



2019-2023



**Strengthening Success and Sustainability
through 2023 and Beyond**

NAEBA 19/23 THE PROCESS:

In January 2019, the National Association of Exclusive Buyer Agents Board of Directors accompanied by the NAEBA Referral Service Inc., Board of Directors began work on this five-year strategic plan to strengthen NAEBA's success and sustainability as it serves its members through 2023 and beyond. Led by President Andi DeFelice, the Board represented a broad cross section of leaders from across the country. The group participated in a summit which covered the following items:

- How NAEBA can thrive as a "purpose driven" organization.
- How NAEBA can help members protect home buying consumers in increasingly competitive and rapidly changing business and marketplace conditions.
- How NAEBA can enhance the impact of the Exclusive Buyer Agent in its mission.
- How the business and membership model can better meet the needs of members and the Exclusive Buyer Agent profession now and through 2023.

Members of the NAEBA 19/23 Task Force:

Lora Cusumano

Lux House Hunters-Exclusive
Buyers Agents
Glen Cove, NY

Rich Machado

Fidelis, The Buyer's Agent
Ashland, MA

Linda Surovick

Executive Director, NAEBA
Phoenix, AZ

Andi DeFelice

Exclusive Buyer's Realty
Savannah, GA

Kenneth Reid

Buyer's Broker of Arizona
Sun City West, AZ

David Alvarez

Director of Marketing
NAEBA & NRSI
Phoenix, AZ

Jennifer Fabiano

Exclusive Arizona Buyers Agents
Scottsdale, AZ

Richard Rosa

Buyers Brokers Only, LLC
Haverhill, MA

Rich Harty

The Harty Realty Group
Highland Park, IL

Tom Wemett

Homebuyer Advisors LLC
Orange, MA

Victoria Henderson

Buyer's Edge Co., Inc.
Bethesda, MD



About NAEBA

The National Association of Exclusive Buyer Agents (NAEBA) is a professional organization of real estate buyer agents and buyer brokers who only represent home buyers. Members of NAEBA do not accept listings for sale or represent sellers at any time.

By providing exclusive fiduciary duties to home buyers, NAEBA members avoid the conflict of interests that arise when the same firm attempts to represent both buyers and sellers.

NAEBA was formed in the mid-1990s after industry lobbyists redefined how agency works. The creation of “dual agency” was a big win for traditional real estate brokerages, allowing the collection of real estate commissions from both the buying and selling side of the transaction, but it left home buyers at a serious disadvantage.

NAEBA was created to fill the void faced by home buyers and to provide a professional association that would further the standards and ethics of fiduciary duty to buyer-clients. Exclusive Buyer Agents are recommended by HUD, Kiplinger’s, Consumer Reports, the Consumer Federation of America, NerdWallet and many other entities and publications.

The need for Exclusive Buyer Agents continues to grow. Today, there are five different agency structures in the U.S. that permit double-dip commissions. None of these offer any real advantage to home buyers. Instead, they reduce the potential liability involved in dual-commission transactions. These same agencies will insist there is no conflict of interest, even while they benefit from the customized legislation.

We believe there is a better way of doing business. The National Association of Exclusive Buyer Agents is comprised of members who voluntarily dedicate their careers to the exclusive representation of home buyers. We believe that providing a fiduciary duty to the buyer is the best way to foster the American dream of home ownership.

We provide buyers with the information, resources, and guidance they need to make educated decisions, empowering them for long-term success in the real estate market. This adds stability to our real estate markets, benefiting our communities and the real estate industry alike.

Vision Statement:

The vision of the National Association of Exclusive Buyer Agents is to be the preeminent trade association which champions exclusive buyer agency, consumer protection, and is a leader in the real estate industry.

Mission Statement:

The mission of the National Association of Exclusive Buyer Agents is to promote true exclusive buyer agency through education and advocacy, protecting real estate consumers from unethical and damaging practices, while adhering to the highest level of professional standards in the industry.



Introduction

For 24 years, NAEBA has been committed to developing informed, educated and ethical exclusive buyer agents by offering education and services to advance their profession. With members in almost every state, NAEBA is the only National professional organization of real estate buyer agents and buyer brokers who only represent home buyers.

The uncompromised information, resources, and guidance provided by NAEBA Members are needed now more than ever. Americans are woefully under educated as to the role of an Exclusive Buyer Agent in the home buying process.

NAEBA members are uniquely positioned to shape and affect the future of the real estate market by educating consumers and delivering exclusive fiduciary duties to home buyers. NAEBA is positioned to raise consumer awareness of exclusive buyer agents in educating, advocating and securing the *American Dream* of owning a home.

The future success of the exclusive buyer agent will lie in their ability to redefine and reassure the value they bring to the consumer as a trusted advisor, through 2023 and beyond.

With the increasing need for the industry to assure consumers that realtors look after the best interest of their clients and provide indispensable advice, there is no better time to choose to be an Exclusive Buyer Agent and member of NAEBA.

