



YPN Start-Up Guide

For Louisiana REALTOR® Associations



Energize the Future of the Real Estate Industry

New REALTOR® professionals are the future of this industry. In a field where the experienced already have contacts and connections, newer real estate practitioners often strive for a way to connect with each other and tap into valuable resources that will help them succeed in business.

REALTOR® Magazine launched the Young Professionals Network (YPN) in 2006 to help the younger generation of REALTORS® build a stronger link with the magazine and the real estate industry, in general.

Through national networking events, a lively blog, and an information-packed Web site, REALTOR® Magazine's Young Professionals Network gives members the tools they need to advance their careers — and have fun in the process!

Many state and local REALTOR® associations have recently expressed an interest in starting their own Young Professionals Network. If you're one of those associations, this kit is designed just for you. From planning group activities, to promoting your events, and getting a sponsor to support you, this kit will help you energize the young professionals of your real estate market.

Table of Contents

Mission Statement	3
Members & Association Benefits.....	4
History of YPN	5
First Steps: Starting Your YPN	7
YPN Guidelines	9
YPN of the Year Award	10
How to Be Recognized as a YPN.....	11
Planning Your Events: 20 Ideas	12
Promoting Your Events	13
Paying For Your Events	14
Testimonials from YPN Pros.....	15
Contact Us.....	16

Addendums

- I. YPN Quick Start – Member & Association YPN Quick Start Guides
Start a YPN in 10 easy steps from a member or association perspective
- II. REALTOR® Association of Acadiana YPN By-Laws
- III. Louisiana YPN Advisory Council Policy and Procedures

YPN Mission Statement

YPN helps new 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 their local, state, and national associations.
- **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 out mentoring opportunities.
- **Community.** Become exceptional members of their community by demonstrating a high level of REALTOR® professionalism and volunteering for causes they feel passionate about.

If you're as excited as we are about furthering this mission, you've already accomplished the first step to starting a YPN!

Key Member Benefits

Why should REALTORS® participate in YPN?

- **Invitations to NAR and State-sponsored YPN events.** YPN events are a fun way for members to meet other real estate professionals from around the country, build a referral network, and learn about new and free resources from the NATIONAL ASSOCIATION OF REALTORS®.
- **Stay abreast of industry happenings.** Through a lively blog, an information-packed Web site, and networking events, members stay in the loop on hot issues facing the real estate industry. YPN also has special educational sessions at REALTOR® conferences that address strategies for success in real estate.
- **Have your own sounding board.** New REALTORS® have unique challenges in real estate—and they also face challenges shared by all practitioners. By belonging to a network of peers who face similar issues, they can bounce ideas off one another and provide support to each other.
- **Get involved.** Many people who are new to the industry want to get involved with their local, state, or national association of REALTORS®, but they either don't know how to go about it, or they find it too intimidating. YPN encourages them to explore leadership opportunities across the board.

Learn more about YPN at <https://ypn.realtor/>

Learn more about Louisiana REALTORS® YPN at <https://www.larealtors.org/ypn>

Join LR YPN's Facebook group at <https://www.facebook.com/groups/1324889490971582/>

Key Association Benefits

When new members get involved, the REALTOR® organization reaps rewards. Here are some reasons why your REALTOR® organization should start a YPN.

- **New generation of leaders.** Cultivate the next generation of your REALTOR® association's leaders.
- **Represent all members.** Ensure your association's industry interests are well-represented among all age groups and experience levels.
- **Tap new ideas and fresh perspectives.** The real estate industry continues to evolve. New generations of REALTORS® can offer unique perspectives to meet the changing demand in the business.

History of YPN: Important Milestones

How and why did REALTOR® Magazine create YPN, and how has it evolved to where it is today? By taking a quick look at the history of YPN, it can help you identify important steps for your network.

