

## North Carolina Association of REALTORS®

The North Carolina Association is going through a rebranding exercise with the goal of providing a statewide unified brand that each local association can tap into and utilize to complement their own branding – if they have any local branding. Otherwise they can simply use our brand. We want to take consumer outreach to an advanced level. In short, the purpose of this project is to help rebrand our organization (as NC REALTORS®) and give us a unified voice across the state. This campaign will also help NCAR and our local associations meet our consumer outreach objectives within the core standards requirements.

Our secondary goal is to create collateral, programs and/or ideas that can be utilized by our local boards in order to help them successfully conduct consumer outreach.

The theme we have chosen is “NC REALTORS® - The Smart Move.”

We like The Smart Move for many reasons, but mostly because we can play on the words in so many ways:

- Using a REALTOR® is a smart move; they are the experts who can help you navigate through any transaction
- Buying a home is a smart move
- Relocating to NC is a smart move
- Locating your industry in NC is a smart move (commercial and economic development focus)

You get the idea!

A sample ad:



Our beautiful state offers countless options for places to live and work. Crystal shorelines, windswept mountain views, rolling hills and dynamic cityscapes. But to do it right, turn to the security, experience and expertise of NC REALTORS®. We're here for you, every step of the way. It's The Smart Move.



The Smart Move.

We have also created an image of North Carolina drawn in residential and commercial buildings that will potentially be incorporated in various ways:



In our initial development of all these ideas, we are focused on incorporating these elements into a launch campaign, a consumer contest and social media, but we believe this campaign will allow us to expand and grow our brand and will withstand the test of time.

*Andrea Bushnell, Esq.*  
Chief Executive Officer  
North Carolina Association of REALTORS  
4511 Weybridge Lane  
Greensboro, NC 27407  
336-808-4222  
[abushnell@ncrealtors.org](mailto:abushnell@ncrealtors.org)