Communicating the REALTOR® Difference

Member Value Proposition
Photofy
Social Media Ambassador Program
The REALTOR® Difference

Member Value Proposition

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**Phase 1: Member Discovery Discussions**

Surfaced many are not actively discussing REALTOR® difference and identified key areas of REALTOR® distinction.

**Phase 2: Consumer Research**

Gain consumer feedback on importance and prioritization: Ethics is most ‘unique’ aspect, but Expertise is #1 factor in determining whom to work with.

**Phase 3: Value Proposition Development**

A unified, succinct, consumer-centric message that will serve as the foundation. (NOT a slogan, a tagline, a mission nor a list of features or benefits)

**Phase 4: Asset Creation & Communications**

Development of resources, materials and supporting assets, then developing awareness and encouraging usage.
Ethics, Expertise and Education – the REALTOR® difference at work for you.
Ethics, Expertise and Education – the REALTOR® difference at work for you.

Ethics is the #1 most differentiating aspect of the REALTOR® difference

Expertise is the most important factor when deciding who to work with

Research shows Knowledge is #2 aspect of the REALTOR® difference

Frames the value in the consumer perspective
VALUE PROPOSITION

ADAPTABLE TO CONTEXT

Ethics, Expertise and Education at work for you.

REALTORS® are members of the National Association of REALTORS® who are bound by a Code of Ethics while helping you navigate one of the most complicated and important transactions you’ll make in your lifetime.

I am a REALTOR®, a real estate professional who has taken the extra step to belong to the National Association of REALTORS®. Through membership, I abide by a Code of Ethics and have gained expertise to help you navigate one of the most complicated and important transactions you’ll make in your lifetime.

Ethics, Expertise and Education – the REALTOR® difference at work for you.
TheDifference.realtor
Member Value Proposition Website
As a REALTOR® you know the value you bring to your clients and communities every day. The difference is real when working with a REALTOR® versus a non-member agent, and it’s important for consumers to understand that distinction.

While NAR's ad campaign tells your story through paid advertising, consumers should also learn it from you, and in a consistent way. That’s why we have developed language to help you and every member of the National Association of REALTORS® succinctly and consistently articulate the REALTOR® Difference.

Please leverage this language and the assets below, with your current and future clients - share it on social, on your website, in your blogs, and at the bottom of emails. We know through research that it effectively differentiates REALTORS® and resonates with consumers. Distinguish yourself by sharing the value of the REALTOR® brand which unites us.

As a reminder, NAR's Consumer Ad Campaign also provides you resources, messaging, and assets from its award-winning “That’s Who We R” campaign.
The REALTOR® Difference

Helping you communicate your value as a REALTOR®.

As a REALTOR®, you know the value you bring to your clients and communities every day. The difference is real when working with a REALTOR® versus a non-member agent, and it’s important for consumers to understand that distinction.

While NAR’s ad campaign tells your story through paid advertising, consumers should also learn it from you, and in a consistent way. That’s why we have developed language to help you and every member of the National Association of REALTORS® succinctly and consistently articulate the REALTOR® difference.

Please leverage this language and the assets below, with your current and future clients – share it on social, on your website, in your bios, and at the bottom of emails. We know through research that it effectively differentiates REALTORS® and resonates with consumers. Distinguish yourself by sharing the value of the REALTOR® brand which unites us.

As a reminder, NAR’s Consumer Ad Campaign also provides you resources, messaging, and assets from its award-winning “That’s Who We R” campaign.
Member Value Proposition

Members can easily copy and paste the provided member value proposition on digital and made-for-print materials.

Three different lengths are provided for members to choose from.
Assets for Download

Members are offered email signature banners, static and animated social media assets, social covers and conversation starters (digital or print) with direct instructions on how to use and leverage them. Or, at the top of the page, they can download all assets into one, zipped file.

Downloadable versions of this PDF are available for members to personalize with their info or use as-is to distribute to their network.

Example Asset: Conversation Starter
NAR Domain Crosslinks

Links to different web pages provide members access to:
- REALTOR® membership trademark
- REALTOR®-logo merchandise
- REALTOR® Advantage product
- NAR's Mission and Vision

Additionally, a crosslink to the That's Who We R webpage for the Consumer Ad Campaign, a resource for them, and provides advertising and social assets and more to differentiate who REALTORS® are and the value they bring.
MEMBER VALUE PROPOSITION

Marketing Plan

CAMPAIGN GOAL

To encourage awareness – and for members to share and leverage the language and creative assets from TheDifference.realtor to succinctly articulate to consumers the REALTORS® difference

TARGET AUDIENCES

• NAR Leadership
• Members
• State & Local Association Staff & Presidents/LT
• Brokers