- **An idea is born.** In 2006, REALTOR® Magazine sought to build off of the momentum of its popular "30 Under 30" feature (<http://realtormag.realtor.org/30-under-30>), which recognizes rising stars in real estate. With so many young people joining the real estate business, the magazine wanted to help members of the new generation feel a closer tie to the magazine, to each other, and to the greater REALTOR® community.
- **Our first event.** During the 2006 REALTORS® Conference & Expo in New Orleans, REALTOR® Magazine invited "30 Under 30" honorees and other registered attendees to a networking reception for a fast-paced game of speed networking. The overwhelming response: Attendees wanted more of YPN! We have since held a networking party at every REALTORS® Conference & Expo.
- **Online home created.** In October 2007, REALTOR® Magazine created the YPN Web site (<http://realtormag.realtor.org/ypn>) as a way to share articles, resources, and links geared to the younger audience. We asked our readers to identify themselves by submitting an online form. In less than a year, YPN had nearly 1,500 members participating and counting!
- **Let the blogging begin.** The "YPN Lounge" blog (<http://ypnlounge.blogs.realtor.org/>) began in January 2008 as the "online meeting place" for young real estate professionals. About 20 young professionals regularly contribute, ensuring the blog is lively and well read.
- **Events take off.** YPN events, funded entirely by sponsors, consistently draw hundreds of REALTORS® and are booked to capacity—often requiring a waiting list for those who didn't RSVP fast enough. Needless to say, the events now have a reputation as the hottest party at REALTOR® conferences. NAR's 2008 President Dick Gaylord, while speaking at a Board of Directors meeting, referred to YPN as one of the most exciting events at the conference!
- **YPN advisory board assembled.** A team of 7 successful young professionals comprise the first YPN advisory board (<http://realtormag.realtor.org/ypn/article/2012/01/2012-ypn-advisory-subcommittee>), formed in January 2008. The board meets semiannually, and also communicates via e-mail and conference call. The board recommends YPN educational sessions for conferences, provides insights to NAR leadership when requested, and offers overall direction for YPN activities.
- **Educational sessions at convention.** YPN sponsored its first education session at the 2008 REALTOR® Midyear Legislative Meetings: "Marketing Strategies That Work," featuring a panel of Gen Y and Gen X members. The standing-room-only crowd was proof that we should offer sessions at every conference. A YPN-track of suggested

sessions for young professionals was offered for the first time at the 2008 REALTOR® Conference & Expo.

- **Awards & recognition.** In 2008, YPN won a Folio Fame Award for its events and won two awards (Society of National Association Publications, and the American Society of Business Publication Editors) for its online community.
- **Local Networks are formed.** In 2009, YPN began to expand its network with local and state REALTOR® associations who used the YPN model to start their own young professionals network in their area. Local and state REALTOR® associations across the country have started to create their own networks. You can find the growing list of networks here: <http://realtormag.realtor.org/ypn/network>
- **YPN Advisory Subcommittee.** In May 2010, NAR's Board of Directors approved the formation of the YPN Advisory Subcommittee which reports to NAR's Communications Committee. It currently consists of 18 members serving staggered two year terms.
- **2022: NAR Conference in Orlando** - During this conference, the need for Statewide Young Professionals Networks (YPNs) was identified. Several members began discussing and laying the groundwork for the formation of a Louisiana YPN.
- **September 2023:** The Louisiana Board of Directors officially **approved the formation of a Statewide YPN.**
- **January 2024:** Cindy Dyer, the Louisiana REALTOR® President, **appointed the 1st Statewide YPN Chair.**
- **2024:** Representatives from various Local REALTOR® Associations across Louisiana were invited to join the newly formed Statewide YPN to begin the process of establishing its operational structure.
- **January 2025:** Rhonda Reap-Curial, the Louisiana REALTOR® President, **appointed the 2nd Statewide YPN Chair.**
- **February 2025:** The Louisiana Board of Directors **approved a permanent seat for the Statewide YPN on the Louisiana REALTORS® Board of Directors.**

First Steps: Starting Your YPN

1. See what's already out there. Make sure a network doesn't already exist in your market area. Check the YPN national list: <http://realtormag.realtor.org/ypn/network>.

2. The association needs to form the YPN. Contact your local or state REALTOR® association and tell them about your desire for the creation of a YPN. See "Key Association Benefits" on page 5 to help make your case for starting a YPN. **Each network must be created by the REALTOR® association for the area it's covering. Network names must be directly related to the sponsoring association (e.g., Young Professionals Network of the XXX Association of REALTORS®). Similarly, any name of a regional network covering the territorial jurisdiction of multiple sponsoring associations must describe the area served by the network with a reasonable degree of accuracy.**

3. Gauge interest with a kick-off event. Plan a networking event and publicize it to your target audience. Your association's news e-mails and member magazines are great promotion vehicles. Use your creativity and knowledge of your target audience to reach young members. Use nametags and fun, non-intimidating icebreakers to get attendees warmed up. A free event will maximize attendance.

4. Talk to attendees. Ask what people want from a YPN and if they're interested in getting involved in planning future events. It takes more than one or two people to form a thriving YPN. Get a core group of young professionals excited about the idea so you can count on them to plan and spread the word about future events.

6. Create a contact list, preferably in Microsoft Excel. Collect business cards at your event; Make sure you have e-mail addresses and contact information of all your attendees so you can follow up and start building a bigger network. Collect phone numbers, address, e-mail address, and company from members for the association's database.

