

# Communicating the REALTOR® Difference

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Member Value Proposition  
Photofy  
Social Media Ambassador Program



NARdotRealtor



nar.realtor



NATIONAL  
ASSOCIATION OF  
REALTORS®

# The REALTOR® Difference

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Member Value Proposition

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NARdotRealtor



[nar.realtor](http://nar.realtor)



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# PROJECT PROCESS



## Phase 1: Member Discovery Discussions

Surfaced many are not actively discussing REALTOR® difference and identified key areas of REALTOR® distinction

## Phase 3: Value Proposition Development

A unified, succinct, consumer-centric message that will serve as the foundation. (NOT a slogan, a tagline, a mission nor a list of features or benefits)

## Phase 2: Consumer Research

Gain consumer feedback on importance and prioritization: Ethics is most 'unique' aspect, but Expertise is #1 factor in determining whom to work with

## Phase 4: Asset Creation & Communications

Development of resources, materials and supporting assets, then developing awareness and encouraging usage

# VALUE PROPOSITION

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Ethics, Expertise and Education –  
the REALTOR<sup>®</sup> difference at work for you.

# VALUE PROPOSITION

## Ethics, Expertise and Education – the REALTOR® difference at work for you.

Expertise is the most important factor  
when deciding who to work with

Ethics is the #1 most  
differentiating aspect of  
the REALTOR® difference

Research shows  
Knowledge is #2 aspect of  
the REALTOR® difference

Frames the value in the  
consumer perspective

# VALUE PROPOSITION

## ADAPTABLE TO CONTEXT

Succinct  
(e.g. Member email sign)



Ethics, Expertise and Education at work for you.

Short

Ethics, Expertise and Education – the REALTOR® difference at work for you.

REALTORS® are members of the National Association of REALTORS®.

Expansive  
(e.g. Website)

REALTORS® are members of the National Association of REALTORS® who are bound by a Code of Ethics while helping you navigate one of the most complicated and important transactions you'll make in your lifetime.

Ethics, Expertise and Education – the REALTOR® difference at work for you.

Expansive  
(Personalized)

I am a REALTOR®, a real estate professional who has taken the extra step to belong to the National Association of REALTORS®. Through membership, I abide by a Code of Ethics and have gained expertise to help you navigate one of the most complicated and important transactions you'll make in your lifetime.

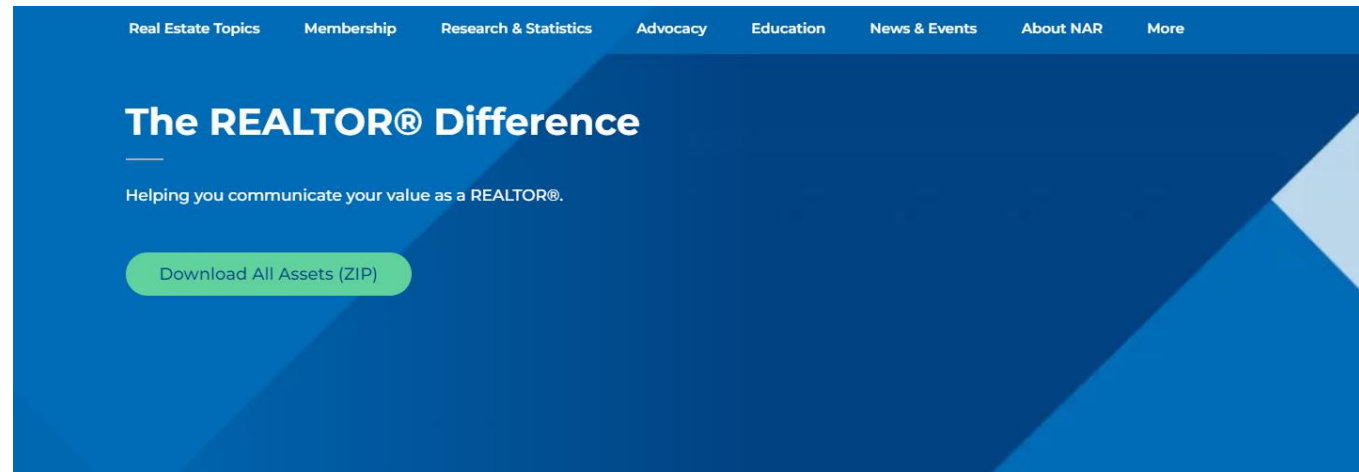
**Ethics, Expertise and Education – the REALTOR® difference at work for you.**

# TheDifference.realtor

Member Value Proposition Website

# TheDifference.realtor

## Member Value Proposition Website



Email Signature Banners Social Media Assets and Covers Conversation Starter Additional Resources



As a REALTOR®, you know the value you bring to your clients and communities every day. The difference is real when working with a REALTOR® versus a non-member agent, and it's important for consumers to understand that distinction.

