



REALTORS®  
LAND  
INSTITUTE

## Governance Policy Manual

RLI's Governance Policy Manual, together with the RLI's Bylaws, govern how the organization is run. The Governance Policy Manual is complementary to the bylaws, providing additional information in more detail than the bylaws allow. In the event there is a conflict between the Governance Policy Manual and the Bylaws, the Bylaws shall take precedence over the RLI Governance Policy Manual.

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## Section 1. Membership

There shall be two categories of membership: accredited and non-accredited.

- I. **Accredited Members:** Accredited Members shall be those Members who have satisfactorily completed all the requirements of RLI's Accredited Land Consultant (ALC) designation program and who have been awarded the right to use the designation. Accredited Members must be a REALTOR®, REALTOR-ASSOCIATE®, or Institute Affiliate member of the National Association of REALTORS® (NAR). Accredited Members may vote and hold office. Accredited members retain their accreditation as long as their membership in the RLI organization is maintained.
- II. **Non-accredited Members.** Non-accredited members are those members who do not hold the ALC designation.
  - a. **Institute Members.** Institute Members shall be RLI members who do not hold the ALC Designation. Institute Members may vote and hold office only if they are a REALTOR®, REALTOR ASSOCIATE®, or Institute Affiliate member of NAR. Institute members retain their candidacy status and all coursework credit earned toward the ALC designation as long as their RLI membership does not lapse.
    - i. **Military Transition Program Member.** Military Transition Program Members (MPTs) shall be members who have served in the military from the year 2000 or later and are looking to build or enhance a career in the land business.
    - ii. **International Member.** International members shall be members who are licensed to sell real estate by an official licensing authority, who live and work outside of the U.S. and Canada for more than nine months of the year, and who are members of a cooperating association if the country they practice in has a cooperating association.
  - b. **Associate Members.** Associate Members are industry service providers, partners, and other non-real estate professionals who are engaged in endeavors related to the objectives of RLI but who are not eligible to hold the ALC designation. Associate members may include, but are not limited to, the following: real estate-related professionals who do not have a real estate license, government and non-profit employees, and professors. They may not vote or hold office and are not required to hold membership in NAR.
    - i. **Student Members.** Student members are those individuals attending high school or an institution of higher education, who are not licensed as real estate practitioners, and who are interested in the land specialty and real estate profession. They may not vote or hold office and are not required to hold membership in NAR.
  - c. **Honorary Members.** An Honorary Membership is awarded by the Board of Directors to an individual who displays exceptional contributions and achievements to the business of land but is not necessarily one who would qualify to earn the Accredited Land Consultant designation. Applicants will be brought before the Board of Directors for approval. Honorary Members may not vote or hold office and are not required to hold membership in NAR. This membership is for a twelve-month period.

- III. **Non-Producing Members.** Non-Producing Members shall be either accredited or non-accredited members who are no longer actively selling real estate but still desire to maintain membership in RLI. To qualify for non-producing membership status, members must show proof of having an inactive real estate license from their state's real estate commission.
- IV. **Emeritus Members.** Emeritus members shall be those members who have made outstanding contributions of personal time and effort to the Institute at the national or chapter level, have had continuous membership in RLI for at least 20 years, and who are at least 70 years of age. Emeritus members shall have voting privileges and are entitled to receive all services accorded RLI membership. Emeritus members shall not pay any national dues. To apply for Emeritus status, all requirements must be met and a letter of intent must be submitted to the Board of Directors for approval.
- V. **Application.** Application for membership may be completed in several ways:
  - a. Applicants may process an application online through the "Membership" section of the RLI website. [www.rliland.com](http://www.rliland.com). This is the preferred means for submitting applications because of the timeliness of delivery of the information.
  - b. Applicants may contact the RLI National Offices for application information. Staff may take an application and payment for dues and the application fee over the phone.
  - c. All applicants must agree to adhere to NAR's Code of Ethics and Constitution and RLI's Bylaws, policies, rules, and regulations.
- VI. **Duration of Membership and Resignation.**
  - a. The membership year is a calendar year – January 1 through December 31.
  - b. Any member may terminate their membership upon notice of voluntary withdrawal directed to the RLI CEO. Additionally, any member who fails to pay their annual dues within the required time frame may be dropped from the membership rolls and thereupon forfeit all rights and privileges of membership.
  - c. Termination of membership, either voluntarily or involuntary, does not relinquish the member from fulfilling any and all outstanding financial obligations to RLI.
  - d. Funds are not reimbursed to members who terminate their membership either voluntarily or involuntarily.
- VII. **Suspension and Expulsion.** Any member may be suspended or terminated for cause. Sufficient cause for such suspension or termination of membership shall be a violation of the RLI Bylaws, the RLI Governance Policy Manual, conviction of criminal activities, or any lawful rule or practice duly adopted by RLI or any other conduct contrary to the best interests of RLI. All complaints, evidence, and deliberations are confidential and all parties associated with each complaint will be required to sign a separate confidentiality agreement.
  - a. **Procedure** – Any complaint may be initiated by an RLI member, RLI staff, RLI chapter, or member of the public.
    - i. **Complaint.** Complaint must be in writing, signed by the complainant, and delivered to the RLI CEO.
    - ii. Complaint must specify in detail the alleged violation by an RLI member. The alleged violation must have occurred within one year from the time a complainant knew or reasonably should have known that a potential violation took place. The complainant must have personal, first-hand knowledge or actual documentation

of the alleged violation. Substantiating documentation must accompany the complaint.