7. Build your base. Get recognized by LR by sending an email to lwhipp@larealtors.org with information such as the name of the REALTOR® association, the name of the main contacts for your group (**a REALTOR® chairperson & a contact at the association**); number of members participating to date; details about your first event or group activities scheduled, what you would like your customized logo to read **& a letter of approval signed by both the association executive and current president.**

8. Boost the group's recognition with a logo. YPN has a special logo that all networks can freely use.

9. Create an advisory board/committee/council. YPN is a member driven initiative, and the advisory board is critical in promoting and planning YPN events, raising your profile in the community, and keeping your group active and thriving. You might give advisory board members/committee members designated roles: Chair—responsible for overseeing YPN meetings and serve as main spokesperson for your group; Membership director—in charge of recruitment and maintaining member database; Events director—planning and coordinating YPN activities and reaching out to potential sponsors; Communications director—promoting YPN activities and responding to YPN inquiries. Eventually your group may get to the size to break out into committees focused on different areas, such as planning events, sponsor outreach, and community service. Depending on your group's needs and main activities, the roles designated for advisory board

members may vary. **The State YPN Advisory Subcommittee is structured in the following way: Chair, Vice Chair, Immediate Past Chair, Education, Communications, Leadership, Outreach, RPAC, Mentorship, Membership, and Events/Sponsorship.**

10. Plot out your goals, plan future events. Decide how often you want to hold events; This will be determined both by how much time the YPN leadership team can devote to planning, as well as how often members will want to meet. Set dates far in advance so you have ample time to find sponsors, recruit speakers, and plan for an event that will invigorate young members.

11. Designate an association staff member for the YPN. The most successful networks have a designated association staffer(s) to help the network operate. The following is a job description for the designated association staffer and written by a designated association staffer:

YPN Staff Liaison

JOB SUMMARY:

This association staff position is responsible for providing a framework for members to organize and maintain a Young Professionals Network.

ESSENTIAL FUNCTIONS:

1. Work closely with the YPN Chairperson and YPN task force to establish and coordinate networking meetings and events around the network's mission and objectives.
2. Together with YPN Chairperson create and manage a YPN association budget.
3. Prepare agendas, monitor and take notes for YPN task force meetings and events.
4. Attend local, state, and national YPN meetings as assigned.
5. Prepare a YPN summary report as needed by the Executive Committee and Board of Directors

Guidelines for Networks

1. Connected to a local or state REALTOR® association. The network should be operated by a local or state REALTOR® association. You may opt to have the network cover a region, in which several local REALTOR® associations may band together to form one network in your area.

2. Professionalism. As a network of New REALTORS® within the REALTOR® association, it's important to set high standards for your network's events and activities. Maintain professionalism in all of your communications—whether in person or via e-mail—and keep the focus of events on how to help members succeed in business.

3. Free To Members. It is recommended that there be no additional fees or dues for members to join local and state networks. You might decide to cover event costs by charging for events or garnering sponsor support (*see page 19*).

4. No Age Restrictions. While most members of YPN are under 40, there can be no age restriction whatsoever. Any REALTOR® who thinks he or she would benefit from membership is welcome to join.

5. Cross-promotion of YPN Events. LR and NAR will gladly promote your local or state events on its Web site and Facebook page, and, in turn, we hope you will promote LR and NAR's YPN events through your regular communications with YPN members.

6. Responsible use of member e-mail addresses, contact info. LR and NAR can provide your association with the contact information of members in LR and NAR's YPN database who are your in area. In return, we hope you will encourage your members to register with LR and NAR's YPN as well. LR and NAR upholds a policy of not selling member contact information to any third party, including event sponsors.

7. Be Active. Networks should hold events on a regular basis, whether it's semiannually, monthly, or even weekly. We recommend that you plan at least two events a year (such as a networking event, meetings, education sessions, Webinars, etc.)

9. Apply for the Network of the Year award. Get recognized for your network's efforts in connecting young real estate professionals and for getting them more involved within the industry. All networks are eligible to apply to this award each year (*see page 13*).

10. Further the YPN mission. Your network should aim to further the mission of YPN, engaging members through their association, the real estate industry, with peers, and in their communities.

11. Be mindful of other networks (especially when naming your [network](#)). Your network is part of the local or state REALTOR® association and its jurisdiction is the same as the assigned territorial jurisdiction of the association. If a neighboring association has formed a network, your association might decide to team up with a neighboring association to form one stronger YPN in your community.

Network of the Year Award

Enter your YPN for NAR's Network of the Year, which will be awarded in recognition of a network whose efforts and creativity sparked engagement of its members in one or more of YPN's four key mission areas.

Submissions for the "Network of the Year" award will be due in August. Submission details will be provided to the main contacts of networks in late Spring of each year.

Networks submitting to win the award are encouraged to submit any supporting evidence of their group's success over the past year, including photos, videos, supporting letters from members, etc.

The Network of the Year will be recognized at the YPN annual networking reception during the REALTOR® Conference & Expo and an article about your group will be featured on the YPN Web site and YPN Lounge blog.

How to Be Recognized as a YPN

1. Send an e-mail to lwhipp@larealtors.org and rreuter@realtors.org

2. Your e-mail should contain an attached Word document with the following information.

- Association Name:
 - Main contact:
 - Address:
 - E-mail (to be listed on LR and NAR's YPN Web site):
 - Main phone number (for publication on LR and NAR's YPN Web site):
 - Number of members participating in your network:
 - Names, contact information, and e-mail addresses from your group (preferably in Excel):
-
- Please list any leaders (and their titles, based on how you would like it to appear on NAR's YPN Web site for your group):

DISCLAIMER: These guidelines are a work-in-progress and can be updated and changed at any time.