-Linda M. Surovick
NAEBA Executive Director



NAEBA Members are Required to Adhere to the Highest Ethical Standards

Preamble

Exclusive Buyer Agency was founded upon the legal principles of the Common Law of Agency and Full Fiduciary Duties. As a whole, NAEBA's ethical standards surpass legal and industry standards. A NAEBA member acts in a trustworthy manner and always acts in his/her Buyer-Client's best interest. As a witness of our commitment to these principles, to integrity and to professionalism, NAEBA has established the following Code of Ethics:

Article 1: Duty of Confidentiality

A NAEBA member shall keep information from a Buyer-Client confidential unless the Buyer-Client has given permission to disclose such information.

Article 2: Duty of Accounting

A NAEBA member shall provide a true account of money or property entrusted to them, received by them, or paid out on behalf of the Buyer-Client whenever requested.

Article 3: Duty of Reasonable Skill and Care

A NAEBA member shall act on behalf of a Buyer-Client with due diligence, professionalism, and reasonable skill and care.

Article 4: Duty of Undivided Loyalty

A NAEBA member shall provide undivided loyalty to a Buyer-Client and not advance the interests of sellers, themselves, or their real estate company above the interests of the Buyer-Client.

Article 5: Duty of Obedience to Lawful Instruction

A NAEBA member shall follow all reasonable, lawful instructions of their Buyer-Client in the Buyer-Client's transaction.

Article 6: Duty of Advocacy

A NAEBA member shall advocate for, with, and on behalf of a Buyer-Client and their best interest at all times.

Article 7: Duty of Full Disclosure

A NAEBA member will provide full disclosure of all facts known to him/her regarding a seller or a property that are material to or would have an effect on the transaction.

Strategic Plan Objectives

The strategic plan is a blueprint to transform NAEBA with a new membership and business model along with an aggressive consumer outreach commitment that empowers NAEBA to maintain its position as a relevant, nimble, forward thinking organization. Strategies will ensure that NAEBA will be the pre-eminent exclusive buyer voice in the home buying industry.

**The NAEBA 2019-2023 Strategic Plan identifies
FOUR goals and outcomes to be achieved
over the next five years.**



**Strategy is the starting point for a
transformation that needs to occur and
how that company must change to win.**

- Lynne Doughtie

U.S. Chairman and Chief Executive Officer of KPMG —
one of the world's leading professional services firms.



GOAL A:

MEMBER EMPOWERMENT

Position NAEBA as the premiere exclusive buyer agency organization that attracts talent and prestige to the profession and advocates for consumers.

Outcomes:

- Members conduct business in the highest ethical environment.
- Programs include strategies that attract and retain talent.
- NAEBA is the gold standard for training and onboarding EBA's that lead to sustainable and successful careers.
- Members are knowledgeable and trained on how to reach diverse segments of the population with the information needed to purchase a home.
- Members have resources to promote financial literacy to consumers as it relates to the home buying process.
- Members have resources to be positioned as consumer advocates in the home buying process.

GOAL B:

MEMBERSHIP MODEL

Position NAEBA with a membership model to embrace tiers or sectors (to include but not be limited to college graduates, transitioning traditional agents, exclusive buyer agents and broker agency principles) to meet the needs of members and the Exclusive Buyer Agent profession now and into 2023.

Outcomes:

- A diverse population of EBA's are recruited to the profession and engaged in member services and benefits.
- Member services and benefits are developed to uniquely serve the various member sectors.
- NAEBA has at least 2,000 dues-paying members by 2023.



GOAL C:

CONSUMER OUTREACH

Position NAEBA as the premiere resource for public education on the role of the Exclusive Buyer Agent.

Outcomes:

- NAEBA & NRSI deliver a wide range of communications tactics including advertising, consumer-media outreach, educational programs to protect home buying consumers in increasingly competitive and rapidly changing business and marketplace conditions.
- NAEBA & NRSI establish a cohesive brand easily recognizable by the consumer across the country.

GOAL D:

BUSINESS MODEL AND TECHNOLOGY REGENERATION

Improve the NAEBA business model and technology platform to more effectively and efficiently deliver member value, grow membership across the country and better serve the home buyer.

Outcomes:

- NAEBA infrastructure supports nimble and strategic decision making and flexibility across all entities.
- NAEBA & NRSI infrastructure supports member needs while delivering member-valued services and benefits.
- NAEBA business model embraces a ONE BRAND persona while remaining compliant with all subsidiaries.

Annual Business Plan Follows the Strategic Plan

A strategic plan is a dynamic document—a blueprint of where NAEBA plans to go. The strategic plan defines what will constitute success and employs strategies and tactics to achieve the outcomes envisioned by each strategic goal. Time, circumstance and the environment will likely require periodic adjustments to ensure that the plan is meeting member needs and posturing NAEBA for organizational success. This will require continuous review and evaluation by NAEBA board and staff with rewrites and updates submitted accordingly in order to meet the changing business and market needs of the members and the industry.

NAEBA staff will develop strategies, tactics and annual success metrics to advance the goals and deliver on the outcomes as defined in the plan. An **ANNUAL BUSINESS PLAN** will execute on the strategies and tactics for a given year to achieve the goals and stated outcomes. The **ANNUAL BUSINESS PLAN** involves resource allocation as required to keep NAEBA on pace for achieving the board-approved goals and outcomes that will lead to strengthening success and sustainability today and beyond.

Strengthening Success and Sustainability through 2023 and Beyond

