YPN Grants for starting a new network or re-launching a network
- NAR YPN Advisory Board are given stipends to travel and speak to local networks
- NAR's YPN Advisory Board applications are in the summer and are named in the late fall
- NAR awards Networks of the Year based on local association size and state. Those applications are due in August and the awards are given at NAR's fall conference.
- NAR YPN Advisory Board hosts an annual conference for incoming and current chairs and staff liaisons to help build comrades across the country through sharing ideas and building the Realtor brand through YPN. This conference is called YPN Advance.
- NAR YPN has an RPAC pledge for YPN members to pledge a \$10,000 investment over 10 years.



- NAR YPN has an active Facebook page that allows members to share ideas and events and even ask for referrals. The NAR YPN Staff person manages the page and accepts members' requests to the page. For the quickest acceptance, reach out to the staff person via email or text.

## 10. State and Local YPN Relationship

The state's YPN role is to support the local associations and provide opportunities for young professionals to be involved in a network if their local association does not offer a YPN. This support includes quarterly Think Tanks which provides a space to share ideas and overcome obstacles to set them up for success. The support comes with educational events at conferences to build leadership skills and share events with those in person. It also supports in rewarding up-and-coming Realtors with our "Realtors to Watch" award for production, volunteering, and commitment to the Realtor brand. The committee's chair and vice-chair are to help coordinate communication throughout the state through their committee members as well as organize events to support the state's networks.

## 11. Appendix

This is available for edits as YPN advances through the years to share information to assist with a basic calendar of events, meeting highlights, Realtor to Watch highlights, etc.

### **YPN Pledge**

An important aspect of being a REALTOR is investing in RPAC, or TREPAC for Texas REALTORS. YPN has created a pledge to rally young professionals in real estate. This is called "The YPN Pledge" or "10 for 10." The YPN pledge is a pledge to invest \$10,000 over 10 years. This pledge begins once it is taken and does not include any previous investments. If their local association has a TREPAC staff person, they should begin their pledge of \$110 through their local staff person. This is done to ensure their local association or board gets the credit for their investment. If a local staff person is not available, then they should take the pledge using this website and give \$110 to begin. The NAR YPN Advisory Group has a full-time staff person to help coordinate and manage the pledges. Once completed, the investor will receive a trophy to celebrate their accomplishment.



## **REALTORS To Watch Award**

The purpose of this award is to recognize up-and-coming young professionals across the state who are contributing to their association and community as well as producing/managing agents. They will be recognized at the February Legislative Realtor Celebration.

### **Sponsorship**

In order to create a sustainable committee for Texas REALTORS, YPN must raise money to support its programming to be sustainable and continue its tradition of cultivating great talent for our local, state, and national associations. Sponsorships provide access to industry trades to build their business as well as the committee and event attendee's businesses. Industry exclusivity is recommended that only 1 per trade is allowed to provide value to the dollars spent. That would mean only 1 lender, 1 title company, and 1 home warranty company for example. The 2025 Sponsorship levels include exposure at all committee meetings and state-wide events. The more given, the more time provided for their exposure and logo usage on advertisements for events.

### **Conference MUST-Haves**

- A banner recognizing our Realtors to Watch award recipients at the Legislative Meetings and Fall conference adds to the number of benefits for the award winner's exposure as well as exposure for the actual award. This banner should be placed in a focal area for all to see as they enter the conference as well as be placed strategically for YPN meetings, forums, and events.
- Banners for REBar Camp with registration website and/or QR Code.
  - These banners should be placed to expose the event information, purpose, and registration website/QR Code.
  - These banners should be placed strategically during conference registration and for YPN meetings, forums, and events.
- Thank you gifts for guest speakers/leaders at forums
- Printed agendas for any meetings
- Printed YPN Calendars
- Printed Flyers for YPN "REALTORS To Watch" Award
- Printed Flyers for REBar Camp
- YPN Pins to pass out
- Audio/Visual Equipment