Planning Your Events: 20 Ideas to Get You Started

It's time to get young real estate professionals excited and engaged in the real estate industry and community. Here are some activities that will help you reach that goal:

1. Organize a Habitat for Humanity volunteer project.
2. Host monthly or quarterly happy hour networking events.
3. Sponsor a real estate workshop or seminar on a topic that would interest your members. Topics may include: Rookie Survival Guide, How to Create a Referral Network, Building a Personal Marketing Plan. Invite interesting speakers and mentors to cover the topics.
4. Host a Webinar. Topics may include those listed above.
5. Sponsor and help plan an education session for the local or state REALTOR® association convention.
6. Host a speed networking event: Provide conversation-starter cue cards at every table, then partner people up to talk for 1-3 minutes at a time. Ring a bell, and one of the partners switches to a new table.
7. Hold a potluck BBQ. Ask members to bring their favorite dish. Reserve a spot at a public park, use the local REALTOR® association's facilities or ask brokerages to be "host" by letting YPN use their outdoor grounds. Include games like beanbag toss and horseshoes—keep it fun and casual.
8. Wine tasting.
9. Form a YPN book club that meets once a month to talk about the latest real estate books. Each member can be assigned to read a different book, and then share the main tips from that book in 5 minutes or less. It's a time-saver that will benefit everyone! (Not sure what to read? Get ideas from REALTOR® magazine's Weekly Book Scan blog: www.realtor.org/weeklybookscan.)
10. Host open house tours. Band together to do an open house caravan tour of the area.
11. Host a charity event for a community cause.
12. Tourney time: Organize a golf tournament, bowling tournament, softball tournament, etc. Invite local REALTOR® association leadership, as well as other community leaders.
13. Plan a mentor meet-up event, in which you invite people who are willing to mentor and people who would like a mentor.
14. Host a luncheon with a motivational speaker or real estate coach. Hold the lunch at different members' offices. Topics can include negotiation skills, life balance, beating burnout, marketing ideas, and more.
15. Conduct an e-mail survey of your members to determine their main interests, which will provide your group direction.
16. Create a sponsorship or awards program, such as a competitive scholarship to attend a REALTOR® conference.
17. Host job fairs for new licensees or college students considering a career in real estate. Visit local high schools to encourage younger generations to pursue a career in real estate and serve as mentors.
18. Attend a sporting event in your community. Seek out group rates.
19. Start a Facebook page for your group and reach out online.
20. Plan a joint event with other industries' young professional groups.

Promoting Your Events

Once you've planned a spectacular event, be sure that everyone finds out about it. Here are some promotional ideas.

- Publish an announcement in the local or state REALTOR® association newsletter or magazine.
- Post an announcement on the LR and NAR YPN wall on Facebook. (We also encourage you to share photos after your event on the LR and NAR YPN Facebook accounts).
- Contact LR and NAR (lwhipp@larealtors.org and rreuter@realtors.org) to get a link to information on your event on the LR and NAR YPN Web site.
- Write a blog entry for the YPN Lounge blog about your event (e-mail: lwhipp@larealtors.org and rreuter@realtors.org) — either before to promote it or afterwards to share photos and tell us all about it.
- Promote your event on real estate blogs in your area.
- Post information about your event on local Web sites.
- Ask members to promote the event in their office.
- Send a personal invitation to your colleagues and those who you want to recruit for the network. They'll be flattered at the personal invitation and may be more likely to attend.
- Buy a classified ad in your local newspaper encouraging those interested to be a part of the network to contact you.
- Send a letter to brokers of real estate companies in your association telling them about the event and encouraging them to invite their young and newer agents.

5 Ways NAR Can Help Publicize Your Group

1. We may be able to offer you a list of members who live in your area.
2. We can host a basic Web page for your group at REALTOR® Magazine Online, which will be linked from the NAR YPN Web site. Your group's Web page will include a list of your leadership, your contact information, your Web site, and related links.
3. We can give you permission to use the official YPN logo to strengthen your local brand and raise its presence among REALTORS®. Please contact lwhipp@larealtors.org and rreuter@realtors.org to receive approval for use of the logo.
4. We can give you the opportunity to blog about your activities on the YPN Lounge.
5. An individual designated by your network will be invited to participate in conference calls throughout year with the NAR YPN Advisory Subcommittee to stay up to date with what other networks are up to and share ideas.

Paying for Your Events: Finding Sponsors

Don't have the money to host an event? Getting a sponsor can be a great way to connect your network with companies that offer products and services, while also covering the costs of your event.

