

A Member Value Proposition

NAR Core Standards and Member Value

USER GUIDE



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“ At the end of the day, customers are breathing, thinking, buying individuals. Their behavior is measurable and changeable. ”

-Eric Reis, *The Lean Start-Up*

What This Value Proposition Resource Will Do For You

Many association AEs are finding that NAR's Core Standards requirements can lead to more programs and initiatives that members really value. As your association raises the bar to meet higher standards, members should recognize more value in their REALTOR® association membership. The key is making sure your members "see" that value.

This value proposition resource was designed to provide you with messaging options – themes and associated graphics – that you can use to communicate what your association does to positively impact your members' real estate business. This user guide will help you cross two big items off your to-do list:

- ◆ Show members that the association provides relevant programs and services they can't get anywhere else.
- ◆ Help staff and volunteer leaders communicate the association's value and the importance of REALTORS® in your community.

Why "Communicating Value" Matters

1. A value proposition connects a few relevant activities that you do well with what a member needs to better their work life and their business.
2. A value proposition conveys – simply and clearly – why the member should belong.
3. If you communicate effectively, the value proposition changes a member's perception from "have to belong" to "I'm better off with you than without you."

To learn more about value propositions, visit NAR's Value Proposition Toolkit.

www.nar.realtor/valuetoolkit

A value proposition is
“ the rationale for why the member
should belong to your association,
another association or nowhere at all. ”

Value Proposition Messages

There are two messaging themes and associated designs for your consideration. Choose the one that best suits your association's personality or that represents it best. It's important to choose one of the themes and stick with it.



Theme #1 – “Focus”



Theme #2 – “Success”

The three value “proof points” in each design above tells members (in a clear and simple way) the specific benefits your association delivers to them by meeting the Core Standards:

- ◆ An influential voice in the political process
- ◆ A valued partner and contributor in the community
- ◆ High ethical and professional conduct standards that ensure integrity

You can use these or replace them with other value “proof points,” but don’t overwhelm members with more than three offerings. Be sure to focus on what you do very well that link to what members need the most.

Here are some other value “proof points” that you can consider:

- ◆ Professional growth and leadership development opportunities
- ◆ Up-to-date technology tools and forms
- ◆ The latest need-to-know industry information and trends

Materials to Help You Market Your Value Proposition

The messaging theme you choose comes with a collection of marketing materials. These items will help you communicate your new value proposition.

You'll find both print and digital materials. Here's what's in your toolbox:



ICON

This is your workhorse. Think of the icon as your value proposition's theme logo. Use it liberally – like in your email signature block or on association giveaways – to extend your value message.



POSTER (24" X 36")

Print these to display in your office lobby, in your classrooms or at events.



WEBSITE AD

Place this ad on your home page (as a *teaser*) with a link to the full proposition on your "About Us" page. If you want to add your logo to the web ad, a printer or designer can help.



FLYER (8.5" X 11")

Distribute and review the flyer at your new member orientation or other meetings. Post it in spaces that are too small for a poster.



FACEBOOK BANNER IMAGE

Use this pre-designed image on your Facebook Page.

These graphics are available at:

www.nar.realtor/value-toolkit-graphics

Personalizing Your Messaging Materials

Once you choose a messaging theme and design that best suits your association, it's time to personalize it and make it your own. The designs have a holding place for your association's high-resolution logo and name.

You have access to a folder that contains all of the marketing materials. The flyer and poster are in PDF format; the other three graphics are in .JPG format.

If you want to edit these materials, you can purchase the full version of Adobe InDesign (*for print documents*) and Photoshop (*for the three graphic images*). With these programs you can insert your logo and make other changes.

If you don't have these programs, a printer or graphic designer can help you add your logo and/or make other small changes to all the materials.