While NAR's ad campaign tells your story through paid advertising, consumers should also learn it from you, and in a consistent way. That's why we have developed language to help you and every member of the National Association of REALTORS® succinctly and consistently articulate the REALTOR® difference.

Please leverage this language and the assets below, with your current and future clients – share it on social, on your website, in your bios, and at the bottom of emails. We know through research that it effectively differentiates REALTORS® and resonates with consumers. Distinguish yourself by sharing the value of the REALTOR® brand which unites us.

As a reminder, NAR's Consumer Ad Campaign also provides you resources, messaging, and assets from its award-winning "That's Who We R" campaign.



Advertisement



# The REALTOR® Difference

Helping you communicate your value as a REALTOR®.

[Download All Assets \(ZIP\)](#)

[Email Signature Banners](#) [Social Media Assets and Covers](#) [Conversation Starter](#) [Additional Resources](#)



Share

As a REALTOR®, you know the value you bring to your clients and communities every day. The difference is real when working with a REALTOR® versus a non-member agent, and it's important for consumers to understand that distinction.

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## Webpage's Purpose

To provide REALTORS® unified language that clearly states their value and how it differentiates them from non-member agents

## Anchor Links

For easier navigation throughout the page; directly lands on specific assets and subsections

## Introduction Copy

## Differentiating Language

Copy and paste this member value language into touchpoints with your clients and consumers to distinguish yourself as a REALTOR®. Please note that the three phrases below have been legally approved and must be used as-is. Please do not edit or revise the phrases.

### Full Language:

REALTORS® are members of the National Association of REALTORS® who are bound by a Code of Ethics while helping you navigate one of the most complicated and important transactions you'll make in your lifetime.

Ethics, Expertise and Education – the REALTOR® difference at work for you.

### Abbreviated Language:

Ethics, Expertise and Education – the REALTOR® difference at work for you.

### Personalized Language:

I am a REALTOR®, a real estate professional who has taken the extra step to belong to the National Association of REALTORS®. Through membership, I abide by a Code of Ethics and have gained expertise to help you navigate one of the most complicated and important transactions you'll make in your lifetime.

Ethics, Expertise and Education – the REALTOR® difference at work for you.

## Member Value Proposition Language

Members can easily copy and paste the provided member value proposition on digital and made-for-print materials.

Three different lengths are provided for members to choose from.

## Email Signature Banners

Establish and reinforce your value and distinction as a REALTOR® in every email you send.



PNG Download (14 KB)



PNG Download (15 KB)



PNG Download (12 KB)

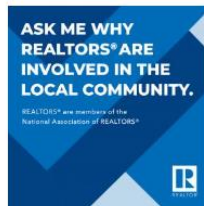
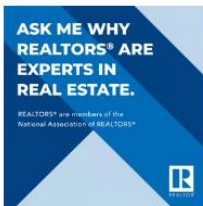


PNG Download (14 KB)

## Social Media Assets & Covers

Share with your network. These assets are also available on NAR's Photofy 1z app, under the Photo Templates and Quick Shares tabs.

### Social Posts (Static and Animated Versions)



## Assets for Download

Members are offered email signature banners, static and animated social media assets, social covers and conversation starters (digital or print) with direct instructions on how to use and leverage them. Or, at the top of the page, they can download all assets into one, zipped file.

Downloadable versions of this PDF are available for members to personalize with their info or use as-is to distribute to their network.

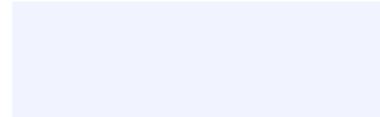
## Example Asset: Conversation Starter

### Conversation Starter: "Ask Me Why REALTORS®..."

A PDF resource you can share with your clients about the REALTOR® difference, essentially asking them to engage you in conversation. One version has space for you to personalize it with your logo, photo, contact information, etc.

