



NATIONAL  
ASSOCIATION *of*  
REALTORS®

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*Young Professionals  
Network*

Young Professionals Network

Playbook

Prepared by Matt Clements, Orange County YPN

**“You can have everything in life you want, if you will just help other people get what they want.”**

**-Zig Ziglar**

## YPN Mission Statement

YPN helps young real estate professionals excel in their careers by giving them the tools and encouragement to become involved in four core areas:

- REALTOR® associations. Attend REALTOR® conferences and pursue leadership roles with local, state, and national association.
- Real estate industry. Take an active role in policy discussions and advocacy issues; be informed about the latest industry news and trends.
- Peers. Network and learn from one another by attending events, participating in online communication, and seeking mentoring opportunities.
- Community. Become exceptional members of the community by demonstrating a high level of REALTOR® professionalism and volunteering for causes they feel passionate about.

## Purpose Statement:

We become better REALTORS® through connecting, educating and networking events, that are surrounded by the fundamental principles of purpose-driven education and well-connected learning, while developing new leaders within the association.

The purpose of developing a YPN is to help each other grow, to help each other do more, and to encourage each other to become more.

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## *PREFACE*

Learning and growing is paramount.

REALTORS® sharing ideas to perform at their best.

This style, creates heart-pounding collaboration and a total free-flow of ideas. Napoleon Hill mentions the mastermind principle in “Think and Grow Rich” where the "Coordination of knowledge and effort, in a spirit of perfect harmony, between two or more people, for the attainment of a definite purpose."

(These minds) now coming together for a common purpose with massive enthusiasm creates massive energy! This energy is transferred and infinite intelligence is born!

We seek this infinite intelligence that our minds create, when we share our great ideas, and daily action checklists to others, when we share our successes with others; and when we share our failures with others. That’s why there should never be an event without an educational piece or presentation designed to teach the Realtor® YPN members something new and to enhance the mind that stimulates ideas. This is the key.

Share everything.

Discover new ideas.

Grow together.

This is the value added proposition.

## *PREFACE*

Necessary People involved for the YPN Chair's success:

- The Association Executive (AE)
- The State YPN Chair
- The National YPN chair
- 10 member YPN committee
- The President of the local Association
- The President Elect of the local Association

Staff involved in the YPN Chair's success:

- The Association's marketing director
- The Association's webmaster and/or outreach manager
- The Association's events manager
- The Association education manager
- Staff photographer
- Staff videographer





## A. Mission Statements and rules for your YPN

Understand the basis of YPN. We are here to help each other. Always start every meeting and event with the purpose of YPN. Then proceed into the meeting or event. Bring purpose to the party.

Multiple touch monthly program is minimum: Monthly educational events, monthly advisory committee meetings, monthly lunch & learns, and monthly event planning and inner-circles are necessary to building a successful network. Each YPN should create a mega-mixer with another YPN outside their marketplace every quarter and engage with outside YPN networks. Great referral sources and lots of talent!

The Chair shall begin by serving a two year term. The growth of the network will be critical during its inception. Each subsequent chair should be fully prepared prior to their term to step in and lead the advisory committee meetings. The Vice-Chair shall always become the next YPN Chair. Both travel together annually.

The advisory committee shall be voted in by the November meeting, prior to the next calendar year. Each member of the advisory committee should also sit on just (1) other association standing committee during their term.

This is a REALTOR® driven group, and will always remain REALTOR® focused. The advisory committee should be nine REALTORS®, and one affiliate.

## B. Sponsorships and attracting your sponsors, how to budget

Ask for sponsorship dollars in October for the next year. Marketing directors and business owners secure their spending by November for the next fiscal year.

Have your deal in writing so your first check arrives January 1st and be very specific about your value and be prepared to articulate the value. Start with annual agreements at \$2,500.00 each. Renewals are done on a regular basis. Always be prospecting for the next year's sponsors. Think about sponsors inside the industry, and outside our industry, and especially inside your local marketplace. Make all checks for YPN payable to the local association, with "YPN" in the subject line. Use the association's account for all accounts payable and accounts receivable.





### C. Annual calendar and schedule

The vitality of scheduling the entire year ahead of time is key to fundraising and successful events.

Always make certain YPN events and committee meetings sync with the Association's calendar. This eliminates overlap and opens opportunity for YPN to join existing board events.