- iii. Once the CEO receives the complete complaint, the CEO will confirm receipt of the complaint to the complainant. The CEO will then notify the RLI President and the Chair of the RLI Ethics Committee of the complaint and forward a copy of the complaint to each of them for the initial review.
  1. Initial Review – The CEO, RLI President, and Chair of the RLI Ethics Committee will consult together to determine if the complaint is complete and properly filed. Once complete, the CEO will forward the entire complaint and substantiating evidence to all members of the RLI Ethics Committee and begin the Investigation Process.
  2. Notice of Investigation Process.
    - a. Within ten business days of the initial review, the CEO shall forward the complaint and all supporting documentation to the respondent by registered US Mail with a copy of the procedures as detailed herein. The respondent will have ten business days from the receipt of the complaint to submit a written response to the allegations. If needed, the respondent may submit to the CEO an official request for one extension of up to 10 business days.
      - i. The communication to the respondent will indicate that RLI is providing notice of the complaint, that no determination has yet been made on the complaint, and that the respondent has the right to request a hearing. The notice shall also include the names of the members of the RLI Ethics Committee so that the respondent has the opportunity to raise any issues of potential conflict or reason that individuals should recuse themselves from the hearing process. Such recusal shall be at the discretion of the RLI President.
    - a. Upon receipt of the respondent's written response, the CEO will forward a copy of the response and any further related documentation to the complainant and the RLI Ethics Committee. If the respondent does not request a hearing, the process will continue with the Ethics Committee Review detailed in **3.** below. If the respondent requests a hearing, the process will continue with the Hearing Process detailed in **4.** below. Hearings must be held within the next 10 business days of the notification of request of a hearing. Hearings may be in person or via conference call.
  3. **Ethics Committee Review.** Within 10 business days of forwarding the respondent's response to the RLI Ethics Committee, the Ethics Committee will complete a review of the written record provided by the



complainant and the respondent and discuss the information provided via conference call.

- a. The Ethics Committee will determine the need to solicit in writing additional information or documentation from the parties, third parties, or experts regarding the complaint. If additional information is requested, a timeline will be determined for receipt of additional information.
- b. Once all information has been received, the Ethics Committee will develop its recommendation based solely on the written record. The Ethics Committee will consider whether there has been a violation of the RLI Bylaws, these policies in the RLI Governance Policy Manual, criminal activities, or any lawful rule or practice duly adopted by RLI or any other conduct contrary to the best interests of RLI. The Ethics Committee will also determine whether the alleged complaint warrants suspension or termination of membership.
- c. The Ethics Committee will draft a report of the complaint and the committee's determination on course of action (if the complaint is dismissed or if the membership of the respondent shall be suspended or terminated).
- d. The CEO will implement the course of action determined by the Ethics Committee.

#### **4. Hearing Process**

- a. The RLI Ethics Committee Chair shall give an opening statement citing the authority to hear the complaint and explain the reason for the hearing.
- b. A synopsis of the complaint will be read into the record.
- c. The parties will be given an opportunity to present evidence and testimony on their behalf and they may call upon witnesses. Testimony of all parties and witnesses will be affirmed.
- d. The parties will be afforded an opportunity to examine and cross-examine all witnesses and parties.
- e. The Ethics Committee members may ask questions at any time during the proceedings.
- f. The Chair of the Ethics Committee may exclude any questions that he/she deems irrelevant or argumentative.
- g. Each side may make a closing statement. The complainant will make the first closing statement and the respondent will make the final closing statement.
- h. Adjournment of hearing.
- i. The Ethics Committee goes into executive session to decide the case.

- j. The CEO will implement the course of action determined by the Ethics Committee.

5. **Appeal Process.** Within 10 business days after the Ethics Committee final decision has been transmitted, the complainant or respondent may file an appeal with the RLI Board of Directors by notifying the CEO or the President of the Board.

- a. All appeals must be in writing, must clearly indicate the basis on which the Ethics Committee's decision for discipline is being challenged, and must set forth in reasonable detail the facts and evidence to support the basis cited.
- b. The CEO sends a copy of the ethics appeal to the other party and to the Board of Directors, notifies all parties of the time and place of the ethics appeal by the Board of Directors. The ethics appeal may be held via conference call at the next regular meeting of the Board of Directors or the Directors may call a special meeting with at least 10 days' notice.
- c. The Ethics Appeal Hearing
  - i. During the hearing, the Ethics Committee Chair has an opportunity to explain why the Ethics Committee's decision should be upheld; the party that files the appeal has an opportunity to explain the basis on which the party is requesting that the decision be overturned or amended; and the other party presents to the Directors reasons why the Ethics Committee's decision should be upheld.
  - ii. The Board of Directors shall transmit its written decision within five working days of the appeal hearing to both parties. The decision may uphold the Ethics Committee's decision, modify the decision, or dismiss the matter if they conclude the findings of fact do not support the Ethics Committee's decision about unethical conduct. The decision of the Board of Directors shall be final and subject to appeal.

VIII. **RLI Marks.** A member may be terminated or suspended for inappropriate or unauthorized use of the RLI trademark or Logo, ALC Designation, and/or such logos or trademarks as determined by the Board of Directors, the RLI Visual Standards Manual, and in accordance with the following policies:

- a. Active members may use the RLI Logo to indicate membership in RLI. The consistent use of the RLI Logo will reinforce and elevate an active member's position in the marketplace, distinguish RLI members from non-member competition, and powerfully communicate who RLI members are.
- b. Only active members that have completed the necessary requirements and have therefore been awarded the Accredited Land Consultant (ALC) designation ("ALC Designees") may use the ACCREDITED LAND CONSULTANT word mark or Logo (the "ALC

- Marks”). The consistent use of the ALC Marks will reinforce and elevate the ALC designation’s (“ALC Designation”) position in the marketplace, distinguish ALC Designees from their competition, and powerfully communicate who ALC Designees are.
- c. Non-members may not use the RLI Logo or the ALC Marks to represent themselves.
  - d. The RLI Logo and ALC Marks may not be used to represent an entire company or organization unless all brokers and agents employed at the company are members of RLI or ALC Designees and are using the appropriate RLI Logo or ALC Marks to represent themselves as such.
  - e. Misuse of the RLI Logo or the ALC Marks is against the official bylaws of the organization as well as the Code of Ethics of the National Association of REALTORS® to which the Institute adheres. Members and ALC Designees agree to use the RLI Logo and the ALC Marks in accordance with the organization’s bylaws, this Governance Policy, the Visual Standards Manual, and any other rules as set forth by RLI in its sole discretion. The RLI Logo and/or ALC Marks are registered trademarks.
  - f. Members of the organization who are not ALC Designees may state that they are Members of the REALTORS® Land Institute and may use the RLI Logo to indicate such. They may not use the term Accredited Land Consultant or the ALC Marks to represent themselves until they have passed all the designation requirements including final approval by the Board of Directors. Members must be in good standing with RLI’s policies in order to use the RLI Logo. A member in good standing includes being current in payment of all financial obligations to RLI. In the event a member voluntarily or involuntarily is no longer a member of RLI in good standing, he/she must immediately cease from:
    - i. Using the RLI Logo
    - ii. Using and accessing member services provided by the REALTORS® Land Institute
    - iii. Identifying himself or herself as an RLI member in any public or private manner, including, but not limited to, business cards, letterheads, advertisements, social media sites, client proposals, and internal and external communications.
  - g. ALC Designees must be RLI members in good standing in accordance with RLI’s policies and designation policies to keep the ALC Designation and to use the ALC Marks to represent themselves. A member in good standing includes adhering to the ALC Designation code of conduct and being current in payment of all financial obligations to RLI. In the event an ALC Designee voluntarily or involuntarily is no longer an ALC Designee in good standing of the Institute, he/she must immediately cease from
    - i. Using the ALC Marks
    - ii. Identifying himself/herself as an ALC Designee in any public or private manner such as but not limited to business cards, letterheads, advertisements, social media sites, client proposals, internal and external communications.
  - h. If a person uses the RLI Logo or the ALC Marks inappropriately, RLI may exercise some or all of the following actions:
    - i. Issue a cease and desist letter.

