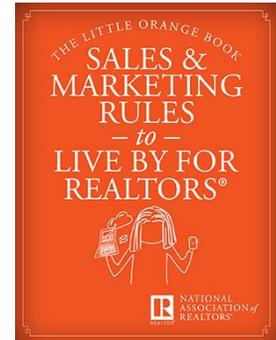


***The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS®***  
**FACT SHEET**

The NATIONAL ASSOCIATION OF REALTORS®, NAR Strategic Business, Innovation and Technology Product Management group, is proud to announce the creation of our newest product in the “*Little Book*” series, [\*\*\*The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS®\*\*\*](#). This product focuses on the instructions; philosophies and rules members of the NATIONAL ASSOCIATION OF REALTORS® utilize to market themselves and their business to find business, generate leads and how to best use technology in their sales and marketing efforts.



This guide was created with support from the NAR Marketing group and includes input from hundreds of NAR members. NAR CEO Bob Goldberg, a lifelong marketing professional, provided the foreword for the product.

**What:** A new 44 page physical and digital download called ***The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS®*** featuring:

- Eight sections including:
  - Sales and Marketing Philosophies
  - #1 Thing You Wish You Knew
  - Key Do's and Don'ts
  - Finding Business and Cultivating Leads
  - Best Advice You Ever Received
  - Tricks of the Trade
  - Using Technology in Your Marketing
  - Essentials for Success
- Featuring 122 quotes from REALTORS® for REALTORS®
- 16 caricature drawings to enhance the content/rules presented
- Realistic and fun feedback
- Tips for any experience level
- Portable “little” size at 4.25 x 5.5 inches
- Foreword by 2018 NAR CEO Bob Goldberg

**Who:** Target audiences for this new product:

- New members
- Brokers and members of real estate teams
- Members looking to expand their businesses
- National, State and Local Association staff

**When:** May 15, 2018.

**How:** *The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS®* is available online at [www.Store.realtor/lob/lob](http://www.Store.realtor/lob/lob) and onsite at NAR conventions and outreach shows. Here are the sales and distribution details:

- Physical product –Item 135-137 (sold in packs of 5) \$19.95
  - Volume pricing available at these breaks:
    - 11-50 packages for \$17.95
    - 51+ packages for \$15.95
  - Additional bulk discounts for large orders and early ordering discounts are available, contact Product Management for special pricing.
  - Discounts available for previous purchasers of the Little Book Series
- Digital download-Item E135-137, \$9.95

The product will also be available for purchase as a combination pack with the other “Little Book” series products. A 10% discount will be available on purchase of the series bundle, item 135-118.

**We’ve narrowed down details so you can share this information with members:**

Introducing, *The Little Orange Book: Sales Rules to Live By for REALTORS®*, a must-have for all NAR members. Filled with tricks and tips, learn how to take your marketing to the next level and set yourself apart from the competition. With everything from dos and don’ts to tips on cultivating leads this is the product you need to succeed, NOW! Visit [www.Store.realtor/lob](http://www.Store.realtor/lob) today!

**Contact Information:**

Colleen Doyle  
Director of Product Management  
312-329-3287  
[CDoyle@Realtors.org](mailto:CDoyle@Realtors.org)

Ken Burlington  
Vice President of Product Management  
312-329-8360  
[KBurlington@realtors.org](mailto:KBurlington@realtors.org)