You will create a frequency of monthly events that attract new members and new sponsors to your events by showing the membership specifically when events occur, in order to draw people, and sponsors for their financial contributions.



#### D. Partnership with your Association Executive (AE)

The Association Executive (AE) will be the single greatest partner for YPN local networks.

The intent is to create a lasting committee for your association that will live long after your term.

Ask the board of directors to assign a single YPN seat, each year on their board of directors. Ask for this seat to be the current YPN Chair.

As Chair, you will want to sit on the board of directors as quickly as possible at your local association level. As the leader in YPN, your next correct step is always the board of directors.

When you become a local association “Director” you will also have the opportunity to travel to annual events, where you should meet other YPN outside your marketplace, even outside your state. Make certain to ask the other YPN chairs from across the state, what specifically is working for them, and always ask lots of questions! Many state YPN leaders are happy to share their successes and failures.

For a new local YPN, develop a dream for your Association Executive.

Your dream is that in the next 12-15 years, your YPN will produce 25 new Directors and at least 8 Presidents for your Association.

Seed money of \$12,000.00 is sufficient to start your YPN.

## E. What to attend annually as YPN Chair

As chair, you want to be on all local YPN, State YPN, and National YPN conference calls. Full participation with your vice-chair on all annual National conference calls will help you identify the greater purpose of YPN.

Local Events for your association to join YPN: Get the association's master calendar and match events around the association, or even have your event coincide with an existing association event! Matching events is an easy way to have an event that is easy to promote and easy on the budget.

Each YPN chair should always attend the state board of directors' meetings and the national board of directors meetings & travel with the YPN vice-chair each year. This is a two person team. Best to travel together and exchange ideas & notes. You travel extensively during your term. Propose a budget for the association's finance committee for an annual travel expense, always for two persons.

Most finance committees at your association will approve a budget to send YPN to these annual conferences when you formally request funds for travel to your finance committee. Ask for this up front. This is a major key.

Traveling and meeting other YPN leaders in your state and on the national level will greatly improve your leadership ability and help save time building your network!

## F. YPN Chair term

The inaugural chair time of service is always 2 years, because the majority of the work will be done in the second year.

The vice-chair should be versed in every facet of leading a group and the chair and vice-chair work together preparing the transference of leadership.

The YPN leadership style and strategy is to grow new leaders into the advisory committee.

Between meetings, a great idea is to hold an “inner-circle” meeting at a local restaurant for brainstorming ideas and reflecting on the events and the successes and failures.

Always ask the group questions. Let the group lead the solutions. At events, ask the new attendees and guests, “What are you looking for in a group like this?” “What are you good at?” Then invite them to the board meeting. As soon as possible vote them into the advisory committee and assign them a mentor. The core of the group is mini-mentorships, and for the advisory committee.

YPN chairs should provide inspirational material at all meetings, along with the agenda. Always give inspiring material to the YPN to encourage personal growth and a winning mindset.

Prepare everyone in the group for working up the ladder in leadership - on the local, state, and national levels. We are training new leaders.

## G. Commitments to attend annually

As the Chair for YPN, your travel schedule is a commitment of attending all the statewide director's meetings, the National Association of Realtors Mid-Year meetings, and the National Association of Realtors Annual Conference.

You will be traveling 3-5 times annually, and the finance committee at your association, and the association's board of directors will approve your travel budget when you start. Ask for this commitment from your Association Executive.

Be present on all conference calls and be engaged with your local board of directors' meetings.



## H. Style of events: Educationally centered

Constant education ensures the foundation for long-term growth. This is the value you bring to the members. Monthly lunch & learns are a great way to connect with other REALTORS®.

Topics include:

"Top Producer panels"

"Role Play"

"Overcoming objections"

"Scripts and dialogues"

"Win the day formula for a perfect day in real estate"

"Business Planning and annual budgeting workshop"

"Systems of prospecting"

"How to build a team successfully"

"Top 20 buyer questions"

"Top 20 seller questions"

"Earn CE Credits"

"Listing Presentation"

"Buyer presentation"

"Earn Designation(s)"

Always keep an educational center at all events.

More ideas are provided by the National Association of REALTORS® YPN.

## I. Event samples and marketing

Design, create, and print the flyers for each event and promote these events at least 80 days prior to the actual event date.