- ii. If the person is a member, turn the violation over to the RLI Ethics Committee for membership suspension or termination.
  - iii. Refer the violation to the Professional Standards and Grievance Committee of the Local and/or State REALTOR® association for possible Code of Ethics violation.
  - iv. Refer the violation to the person's state licensing authority for possible violation of respective state's licensing laws and rules.
  - v. Initiate a legal action in Court of Competent Jurisdiction for possible Trademark infringement and judgment.
- i. All Chapters must use the official Chapter logo provided by National RLI. No other logo may be used. Chapter logos are specifically to be used by the Chapters only. Members of a Chapter must use the RLI Logo and not the Chapter logo to promote themselves.

**IX. Reinstatement.**

- a. **Accredited Members.** For accredited members whose membership lapsed for less than one year, there will be a reinstatement fee, as defined in Section 5.I.a.i.1., in addition to the current year's full yearly dues. For accredited members whose membership lapsed for more than one year, there will be an ALC reinstatement fee, as defined in Section 5.I.a.i.2., in addition to the pro-rated dues for the year in which they reinstate.
  - i. Reinstatement Exam: Accredited members whose membership lapsed for a period greater than five years will be required to pay the ALC reinstatement fee and be required to retake the ALC Exam. Only upon successful passing of the ALC Exam will they be considered an accredited member in good standing.
- b. **Non-accredited Members.** Any non-accredited member who voluntarily withdraws or whose membership lapses for more than 30 days must pay a reinstatement fee, as defined in Section 5.I.b. in addition to the pro-rated yearly dues.

## Section 2. Board of Directors

- I. **Qualifications for the RLI Appointee to the NAR Executive Committee.** Must have at least five combined years of experience serving at the RLI national level, the NAR national Level (committees, PAGs, appointed positions, etc.), and as an officer in a state or local association of REALTORS®. Per the Bylaws, the President-Elect shall recommend the Appointee for the Executive Committee's approval. However, the final determination will be made by the NAR President.
- II. **Board member reimbursement policy for qualified expenses.** Executive Committee members, and any other Board member who is approved to travel on official RLI Business, may be compensated for travel-related expenses as provided in the RLI Travel Policy.
- III. **Participation in Institute Elections.** The Executive Committee is prohibited from showing support or favoritism toward a candidate running for office since the Executive Committee should stay neutral in RLI political matters. Staff also stays neutral. The remaining members of the Board of Directors may campaign for and support whichever candidate meets the qualifications.
- IV. **Inauguration and Installation of Officers:** The inauguration takes place at the NAR Annual Meetings at a time and place to be determined by the Executive Committee. The incoming president shall choose the person to perform the installation of all of the officers.

- V. **Fiscal Year.** The fiscal year shall be a calendar year – January 1 through December 31.

## Section 3. Campaign and Election Procedures

### I. **Nomination Procedure:**

- a. At least 12 weeks prior to the election, notice shall be given to the membership of the time period in which nominations will be accepted for the offices of Vice-President and open At-Large Director positions.
- b. The submission deadline for nominations shall be six weeks from the date notice was given (“Nomination Deadline”).
- c. Nominations may be made either by self-nomination or a member in good standing may submit a nomination of another member.
- d. After the Nomination Deadline, the CEO will review each nomination and determine if the nominee meets the following:
  - i. If an individual was nominated by another member, that the nominated member wishes to run for the position for which they were nominated; and
  - ii. That each nominee meets the required qualifications for the office for which the candidate is nominated.
- e. The CEO shall report the nominees and whether they meet the qualification to run for office to the Board of Directors, and the Board of Directors shall approve the slate of nominees.
- f. In the event no nominations were received for a particular office, the CEO shall report this fact to the Board of Directors, and the Board of Directors may extend the Nomination Deadline for up to an additional two weeks, and send notification of such extension to the membership.
- g. The full slate of nominees shall be reported to the membership at least 30 days in advance of the date set for the election.
- h. Each nominee on the slate may receive, upon written request and submission of required documentation, the name and email address of all members eligible to vote in the election.
- i. The nominees agree to run their campaign with integrity, honor and fairness.

### II. **Election Procedure:**

- a. The annual election shall be held within the first ten working days of September of each year.
- b. An election will be held for each vacant position on the Board of Directors, regardless of whether the election is contested.
- b. The election will be held by electronic secret ballot.
- c. Ballots will be sent to the membership on the first working day of September.
- d. All ballots must be received by no later than 11:59 p.m. Central Time on the tenth working day of September.
- e. For the office of Vice-President, the candidate receiving a majority vote (more than half of the votes cast) shall be declared the winner. In the event that no candidate receives a

majority vote, the two candidates receiving the greatest number of votes shall remain on the ballot and a run-off election shall be held between those two candidates.

