

NATIONAL & STATE ASSESSMENT FEES FAQ



Cobb Association of REALTORS® collect dues on behalf of the local, state, and national associations as outlined in the Three-Way Agreement between these three entities. This includes all dues and assessment fees mandatory by each entity.

National Association of REALTORS® (NAR) Assessment Fee:

What is the National Association of REALTORS (NAR) \$45 assessment fee?

The National Association of REALTOR® (NAR) \$45 assessment fee is a mandatory annual fee charged to all members of NAR. This fee, known as the "NAR Special Assessment," is specifically allocated to fund the association's national advertising campaign, the "That's Who We R" campaign. NAR offers a breakdown of how dues are allocated on their website.

What is the purpose of the "That's Who We R" campaign? The campaign aims to:

- Promote the value of working with a REALTOR®
- Distinguish NAR members from other real estate professionals
- Enhance public awareness of the REALTOR® brand

When was this fee originally established?

The fee was initially set at \$35 in 2009 and increased to \$45 in 2023.

How are the funds from the \$45 assessment fee used?

The funds collected help cover the costs of various marketing efforts, including television, radio, print, digital, and social media advertising. These efforts protect and enhance the reputation of REALTOR® and advocate for the interests of the real estate profession on a national scale.

Georgia Association of REALTORS® Assessment Fee:

How is the GAR \$2 assessment fee used?

The \$2 assessment fee is allocated as follows:

- **\$1 to the GAR Scholarship Foundation** for scholarships supporting real estate education.
- **\$1 to the GAR Disaster Relief Fund** for assisting Georgia REALTORS® affected by natural disasters.

What scholarships are available?

1. GAR Scholarship for Georgia Licensees:

Provides financial support for obtaining real estate designations like GRI, CPM, CAE, CRS, and CRB. Up to two reimbursements are available per year for eligible courses.

2. GAR College Scholarship:

A \$1,000 annual scholarship for undergraduates majoring in real estate or related fields.

What is the GAR Disaster Relief Fund?

The GAR Disaster Relief Fund is a 501(c)(3) charitable organization that assists Georgia REALTORS® who have suffered damage to their primary home or home office due to a natural disaster. Since 2008, the fund has distributed over \$370,000 to eligible REALTORS® and over \$13,000 to members of the public who met the criteria for aid. Funds may also support local boards/associations for community recovery efforts.