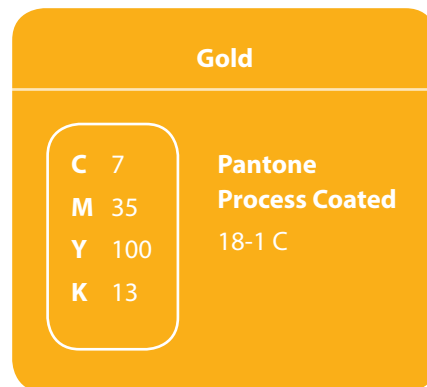
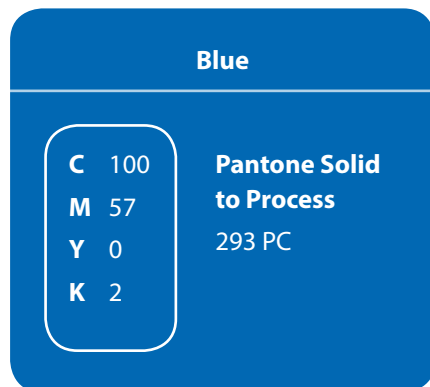
Download these materials at:

www.nar.realtor/value-toolkit-graphics

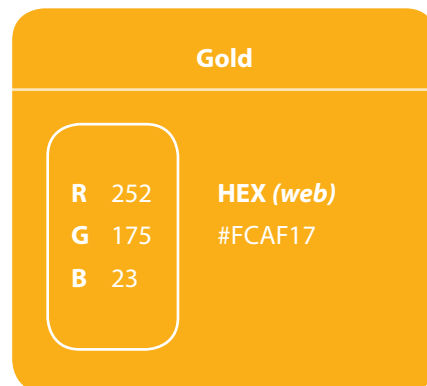
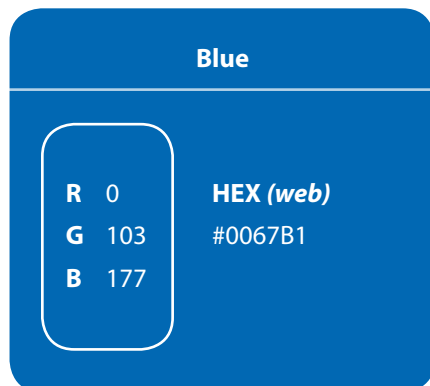
Color Palette for Other Marketing Materials

Matching other marketing pieces to your value proposition materials will strengthen your messaging. Here are the exact colors you should use.

PRINT



DIGITAL/ WEB



TAKE ACTION

Let this checklist be your guide. It will help you learn how to use the materials, and it'll keep you on track through launch. You'll always know "what's next."

- ☒ 1. Read this guide in its entirety.
- ☐ 2. Review both message options with association leaders and staff. Choose one that best fits your organization's personality and is most appealing to your members. *(Page 4)*
- ☐ 3. Locate the materials available to you at www.nar.realtor/value-toolkit
- ☐ 4. Personalize your materials. *(Page 6 of this guide)*
- ☐ 5. Decide when and how you'll launch the value campaign. *(See next page for ideas.)*
- ☐ 6. Talk about how your leaders and staff will help deliver your value proposition. *(Refer to NAR's Value Proposition Toolkit at www.nar.realtor/valuetoolkit for ideas.)*

Launching Your Value Proposition

A plan makes all the difference, especially when it comes to launching your value proposition. As you plan, consider all the ways members come in contact with your association. Make sure you incorporate the value message into all the ways you communicate, not just on your website or on a flyer.

This is your chance to tell members why they should pay attention, and why you are different from any other organization. Your leaders and staff should “own” the message and be part of your marketing team.

- ☐ **Website**
(The graphic should be prominent on the homepage.)
- ☐ **“About Us” Webpage**
(Include the entire value proposition that clearly says, “Why?”)
- ☐ **Association’s Voicemail Message**
- ☐ **Business Cards**
- ☐ **Desk and Wall Signs in the Office**
- ☐ **Office Reception Area**
(Posters to reinforce the message)
- ☐ **Banner in Training Room or Reception Area**
- ☐ **Receptionist’s Greetings**
- ☐ **Email Signatures**
- ☐ **E-newsletter**
(Make sure your news items align with your points of value.)
- ☐ **New Member Brochures**
- ☐ **Front Door**
- ☐ **Parking Lot Entrance**

Plan a SPLASH, not a timed-release or “drip” campaign. Getting your members’ attention requires something new, different and visible. Then? **Repeat and repeat and repeat.**

Do you have other questions?

If it's not covered in this guide or in the webinar content, never fear – NAR is always here to help.

**Contact NAR's Association Leadership
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