If there are ticket sales, allow 120 days before the event to sell tickets.

Directional arrows and signage at events will help greatly!

Many local sign companies will provide these for you at a good rate. Oakley signs & graphics in Florida is very YPN friendly and already has a template that will ship to your association very easily. Brand these to your association's YPN!

Make events as easy to find as an open house! Find venues with easy parking access.

Often homes for sale and large developments projects will allow YPN to host an event for free, just like a broker tour or open house!

\*Samples of successful past events, and specifically to teach YPN are all provided by the National Association of REALTORS®



## J. Meetings in Parliamentary Procedure and Roberts Rules of Order

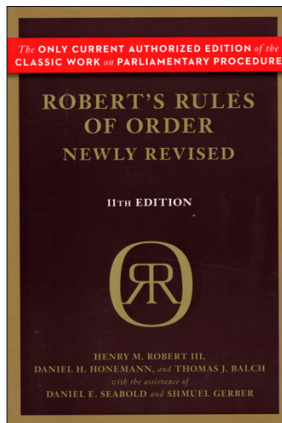
A committee is designed to raise topics and issues, create motions to move any topic deemed fit, vote on agenda topics with brief discussion, and approve financial decisions.

Time length suggestion for committee meetings is 60 minutes, once a month; an extension of time can be granted with approval by the committee during session. Keep time schedules strict.

Provide an agenda during meetings, along with the minutes from the previous month's meeting and an inspirational message or quote.

The inner-circle meetings are designed to be a brainstorm session outside of committee. Use this time for a more detailed and strategic event discussion, strategic planning, and feedback.

Teach the committee members Roberts Rules of Parliamentary Procedure and ask your current board of directors how to raise a motion, and how to create a vote before the committee. These are all critical skills to learn. Everyone on the committee should be well versed in Roberts Rules of Parliamentary Procedure by the end of the year.





## K. Advisory committee agenda



This is an example of an agenda. Always start by announcing the purpose of YPN and an inspirational quote. Use quotes by John Maxwell, Zig Ziglar and Jim Rohn as sources of inspiration. Hand out an inspirational message for every committee member to have that accompanies the minutes and agenda.

Give the committee leaders an opportunity to report their findings at the beginning of the meeting.

Allow time for new business and old business.

Keep the time limited to 1 hour.

Be strict on time schedules.

Start on time.

End on time.

## L. YPN Advisory Committee Members and Roles

1. Chair
2. Vice-Chair
3. Sponsorship Leader
4. Marketing Leader
5. Events Leader
6. Social Media Leader
7. Secretary Treasurer
8. Public Relations/Communications Leader
9. The "Affiliate" committee Leader
10. Membership Leader

Create a YPN "Volunteer Liaison" for representation at all committees and/or entities within the Association of REALTORS® (AOR) to assist with other efforts, events, fundraising, etc. This Liaison makes for easy collaboration and associates YPN to other key people.

### The Chair (REALTOR® seat)

The Chair is responsible for leading the YPN in every capacity. Foremost are the advisory committee meetings. The Chair has full responsibility for anything and everything. When a Chair approves a decision, it is final. The Chair must have served as Vice-Chair the year before, and reports directly to the Association Executive. The Chair shall travel to all state and national events during the calendar year. The Chair also holds the first right of refusal to hold a seat on the Board of Directors (if the Board President offers the seat to a member of YPN during his/her term). The Chair may serve consecutive terms for as long as the YPN advisory committee approves.

A 2-year commitment is recommended for this position when a new or re-newed committee is formed.

### Vice-Chair (REALTOR® seat)

The Vice-Chair is positioned to be the Chair the following term. The responsibilities are to fill the Chair's duties if the Chair cannot perform.

The Vice-Chair's job is to direct and produce the educational Lunch & Learns that take place on a monthly basis.

This position should travel with the Chair, attend all events throughout the year and participate in all conference calls with the Chair.

### Marketing (REALTOR® seat)

The Marketing leader is responsible for all marketing and designs that will be used for all events. This includes flyers, photos & the designs, plus sending them to the Social Media Chair, Sponsorship Chair and to the association's marketing representative to advertise.

The Marketing leader will have a close relationship with the staff member who directs the association's member outreach and marketing. This partnership will also help recruit for membership to your events.

