

13 Impressions for New Members

1) **Welcome from association** (email)

- ✚ Includes video
- ✚ New Member Kit
- ✚ Survey – What Can We Help You With?

2) **My REALTOR Mentor** (email, video)

- ✚ How to Access Mentor
- ✚ Survey - What can we help you with?

3) **REALTORS® make more money** (postcard)

- ✚ Use Statistics
- ✚ REALTORS® are educated, confident professional, respected

4) **Family Resources** (email)

- ✚ PDF file with live links of useful resources to download to desktop.

5) **Tech Helpline** (sticker/postcard)

- ✚ Your own personal IT for Free
- ✚ Included in dues

6) **Free forms** (email, video)

- ✚ Go paperless and be productive
- ✚ Forms platforms and tips to Forms Content

7) **Education** (print brochure)

- ✚ Education your way
- ✚ How you learn more

8) **Social Media** (email)

- ✚ Keep connected to your sphere
- ✚ LinkedIn, Facebook, Twitter invites

9) **Professional Habits** (wallet piece on business card)

- ✚ List of top most effective habits
- ✚ Everyday successful business habits

10) **RPR** (email)

- ✚ Competitive edge with your clients in presenting market data
- ✚ Links to videos, blogs

11) **Advocacy** (print)

- ✚ How Association Advocacy saves you money
- ✚ Protecting homeowners protects an industry
- ✚ We want you to participate: Day on Beacon Hill, NAR MidYear

12) **Member Benefits** (App)

- ✚ Perks of membership
- ✚ Reference (NAR member guide app)

13) **Communications** (email)

- ✚ List communications available: website, newsletters, magazine
- ✚ Sign up (NAR)
- ✚ Feedback piece