

Back At You Media: NAR's Newest REALTOR Benefits® Partner FACT SHEET

Offering REALTORS® an automated and simple-to-use social media marketing platform

Social media has become an increasingly important component of marketing as it helps REALTORS® build their brand. Today, almost 68% of Americans that are online utilize Facebook and 76% of them use it daily.

What: Back At You Media has partnered with NAR under the REALTOR Benefits® Program to provide REALTORS® with a simple and automated way to promote their listings and business on today's most popular social media networks including Facebook, Twitter, LinkedIn and Instagram.

There are three exciting offers under this Program. No matter what their comfort level with social media marketing, REALTORS® will find the right plan and tools to generate leads, maximize branding efforts, save time and money and prove value to their clients.

1. **For REALTORS® just getting started with social media marketing**, the NAR Starter Plan is simple and affordable. This plan allows members to utilize and manage their real estate social media marketing via an automated Social Media Center. Here, users can automatically post listings to Facebook, LinkedIn, Twitter and Instagram, have unlimited access to mobile friendly single property websites, capture leads using a 'What Is Your Home Worth' landing page, receive performance reports, schedule and boost listings and content and much more.

The NAR Starter Plan is exclusively available to REALTORS® and members can choose from an Annual or Monthly plan.

- Monthly plan: \$15/month
- Annual plan: \$10/month (\$120/year)

This represents a 60%-75% savings, respectively, off the general price of this plan, which is valued at \$39/month. As an additional benefit REALTORS® receive a \$49 discount off the \$149 one-time activation fee for an estimated total savings value of almost \$400.

2. **REALTORS® with more advanced social media marketing needs**, who want additional features, will enjoy a savings of \$49 off the one-time activation fee for any plan generally available from Back At You Media. These plans include all of the features of the NAR Starter Plan, plus access to licensed local, branded videos and national content and a guaranteed amount of exposure for all content (called Guaranteed Reach). Plans are also available to generate exclusive seller leads.
3. **Brokers who want to help their agents succeed in social media marketing** may take advantage of an enterprise plan which allows them to purchase the NAR Starter Plan for their agents at a discounted monthly rate, exclusively available through this program. Through this opportunity, a broker can post content to all of their agents' social media business pages to promote their brand and generate leads. Discounts range from 20% to 67% off; cost varies depending on the number of agents within a broker's office. Brokers also receive a minimum 25% discount on the one-time activation fees.

HELPFUL TIP: Find consumer-focused content to post to social media pages by visiting NAR's REALTOR® Content Resource. <https://members.houselogic.com>.

Who: This offer is available to all NAR members and includes plans that address the unique needs of both individual agents and brokers.

When: This offer is available beginning November 1, 2017. Be sure to visit Back At You Media at booth #1424 during the REALTORS® Conference & Expo, November 3rd through 6th at McCormick Place in Chicago, IL.

How: For access to all of the program benefits, and to ensure you receive special pricing through NAR's REALTOR Benefits® Program, enroll at the dedicated program site: www.BackAtYou.com/NAR.

Back At You Media's customer service support is available via phone, email and web chat Monday through Friday from 6 a.m. to 7 p.m. PST.

Phone: 1-888-307-4520

Email: MemberOffer@BackAtYou.com

We've narrowed down the details so you can share this information.

NEW from NAR's REALTOR Benefits® Program: social media marketing made easy. Back At You Media provides REALTORS® with exclusive savings on a simple and automated way to promote your listings and business on today's most popular social media networks including Facebook, Twitter, LinkedIn and Instagram. NAR.realtor/BackAtYouMedia

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