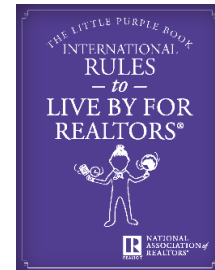


The Little Purple Book: International Rules to Live By for REALTORS®
FACT SHEET

The NATIONAL ASSOCIATION OF REALTORS®, NAR Marketing Product Management group, is proud to announce the creation of our newest product in the “Little Book” series, [***The Little Purple Book: International Rules to Live By for REALTORS®***](#). This product focuses on the instructions; philosophies and rules members of the NATIONAL ASSOCIATION OF REALTORS® utilize to work on a global scale and support global clients’ needs. This guide was created with support from the NAR Global group and includes input from hundreds of NAR members, including many members with the At Home with Diversity (AHWD) and/or Certified International Property Specialist (CIPS) Designations. 2011 NAR President Ron Phipps; who is a CIPS instructor, a global speaker/presenter, and the Regent Chairperson for REALTOR® University provided the foreword.



The Little Purple Book: International Rules to Live By for REALTORS® is the fourth in the “Little Book” series. It is broken down into nine sections with focus on everything from international philosophies and the #1 thing you wish you knew to finding global business in your community and essentials for success. This guide provides tips from REALTORS® for REALTORS® on how to incorporate global perspectives into their business, and includes advice and lessons learned.

What: A new 36 page physical and digital download called ***The Little Purple Book: International Rules to Live By for REALTORS®*** featuring:

- Nine sections including:
 - International Philosophies-9
 - #1 Thing You Wish You Knew - 12
 - Working With International Clients -9
 - Key International Dos and Don'ts-16
 - Finding Global Business in Your Community-9
 - Best Advice You Ever Received-11
 - Marketing For International Business-9
 - International Business Challenges -10
 - Essentials for Success-13
- Featuring 98 quotes from REALTORS® for REALTORS®, including many with the CIPS and AHWD designation

- 17 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 2011 NAR President, Ron Phipps
- **Who:** Target audiences for this new product:
 - New members
 - Members looking to expand their businesses
 - NAR CIPS Designees
 - NAR AHWD Designees
 - National, State and Local Association staff
 - International REALTOR® members

When: September 15, 2017.

How: *The Little Purple Book: International Rules to Live By for REALTORS®* is available online at www.store.realtor/lpb and onsite at NAR conventions and outreach shows. Here are the sales and distribution details:

- Physical product –Item 135-117 (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 and products, CIPS and AHWD Designees.
- Digital download-Item E135-117, \$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 Purple Book: International Rules to Live By for REALTORS®*, a must-have for all NAR members. Filled with global tips, learn how to market to, work with international clients and understand the needs of the global marketplace while gaining a competitive edge with this must-have guide. Visit www.store.realtor/lpb today!

Contact Information:

Colleen Doyle

Director of Product Management

312-329-3287

CDoyle@Realtors.org

Ken Burlington

Vice President of Product Management

312-329-8360

KBurlington@realtors.org

Cindy Fauth

Director, Global Marketing & Business Development, Commercial & Global Services

312-329-3627

CFauth@Realtors.org