

Consumer Advertising Campaign for Local Associations



NATIONAL
ASSOCIATION *of*
REALTORS®

Why Use Consumer Advertising Materials With Members?

- Target REALTORS® with NAR advertising materials to:
 - Strengthen pride in the REALTOR® community
 - Reinforce a valuable REALTOR® member benefit
 - Show members what their REALTOR® association is doing for them
 - Provide materials for members to use
- Remind members NAR is speaking to consumers about:
 - The importance of homeownership as part of the American Dream
 - Current market conditions
 - The value of using a REALTOR®

Search for “Consumer Advertising Campaign” on REALTOR.org to learn more about the current campaign

Ad Generator

Consumer Advertising Campaign Materials Center:

- Visit www.NARtools.com to:
 - Customize FREE print ads
 - Download FREE digital banners
 - Download FREE e-mail signatures
 - Download broadcast quality radio spots
 - Download standard quality TV spots
 - Purchase broadcast quality TV spots



Print

Customize print ads with your association's logo and information

- **Create and distribute flyers for:**
 - Membership meetings
 - Association lobby
 - Education sessions
 - New member orientations
- **Create posters to:**
 - Hang in your association lobby
 - Distribute at member meetings for members to hang in their offices



Create custom advertising materials in a few easy steps.

- Select the message.
- Select size format.
- Select image and copy.
- Output high or low resolution PDFs.

▶ SELECT PRINT

Online

FREE online materials are available on the Ad Generator

- Download e-mail signatures to:
 - Distribute to staff and members to use
- Download web banners to:
 - Display REALTOR® Pride banners on your association website
 - Include banners on e-newsletters and social media
 - Provide banners to members to run on their business websites



Been thinking about
selling your home?

Broadcast

Reinforce the REALTOR® message with broadcast ads:

- **Television Commercials**

- Attach link of new TV commercials in e-newsletters
- Embed TV spots on association websites
- Use TV images in newsletters and social media
- Create a looped DVD to play at member meetings and in your association office

- **Radio Commercials**

- Download ads and use as the “on-hold” recorded message on your association’s phone system
- Customize the ads
 - :05 and :25 tag options

Support

NAR's advertising agency, MOST, can help you integrate the Consumer Advertising Campaign in your local market by:

- Creating custom materials not available through the Ad Generator
- Developing a member outreach strategy
- Providing localized media planning



info@mostagency.com
mostagency.com
949.475.4050

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TV Commercials

Download Standard Quality:

- Embed on association website
- Create a looped DVD for:
 - Trade shows
 - Homebuyer fairs
 - Association lobby
- Share on social media

YouTube™

Like it...

facebook

Share it!



Purchase Broadcast Quality:

- Customize the end frame with your association logo and URL
 - NAR provides customizable TV spots; associations are responsible for end frame customization
- Run commercial on a local TV station
 - Contact local stations to learn about their availability to “tag” the end frame of TV commercials with your association logo and URL

Our consumer advertising campaign will expand in 2014 with digital video ads of our :15 spots on CBS, NBC, Hulu and YouTube. If you see our spot running, be sure to “Like It” and “Share It” so our message spreads even more!

Radio Commercials

Target Consumers with Standard and Customized Radio Commercials

- **On-Hold Phone Recording**
 - Use standard or customized radio spots as the “on-hold” recorded message on your association phone system
- **Customize Radio Spots**
 - With your association name, information and local messaging
 - *:05 and :25 tag options (Please note: Associations are responsible for customization)*
 - Run customized commercials on local stations

Online

- Download FREE web banners to:
 - Display on your association website
 - Distribute to members to display on their business websites
 - Purchase ad space on consumer websites
- Download FREE e-mail signatures to:
 - Distribute to staff and members to reinforce the REALTOR® brand to consumers
- Order custom web banners to:
 - Add your association name, logo and URL
 - Use as your association's Facebook cover photo



Follow These Easy Steps to Customize Your Print Ads



1 Select a Photo

2 Select Copy

3 Custom Copy & Logo Option

4 Name your file for reference

5 Create a PDF

Welcome to the Design Studio.

Here you can create your own ad materials using NAR approved images and copy. You can also edit your own copy and place your association logo in select materials.

You can output a high resolution PDF for professional printing or a low resolution PDF to email or print from an office printer.

Once created, your high resolution PDF will be available for download from your account page.

GET STARTED MAKING YOUR AD

Always show this screen at startup.

Click "Help" at any time to show this screen.

2 SELECT COPY

If you've been thinking about selling your home, there are signs that now may be a good time.

3 EDIT CUSTOM COPY (this option will be submitted for high resolution printing. Maximum characters max.)

In today's real estate market, the combination of low inventory and a shortage of homes for sale adds up to the four bold words you want to see: S-O-L-D. If you've been considering listing your home, now may be the time. When you're ready, make sure you contact your real estate agent who's a

4 YOUR COPY **VIEW YOUR LOGOS** Haven't uploaded any logos yet? [Click here to go to your account page.](#)

5 FILE **CREATE A PDF**

Give your file a reference name (this will be used for your account page).
type file name here

ENLARGE VIEW **CREATE LOW RES PDF** **CREATE HIGH RES PDF**

Outdoor and custom sizes available by custom order

Targeting Consumers with Print Ads

- Create and distribute flyers for:
 - Homebuyer fairs, foreclosure workshops, finance seminars, community events, business lobbies
- Customize posters to to:
 - Hang in your association lobby and local businesses
- Create custom print ads to:
 - Place ads in local publications
 - Property magazines
 - Daily and weekly newspapers, etc.



Tip: Negotiate with local property magazines to run comp ads on a space-available basis in exchange for displaying their magazines in your association's office.

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Why Use NAR Consumer Advertising Campaign Materials?

- Target consumers with NAR advertising materials to:
 - Enhance the reputation and credibility of your association
 - Customize materials for your local market needs
- Reinforce NAR's national advertising campaign outreach to consumers surrounding:
 - The REALTOR® brand
 - Importance of homeownership as a part of the American Dream
 - Current market conditions
 - Real estate issues that matter to REALTORS® and their clients

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