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National Association of REALTORS®
Broker Summit
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This report summarizes key takeaways from the NAR Broker Summit 2025, held in Louisville, KY. The summit featured presentations and discussions on various topics relevant to real estate brokers, including recruiting, market trends, and industry leadership.

Key Themes and Takeaways:

- **Recruiting:** Several speakers emphasized the critical role of recruiting in addressing organizational challenges and driving growth. Jon Cheplak highlighted that a significant portion of a broker's schedule should be dedicated to recruiting, focusing on building relationships and providing value to potential agents.
- **Market Trends:** Lawrence Yun provided insights into the current real estate market, noting that while some areas face temporary oversupply, most markets are on solid ground. The biggest risk identified was the national debt.
- **Brokerage Leadership:** Panel discussions emphasized the importance of culture, agent support, and adapting to change. Leaders stressed the need to understand agent needs, foster a positive environment, and prioritize agent success.
- **NAR's Role:** NAR leadership outlined the association's commitment to advocacy, member support, and addressing key industry issues such as housing supply and affordability.

Speaker Highlights:

- **Jon Cheplak:** Focused on recruiting strategies, emphasizing the importance of human connection, providing value, and understanding agent motivations. He stressed that recruiting is a top revenue-producing activity.
- **James Dwiggin, Jennifer Branchini, Christina Pappas, Josh McGrath (Moderator: Sherry Chris):** Discussed adapting to change, ancillary revenue streams, and the importance of consumer service.
- **Jace White, Maria Flaks, Lori Levy:** Addressed agency issues, specifically sub-agency and dual agency.
- **Harrison Beacher, Loredana Ghete, Jamie Tian (Moderator: Tommy Choi):** Emphasized the importance of brokerage culture, agent support, and understanding agent needs.
- **Lawrence Yun:** Provided a market overview, discussing mortgage rates, housing equity, and potential risks and opportunities.
- **Josh Summers, Kelley Nisbet, Jakeeva Lee (Moderator: Shannon McGahn):** Focused on NAR's policy efforts, particularly regarding housing supply and affordability, and the importance of zoning and land use reform.

- **NAR Leadership (Kevin Sears, Nykia Wright, Jarrod Grasso, Shannon McGahn, Sherry Chris):** Discussed NAR's vision, advocacy efforts, and initiatives to support brokers and agents, including potential "broker-in-a-box" partnerships.

Key Quotes:

- **Jon Cheplak:** "Recruiting will solve all your organizational problems." "We're in the human being business - people move the money." "If you want to grow, 60% of your schedule should be recruiting." "Recruiting is the #1 revenue-producing activity." "In times of chaos, people want community, and they want competency." "Contribution is undefeated." "Information plus a story is unforgettable."
- **James Dwiggins:** "The loudest voices want you to fear them." "Consumers are willing to pay a premium for convenience and service."
- **Harrison Beacher et al.:** "Culture is productivity." "When productivity is low, drama is high." "Brokers win when agents win." "You don't have to know everything, just surround yourself with people who do."
- **Lawrence Yun:** "The worst is over, more business opportunities this year." "Biggest risk is national debt."
- **NAR Leadership:** "We are stronger together." "Now we're the first voice of real estate."

This report provides a summary of the key themes and insights from the NAR Broker Summit 2025.



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2025 President-Elect