1. **What do you want from the sponsor?** Sponsorship can come in different forms—financial, services, promotional, equipment, venue, prizes, etc. Consider what you want for your event and take into the account the value of each.
2. **Determine the benefits of sponsorship.** What will sponsors get for their money? For example, you can give them a table at the networking event, allow them to speak briefly to the group, acknowledge them in all promotional pieces, provide a link to their Web site from your site, or allow product demonstrations at the event. Develop a sponsorship plan that details what you will be providing sponsors for their contributions. In that form, include a description of the event, projections of attendees, goals of the event, benefits of sponsorship, and pricing levels.
3. **Brainstorm potential sponsors.** Identify companies that have an interest in reaching your audience. Come up with a list of possible sponsors to target. Investigate these company's Web sites so you'll be familiar enough with the company or organization when you talk to them and will be able to talk directly about the benefits to them for sponsorship.
4. **Reach out to sponsors.** Call the companies on your list to talk about the sponsorship opportunity. Use your networks to reach out when you can. Provide details about the event and the audience, and follow up a few days later to see if they have any questions. Provide a deadline of when you need a response.
5. **Be willing to negotiate.** A sponsor may want to negotiate the price and benefits. Be realistic about what you are offering and determine the minimum sponsorship you'll be willing to accept. Consider repackaging the proposal for certain sponsors who seek other benefits.
6. **Be respectful, even when you get a firm no.** Even if their answer is no, be sure to thank potential sponsors and keep the lines of communication open. You may be able to approach them next year.
7. **Have an agreement in writing.** If they agree to sponsorship, document all the terms and benefits in a letter. Then, have the party sign it and keep it in your files. This way they know what they're getting for their sponsorship money and you have a written agreement stating what you will be providing in return.
8. **Designate a point-person.** Give the sponsor a single person to contact to avoid confusion, and vice-versa; ask for the main contact on their side.
9. **Acknowledge the sponsor.** Be sure to give your sponsors visible recognition for their contribution and make sure your members are aware of them. Include a logo, link to sponsor's Web site, or company's name in promotions of your event.
10. **Follow up after the event.** Let the sponsor know you appreciated their support, and that you hope to work with them again in the future. Send a thank you card signed by your YPN advisory board/committee.

Testimonials from Previous YPN Pros

Unsure of the benefits of YPN? Here are some testimonials from previous YPN Professionals who have found success with YPN and their local and state levels.

- “My YPN story started with a simple goal: I wanted to understand our association better. It's funny to look back now, because that one step led me to so many leadership roles I never saw coming. The networking has been a game changer. I've met fantastic peers and connected with invaluable vendors, all thanks to YPN.” – Charles Ditch (REALTOR® Association of Acadiana)
- “Joining YPN has truly been a game-changer for me. The YPN network provides me with invaluable support, mentorship and resources that help me navigate the challenges of starting a new business and growing my real estate career. The community is incredibly welcoming and collaborative, allowing me to learn from seasoned professionals and build meaningful connections. Thank you YPN for helping me to feel more confident in my skills and motivating me to grow my business everyday”. - Casey Oliver (REALTOR® Association of Acadiana)
- “Joining YPN has GREATLY increased my understanding of and proved to me the tremendous value of NAR, LR, and my local association. YPN has provided me with connections, opportunities, and involvement that I would not have even known I wanted if I had not joined YPN.” – Timothy Castle (Southwest Louisiana Association of Realtors)
- "YPN was one of the first real estate organizations I joined when I got my license. I was new to the industry and was searching for ways to learn and meet people in the industry so that I could grow my knowledge and experience quickly. YPN was exactly what I was looking for. The meetings and events were well attended with new agents and experienced agents as well as affiliates from all different industries such as inspectors, title companies, lenders, and more. After only a few months, I felt like I had been in the industry for years. YPN certainly jump started my real estate career and I am glad I made the decision to join!" – Tyler Rush (REALTOR® Association of Acadiana)



Contact Us

If you have any questions, please send an e-mail to lwhipp@larealtors.org

Laurie Whipp
Director of Events & Professional Development
YPN Advisory Council Liaison
lwhipp@larealtors.org.
(225) 923-2210
821 Main Street
Baton Rouge, LA 70802

Past Chairs of the Louisiana YPN Advisory Council

2024 Charles Ditch, RAA
2025 Shanna Braxton, GCLRA

Addendum I

YPN Quick Start

(Member)

1. Approach your local/state association about starting a YPN & YPN Committee
2. Upon approval by the association, contact 5-12 other members to identify others willing to serve on YPN Committee (YPN Committee runs the association's YPN)
3. Hold a meeting & plan a kickoff event (see page 12 of startup kit)
4. Promote & fund kickoff event (see page 13 & 14 of startup kit)
5. Collect business cards & document event with photos & videos
6. Create YPN roster with business card info (preferably in Microsoft Excel), create Facebook page (optional)
7. Hold a meeting & plan events for the next quarter (one social, educational, charitable event per quarter – see page 12 of startup kit)
8. Promote/fund events
9. Repeat steps 7 & 8 on a quarterly basis
10. **Chairperson – Establish a Vice Chair to succeed you when your term is up

(Association)

