

## Appendix P. Tips for Promoting DRS Program

Actively promoting the value, benefits, purpose, and use of DRS is critical to the success of the program. A well-designed promotional plan will include information targeted to members of the association and the public. Be imaginative, and by all means, add your own ideas to those listed here.

### Membership

- Provide members with information about the association's DRS program. Keep members informed via meetings and membership publications.
- Include copy of *Mediation the winning solution for buyers and sellers* brochure as an insert in the association's newsletter or magazine and as a handout at membership meetings.
- Include DRS presentations at membership meetings. Invite an area mediator/arbitrator to speak to members about the value and benefits of DRS as an alternative to litigation; have association counsel discuss the DRS program, the forms, and other considerations of program; ask REALTORS<sup>®</sup> who are participating in the program to share their experiences.
- Prepare flyers and other promotional pieces to help REALTORS<sup>®</sup> understand the value and benefits of DRS to brokers, salespeople, sellers and buyers.

### Buyers, sellers, and the public

- Arrange radio and TV talk show appearances, encourage feature articles in local newspapers, use DRS as topic in columns which association or members may write for local papers.
- Prepare a media kit that can be distributed with media releases, public service announcements, etc.
- Inform state and local elected officials about the DRS program.
- Reach business community through public speaking engagements at Rotary Club and Chamber of Commerce meetings.
- Release or write guest articles for local newspapers, real estate journals, affiliate member publications (e.g., lenders, title insurance companies, home inspectors bar association publications, Chamber of Commerce newsletters, etc.)

**Note:** A sample press release and media fact sheet on mediation have been included with the Mediation materials. Similar press releases and media fact sheets can be developed for use in an arbitration program.