Additionally it shall be custom that the marketing materials be completed at least 8 weeks prior to the appropriate YPN scheduled event. Distribution starts at 80 days prior to every event.

A design background in Photoshop/Adobe Illustrator is strongly suggested as a minimum requirement. This leader should recruit a local photographer who shoots every event and reports directly to the Marketing Committee.



Secretary Treasurer (REALTOR® seat)

The Secretary Treasurer's main responsibility is recording the minutes, creating the monthly advisory committee's agendas, and making all online committee announcements.

The Secretary Treasurer will be working directly with the Chair.

The Secretary Treasurer will also be the liaison to edit and distribute the Chair's monthly report to the association's current president to present to the board of directors.

Responsibilities include: financial updates, maintaining the annual budget, and reporting directly to the Chair. The report will be a quarterly update that is given to the Chair every committee meeting.

The Chair will also be working closely with the Secretary Treasurer on the Board of Directors, to keep the Board in the loop with where the annual dollars are being spent, how much revenue is generated, and how much is being spent in accordance to the budget.

This member shall attend all the events where YPN has financial income and will be responsible for collecting money from guests and checking-in during events alongside the Sponsorship leader.

### Social Media (REALTOR® seat)

The Social Media leader's key task is to post at least one (1) interesting item daily on any of the social networks created.

This content may be distributed either through a blog, an association announcement, or any form of media through any social media platforms with a photo, video, or event flyer attached. This leader engages the group online.

The total outreach shall equate to 7 posts (minimum) per week. 52 weeks out of the year. This leader works closely with the Marketing Chair and is heavily promoting the events through social media strategy.

### Events (REALTOR® seat)

The leader is the Producer/Director for all events and is one of the most critical positions in YPN. All events are planned and executed by this position (except the Lunch & Learns, which are produced by the Vice-Chair).

This leader shall be the host/hostess, event planner, and must have prior experience in hosting events for between 20-100 guests. \*This leader is one of the crucial components of the mixers, and works closely with the Vice-Chair, the Marketing leader, and the Social Media leader.



### Public Relations (REALTOR® seat)

The Public Relations leader is the loud speaker to the local community. As the voice of the group, this leader is responsible for sending out at least once monthly a public relations statement or video bite to the local news stations, local newspapers, and local media.

### Affiliate (One Affiliate seat)

The Affiliate leader manages and organizes the affiliates and is the primary counterpart to the events seat in every capacity.

Organize a year-end affiliate appreciation party for the annual sponsors. The events leader and the affiliate leader are partners on the committee.

This seat especially works very closely with the Sponsorship leader year-round, in order to stay on track with current and prospective local sponsors for yearly commitments and hyper-specific events where local affiliates donate their time or dollars in return for the exposure through YPN.

**THIS IS THE ONLY AFFILIATE THAT SERVES ON THE COMMITTEE.**

### Sponsorships (REALTOR® seat)

The Sponsorship leader is responsible for bringing in at least 5 annual sponsors for a total amount of \$10K or more in sponsor dollars. \$2,500 each.

The main tasks of this leader are to communicate with our current sponsors every single month with an update. The updates are simply communications about recently past, current and future events and be the liaison to the sponsors for materials at events and logistics of all sponsor needs. This seat also provides sponsors professional photos of the group on a regular basis.



This leader works very closely with the Marketing leader for current photos that our sponsors may use in their own advertisements, and works very closely with the Social Media leader to ensure that sponsors are on track with the videos we post with their companies' logos in "clear vision."

This seat will be key in the acquisition of new, fresh, and relevant sponsors in terms of which direction the YPN feels is best to partner.

The Sponsorship leader will each year have its own "new" banner where the sponsor(s) logo(s) are large and clearly displayed and be responsible for hosting all the sponsors during the events, including VIP and will be checking-in guests as they arrive to events. Custom swag such as bracelets/socks/t-shirts are always cool.

Membership leader (REALTOR® seat)

The Membership leader is responsible for the maintenance of the YPN member database and for the communication outreach of all members.

This valuable seat has to everyday, call just one member and update his/her current information on the YPN member database.

The membership leader is very important. Massive organization and communication skills required. Good outreach starts with a great database!

Responsible for all new member follow-up, this seat sends all new members a handwritten "welcome" letter, a welcome email through our database system, and adds new members to the online group.

