On February 25, 2019, NAR launched a national ad campaign, creating an ownable world and showcasing the REALTOR\* difference. "That's Who We R" continues to gain national attention made possible with your support. And we're just getting started.

The campaign is supported by the \$35 assessment paid by every REALTOR\*. Thanks to our 1.3 million members and the power of a collective association, your investment has achieved a campaign that:

- Revitalizes the meaning behind the R
- Instills trust and brand recognition in consumers
- Delivers newfound pride and participation

Take a look at the positive impact the national ad campaign has made in just two short months. We'll continue to evolve this campaign, to showcase our amazing stories, and elevate the REALTOR\* brand.



To learn more about the national ad campaign and to download campaign materials visit:

## www.ThatsWhoWeR.realtor

For more about the special assessment and how the campaign benefits the REALTOR® brand visit:

www.ThatsWhoWeR.realtor/assessment





How "That's Who We R" benefits your business and brand.





Overall, members feel that the campaign was successful at positioning REALTORS® as real, trusted professionals and that it positioned them well as consumer advocates.

of members favor NAR's advertising program and said they would like to see more NAR advertising in the future.

Source: 2019 Consumer Ad Campaign Member St.

270.9MM

TVIMPRESSIONS

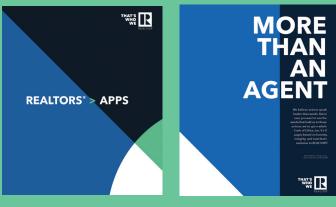
## **TOP DOWNLOADS**

From ThatsWhoWeR.realtor

Style Guide



Print Ads



## 60 days in review

of consumers state that the "That's Who We R" campaign makes them more likely to use a REALTOR® in the future.

Source: 2019 Wave 5 Brand Tracker



47.5 M SOCIAL MEDIA ENGAGEMENTS

NEARLY 3/4

of consumers said "That's Who We R" ads make REALTORS® feel more approachable.

Source: 2019 Wave 5 Brand Tracket



"Impressions" refers to the number of times the campaign was seen or heard.
"Engagements" refers to the number of reactions, shares, comments and clicks.