

Research Guide to Association Management

Association Executives touch every part of an organization, including marketing, leadership, finance, human resources, and governance. Whether you are a newcomer, an experienced AE, or are just learning about the position, this guide provides a wealth of resources from many association organizations and advocacy groups. Here you'll find technology surveys, compensation data, books, listservs, best practices, career information, and much more to help you manage your association.

Start with this guide for all your association management courses. Here we've provided a comprehensive list of authoritative resources for every aspect of association management to be referenced throughout your courses.

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Association Executive Compensation

Exhibit 3.1 Chief Staff Executive FY2017 Budgeted Annual Base Salary (Excludes Bonus and Incentive)	
Range	\$500–\$317,000
25 th Percentile	\$43,000
75 th Percentile	\$99,140
Average	\$77,502
MEDIAN	\$69,000
Total Respondents	241

Exhibit 3.1 shows the range of 2017 budgeted annual salary amounts, the median and average amounts from the 241 respondents who answered this question in the 2017 survey. In the 2014 survey, the median budgeted salary for all respondents was \$56,170 and the average was \$67,268. (Source: *2017 & 2014 Local Association Compensation Profile Survey*, National Association of REALTORS®).

Data & Statistics

- [Association Compensation & Benefits Study](#), American Society of Association Executives
- [2017 Local Association Compensation Profile Survey](#), National Association of REALTORS®
- [Operating Ratio Report](#), American Society of Association Executives

Research Reports

- [2018 REALTOR® Technology Survey](#), National Association of REALTORS®
- [2018 Real Estate in a Digital Age](#), National Association of REALTORS®
- [2010 MLS Technology Survey](#), National Association of REALTORS®

Tools for AEs

- [Resources for New AEs](#), National Association of REALTORS®
- [Checklist for New AEs](#), National Association of REALTORS®
- [NAR Acronyms](#), National Association of REALTORS®
- [NAR Governing Documents](#), National Association of REALTORS®
- [The Answer Book](#), National Association of REALTORS®

eBooks on Association Management

Below are a few popular eBooks in our library on this topic. To search for more eBooks on this topic, visit our [eBooks website](#).

- American Society of Association Executives. (2013). [7 measures of success: What remarkable associations do that others don't](#).
- Carlson, M. & Donohoe, M. (2010). [The executive director's guide to thriving as a nonprofit leader](#).
- Sand, M.A. (2010). [How to manage an effective nonprofit organization](#).
- Perry, J.L. (Ed.). (2009). [The Jossey-Bass Reader on nonprofit and public leadership](#).
- Dropkin, M., Halpin, J., & La Touche, B. (2008). [The budget-building book for nonprofits](#).
- Linzer, R.S. & Linzer, A.O. (2008). [Cash flow strategies](#).
- Niven, P. R. (2008). [Balanced scorecard](#).
- Pynes, J.E. (2008). [Human resources management for public and nonprofit organizations](#).
- Silverman, M. G. (2008). [Compliance management for public, private, or nonprofit organizations](#).
- Boardsource. (2007). [The nonprofit board answer book](#).
- London, Manuel & London, Marilyn. (2007). [First-time leaders of small groups](#).
- Phillips, P.H. & Snow, R.M. (2007). [Making critical decisions](#).
- Zietlow, J. Hankin, J., & Seidner, A.G. (2007). [Financial management for nonprofit organizations](#).
- Zietlow, J. & Seidner, A.G. (2007). [Cash & investment management for nonprofit organizations](#).
- Nadler, D.A., Behan, B., Nadler, M., Lorsch, J.W. (Eds.). (2006). [Building better boards](#).

Databases

Use the resources below for more information on association management.

- [State and Local Leadership Directory](#), National Association of REALTORS®
Find a list of state or local associations, board staff and officers, and member counts by board.
- [EBSCOhost \(password required\)](#)
A collection of thousands of scholarly and industry journals, newspapers, and magazines, as well as in-depth company information. Subscription includes Business Source Corporate Plus, Econlit, and Business Book Summaries.
- [REALTOR® Association Resource Exchange \(RARE\)](#), National Association of REALTORS®
Recommended speakers and instructors, sample job descriptions, strategic plans, mission statements, policies, brochures, shared services, special initiatives, videos, and much more—all contributed by REALTOR® associations.

Articles, News, & Trends

- [AE INS Report](#), National Association of REALTORS®
E-mailed every Wednesday to association executives, association staff, and regional MLS executives. Contains the latest news, updates, and reports critical to REALTOR associations.
- [AE Talk Listserv](#)

Library

Designed to encourage association executives to share their expertise and knowledge with other AEs across the country. Think of AETalk as an online conference or town meeting -- a place of community. It is your opportunity to network and learn from others while improving your skills using e-mail -- the communication vehicle of the 21st Century.

- [Ed Talk Listserv](#)

Once an Education Director joins EdTalk, he or she can begin to e-mail messages to EdTalk that are then immediately sent to everyone else on the list. Some messages will generate a "thread" of discussion on the same theme. Other messages will start discussions on different topics.

- [President's Talk Listserv](#)

Once a President joins PresidentsTalk, he or she can begin to e-mail messages to PresidentsTalk that are then immediately sent to everyone else on the list. Some messages will generate a "thread" of discussion on the same theme. Other messages will start discussions on different topics.

Journals

- [REALTOR® Association Executive Magazine](#), National Association of REALTORS®
- [Associations Now](#), American Society of Association Executives
- [Nonprofit World](#), Society for Nonprofit Organizations, 1983-Present ([EBSCOhost password required](#))
- Many state and local REALTOR® Associations publish digital or print magazines. Some popular publications include:
 - [California Real Estate](#)
 - [Florida REALTOR®](#)
 - [Illinois REALTOR®](#)
 - For a list of all state and local REALTOR® associations, [click here](#)

Government Agencies

- [Life Cycle of a Business League \(Trade Association\)](#), Internal Revenue Service
- [Tax Information for Other Non-Profits](#), Internal Revenue Service

Associations, Institutes, Councils, & Societies

- [A-Z Index of Trade Associations](#) (AssociationExecs.com)
- [American Society of Association Executives \(ASAE\)](#)
- [National Association of REALTORS® \(NAR\)](#)
- [Society for Nonprofits](#)

Ethics & Standards

- [Code of Ethics and Arbitration Manual](#), National Association of REALTORS®
- [Handbook on Multiple Listing Policy](#), National Association of REALTORS®
- [MLS Commercial Handbook](#), National Association of REALTORS®
- [Model Bylaws for Local Boards](#), National Association of REALTORS®

- [Model Bylaws for State Associations](#), National Association of REALTORS®
- [Model MLS Governing Documents](#), National Association of REALTORS®

Best Practices

- [AE Competencies and Body of Knowledge: A Guide for the Successful REALTOR® Association Executive](#), National Association of REALTORS®
- [Forming a Commercial Overlay Board or Structure](#), National Association of REALTORS®
- [Nonprofit Strategic Planning: Leveraging Sarbanes-Oxley Best Practices](#), John Wiley & Sons, Ltd., National Association of REALTORS® eBooks Collection
- [REALTOR® Association Models Planning Tool](#), National Association of REALTORS®

Career Information

- [AE Jobs](#), National Association of REALTORS®
- [CareerHQ](#), American Society of Association Executives
- [Certified Association Executive \(CAE\) Program](#), American Society of Association Executives
- [Concentration in Association Management](#), Master of Real Estate, REALTOR® University
- [RCE Designation](#), National Association of REALTORS®