- f. For the At-Large Directors, the candidate(s) receiving the highest number of votes shall be declared the winner. In the event of a tie, the two candidates who are tied shall remain on the ballot and a run-off election shall be held between those two candidates.
- g. A member of the Executive Committee shall promptly contact each candidate and inform them of the election results by no later than the end of the next working day immediately following close of the election.
- h. Once all candidates have been informed of the election results, a notice shall be promptly sent to the membership with the election results.
- i. Run-off Election:
  - i. In the event a run-off election is needed for one or more positions on the Board of Directors, a member of the Executive Committee will promptly notify the candidates who shall be included in the run-off election
  - ii. Notice of the run-off election, date upon which the run-off election shall be held, as well as the deadline for submission of the run-off ballots (“Run-Off Deadline”) shall be promptly sent to the membership.
  - iii. All run-off ballots must be received by no later than 11:59 p.m. Central Time on the Run-Off Election Deadline.
  - iv. Once a winner has been declared in the run-off election, a member of the Executive Committee shall contact each candidate in the run-off election by no later than the end of the next working day immediately following the close of the run-off election.
  - v. Once all candidates have been informed, a notice shall be sent to the membership with the run-off election results.

III. **Qualification of Candidates:**

- a. **At-Large Directors:** All candidates for an at-large director position must meet the following requirements:
  - i. Be an RLI member in good standing;
  - ii. Hold membership in NAR as a REALTOR®, REALTOR-Associate, or Institute Affiliate; and
  - iii. Have at least one year of service as an officer, director, or committee member at the RLI national or chapter level.
- b. **Vice-President:** All candidates for vice-president must meet the following requirements:
  - i. Be an Accredited Member of RLI;
  - ii. Be a member in good standing for the past five consecutive years;
  - iii. Have served on an RLI National Committee; and
  - iv. Have attended at least two of the last five National Land Conferences and/or NAR REALTORS® Legislative Meetings and Trade Expo.

## Section 4. Committees and Councils

- I. **Terms for committees:** Unless otherwise noted, all committees and councils have a one-year term of service and committee/council members may not serve more than four consecutive one-year terms.
- II. **Committee Sign-up Process:** Members may request to serve on a committee or council through the annual sign up survey that is sent to membership.
- III. **Committee Selection Process:**
  - a. Before the end of the first full week of October, the Chair and Vice-Chair of each committee, along with the staff liaison, President-Elect, and Vice-President shall review all applicants who requested to serve on the respective committee through the annual committee sign up survey to determine eligibility and complete the committee roster.
  - b. Full committee rosters will be submitted to the Board of Directors for approval at the October Board of Directors meeting.
  - c. Should a member(s) that was appointed to serve as a Chair or Vice-Chair of a committee that has a seat on the Board of Directors be elected to serve as an At-Large Director on the Board of Directors, the President-Elect and/or Vice-President shall replace the elected member by selecting another member(s) to serve as Chair or Vice-Chair of that committee. No Chair or Vice-Chair of a committee that has a seat on the Board of Directors is allowed to also serve as an At-Large Director during the same year.
- IV. **Accredited Land Consultant (ALC) Designation Committee**
  - a. **Purpose:** To create and oversee policy relating to the ALC designation requirements, application process, and approval of candidates. The committee should continually look critically at the designation requirements in order to uphold the strength and value of the ALC designation.
  - b. **Responsibilities:**
    - i. Oversee the ALC Application Process by
      1. Clarifying policy and criteria when discrepancies arise and informing staff liaison of all expectations of ALC applications
      2. Giving unbiased consideration to all ALC applications submitted
      3. Recommending applicants to the Board of Directors for approval, including using professional discretion on applicants who do not meet exact ALC requirements but are a fit for the ALC designation
    - ii. Review ALC Requirements by
      1. Continually comparing ALC requirements with market trends and exploring similar designation programs
      2. Creating or revising ALC requirements as needed. For educational requirements, the ALC Designation Committee will review recommendations from the Education Committee.
      3. Examining professional tier requirements
      4. Managing the Fast Track program and requirements
      5. Reviewing the ALC Exam when concerns arise

- iii. Maintain confidentiality. The ALC Designation Committee has closed committee meetings and discussions must be kept confidential.
  - c. **Composition and Qualifications:** Committee members must be accredited members in good standing and must have attended at least three of the most recent six National Land Conferences or other official RLI National meetings. Additionally, the makeup of the committee shall include:
    - 1. At least one long-term member for every five members of the committee (20%). A long-term committee member is someone who has served on the committee for at least five years.
    - 2. At least one member that has practical experience in the sale of each land type identified in the RLI bylaws (farms and ranches, open tracts of land including recreational, timberland, and other resource lands, transitional and development land, subdivision and wholesale brokerage of lots, and site selection and assemblage of land parcels)
    - 3. At least one member who holds another designation that is approved for the fast track program for every five members of the committee (20%).
  - d. **Terms:** Because experience is highly valued on the ALC Designation Committee, there is no limit to the number of years that a committee member may be reappointed.
  - e. **Confidentiality:** All committee members must maintain strict confidentiality at all times.
- V. **Advisory Council**
  - a. **Purpose:** To advise the Executive Committee when needed.
  - b. **Composition:** All RLI Past Presidents who are current members of RLI in good standing.
- VI. **Budget and Finance Committee**
  - a. **Purpose:** To assist in the preparation and presentation of the annual budget for the Board's approval, assist with any amendments or modifications of the budget, and review and analyze the organization's financial statements on a regular basis.
  - b. **Composition:** A maximum of four members including the Treasurer, who shall serve as the Chair and the Vice-President who shall serve as the Vice-Chair, as per the RLI Bylaws.
  - c. **Terms:** All committee members serve a one-year term, except for the Chair, which per the RLI Bylaws, is the Treasurer and serves a two-year term.
- VII. **Chapter Leadership Council (CLC)**
  - a. **Purpose:** To empower chapter leaders to deliver value, engage professionals, enhance the overall RLI member experience, and work with National RLI to ensure chapter success. To do this, the CLC provides mentorship to chapter leadership, monitors chapter performance, and designs and maintains resources and tools for chapter leaders and assists each chapter in raising awareness of the unique characteristics of their region. The CLC facilitates RLI's chapter development strategic plan and leads comprehensive initiatives such as leadership training for chapter leaders and the Chapter Awards program.
  - b. **Responsibilities:**
    - i. Provide a direct line of communication from chapter leadership to the RLI national leadership team and Board of Directors



- ii. Raise awareness of national initiatives and how chapters can take advantage of such initiatives
- iii. Raise awareness of the objectives of RLI's Strategic Plan and how to implement those when devising their own organizational plans
- iv. Provide a forum for chapter leaders to share best practices
- v. Grow and build the chapter function of the national organization
- vi. Select the recipient of the Outstanding Chapter Award, given on an annual basis
- vii. Help coordinate the Chapter session at the National Land Conference
- viii. Create and/or revise chapter policies as needed

c. **Composition:**

- i. The council shall be made up of a Chair, Vice Chair, and a maximum of nine total council members, with at least one being a Chapter Administrator. The Vice Chair will ascend to Chair after one year.
- ii. To serve on the council, you must be a current chapter leader. In order to be the Chair or Vice Chair you must be a current chapter President, Vice President, or Immediate Past President.