1. Have AE, President, and/or BOD approve formation of a YPN & YPN Committee*** (which would fall under the association's by-laws & govern the YPN)
2. Identify a member(s) you would like to start the YPN/serve on the YPN Committee
3. Contact member(s) & schedule a meeting to plan kickoff event
4. Dedicate at least one association staff to be the liaison to the YPN
5. Promote & Fund kickoff event (see page 13 & 14 of startup kit)
6. Collect business cards & document event with photos & videos
7. Create YPN roster with business card info, create Facebook page (optional)
8. Hold a meeting & plan events for the next quarter (one social, educational, charitable event per quarter – see page 12 for ideas)
9. Promote/fund events
10. Repeat steps 8 & 9 on a quarterly basis

***** NAR recommends committee status for local networks to clarify where YPN falls within the organization, although a major concern for new REALTOR® professionals is falling under the traditional structure. Trying to enforce traditional and formal practices on this group may result in a loss of interest, participation, and dissolution of the network.**

Please keep this group's mentality in mind when it comes to governance.

YOUR Professional Network

Policies and Procedures

A subsidiary of
REALTOR® Association of Acadiana

PURPOSE

It shall be the purpose of this division to serve as a supplement to the services of the REALTOR® Association of Acadiana (RAA) in upgrading professional business practices, increasing member participation, networking, and community involvement while cultivating the next generation of association leadership. In the event of any conflict, the National Association of Realtors Code of Ethics and RAA's Bylaws shall prevail.

Policies & Procedures

Article I

NAME

Section 1. The name of this organization shall be YOUR Professionals Network of the REALTOR® Association of Acadiana hereinafter called YPN.

Section 2. YPN shall be governed by an advisory board which shall consist of a President and President Elect as well as 7 elected advisory board members and a Mentor member. The YPN Advisory Board shall govern all matters as they relate to the YPN.

Article II

OBJECTS

Section 1. The objects of the YPN shall be:

- A. To attend REALTOR® conferences and pursue active leadership roles with the local, state, and national associations and to foster knowledge, education, integrity, and quality workmanship in real estate business.
- B. To take an active role in policy discussions, advocacy issues, and be informed about the latest industry news and trends.
- C. To network and learn from one another by attending events, participating in online communication, and seeking out mentoring opportunities.

- D. To become exceptional members of the community by demonstrating a high level of REALTOR® professionalism and volunteering for causes the members feel passionately about.

Article III

MEMBERSHIP

Section 1. Membership in YPN shall consist of the following three categories:

- A. **Active Primary membership:** Any REALTOR® member REALTOR® Association of Acadiana in good standing who has been licensed by the Louisiana Real Estate Commission for 0-3 years.
- B. **Supporting membership:** All other REALTOR® members of the REALTOR® Association of Acadiana in good standing who have been licensed by the Louisiana Real Estate Commission for more than four (4) years.
- C. **Affiliate membership:** Affiliate membership in YPN shall be available to any individual who is not a REALTOR® member, but is an active dues paying Affiliate members of the REALTOR® Association of Acadiana.

Section 2. Officers and members of the Advisory Board shall be members as described in Sections 1 (A) and 1(C) above.

Section 3. The Advisory Board of the YPN may from time to time establish specific qualifications for membership within the criteria herein established.

Section 4. Members of YOUR Professional Network shall uphold the rules and regulations of the YPN, accept the decisions of its various officers, Advisory Board, and Committees, and abide by their rulings in connection with the business of YOUR Professionals Network.

Article IV

DUES

Section 1. The annual dues of this organization shall be as set by the Advisory Board of YPN. Annual dues shall be established by the Advisory Board after evaluating the budget.

Article V

OFFICERS

Section 1. The elective officers of YOUR Professional Network shall be a President and a President Elect. The officers shall serve for a term of one year. Officers shall be full-time REALTORS® or Affiliate Members. No officer shall be paid any compensation for his/her services. Any officer of YOUR Professional Network shall incur no debt, other than the usual debt incurred in preparing for a meeting. The President must have served at least one year on the Advisory Board.

Section 2. President: The President shall preside at all meetings of members of the YPN and have general charge of the affairs and business of the organization, subject, however, to the control of the Advisory Board. The President shall be an ex-officio member of all committees and shall also act as chairman of the Advisory Board. The President will also have the duties and responsibilities to sit on the RAA Board of Directors and act as a liaison between governing bodies.

- Should an Affiliate Member assume the President position, this duty will then be passed to the REALTOR® President Elect.
- Should the President & President Elect both be REALTORS® this duty will be awarded to the President.

Section 3. President Elect: The President Elect shall immediately succeed to the position of President after a year of service. In the absence, refusal or inability of the President to act, the President Elect shall perform the duties of the President. If for any cause the President Elect shall not be able to act in the absence, refusal, or inability of the President to act, the Advisory Board shall have the power to appoint one of their members as acting President, who shall serve until the President or President Elect shall be in a position to resume the duties of the office. The election of the President Elect shall take place via secret ballot. All (7) members-at-large are qualified to vote in the President Elect election. In the event of a tie, the President shall break the tie.