Personalized Version

Non-Personalized Version



NATIONAL ASSOCIATION OF REALTORS®

## Additional REALTOR® Value Resources

Here are some resources you can utilize to showcase the REALTOR® Difference:



As a REALTOR®, you can use the member trademark logo. Members of NAR are encouraged to download and use the highly recognized REALTOR® logo, a key differentiator from non-member agents.



Show your pride in membership through REALTOR®-logo merchandise [available](#) for purchase and curated through REALTOR Team Store®, a licensed vendor. Browse shirts, hoodies, pins and more featuring the member R logo.

Brochures and reading materials [available](#) through NAR's REALTOR® Store that establish the advantages of working with a REALTOR® are available to distribute to your consumers.

## NAR Domain Crosslinks

Links to different web pages provide members access to:

- REALTOR® membership trademark
- REALTOR®-logo merchandise
- REALTOR® Advantage product
- NAR's Mission and Vision

Additionally, a crosslink to the That's Who We R webpage for the Consumer Ad Campaign, a resource for them, and provides advertising and social assets and more to differentiate who REALTORS® are and the value they bring.



Tap into the marketing resources from NAR's Consumer Ad Campaign, as part of your membership:

- Advertising assets that include printed and out-of-home promotional materials.
- Social media assets that include static posts, animated videos, and post copy to extend your reach on various digital platforms.
- Content partnerships with noteworthy brands and news programs that you can share with your network including articles, videos, tips, and guides on navigating the real estate market.

Read about NAR's Mission and Vision and how NAR aims to fully empower every member.



# MEMBER VALUE PROPOSITION

## Marketing Plan

### CAMPAIGN GOAL

To encourage awareness – and for members to share and leverage the language and creative assets from **TheDifference.realtor** to succinctly articulate to consumers the REALTORS® difference

### TARGET AUDIENCES

- NAR Leadership
- Members
- State & Local Association Staff & Presidents/LT
- Brokers

### KPI'S

- Unique Visitors
- Page Views
- Asset Downloads
- Clicks on Newsletter Posts
- Opens & Clicks on Member Email
- Engagement with Social Posts (Likes, Comments, Shares)

**Access the resources at:**

**TheDifference.realtor**



# NAR + PHOTOFY APP

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NARdotRealtor



[nar.realtor](http://nar.realtor)



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# NAR + PHOTOFY APP



- NAR members can easily personalize and share the “That’s Who We R” campaign assets (graphics and videos) on social media.
- Free to all NAR members.
  - Sign up at **Photofy.com/nar**
- 56,000+ Users (as of Aug 31, 2022)



# EXPANDING



- State & Local Associations
  - AZ, FL, NJ, NY, OH, PA, SD Realtors®
  - Broward, Palm Beaches, and St. Lucie Realtors®
  - Chicago Association of Realtors®
  - Mainstreet Organization of Realtors®
  - North Shore Barrington Association of Realtors®
  - Coming Soon: FL, Miami, TX
- Affiliates / Designations & Certifications
  - ABR®, C2EX, CIPS, C-RETS, CRB, CRS, GREEN, RENE, SRES®, SRS
- Language Translations
  - Spanish, Portuguese, French, Romanian, Japanese
- Holidays and Commemorations
- Event-Specific Assets

