



National Association of REALTORS®
Conversations with Real Insight Toolkit

October 2014





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Overview of Conversations with Real Insight Campaign

For most Americans, real estate transactions are the most complicated, stressful, and important financial engagements in which they will ever partake. The process is intricate, labor-intensive and emotional. It takes the proper competence, judgment and reason to approach this in a way where it makes both financial and emotional sense.

REALTORS® offer the guidance of a steady hand, the advice of an expert and the confidence of an informed decision maker. **REALTORS® provide real insight.**

The *Conversations with Real Insight* campaign focuses on the following key messages:

❖ Real Insight

REALTORS® have real insight into their local markets, what makes them move and the nuances buyers, sellers and investors must consider before making important financial and lifestyle decisions.

❖ Accuracy

While there are many tools out there that seek to help potential homeowners, there is simply no replacement for a REALTOR® who has the most accurate and comprehensive data and local market knowledge.

❖ Expertise

REALTORS® are expert professionals. They have the knowledge and experience that give their clients the confidence they need to make one of the most important financial decisions in their lifetime.

❖ Advocacy

REALTORS® engage in public policy at the local, state and national levels. REALTORS® connect with legislators, regulators and industry experts to help ensure that consumers have access to real property ownership and the opportunity to realize the benefits of homeownership and real estate investing.

❖ Millennial Buyers and Middle-Class Homeowners

Homeownership strengthens families, communities and the economy and Millennial and middle-class homebuyers are the key to building a stable, vibrant housing market. REALTORS® are dedicated to ensuring buyers have the best insight and resources available to them when purchasing a home.

For more information about *Conversations with Real Insight*, visit REALTOR.org.





Conversations with Real Insight How-To Guide

The *Conversations with Real Insight* initiative connects REALTORS® with policy makers and industry leaders in markets across the country to help you give consumers, customers and clients a comprehensive understanding of the important issues affecting real estate today. Throughout the year, REALTOR® associations and boards will host a series of events, both in-person and digitally, to engage experts on today's biggest issues and trends in real estate. The goal is to emphasize that REALTORS® have real insight, access to the most accurate and comprehensive data, and the local market knowledge that today's consumers need to make smart decisions about homeownership.

This toolkit will help provide you and your association with the materials and resources needed to host your own *Conversations with Real Insight* events. Events can be customized to fit any budget and membership size. Whether it's a webinar or a large-scale, live event the message is the same – REALTORS® provide real insight.

The possibilities for hosting a *Conversation with Real Insight* event are endless, but here are a few ideas for your consideration:

Digital Events

Webinar

- **How:** To host a Real Insight event via a live or taped webinar, your association can engage with a local real estate/housing expert or industry leader to determine their interest in participating. Once you have your guest speaker, your association's president (or someone else in a leadership role) serves as host and moderator of the conversation. The event could take many different forms, such as a panel or a moderated one-on-one conversation.
- **Why:** By hosting a webinar, you are able to direct and control the conversation that occurs, which offers many leaders and guest speakers' confidence in engaging in an event of this nature. Additionally, you have the benefit of live streaming this event, with an interactive component where viewers can engage and ask questions. Once the event concludes, you can send and/or post the recorded video to your entire community, including those who were unable to join the live discussion.
- **Cost:** The cost of hosting a webinar is minimal and will vary based on which video streaming vendor you use.
- **Resources:** For additional tips on how to host a successful webinar, click [here](#).



Twitter Chat

- **How:** Invite your president or an expert from the local community to take questions from the Twitter “audience” at a designated date and time. To follow the conversation and receive the questions, participants should use one specific hashtag for each tweet. You could use the Real Insight campaign’s official hashtag (#ReallInsightNAR) or create a new one for each event. Ask your membership to log on and tweet the guest a question, or invite members of the media and consumers to join.
- **Why:** A Twitter chat is a great way to host a Real Insight event with little to no budget. However, for a Twitter chat to be successful, the host organization must have a strong social presence and following. Additionally, promotion before the event will be critically important to ensure that a large and engaging audience participates on Twitter.
- **Cost:** No cost.
- **Resources:** Additional tips for hosting a successful Twitter chat can be found [here](#) and [here](#).

Live Events

Panel discussion

- **How:** For a panel discussion, you will need at least three participants. Invite several local experts, industry leaders or policymakers to be panelists and ask your president or other leadership to moderate the discussion. The event can follow any format you wish, but it’s typically helpful to have a theme that ties the panelists together. For instance, “Lingering Impacts of Tight Credit” is a good theme that will draw an interested audience and a variety of panelists. You can open the panel discussion up to the public or keep it a closed, members-only event.
- **Why:** A panel discussion allows you to involve a variety of participants and also has the potential to draw a large audience. You can also videotape the discussion and use it to promote the campaign as well as the event even after it concludes. This event format also has the potential to attract media attention if your organization is interested in seeking local market publicity.
- **Cost:** The price will fluctuate depending on the size, location and scope of the event. One way to save on costs is to host the panel discussion at your organization’s office, during your association’s annual conference or during another pre-planned event, which reduces room and AV equipment rental costs.
- **Resources:** For additional tips on how to host and set-up a panel discussion, click [here](#).



