NAR’s national ad campaign: delivering ROI today and tomorrow

1 Overview
The ad campaign is funded by a Special Assessment, renewed every 3 years.

The Special Assessment has been $35 since 2009, and would now be $60 had it kept pace with inflation.

2 What’s happening around us
A cluttered real estate category
The current landscape is increasingly saturated with messages on how easy it is to buy a home.

Ad spending is expected to rise
By 2024, U.S. ad spending is expected to increase nearly 50% from 2020.
Source: Statista

3 Members weighed in with their recommendation
Raise the assessment
$10 (from $35 to $45)

&

Hold the assessment
for 5 years (rather than 3 years)

4 The ad campaign delivers on 3 core objectives:
01.
Demonstrates the value of a REALTOR® to consumers

02.
Distinguishes REALTORS® from the rest

03.
Delivers pride to members

REALTORS® are members of the National Association of REALTORS®

Source: Statista
NAR’s ad campaign delivers on your investment

- Reinforces the value of the REALTOR® brand: 89% of consumers who saw CAC messaging were more likely to use a REALTOR® in the future.
- Instills trust and brand recognition: REALTOR® is the #1 most trusted brand in the category. Recognized 39 times for creative excellence or media effectiveness.
- Reaffirms pride and participation: 90% of state and local REALTOR® associations use or promote the ad campaign.

2.85 BILLION impressions in 2021 alone.

Leverage hundreds of campaign assets at ThatsWhoWeR.realtor or via Photofy.

It is much more than commercials:
Our commercials are just part of a full range of media delivery that reaches and impacts the modern consumer.

An additional $10 per member is a strong return on your investment:
- A comprehensive strategy to reach consumers
- A more competitive media buy
- More media impressions
- Ability to build and make video assets available
- Continue to build and maintain positive brand awareness

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