# MAIN SCREEN



# PHOTO TEMPLATES

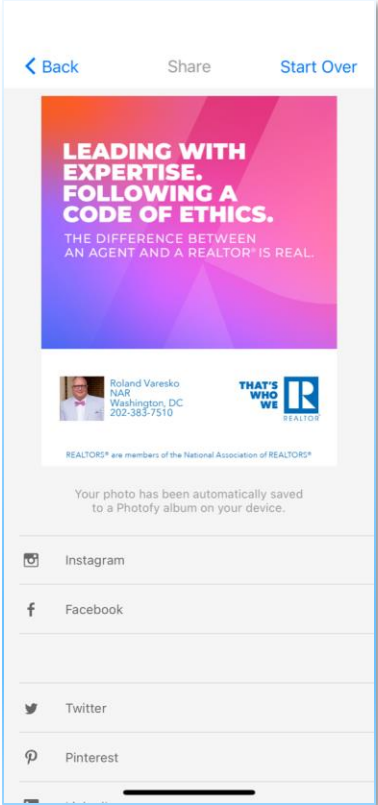
## 1. SELECT



## 2. PERSONALIZE

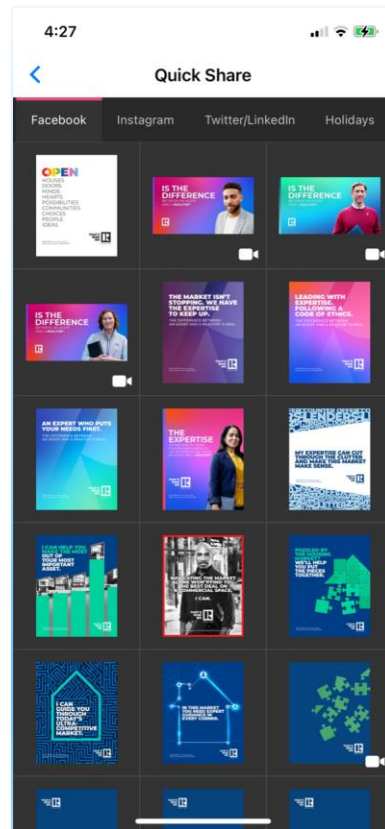


## 3. SHARE

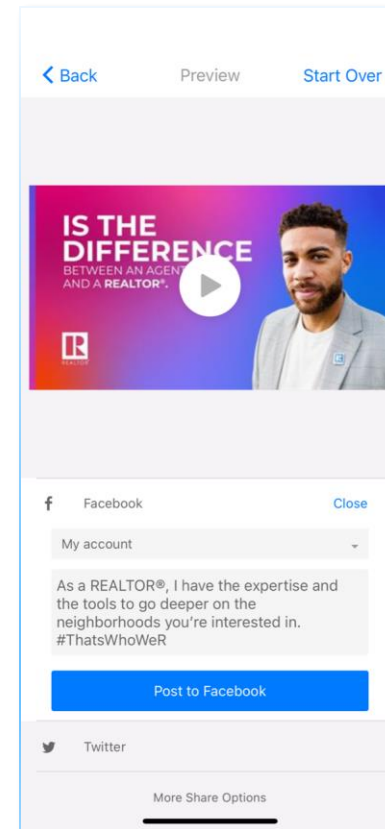


# QUICK SHARE

## 1. SELECT

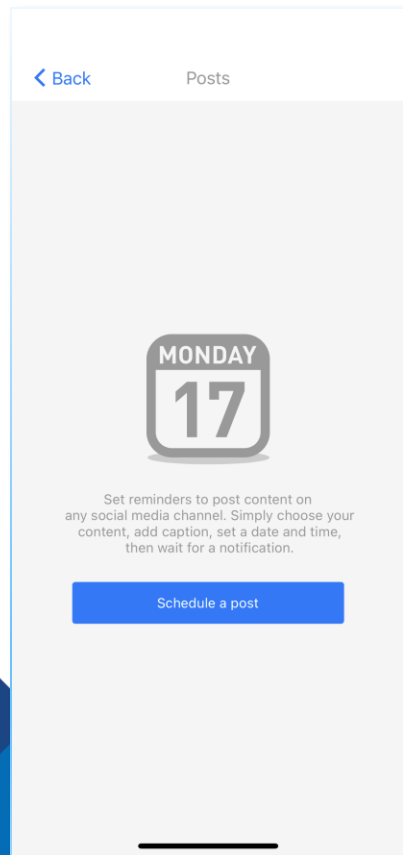


## 2. SHARE

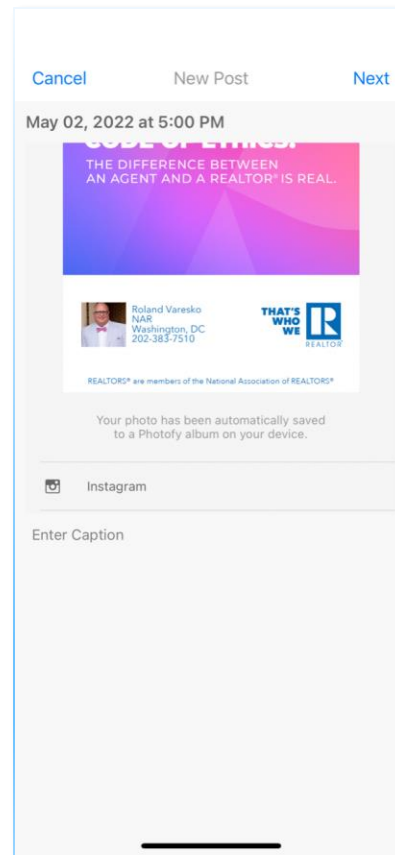


# SCHEDULER

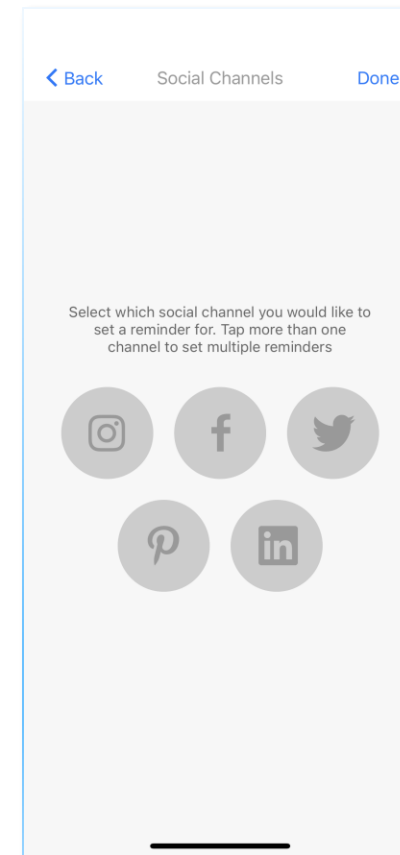
## 1. SCHEDULE



## 2. SET DATE/TIME



## 3. SELECT CHANNELS



# APP DEMONSTRATION

**SIGN UP:**

**[Photofy.com/nar](https://photofy.com/nar)**



# SOCIAL MEDIA AMBASSADORS PROGRAM

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**SPENCER HIGH**  
MEDIA COMMUNICATIONS MANAGER

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NARdotRealtor

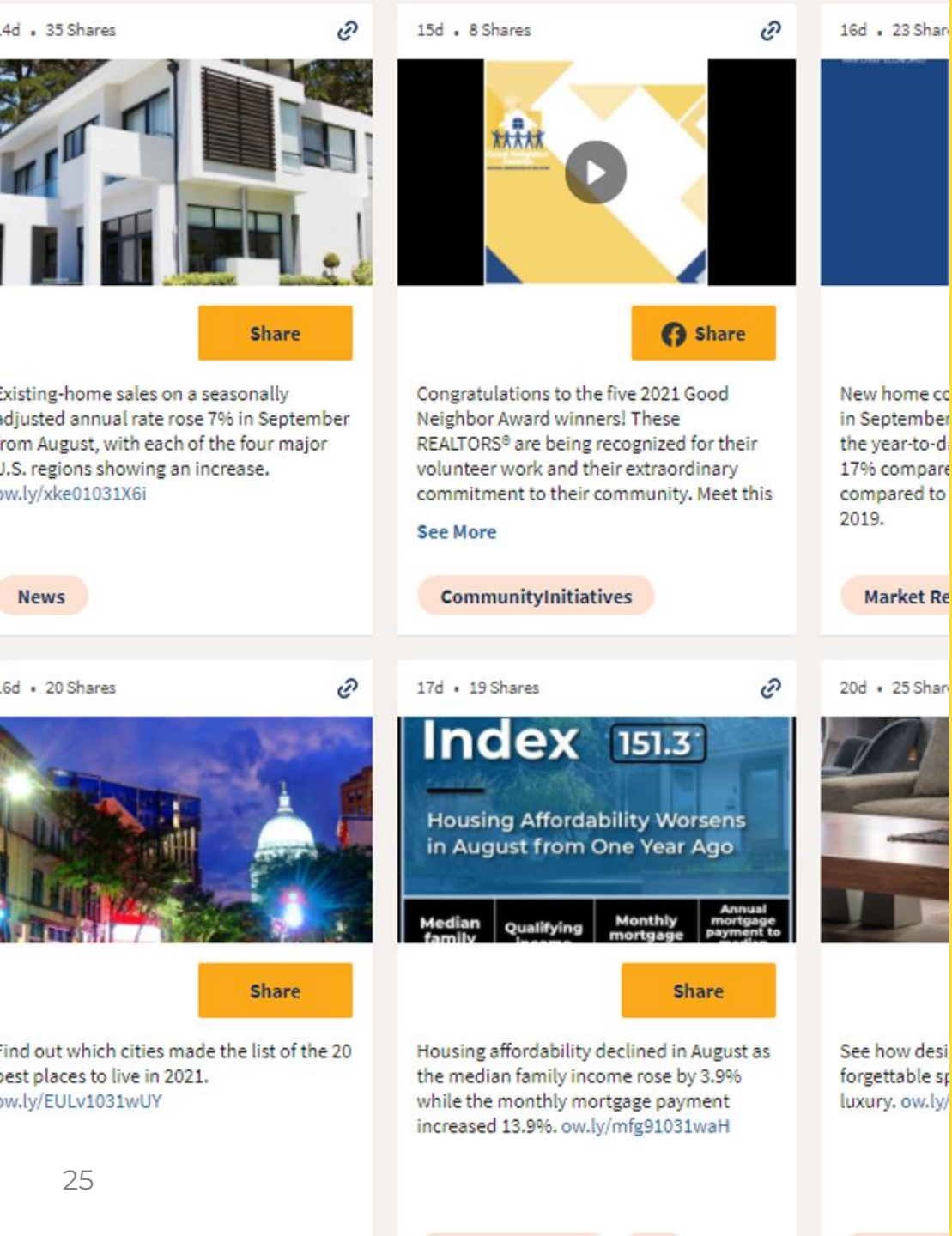


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## OVERVIEW

- Hootsuite Amplify
- Easily Share Pre-Approved Content
- Boost the NAR Brand

# SOCIAL MEDIA NETWORKS ON AMPLIFY



Facebook



Twitter



Instagram



LinkedIn



# CUSTOMIZING A POST



Share

April is #FairHousingMonth. Join [ASSOCIATION NAME] and NAR in commemorating the role REALTORS® play in shaping the future and building thriving neighborhoods. Learn more at [nar.realtor/fhm](https://nar.realtor/fhm).