This key player reports directly to the Chair and works in conjunction with the association staff/liason to update the database.

This seat will also be speaking to all new guests at our events, capturing their information and following-up.

During all events, this person shall take time and meet one on one with each new person and interview their interest for no more than 5 minutes and ask,

“What is your interest in this group?”

“What will be you looking for in YPN?”

“What specific committee would you like to serve?”



## M. Becoming a Standing Committee

Make a clear goal to become a standing committee at the local association level.

This status will begin the real budget for your YPN. As Chair of YPN, bargain or seek seed money to build this structure. The benefit of the bargain is creating new leaders within the association that will eventually serve in many capacities on the board.

The education committee is very closely tied to the YPN committee and is an example of where YPN members can add value to the existing association's committees, including becoming a future board member.

## N. Branding

Brand your logo first. Create YPN “Thank you” letters to current & past speakers, current and past sponsors, and write them to prospective donors. Brand your YPN welcome letter. Make the members and sponsors feel special.



## O. Promo Video and outreach

Create a promotional video to answer the question, “What is YPN?”

Your video is designed as a general outreach strategy to attract membership and answer questions to prospective sponsors. Just like a professional athlete has a promo video, your YPN should produce a short three minute or less video. Create a sample video or use another association’s video as a “plug-and-play” with their permission.



Create augmentations to an AOR’s existing general strategic plan with regard to membership growth, recruitment and retention and put that into the content of the video.

The idea is to create a commercial to invite new interested real estate agents into to board. A great use of a partnership is at local junior colleges and Universities for career day, even a great partnership with the local real estate departments and their local education companies.

Here’s a sample:

<https://www.youtube.com/watch?v=fSQbaYhiE6o>

## P. Applications

Constantly recruit REALTORS® for membership. Always seek new members of the local YPN. Engage the members. The key team member is the Membership Chair. This role should be constantly seeking new members, and directing the REALTORS® to fill out an application and make certain applications can be made available not just online, but hard copies at the association, and at all events.



## Q. Public Relations campaigns

Public relations outreach campaigns are designed for the mass media.

Public Relations statements are a great way to obtain free marketing for YPN through your local marketplace. Target the local newspapers, the local news channels, and local community websites. Always promote your events on-site through your social media channels.



## R. Marketing Events

Events shall be marketed to their constituents at least 80 days in advance.

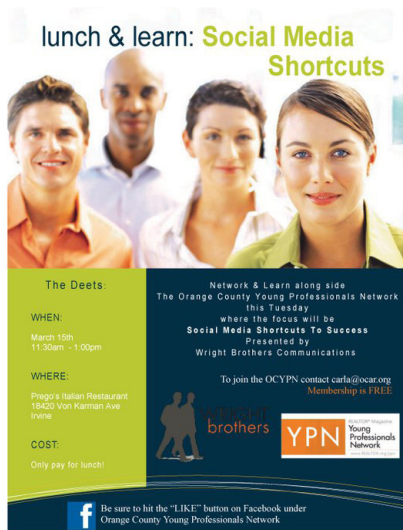
Utilize online and offline presence.

Video email is very effective.

Phone call or text invitations are very well received.

Always use Facebook for an events page, your group page, and video email.

Types of events that have worked in the past are always where people learn things – and the best free partners are local home builders and local business owners. These two groups will almost always provide their facilities at no cost, as long as you can deliver the people for an event!



**lunch & learn: Social Media Shortcuts**

**The Deets.**



**WHEN:**  
March 15th  
11:30am - 1:00pm


**WHERE:**  
Prigo's Italian Restaurant  
18420 Von Karman Ave  
Irvine

**COST:**  
Only pay for lunch!

Network & Learn along side  
The Orange County Young Professionals Network  
this Tuesday  
where the focus will be  
**Social Media Shortcuts To Success**  
Presented by  
Wright Brothers Communications

To join the OCYPN contact [carla@occar.org](mailto:carla@occar.org)  
Membership is FREE.

 Be sure to hit the "LIKE" button on Facebook under  
Orange County Young Professionals Network

## S. Chair reports

Each Chair must recap from events to the membership, how it affects Realtors® and how to communicate with the membership about relevant topics in real estate. Create a personal and working relationship with your Association Executive and report to your AE direct to make certain the growth of YPN within the association is matching the goals of the AE.

