

Association .REALTOR Marketing Program

Help Promote .REALTOR to Your Membership



State and Local REALTOR® Associations, and REALTOR® owned and operated MLSs* have the opportunity to receive a FREE .REALTOR domain for up to 5 years for your organization in recognition of your partnership and participation in promoting the .REALTOR domain to your membership. Here's how to earn a FREE .REALTOR domain for up to 5 years!

Required

- Send out an all-member email announcing the launch of the new .REALTOR domain.

Complete at least 3 of the following 9 by December 31, 2014 (\$299.85 value for 3 years)

Videos

- 1. Show the introductory .REALTOR video in your new member orientation sessions.
- 2. Wrap one of NAR's .REALTOR videos with your own message and share with your members.

Social Media

- 3. Share on Facebook, Twitter or LinkedIn the .REALTOR information site www.about.REALTOR and why you are excited about .REALTOR.

Meetings/Sessions

- 4. Educate members and discuss the benefits of the .REALTOR domain at a meeting/luncheon.

Display Poster

- 5. Hang posters announcing the launch of .REALTOR in your break room or other office areas (printable versions at www.about.REALTOR/Associations)

Publications

- 6. Include a feature article about .REALTOR prominently in your newsletter/magazine
- 7. Run customizable co-branded ad(s) in your publications.

E-newsletter

- 8. Include information about .REALTOR in an e-newsletter to member

Other

- 9. Other: Get creative with your members

Bonus Points: Complete at least 1 by December 31, 2014 & a 2nd by March 31, 2015

You can get something extra for your efforts! (\$499.75 value for 2 additional years, 5 total)

Website

- 1. Run .REALTOR banner ads on your association or MLS web site.

Meetings/Sessions

- 2. Hold a special session at your association office to let members know about it in person.
- 3. Meet one-on-one with large brokers in your area to make them aware of the .REALTOR domain

.REALTOR (dot REALTOR) Retractable Banner Display Kit

- 4. Purchase a pull-up banner and take a picture of where it is located in your office or at an event (it travels!) http://www.realtorteamstore.com/index.php?main_page=product_info&cPath=78&products_id=873

Submissions

Submit the online completion form with YourAssociationName.REALTOR at www.about.REALTOR/Associations

For questions or comments, contact Roshani Sheth, .REALTOR Product Manager at rsheth@realtors.org or 312.329.3285

* Domains for State and Local REALTOR® Associations, and REALTOR® owned and operated MLSs will be not be available until Phase II, within 6 months of Phase I for members.