



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

OUR CAMPAIGN IS YOUR CAMPAIGN

How “That’s Who We R” benefits your business and brand.



69,000

VISITS TO ThatsWhoWeR.realtor



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

Source: 2019 Consumer Ad Campaign Member Study



86%

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 Study



270.9MM

TV IMPRESSIONS

TOP DOWNLOADS

From ThatsWhoWeR.realtor

1

Style Guide



2

Print Ads



60 days in review

80%

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



NEARLY 3/4

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

Source: 2019 Wave 5 Brand Tracker



47.5MM

SOCIAL MEDIA ENGAGEMENTS



676.8MM

TOTAL IMPRESSIONS

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