Section 4. Advisory Board: The President and the President Elect shall serve as the officers of the Advisory Board with full voting rights. In addition to the officers, there shall be seven (7) additional members-at-large with full voting rights, and a Mentor Position which is non-voting bringing the total to ten (10) members of the Advisory Board. The members-at-large will serve two-year terms. Elected will be determined in the following manner: the nominees receiving the highest number of votes respectively will serve in the at-large slots. The Mentor Position will be nominated by the President and President Elect and will be ratified by the Advisory Board at the first business meeting of the year. The Advisory Board shall have no more than three (3) Affiliate Members at any one time, including any officer position. Each Affiliate board position shall be industry exclusive (i.e. only one lender, title attorney, home inspector etc.)

Members at Large shall serve in the following capacity roles:

- **Education:** *Responsible for planning and executing seminars, panels and other continuing education geared towards the mission of YPN.*
- **Membership:** *Responsible for outreach to firms and members regarding YPN and its benefits to those members who qualify.*
- **Leadership/Outreach:** *Helps to promote YPN within the Acadiana community to demonstrate that REALTORS® care about the community in which they live and work.*
- **Events:** *Responsible for planning, promoting and executing any and all events which are hosted by YPN.*
- **Sponsorships (2 Positions):** *Responsible for recruiting sponsorship dollars to help underwrite any programming needs for YPN.*
- **Communication:** *responsible for maintaining communication with YPN Members and managing social media outlets on behalf of YPN.*

Section 5. Meeting of the YPN Advisory Board: The Advisory Board shall meet once a month, on the 1st Wednesday of the month or at regular time and location designated by the YPN Advisory Board. Absence from two (2) consecutive meetings, without an excuse deemed valid by the Advisory Board of the YPN shall be construed as resignation, therefrom. Absence from three (3) meetings in a calendar year shall be construed as resignation from the Advisory Board. In order to conduct business of YPN a quorum of board members must be present. A quorum shall consist of a simple majority of the board. Any such properly conducted business shall be binding on the membership.

Section 6. Nominations: The Nominating Committee shall consist of three (3) YPN Advisory Board members and shall be selected and appointed by the President. The Nominating Committee shall have no more than (1) Affiliate Member at any one time. The Nominating Committee shall only nominate up to two candidates from the same brokerage. Those who serve on the Nominating Committee shall not be one of the nominees. This committee shall receive and/or make nominations at least 30 days prior to the election. Nominations from the membership shall be closed 30 days preceding the election. The report of the Nominating Committee shall be transmitted to the membership with the notice of the dates for the election. There shall be at least one (1) nominee for each Advisory Member at Large position and all qualified nominees will be listed on the

slate of nominees. The election of the Advisory Board shall take place via electronic ballot. Voting in the election process is limited to Active Primary Members as defined in Article III, Section 1(A). In the event of a tie the Nominating Committee shall meet again and break the tie.

Section 7. Vacancies: Vacancies among the officers and the Advisory Board shall be filled by an appointment approved by the Advisory Board of the YPN until the next annual election.

Article VI **AMENDMENTS**

Section 1. Amendments: These Policies and Procedures may be amended by a majority vote of the nine (9) members of the YPN Advisory Board, subject to approval by a majority vote of the Board of Directors of the REALTOR® Association of Acadiana.

ARTICLE VIII **DISSOLUTION**

Section 1. Dissolution: In the event the YPN shall at any time terminate its activities, the Board of Directors of the REALTOR® Association of Acadiana shall consider and adopt a plan of liquidation and dissolution. Said plan shall provide for the collection of all assets, the payment of all liabilities, and that the remaining portions thereof be assigned to the parent corporation, namely, REALTOR® Association of Acadiana.

Louisiana YPN Advisory Council

Policy and Procedures

September 2024

Table of Contents

Article 1. YPN Advisory Council

- YPN Advisory Council
- Purpose/Mission
- Objects

Article 2: YPN Advisory Council Members

- Positions
- Duties and Responsibilities of the council members

Article 3: YPN Advisory Council Meetings

Article 4: Amendments

Article 7: Dissolution

Article 1:

Section 1. The name of this council shall be the YOUR Professionals Network Advisory Council.

Section 2. YPN shall be governed by an advisory council which shall consist of a Chair appointed for a one-year term by the Louisiana REALTORS® President-Elect, Immediate Past chair and **advisory group members, each representing a local association within Louisiana.**

The YPN Advisory Council shall govern all matters as they relate to the YPN.

Purpose:

It shall be the purpose of this division to serve as a supplement to the services of the Louisiana REALTORS® in upgrading professional business practices, increasing member participation, networking, and community involvement while cultivating the next generation of Louisiana REALTORS® leadership. In the event of any conflict, the National Association of Realtors Code of Ethics and Louisiana REALTOR'S® Bylaws shall prevail.

