

# Photofy for State and Local Associations

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**Roland Varesko – VP, Digital Strategy**

NATIONAL ASSOCIATION OF REALTORS®



# Introduction

- With the success of the NAR+Photofy app, which allows NAR members to personalize and share the “That’s Who We R” campaign assets (graphics and video) on social media, several state and local associations, and affiliates, are interested in using the app as an easy way to deliver their branded assets to their members.
- We have already conducted two pilot versions of the app—one affiliate and one state association, each with their own galleries of assets:
  - Residential Real Estate Council (CRS designation)
  - New Jersey Realtors® Association
- Now, we’d like to expand it to all interested state/local associations and affiliates to develop their own asset galleries for the Photofy app.
- An association’s or affiliate’s gallery on the app is separate from the NAR gallery. However, it will be linked so the user (member) will be able to toggle between the two galleries within the app.

# Photofy Demo

# Development Process

- Schedule Discovery Call with Photofy
- Sign contract with Photofy
  - NAR has negotiated discounted pricing for state and local associations
  - No Setup fee. \$750/month management fee (\$9k/year)
- Create the personalizable templates and shareable assets (graphics and videos) according to Photofy's specifications. This is typically done by your creative or communications team.
- Ask for the appropriate paperwork from Chris DeRosa at NAR (cderosa@nar.realtor) that you must sign and send back to her. This authorizes NAR to share your member data with Photofy using NAR's API (Application Programming Interface). Only active members can use the app.
- After sending back the signed paperwork, NAR will set up and send you unique API credentials, which you will then send to Photofy. NAR cannot send the credentials directly to Photofy.
- Timeline: 1-2 months, depending on number and complexity of assets.



# Launch and Ongoing Support

- Once your asset gallery has been tested and launched, you will communicate to your members that it's available via your usual communication channels.
- Direct members who haven't already registered for the NAR+Photofy app to sign up at <https://photofy.com/nar> and enter their contact information and NRDS ID to create an account. Only NAR members can sign up to receive the NAR app version and your asset gallery. After signing up, they will receive a link to download the app from the Apple App Store (for iOS devices) or Google Play (for Android devices).
- Your members will see your gallery appear as an option on the main screen, in addition to the NAR gallery.
- Photofy has created a series of tutorial videos for members that show how to install the app and use it. <https://vimeo.com/showcase/nar-photofypro>
- Support for members is provided by Photofy at [Photofy.zendesk.com](https://photofy.zendesk.com) or emailing [support@photofy.com](mailto:support@photofy.com)

## Next Steps

- If you are interested in exploring Photofy further, please schedule a 30-minute discovery call with Photofy here: <https://calendly.com/photofy/photofynar>
- They will take requests on a first-come, first-served basis.
- They will walk you through the process, send you asset specs, and provide Photoshop templates

**Questions?**

# THANK YOU.

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