VIII. **Education Committee**

a. **Purpose:** To continually upgrade and enhance RLI's educational programming by overseeing the development of all LANDU programs including existing and new courses, web seminars, and related programs; course content assessments, updates, and delivery; instructor approval and policy, and related education programs.

b. **Responsibilities:**

- i. Provide high-level curriculum for the ALC designation by
  - 1. Assessing current course content and identifying topics for new courses
  - 2. Reviewing market trends to identify and develop new courses
  - 3. Developing post-designation professional development opportunities
  - 4. Monitoring the effectiveness of course delivery options
- ii. Enhance course delivery options by
  - 1. Continuing to seek fresh course delivery and provider options
  - 2. Developing additional educational offerings beyond traditional courses, such as web seminar programs, to maximize learning opportunities
  - 3. Monitoring and evaluating instructor performance
  - 4. Scheduling all National and Chapter courses
- iii. Review and make recommendations for course management by
  - 1. Creating and/or revising policies as needed
  - 2. Recruiting high-level instructors and subject matter experts to develop, update, and teach courses
  - 3. Continuing to develop and manage the instructor development and approval program

c. **Composition:** It is recommended that a majority of the committee members be accredited members and that at least one LandU instructor serve on the committee.

IX. **Ethics Committee**

- a. **Purpose:** To investigate complaints brought against a member for a violation of the RLI Bylaws, the RLI Governance Policy Manual, criminal activities, or any lawful rule or practice duly adopted by RLI or any other conduct contrary to the best interests of RLI, as detailed in Section 1. VII. above.
  - b. **Composition:** The Ethics Committee shall be chaired by the Immediate Past President and composed of four additional Past RLI Presidents who are current RLI members in good standing. The President-Elect shall appoint, subject to confirmation by the Board of Directors, all members of the Ethics Committee to serve on the committee for the year in which the President-Elect may serve as President.
  - c. **Confidentiality:** All committee members must maintain strict confidentiality at all times. All complaints, evidence, and deliberations are confidential and all parties associated with each complaint will be required to sign a separate confidentiality agreement.
- X. **Executive Evaluation Committee**
- a. **Purpose:** Per the Bylaws, to establish the performance goals for the Chief Executive Officer and evaluate the Chief Executive Officer's ongoing performance.
  - b. **Composition:** Per the Bylaws, Immediate Past President, President, and President-Elect
- XI. **Future Leaders Committee**
- a. **Purpose:** To continually build the organization and its future leadership.
  - b. **Responsibilities**
    - i. Develop added value programs for the organization by:
      - 1. Considering relevant programs from other organizations as models and as opportunities for collaboration
      - 2. Exploring and suggesting tools, professional development, networking, membership development, community engagement, and business building programs for future leaders.
    - ii. Provide resource development through technology options by:
      - 1. Seeking resources and providers of technology through reviewing and testing
      - 2. Assisting to roll out approved technology
      - 3. Monitoring the effectiveness of technology programs
- XII. **Governmental Affairs Committee**
- a. **Purpose:** To determine the impact of governmental actions on issues pertaining to land and to act as a conduit between NAR and RLI membership on land governmental affairs issues.
  - b. **Responsibilities:**
    - i. Assess land governmental affairs issues by
      - 1. Collaborating with the RLI Staff Liaison and the NAR Legislative Liaison
      - 2. Examining federal proposals, regulations, and laws and their impact on land
    - ii. Facilitate exchange of information on land governmental affairs issues between NAR and RLI membership by

1. Representing RLI on specific NAR committees and communicating applicable committee information with RLI membership
  2. When applicable, developing responses to land legislative issues following RLI and NAR policy.
  3. Educating RLI members on land governmental affairs issues
- c. **Terms:** To be consistent with NAR committee policy, Governmental Affairs committee members may not serve more than five consecutive one-year terms. All members serving as RLI designees on NAR Committees are automatically members of the RLI Governmental Affairs Committee.

XIII. **Taskforces, Work Groups, and any other Ad Hoc Appointments**

- a. **Purpose:** To perform such functions as may be assigned to them by the President, usually including researching, analyzing, reviewing, and recommending solutions on a specific issue.
- b. **Rules and Terms:**
  - i. Authorized by President; Board must be notified at the next Board meeting
  - ii. May not spend more than \$200 without prior Board approval
  - iii. Term ends by the deadline given by the President or the end of the President's term, whichever is sooner.

## Section 5. Dues and Assessments

- I. **Annual Dues and Fees.** Per the Bylaws, any change in annual fees or dues, or the imposition of a special assessment requires a supermajority (two-thirds) vote of the Board of Directors.
  - a. Accredited Members – annual dues of \$445
    - i. Lapsed Accredited Members:
      1. If lapsed for less than one year, must pay current year's full dues plus a \$75 reinstatement fee
      2. If lapsed for more than one year, must pay an ALC reinstatement fee of \$425 plus pro-rated dues for the year in which they reinstate.
    - ii. Lifetime Members (grandfathered in – no new Lifetime Members are being approved) – annual dues of \$50
    - iii. Past Presidents who held office through 2011 do not pay dues
  - b. Institute Members – annual dues of \$445, application fee of \$75, reinstatement fee of \$75
  - c. Non-producing Members – annual dues of \$75
  - d. International Members – annual dues of \$195, application fee of \$75, reinstatement fee of \$75
  - e. Associate Members – annual dues of \$195, application fee of \$75
    - i. Student Members – annual dues of \$75, no application fee
  - f. Emeritus Members – do not pay dues
- II. **Dues Payment**
  - a. The membership year runs on a calendar year from January 1 through December 31.

