



REALTORS® Are Good Neighbors Campaign

:60 Audio Spot

There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS® who are bound by a strict Code of Ethics.

Giving back is also part of who REALTORS® are –

They volunteer at nearly three times the rate of the general population.

Like REALTOR® Jim Edmonds.

Jim refuses to ignore the housing affordability crisis on the Hawaiian island of Kaua'i. Skyrocketing prices there have pushed local families out of their ancestral homes.

To help, Jim founded Permanently Affordable Living Kaua'i, which develops affordable housing for purchase or rent.

The nonprofit is managing nearly 30 apartments and has 45 single-family houses underway.

The National Association of REALTORS® recognizes members like Jim for their extraordinary community impact through its Good Neighbor Awards.

Across the country, members of the National Association of REALTORS® volunteer their time to make their communities better.

Because REALTORS® are good neighbors.

Work with an agent who's a REALTOR®.

**This script has been approved by NAR legal counsel.*

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How Local Broker Marketplaces Advance Consumer Interests

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There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS® who are bound by a strict Code of Ethics.

They help to ensure home buyers and sellers enjoy transparency, choice, and efficiency in their property search, or sale, through Multiple Listing Services, which are also known as local broker marketplaces.

Real estate brokers enter detailed property information into these marketplaces to create hubs of trusted, verified information.

These local marketplaces give consumers the ultimate advantage.

They level the playing field by providing one place for all listed properties in a given market, no matter which agent you work with.

The result? Local broker marketplaces are one of the most equitable and accessible sources for consumer housing information in the world.

And that convenience, puts consumers in the driver's seat when selecting the right real estate partner on the road to home ownership.

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Housing Prices

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There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS® who are bound by a strict Code of Ethics.

Agents who are REALTORS® know owning property builds long-term wealth.

In fact, over a decade, the typical homeowner has gained about \$200,000 in equity as single-family home prices have risen.

Still, you may have questions about buying a home in today's real estate market.

If you think the financial hurdles to homeownership are too high, you may be shortchanging yourself.

Did you know a 20 percent down payment isn't set in stone?

In fact, the median downpayment for first-time buyers is 6 percent, and many buyers can put down as little as 3 percent.

You may also be eligible for down payment assistance or special loan programs to get over the hurdle. Your agent can identify reliable lenders to help.

Homeownership may be closer than you think.

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Fair Housing Advocacy

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There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS® who are bound by a strict Code of Ethics.

They know the number-one way American families create wealth is through homeownership.

But limited inventory and rising prices are making homeownership less attainable for first-time buyers and people who've been historically shut out.

That's why members of the National Association of REALTORS® are working to increase housing supply, broaden access to credit, and ensure fair housing for all.

The Association and its members are powerful advocates for expanding homeownership opportunities for all buyers.

And for ensuring no one is turned away from housing because of who they are.

The Association empowers its members to take action in their own communities --

Because breaking down barriers to homeownership and building inclusive communities, is what the National Association of REALTORS® and its members do every day.

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