

Connecticut Association of REALTORS®

Connecticut REALTORS® “Top Ideas” submission for State Leadership Idea Exchange Council
Submitted by Sandy Maier Schede, CTR President

Connecticut REALTORS® would appreciate being considered to present our “Top Ideas” during the Opening Session of the State Leadership Exchange Council to be held in November in San Diego. Following is a description of our idea.

Connecticut REALTORS® implemented a Consumer Awareness Campaign that includes several components. We led with a “leave it to the experts” ad campaign to position REALTORS® as real estate transaction experts. Campaign components included radio spots, videos, billboards, signs in malls and train stations along with social media messaging. Radio stations provided added value by holding contests for listeners related to our campaign. We developed two landing areas on CTR’s website related to the campaign. Visit the link below to access resource page for members where campaign assets may be downloaded (radio, video, billboards, signs etc. Guidelines on how best to use the materials and encourage members to use the campaign materials on their own social sites are also provided.

<http://www.ctrealtors.com/experts/marketing.html>

This link (promoted in our ads) leads consumers to a site with vocabulary words and definitions. <http://ctrealtors.com/experts/>. The real estate specific vocabulary words are a big component of this effort.

Here are a few photos of our signs, some production clips and a billboard. We contracted with Sleek Machine Advertising, Boston, MA who developed the campaign.





The giant business card holder shown above is also part of our campaign. It is 8' x 5' in dimension and will be used on location for various events. It is a showpiece and we are still brainstorming creative ways to use it.

CTR is also partnering with the two Aquariums in Connecticut to house rescued sea lions and sponsor an adopt a seal program.

At The Maritime Aquarium, Connecticut REALTORS® is helping fund the seal adoption program (<http://maritimeaquarium.org/support/adopt>) for seven adorable seals living at the aquarium in Norwalk, Connecticut.

Further up the Connecticut coastline, Connecticut REALTORS is proudly supporting the Mystic Aquarium Animal Rescue Program (<http://www.mysticaquarium.org/animals-and-exhibits/animal-rescue-program>) by helping to find new homes for two California Sea Lions. In August 2015, there was a record number of California sea lion pups stranded along the west coast. At the aquarium, two of these previously distressed animals will receive top notch care in their new Mystic home with enrichment training, physical exercise, mental challenges, regular medical veterinarian exams, social acclimation, play time and more.

We are very proud of establishing these partnerships which are just getting underway. Below is the sign that will go up at the Maritime Aquarium in front of the Seals.

**Helping these seals enjoy
a safe and happy home.**

**That's something
we can get behind.**



Connecticut REALTORS® proudly
supports the Adopt Us Program.



Adopt Us!

Share our love for animals and
adopt now in our gift shop today.