- b. Annual dues are billed no later than 30 days before the date of expiration, December 31 of each year.
  - i. New members will be charged prorated dues for their first year of membership as set forth in the schedules in Section 5.II.b.iii. below.
  - ii. Nonpayment:
    - 1. If payment has not been received by close of business on December 31, the member is moved into a 30-day grace period.
    - 2. If the member has not paid by close of business January 31, the member is dropped from the rolls, forfeits all rights and privileges of membership, and should pay the reinstatement fee to reinstate their membership.
  - iii. Prorated Dues Schedule for members
    - 1. New Institute Member and applicable reinstating Member Dues Schedule

January - \$445	May - \$297	September - \$593.34
February - \$408	June - \$259.50	October - \$556.25
March - \$371	July - \$222.50	November - \$519
April - \$333.75	August - \$186	December - \$482

2. New International and New Associate Member Dues Schedule

January - \$195	May - \$130	September - \$260
February - \$178.75	June - \$113.75	October - \$243.75
March - \$162.50	July - \$97.50	November - \$227.50
April - \$146.25	August - \$81.25	December - \$211.25

3. New Student Dues Schedule

January - \$75	May - \$50	September - \$100
February - \$68.75	June - \$43.75	October - \$93.75
March - \$62.50	July - \$37.50	November - \$87.50
April - \$56.25	August - \$31.25	December - \$81.25

## Section 6. Chapters

TBD

## Section 7. Designation Application and Requirements

- I. **Application Fee:** all applicants must submit a non-refundable application fee of \$350
  - a. If applicants choose to submit their application as a printed, hard copy, an additional \$50 will be added to the application fee

- II. Membership in the National Association of REALTORS®, either as a REALTOR®, REALTOR®-Associate, or Institute Affiliates is required to hold the ALC designation.
- III. Applicants must show proof of having an active real estate license or other professional license as appropriate for their qualifying category.
- IV. **Education:** Applicants must complete a total of six courses (approximately 104 LANDU contact hours), which are divided into three categories.

<b>Core</b>	<b>Specialty</b>	<b>Electives</b>
Required	Pick at least 2	Pick 1 or Pick 1 from Specialty
Land 101: Fundamentals of Land Brokerage Land Investment Analysis (24 hours) Transitional Land Real Estate	Real Estate Land Development Real Estate Site Selection Agricultural Land Brokerage & Marketing Recreational Land Real Estate	Real Estate Mapping Technologies & Techniques Tax Deferred 1031 Exchanges Timberland Real Estate Any other LANDU-Approved Designation Course

- a. **Core:** All Core courses are required courses (56 hours total):
  - i. Land 101: Fundamentals of Land Brokerage (16 hours)
  - ii. Land Investment Analysis (24 hours)
  - iii. Transitional Land Real Estate (16 hours)
- b. **Specialty Courses:** Students must take at least two of the courses in the “Specialty” category to satisfy the ALC education requirements.
  - i. Real Estate Land Development (16 hours)
  - ii. Real Estate Site Selection (16 hours)
  - iii. Agricultural Land Brokerage & Marketing (16 hours)
  - iv. Recreational Land Real Estate (16 hours)
- c. **Electives:** Students may take one course from the “Electives” category or an additional course from the “Specialty” category to satisfy the elective criteria.
  - i. Real Estate Mapping Technologies & Techniques (16 hours)
  - ii. Timberland Real Estate (16 hours)
  - iii. Tax Deferred 1031 Exchanges (16 hours)
  - iv. Any other LANDU-Approved Designation Course
- d. **Approval for course equivalency:** Individuals who have successfully completed land-related courses provided by educational institutions or other professional organizations may apply for in-kind, or “equivalency” credit. Approval of course equivalency is determined by the ALC Designation Committee.
  - i. Each request for equivalency credit is reviewed on an individual basis.
  - ii. Course outline(s)/syllabus, proof of completion, and related documents must be submitted for consideration.
  - iii. Each equivalency submission requires a \$25 review fee. If approved, there is an additional \$100 processing fee.
  - iv. Candidates may request no more than two course equivalencies.
  - v. Course equivalencies are not accepted in lieu of required courses.

- V. **Exam:** All ALC Applicants must successfully complete a comprehensive online exam that covers the core components of the LANDU curriculum, All candidates have two opportunities within a six month period to pass the exam with at least a 70% accuracy score. The exam fee is \$100 and covers both attempts. If, after the second attempt, the candidate does not successfully pass the exam he/she will be able to retake the exam after successfully completing the Review Course for the ALC Accreditation Exam.
- VI. **Professional Resume and License:** Applicants must submit a professional resume that demonstrates a minimum of two years of experience in land sales or brokerage or a minimum of three years of comparable real estate experience in auction, appraisal, leasing, development, farm management, consulting, brokerage management, or related services in land. If the applicant's profession requires a professional license to practice (like real estate), applicants must provide proof of having a current professional license.
- VII. **Recommendations:** Applicants must submit at least two letters of recommendation, one from an Accredited Land Consultant and one from a local or state board confirming that the applicant is a member in good standing. If the applicant is an Institute Affiliate member, in lieu of a letter from a state or local board, he/she may submit a letter from an appropriate accrediting body or commission confirming that the applicant is a member in good standing of the accrediting organization. This includes letters or official documents from state real estate commissions, local chamber of commerce, or notable business organization or association. Letters will be evaluated on a case by case basis.
- VIII. **ALC Code of Conduct:** All applicants are required to sign and adhere to the ALC Code of Conduct. A code of conduct is a set of principles that guide decision making and behavior. The purpose of the code for ALCs is to provide guidelines for making ethical choices in the conduct of their work. Professional integrity is the cornerstone of credibility reflecting high principles and standards of practice. RLI is proud of ALCs who bring the highest level of integrity to the business of land. In addition to incorporating established legal duties that ALCs owe to their clients and customers, the Code of Conduct also includes principles of integrity beyond those legal obligations. Fidelity to these principles distinguish ALCs from other providers of real estate services.
- IX. **Volume Requirements:** Applicants must submit a portfolio that substantiates specific levels of volume achieved in land sales or in providing real estate services related to land.
- a. The value of the land must account for at least 51% of the total sale of the transaction in order for the transaction to be eligible.
  - b. Transactions must have been completed no more than five years prior to the submission of the ALC portfolio, unless otherwise noted in specific specialty categories below.
  - c. For volume calculations in the Sales, Auctioneer, and Broker Management categories, the buyer side is equal to the full sales volume, the seller side is equal to the full sales volume, and if both sides of the transaction are handled by one agent, double the volume of the transaction for the purpose of fulfilling the volume requirements. For example, if John Doe is the listing agent on a \$1 million-dollar sale, count \$1 million; for the buyer side, count \$1 million for the seller side; and if both sides of the transaction are handled by one agent, count \$2 million for the purpose of fulfilling the transaction requirement.
  - d. Supporting documentation includes, but is not limited to:

