

# NATIONAL ASSOCIATION OF REALTORS®

## NAR Global Positioning Campaign

### Executive Summary

**February 2023**

#### **Objectives**

- Position and increase overall engagement and drive awareness of NAR as a global entity
- Increase Global focus at local and state associations
- Highlight NAR's educational opportunities

#### **Audiences**

- Members
- International REALTOR® Members
- International Property Specialist Designation holders (CIPS and AHWD)
- REALTOR® Associations (AEs, CDs)
- Bilateral Partners
- Brokers
- Non-member Real Estate Practitioners

#### **What Success Looks Like**

- Position, integrate, and grow brand awareness of NAR as a global entity
- Global focus at local and state associations
- Highlight NAR's educational opportunities