Kimberly Allard  
@KimC21

April is #FairHousingMonth. Join CENTURY 21 Professionals and NAR in commemorating the role REALTORS® play in shaping the future and building thriving neighborhoods. Learn more at [nar.realtor/fhm](https://nar.realtor/fhm).

#kimc21



4:34 PM · 01 Apr 22 · Hootsuite Inc.

# THE AMBASSADORS



Communication  
Directors



REALTORS®



RVPs and Liaisons



Committee Chairs and  
Vice Chairs

# ADOPTION



**1,000**



Available Spots

**393**



Current Users

**250**



Users Who Have Shared

# TOPICS



- News
- Market Research
- Member Benefits
- Infographics
- Community Initiatives
- Code of Ethics
- Events
- Lifestyle/Trends
- REALTOR® Safety
- Holidays



# TOPIC: NEWS



Share

A homeowner who purchased a typical single-family existing home 10 years ago at the median sales price of \$162,600 is likely to have accumulated \$229,400 in housing wealth, according to a new NAR study. [ow.ly/QvAU103sY1u](https://ow.ly/QvAU103sY1u)

- Shared by 51 ambassadors
- Total Shares: 133
- Link Clicks: 547
- Potential Reach: 173,161



# TOPIC: LIFESTYLE/TRENDS



Share

Upgrade your space in 2022 with these three simple touches that will greatly enhance your home. [ow.ly/5JpC103iTk4](https://ow.ly/5JpC103iTk4)

- Shared by 44 ambassadors
- Total Shares: 115
- Link Clicks: 399
- Potential Reach: 114,958

# TOPIC: COMMUNITY INITIATIVES



Share

REALTORS® volunteer at nearly 3 times the national average. #ThatsWhoWeR

- Shared by 43 ambassadors
- Total Shares: 118
- Potential Reach: 124,498

# TOPIC: MARKET RESEARCH



Share

A lot has changed in home buying over ten years. Find out more: [ow.ly/RHsq103m7RE](https://ow.ly/RHsq103m7RE)

#10YearChallenge

- Shared by 48 ambassadors
- Total Shares: 138
- Link Clicks: 562
- Potential Reach: 248,710

# RESULTS



**24,207**



Total Shares

**78,328**



Total Link clicks

**31.1 M**



Total Potential Reach

## LEARN MORE:

[nar.realtor/social-media/social-media-ambassadors-program](https://nar.realtor/social-media/social-media-ambassadors-program)



***WANT TO JOIN?***

Email Spencer High → [shigh@nar.realtor](mailto:shigh@nar.realtor)

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# THANK YOU.

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