- i. A redacted HUD-1 closing statement with buyer's/seller's proprietary information removed
- ii. Proof of commission payment or verification of commission
- iii. MLS closing statement
- iv. Copy of executed signed contract or lease with all proprietary information redacted
- v. Recorded and signed deeds

X. **Specific Requirements for Qualifying Categories**

- a. **Sales, Brokerage, Development, Consulting, Investor/Developer:** The portfolio must substantiate that the applicant's participation and material involvement as a broker, agent, consultant, Investor/Developer or employee directly resulted in at least five closed land transactions totaling \$10,000,000, or 25 separate land transactions of which no more than 20 percent involve residential parcel sales.
- b. **Auctioneers:** The portfolio must substantiate that the auctioneer applicant's participation and portion of commission directly resulted in at least five closed land auctions totaling \$10,000,000, or a minimum of 25 separate auction events of which no more than 20 percent involve residential parcel sales.
- c. **Appraisers:** Appraiser applicants must be a licensed state certified general appraiser and submit an appraisal experience log listing all land appraisals performed the previous three years, containing the appraisal date, client identification, and total appraised value of the property. The portfolio must substantiate the applicant's completion of no less than 30 agricultural and/or commercial land appraisals, for the three years prior to submitting the application, that fully meet all USPAP requirements, with cumulative appraised values exceeding \$10,000,000. In addition, the portfolio must include two examples of a complex land appraisal (with signed permission of the client) containing all three approaches to value.
- d. **Broker Management:** Brokerage manager applicants must submit a portfolio that substantiates management responsibility in a firm that has completed at least \$30 million in sales volume over a two-year timetable. In addition, the portfolio must show how the applicant has a minimum of five years of management experience over other agents and give a description of the applicant's management duties and responsibilities.
- e. **Farm or Forestry Managers:** Farm or forestry managers must submit a portfolio that substantiates proof of a minimum of 30 management agreements, timber sales agreements, active leases, or combination thereof, during a five-year period.
- f. **Non-Transactional Land Professionals:** This category consists of those high-level full-time commercial professionals whose primary function is a substantial contribution to commercial real estate but does not include brokering actual transactions (Bankers, Attorneys, Corporate Executives, Asset Managers, etc.). Five (5) or more consecutive years in the same role is required. Applicants for the Non-Transactional Land Professionals category must submit a portfolio that shows at least five consecutive years in the same role, a detailed explanation of the applicant's duties and responsibilities in their role, and proof of the applicant's participation and material involvement in at least five closed land transactions totaling at least \$25 million.

- g. **American Association of Professional Landmen (CPL) and International Right of Way Association (SR/WA) designees:** Must be a current Certified Professional Landman (AAPL) or a Senior Right of Way Professional (SR/WA) with a minimum of three years of experience. The portfolio must substantiate the applicant's participation in no less than 25 closed land consulting cases.

XI. **ALC Fast Track Program**

- a. A "Fast Track" to the ALC designation is available to those real estate professionals who have already achieved specific levels of education on land and/or real estate. Fast Track applicants must provide proof of holding one of the approved designations or degrees prior to being approved for the Fast Track program:
  - i. CCIM (Certified Commercial Investment Member)
  - ii. SIOR (Industrial & Office Realtor)
  - iii. CRE (Counselor of Real Estate)
  - iv. AFM (Accredited Farm Manager of ASFMRA)
  - v. ARA (Accredited Rural Appraiser of ASFMRA)
  - vi. RPRA (Real Property Review Appraiser of ASFMRA)
  - vii. AAC (Accredited Agricultural Consultant of ASFMRA)
  - viii. MAI (Member, Appraisal Institute)
  - ix. CAI (Certified Auctioneer Institute)
  - x. CPL (Certified Professional Landman of AAPL)
  - xi. SR/WA (Senior Right of Way Professional of IWRA)
  - xii. AICP (American Institute of Certified Planners)
  - xiii. Those who hold either a bachelor's or master's degree, with a minimum overall GPA of 3.0, with a major in real estate, development, forestry, or a program related to a land business specialization, may also apply for consideration for Fast Track to the ALC Designation Committee. Fast Track will only be granted to the applicant upon approval by the ALC Designation Committee.
- b. Education Requirements:
  - i. If approved for the Fast Track Program, the applicant will only be required to take the three required Core courses, except for CCIM fast-track applicants who, because of their extensive coursework in investment analysis, are not required to take Land Investment Analysis. Instead, CCIM fast-track applicants may choose any course from the Specialty track to replace Land Investment Analysis.
  - ii. Course equivalencies are not accepted for Fast Track candidates.
- c. All Fast Track candidates must submit a formal application for the ALC Designation and fulfill all other ALC requirements.

- XII. **Lapsed Designation:** If an ALC designated member allows their membership to lapse for a period greater than five years, they will be required to retake and pass the ALC exam in addition to paying the ALC reinstatement fee, as defined in Section 5.1.a.i.2.



