



# CONNECTIONS COUNT

## REALTORS® COMMERCIAL ALLIANCE

PRODUCTS AND SERVICES

TECHNOLOGY INITIATIVES

PUBLIC POLICY ADVOCACY

EDUCATION

RESEARCH

LEGAL ANALYSIS

NEW MEDIA



NATIONAL ASSOCIATION OF REALTORS®

*The Voice for Real Estate*

NATIONAL ASSOCIATION OF REALTORS®





PRODUCTS AND SERVICES

TECHNOLOGY INITIATIVES

PUBLIC POLICY ADVOCACY

EDUCATION

RESEARCH

LEGAL ANALYSIS

NEW MEDIA

**80,000+ RCA MEMBERS**  
COUNT ON OUR RESOURCES AND CONTACTS

## Connect to Growth

With RCA's educational offerings and cutting-edge research, it's easy to expand your knowledge and your skill set. We make it easy to learn on your own time with online and in-person educational opportunities, as well as a series of webinars. Your local association can even earn a Commercial Services Accreditation. Or simply browse the RCA's proprietary industry research—available exclusively to members. Study the options at [REALTOR.org/RCA](http://REALTOR.org/RCA).

## Connect to Possibilities

The RCA keeps you in touch with the big picture of commercial real estate. For example, our Commercial Legislative and Regulatory Subcommittee is your connection in the Capitol, acting as your advocate to monitor, review, analyze and recommend policies that affect commercial real estate.

As an RCA member, you have plenty of opportunities to connect with commercial real estate professionals from around the country at local and national RCA networking events. To locate upcoming events, visit [REALTOR.org/RCA](http://REALTOR.org/RCA).

## Connect to Solutions

RCA members have exclusive access to a number of invaluable resources, including the quarterly newsletter RCA Report; the essential Technology and Intelligence Briefing CD-ROM containing interviews with industry experts; and a selection of e-mail communications for up-to-the-minute industry news. All of these are available free to members; visit [REALTOR.org/RCA](http://REALTOR.org/RCA) to browse archives.

But perhaps the most valuable RCA solution is CommercialSource.com — the commercial real estate marketplace. Not only is CommercialSource.com the place to connect with clients and prospects through the industry's most comprehensive commercial property listing database, the site includes educational presentations, industry news and events, research data and feature articles.





## Make the Connection

It's easy to join the RCA and take advantage of our exclusive products and services. Simply update your NRDS record:

- ① Go to [www.REALTOR.org](http://www.REALTOR.org) and log in to "My Account."
- ② In "My Account," under "Update Other NAR Accounts," click on "Change your information in the National REALTOR® Database System (NRDS)."
- ③ Scroll down to the field of business area and choose a commercial real estate activity in one of the top three field of business areas.
- ④ Click on "Save Changes."

That's all there is to it! You'll now receive all the added value and benefits of being part of the Commercial family at NAR!



**CONNECTIONS YOU CAN COUNT ON**  
**REALTORS® COMMERCIAL ALLIANCE**



## Commercial real estate is a huge, diverse and rapidly changing market.

So why are you tackling it alone — when you can connect with a powerful source for breaking news, proven tools, and a wealth of marketing tactics and solutions?

The REALTORS® Commercial Alliance (RCA) is your connection to commercial real estate resources and information, to thousands of commercial professionals like you, and to a world of opportunities. As the commercial division of the National Association of REALTORS®, the RCA encompasses more than 80,000 commercial real estate agents and brokers at all levels of experience.

**When you join the RCA, you connect into a wealth of growth, possibilities and solutions.**



## REALTORS® COMMERCIAL ALLIANCE

430 N. Michigan Ave. Chicago, IL 60611 1-800-874-6500 email: [rca@REALTORS.org](mailto:rca@REALTORS.org)

REALTOR.org/RCA is also your portal to exclusive member offers, savings opportunities, and our outstanding affiliates.



COMMERCIAL  
Real Estate



NATIONAL ASSOCIATION OF REALTORS®

*The Voice for Real Estate®*