Ask your AE and board of directors specifically what a Chair should be doing to engage the YPN locally, how to build a community through leading a committee, and learn how to present the purpose of YPN.



## T. Style of leadership

### How to lead YPN effectively

Strategies and style is based upon inspiration and education.

You are in charge of directing the group, not deciding for the group. You ask the questions, and allow the committee to come up with the answers.

This position is training you for the board of directors, and leading a meeting in parliamentary procedure is essential to your group's autonomy. The group will vote in the committee meeting, make sure everyone is deeply educated on all the voting items for the next meeting. Queue the group for the upcoming action items and direct the group with asking the committee intriguing questions. Always allow the group to decide as a body.



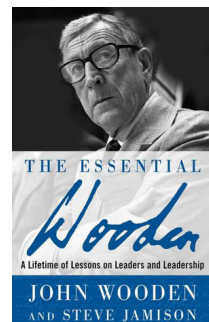
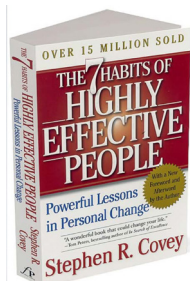
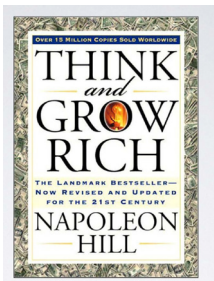


## U. Book recommendations - leaders are readers

- “Think & Grow Rich” by Napoleon Hill
- “The Slight Edge” by Jeff Olson
- “The Compound Effect” by Darren Hardy
- “Success through a positive mental attitude” by Napoleon Hill
- “Think like a Winner” by Dr. Staples
- “Awaken the Giant Within” by Anthony Robbins
- “How to Win Friends & Influence People” by Dale Carnegie
- “As a Man Thinketh” by James Allen
- “The Power of Full Engagement” by Tony Schwartz
- “The Essential Wooden” by Steve Jamison & John Wooden
- “Maximum Achievement” by Brian Tracy
- “The 7 habits of highly effective people” by Stephen Covey
- “Drive” by Daniel Pink
- “Over the top” by Zig Ziglar
- “The Alchemist” by Paulo Coelho

The chair of your YPN is the inspirational and directional leader.  
Recommend to read:

- “Think & Grow Rich” by Napoleon Hill
- “How to win friends and influence people” by Dale Carnegie
- “The Essential Wooden” by John Wooden & Steve Jamison (during the first three months of your leadership term).



## V. Staff member relationships and roles of YPN

Your staff of your local association should attend every advisory committee meeting, and as chair you should check-in with your AE on your progress, asking “How are we doing?” The staff should always be there to advise your schedule and merge events when possible. Your local association is your greatest partner in a successful network!



## W. Local Association Partnership

YPN application for all new members – should be in the orientation package and be promoted as much as any other service within the association. Make it easy to find online.

The membership chair is the most valuable person for YPN and should always input the new members into the database of YPN. A Chair's frequency of outreach to the group is weekly, and announces all the meetings and updates to the membership, utilize video as a primary source of communication.

Create a YPN website and make it easy, user friendly, and mobile optimized.



## X. Strategic plan for your YPN & involvement on the AOR Strategic planning committee

The association and YPN should be working together to achieve the goals of the strategic planning committee and the board of directors.



Have a YPN committee member sit on the association's strategic planning committee and be the designated communications member for the board of directors. Volunteer to be the current Chair.

The best YPN long-term strategic partnership is with the association, and that is by becoming a standing committee at the board of REALTORS®.

## Y. Attitude

The attitude of YPN is a key attraction.

YPN becomes a launchpad for future leaders and massively inspirational REALTORS® who share ideas openly, with enthusiasm!

Make it fun!



## Z. YPN of the year award

Criteria: All currently recognized are eligible to apply for the Network of the Year Award.

### Award Categories:

state, large-local (5000+ total REALTORS®)

medium-local (2500-5000 total REALTORS®)

small-local association networks (<2500 total REALTORS®)

Ideal Network of the Year is one that is doing the best job at involving, recruiting, and representing young professionals in the real estate industry and is living up to the goals and mission of the Young Professionals Network. Outstanding networks have members who diligently plan, regularly attend and actively participate in national, state, and local activities that include training, charity events, fundraisers, and networking events.





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