Mission Statement for YPN Advisory Council:

At the YPN Advisory Council, our mission is to empower real estate professionals early in their career to thrive by providing the tools, support, and inspiration needed to excel. We are committed to fostering a vibrant community of real estate professionals who not only excel in their careers but also contribute meaningfully to the broader real estate industry, their peer networks, and the communities they serve.

Objects:

- a) **REALTOR® Associations:** We encourage active participation in REALTOR® conferences and the pursuit of leadership roles within local, state, and national associations. By fostering engagement, we aim to shape the future of the Louisiana real estate profession.
- b) **Real Estate Industry:** The YPN Advisory Council is committed to cultivating informed leaders who actively contribute to policy discussions and advocate for industry issues. We strive to keep our members abreast of the latest industry news and trends, equipping them to navigate a dynamic real estate landscape.
- c) **Peers:** We believe in the power of networking, collaborative learning, and mentorship. The YPN Advisory Council provides a platform for professionals to connect at events, engage in online communication, and seek out valuable mentoring opportunities. Together, we build a supportive community that encourages growth and shared success.
- d) **Community:** The YPN Advisory Council are dedicated to becoming outstanding contributors to their communities. We set a high standard for REALTOR® professionalism and actively volunteer for causes that align with our passions. By making a positive impact, we exemplify the values of the real estate profession and demonstrate the significance of giving back.

Article 2: YPN Advisory Council Members

Positions:

- **The officers of Your Professional Network shall be a Chair and Immediate Past Chair.**

The Chair is appointed by the Louisiana REALTORS® President-Elect in the year prior to their term. The YPN Advisory Council will submit one name elected from the council by majority vote from their current membership to the President-Elect no later than August 1st of the preceding year to be considered for the chair position. Once appointed, the Chair will serve a one-year term and will then serve a one-year term as past chair. If there is a conflict with the submitted appointment, another name will be submitted.

Chair: The Chair shall preside at all meetings of members of the YPN and have general charge of the affairs and business of the organization, subject, however, to the control of the Advisory Council. The Chair will also have the duties and responsibilities to sit on the Louisiana Board of Directors and act as a liaison between governing bodies. If for any reason the Chair is unable to fulfill his/her duties, the acting Louisiana REALTORS® President shall appoint a replacement subject to the recommendations of the council.

Immediate Past Chair: The Immediate Past Chair serves as a key advisor to the current Chair and the Advisory Council, providing valuable insights and guidance based on their experience in the role. They help ensure continuity and consistency within the organization by bridging the gap between past and present leadership. They support the incoming Chair during the transition, offering advice and practical assistance. The Immediate Past President also leverages their established networks to strengthen relationships with stakeholders and advocates for the YPN's interests within the broader real estate community.

YPN General Advisory Council Members

- The remaining members of the council will be made up of members that represent the 10 local associations across the state. Once appointed to the council, these positions will carry a two-year term. Each member is limited to serving two terms. In the instance that a vacancy occurs, or a longer term is needed, the YPN Advisory Council will determine the change in term limit.
- Applications for council membership will be opened yearly during the call for committees with Louisiana REALTORS®.

All Candidates for the YPN Advisory Council must be REALTOR® members of Louisiana REALTORS® in good standing, licensed by the Louisiana Real Estate Commission, and in good standing with their local, state, and national associations. Additionally, no YPN Advisory Group member may serve more than two terms.

Council shall serve in the following capacity roles:

1. **Education:** Responsible for planning and executing seminars, panels and other continuing education geared towards the mission of YPN.

2. **Leadership/Outreach:** Helps to promote YPN within the community to demonstrate that REALTORS® care about the community in which they live and work.
3. **Events:** Responsible for planning, promoting and executing any and all events which are hosted by YPN.
4. **Communication:** responsible for maintaining communication with YPN Members and managing social media outlets on behalf of YPN.

Vacancies: Vacancies among the Advisory Council shall be filled by an appointment approved by the Advisory Council of the YPN until the next annual appointment process.

Article 3: YPN Advisory Council Meetings

Meeting of the YPN Advisory Group: The Advisory Group shall meet once a month, on the 2nd Tuesday of the month or at regular times and/or locations designated by the YPN Advisory Council. Absence from two (2) consecutive meetings, without an excuse deemed valid by the Advisory Council shall be construed as resignation. Absence from three (3) meetings in a calendar year shall be construed as resignation from the Advisory Council. In order to conduct business of the YPN Advisory Council, a quorum of board members must be present. A quorum shall consist of a simple majority of the council.

Article 4: Amendments

Amendments: These Policies and Procedures may be amended by a majority vote of the members of the YPN Advisory Council, subject to approval by a majority vote of the Board of Directors of the Louisiana REALTORS®.

Article 7: Dissolution

Section 1. Dissolution: In the event the YPN Advisory Council shall at any time terminate its activities, the Board of Directors of the Louisiana REALTORS® shall consider and adopt a plan of liquidation and dissolution.