KPI’S

• Unique Visitors
• Page Views
• Asset Downloads
• Clicks on Newsletter Posts
• Opens & Clicks on Member Email
• Engagement with Social Posts (Likes, Comments, Shares)
Access the resources at:

TheDifference.realtor
NAR + PHOTOFY APP

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NAR + PHOTOFY APP

- NAR members can easily personalize and share the “That’s Who We R” campaign assets (graphics and videos) on social media.
- Free to all NAR members.
  - Sign up at Photofy.com/nar
- 56,000+ Users (as of Aug 31, 2022)
EXPANDING

- State & Local Associations
  - AZ, FL, NJ, NY, OH, PA, SD Realtors®
  - Broward, Palm Beaches, and St. Lucie Realtors®
  - Chicago Association of Realtors®
  - Mainstreet Organization of Realtors®
  - North Shore Barrington Association of Realtors®
  - Coming Soon: FL, Miami, TX

- Affiliates / Designations & Certifications
  - ABR®, C2EX, CIPS, C-RETS, CRB, CRS, GREEN, RENE, SRES®, SRS

- Language Translations
  - Spanish, Portuguese, French, Romanian, Japanese

- Holidays and Commemorations

- Event-Specific Assets
MAIN SCREEN
PHOTO TEMPLATES

1. SELECT

2. PERSONALIZE

LEADING WITH EXPERTISE. FOLLOWING A CODE OF ETHICS.
THE DIFFERENCE BETWEEN AN AGENT AND A REALTOR® IS REAL.

Roland Varesko
NAR
Washington, DC
202-383-7510

REALTORS® are members of the National Association of REALTORS®

3. SHARE

NATIONAL ASSOCIATION OF REALTORS®
QUICK SHARE

1. SELECT

2. SHARE

As a REALTOR®, I have the expertise and the tools to go deeper on the neighborhoods you're interested in. #ThatMakesARealtor

Post to Facebook

Twitter
SCHEDULER

1. SCHEDULE

Set reminders to post content on any social media channel. Simply choose your content, add caption, set a date and time, then wait for a notification.

Schedule a post

2. SET DATE/TIME

May 02, 2022 at 5:00 PM

3. SELECT CHANNELS

Select which social channel you would like to set a reminder for. Tap more than one channel to set multiple reminders.
APP DEMONSTRATION
SIGN UP:
Photofy.com/nar
SOCIAL MEDIA AMBASSADORS PROGRAM

SPENCER HIGH
MEDIA COMMUNICATIONS MANAGER

shigh@nar.realtor
OVERVIEW

- Hootsuite Amplify
- Easily Share Pre-Approved Content
- Boost the NAR Brand
SOCIAL MEDIA NETWORKS ON AMPLIFY

Facebook

Twitter

Instagram

LinkedIn
April is #FairHousingMonth. Join [ASSOCIATION NAME] and NAR in commemorating the role REALTORS® play in shaping the future and building thriving neighborhoods. Learn more at nar.realtor/fhm.
THE AMBASSADORS

- Communication Directors
- REALTORS®
- RVPs and Liaisons
- Committee Chairs and Vice Chairs
ADOPTION

1,000
Available Spots

393
Current Users

250
Users Who Have Shared
TOPICS

- News
- Market Research
- Member Benefits
- Infographics
- Community Initiatives

- Code of Ethics
- Events
- Lifestyle/Trends
- REALTOR® Safety
- Holidays
A homeowner who purchased a typical single-family existing home 10 years ago at the median sales price of $162,600 is likely to have accumulated $229,400 in housing wealth, according to a new NAR study.

[Link](ow.ly/QvAU103sY1u)

- Shared by 51 ambassadors
- Total Shares: 133
- Link Clicks: 547
- Potential Reach: 173,161
TOPIC: LIFESTYLE/TRENDS

- Shared by 44 ambassadors
- Total Shares: 115
- Link Clicks: 399
- Potential Reach: 114,958

Upgrade your space in 2022 with these three simple touches that will greatly enhance your home. ow.ly/5JpC103iTk4
TOPIC: COMMUNITY INITIATIVES

- Shared by 43 ambassadors
- Total Shares: 118
- Potential Reach: 124,498

REALTORS® volunteer at nearly 3 times the national average. #ThatsWhoWeR
TOPIC: MARKET RESEARCH

- Shared by 48 ambassadors
- Total Shares: 138
- Link Clicks: 562
- Potential Reach: 248,710

A lot has changed in home buying over ten years. Find out more: ow.ly/RHsq103m7RE

#10YearChallenge
RESULTS

24,207  Total Shares

78,328  Total Link clicks

31.1 M  Total Potential Reach
LEARN MORE:
nar.realtor/social-media/social-media-ambassadors-program

WANT TO JOIN?
Email Spencer High → shigh@nar.realtor
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Photofy
Social Media Ambassador Program
THANK YOU.

NARdotRealtor

nar.realtor