## Section 8. CEO Hiring Policy

- I. **Purpose:** The following procedures shall serve as the guidelines for the Executive Committee and Board of Directors in the process of hiring the Executive (CEO) position for RLI. Should there be a qualified individual within the organization, there will still be an open search and interview process based on the policy and procedures outlined. The hiring of the new CEO should be a competitive process to ensure the most qualified person is hired to lead RLI.
- II. **Process:**
  - a. Upon termination or voluntary resignation of the CEO, the President automatically assumes the role of the “acting CEO” until the Executive Committee hires a new staff leader or an Interim CEO has been chosen. The President should review RLI’s Operational Checklist in Section 10 to ensure that business can continue as usual throughout the search process.
  - b. The Executive Committee shall prepare for the CEO search by:
    - i. Reviewing NAR’s Succession Planning Checklist and additional resources on NAR’s website.
    - ii. Determining if there is a need for an Interim CEO, as outlined in Section 9.
    - iii. Contacting NAR’s Human Resource Director, NAR Legal Counsel, and NAR Commercial Director.
    - iv. Reviewing and/or revising the CEO job description when beginning the process.
    - v. Establishing the wording of the job posting
    - vi. Establishing the salary and benefit range to be offered
    - vii. Establishing a timeline of no more than 6 months for the process
    - viii. Determining if an outside executive search firm is necessary or feasible
    - ix. Establishing the budget for the search and interview process. Budget should include:
      1. Travel costs for CEO applicants and RLI interviewers
      2. Costs of listing and promoting the position
      3. Legal fees to draft and review the employment contract
      4. Cost of outside search firm (if applicable)
    - x. Selecting an odd number of no more than seven members to serve as the CEO Search Committee.
  - c. The President shall keep staff informed of the job posting and general timeline. Staff is not to be involved or have specific knowledge of the hiring process, but are not precluded from applying for the job through the normal procedure.
  - d. Search Committee
    - i. Composition:
      1. Chair: shall be the President-Elect or Vice-President of the Executive Committee, but shall not be the President.
      2. Members: shall be composed of members highly involved in RLI. For example, Past Presidents, Board members, or committee chairs. It is

recommended that someone on the committee have actual experience in hiring executive or organizational staff.

- ii. Responsibilities:
  - 1. Decide where and when to post the job position.
  - 2. Maintain confidentiality by not sharing information with the Executive Committee or Board of Directors until the time for the final interviews. Members of the Search Committee shall sign a confidential non-disclosure agreement. The Chair of the Search Committee shall contact the President only if there is a need for assistance or directions necessary to the function of the Search Committee process.
  - 3. Interview and select no more than two of the most qualified candidates to send forward for final interviews with the Executive Committee. At the point of forwarding the selected candidates(s), the Search Committee has completed their task.
- iii. The President shall stay neutral and sterile throughout the search committee process, with no influence or hindrance to the process involved.
- e. Final Interviews, Selection, Negotiation, and Announcement
  - i. Final interviews shall be conducted by the Executive Committee. (the search committee has already selected their choice and should not have influence on the Executive Committee to hire who they selected).
  - ii. The Executive Committee should vote to determine the person they would like to offer the CEO position to. Or, they may determine not to take the choice of the Search Committee and elect to start the process over.
  - iii. The President should facilitate the actual hiring and negotiation of the contract, salary, and benefit package of the selected candidate. The Executive Committee shall act as advisors to the President during the contract negotiation and approve the final CEO employment contract.
  - iv. Upon the hire of the new CEO, send notification to the Board of Directors. The Board of Directors will ratify the employment contract and salary/benefit package at the next board meeting or a specially called board meeting.
  - v. Message the membership at large of the selection and hiring of the new CEO.

## Section 9. Interim CEO Search Process

- I. **Purpose:** The following procedures shall serve as the guidelines for the President and Executive Committee to select an Interim CEO in the event the CEO is unable to perform their responsibilities for a period of time or in the event of a vacancy in the CEO position.
- II. **Process:**
  - a. The President shall prepare for the Interim CEO search by:

- i. Reviewing NAR’s Succession Planning Checklist and additional resources on NAR’s website.
- ii. Contacting NAR’s Human Resource Director and NAR Legal Counsel for guidance and input.
- iii. Working with Executive Committee to determine the list of qualifications desired in the interim manager.
  - 1. Determine if there is an existing staff person who could serve as the Interim CEO or if an outside person should be brought in.
- iv. Work with the Executive Committee to determine the most efficient time frame and process for the selection and appointment of the Interim CEO.
- v. Consider the budgetary impact of hiring an Interim CEO.
- b. Once the Interim CEO has been identified, The President should facilitate the actual hiring and negotiation of the contract, salary, and benefit package of the selected candidate. The Executive Committee shall act as advisors to the President during the contract negotiation and approve the final Interim CEO temporary employment contract.
- c. Upon the hire of the Interim CEO, send notification to the Board of Directors. The Board of Directors will ratify the temporary employment contract and salary/benefit package at the next board meeting or a specially called board meeting.

## Section 10. Operational Checklist

- I. **Purpose:** This document is to be used whenever there is an unexpected vacancy in the CEO position to ensure the President is prepared to take on the role of “acting CEO” until a new staff leader or Interim CEO has been chosen. It is designed to ensure that business can continue as usual throughout the search process.
- II. **Process:** The President shall:
  - a. Check with staff to ensure that everyone on staff has keys and is able to access the office.
  - b. Check with staff to determine which staff person is responsible for answering the phone and answering members’ questions. (Generally, the Chapter and Membership Specialist answers the phone, and everyone else on staff acts as a backup).
  - c. Contact the NAR Human Resources Director and Chief Financial Officer.
    - i. The President should approve all time sheets for payroll while acting as CEO.
    - ii. The President should receive the payroll register and forward a copy of the payroll register to the bookkeeper. The original payroll register should be kept for the new CEO.
  - d. Work the Operations Manager to ensure all proper authorities are notified of the staff change. (bank, investment account, bookkeeper, CPA, etc.)
  - e. Work with the Operations Manager to ensure bills are paid, etc.
    - i. The Operations Manager will process all accounts payable.
    - ii. The President must approve all payments.

- iii. The Operations Manager will prepare the payment. The Operations Manager will also sign all checks until a new CEO or Interim CEO is identified.

## Glossary

**Ex-officio:** by virtue, or because of, an office; for example: The Vice-President of the United States serves ex-officio as president of the Senate. Sometimes, ex-officio is incorrectly used to mean that a member of a board is a non-voting member. That is only true if the bylaws limit the ex-officio person's participatory rights. Otherwise, they have the same rights as everyone else on the Board.

**Quorum:** the minimal number of officers and members of a committee or organization, usually a majority, who must be present for valid transaction of business. For RLI, a majority is more than half.

**Supermajority:** a requirement for a proposal to gain a specified level of support which is greater than the threshold of one half used for majority. For RLI, a two-thirds vote is required for a supermajority.