Press conference

- **How:** To host an effective press conference you will need a media hook or newsworthy information to attract local and real estate beat reporters. For example, you can release a new set of housing data or results from a recent survey of your members or home buyers in the area. Depending on the topic of this event, you can have your president or spokesperson conduct the conference, or bring in an additional expert to lead the conversation. Make sure you have the proper room set-up and size for the press conference. It will also be critically important to know which members of the press will be in attendance, as this will allow you to anticipate questions and prep your spokespeople accordingly. Before the event, media training should be conducted with all spokespeople (as necessary).
- **Why:** This event will generate the most media coverage, provided there is a timely and relevant news hook being announced during the conference. It will also allow you to reach the broadest audience.
- **Cost:** The cost will vary depending on the size and location of the press conference. You will need a space to host the press conference, as well as the necessary AV equipment.
- **Resources:** For additional guidance on hosting a press conference, click [here](#).



Conversations with Real Insight Key Messages and Talking Points

The following is the messaging platform for the *Conversations with Real Insight* campaign. Use these key messages as talking points when promoting your association's event and the overall campaign.

Real Insight

Key Message: REALTORS® have real insight into the market, what makes it move and the nuances one must consider before making this most important financial and lifestyle decision.

Supporting Messages:

- While technological advances enable access to data, there is simply no replacement for a REALTOR®.
- REALTORS® offer the guidance of a steady hand, the advice of an expert and the confidence of an informed decision maker.
- REALTORS® combine technology with real-life insight and market knowledge that buyers and sellers need to succeed.
- Consumers know a REALTORS®, unique local market knowledge and insight can't be replicated by online research.
- Looking for properties online is a good start, but when consumers get serious about buying a house the only option to ensure they are entirely knowledgeable about the home and process is to work with a REALTOR®.
- REALTORS® have the relationships, experience and market knowledge to guide the home buying process.
- More than four out of five recent buyers and sellers have used a real estate professional in recent transactions, proving that REALTORS® are the best resource for serious buyers and sellers.



Accuracy

Key Message: While there are many tools out there that seek to help potential home owners, there is simply no replacement for a REALTOR[®], whose data is always the most accurate.

Supporting Messages:

- Some have suggested that new technologies should make buying a home like buying an airline ticket or a stock certificate, but they're missing the point. You don't live your life in a stock share, raise your kids in seat 7B, or build your future online.
- Accuracy is critically important for buyers and sellers. In addition to accurate home listings and data, it's important to receive sound professional advice, which is where a REALTOR[®] is invaluable.
- When consumers get ready to make a home purchase, they discover that much of the information provided on these sites is either out-of-date or inaccurate, creating confusion and frustration.
- REALTOR.com[®] and REALTORS[®] can provide the most current and accurate data, helping consumers successfully navigate the complexities of the home buying process.
- Unlike other online real estate technology companies, the accuracy of REALTOR.com[®] is based on its unique, direct relationships with more than 800 multiple listing services.
 - Includes 98 percent of all for-sale properties listed in the U.S.
 - Updated every 15 minutes.
- REALTOR.com[®] is grounded in the real estate industry and is leveraging technology to help serious buyers and sellers get the information they need. In turn, REALTORS[®] put that information into context, making sure these buyers and sellers realize their real estate dreams.
- Looking for properties online is a good start, but when consumers get serious about buying a house the best option to ensure they are entirely knowledgeable about the home and process is to work with a REALTOR[®].



Expertise

Key Message: REALTORS® are expert professionals, who have the knowledge and experience that make their clients feel confident when making one of the most important financial decisions in their lifetimes.

Supporting Messages:

- REALTORS® are the most trusted resource for up-to-date, comprehensive and accurate real estate information.
- REALTORS® provide deep local knowledge and expertise consumers need to make home happen.
- REALTORS® have unparalleled knowledge of local market conditions and can leverage that expertise to help their clients reach their real estate goals.
- REALTORS® work with consumers to make sure they find a home that fits their needs and help them stay focused on both the emotional and financial issues that are most important.
- When consumers get serious about buying a home, a REALTOR® is the best resource for them to navigate the market.
- First-time buyers rely heavily on REALTORS® as they are unfamiliar with the home purchasing process.



Millennial Buyers and Middle Class Homeowners

Key Message: Millennial and middle class home buyers are the key to building a stable, vibrant housing market.

Supporting Messages:

- Homeownership strengthens families, communities and the economy.
- After years of financial uncertainty, under-employment and a challenging real estate marketplace, the Millennial generation is ready to pursue their dreams of owning a home.
- According to the National Association of REALTORS®' *Home Buyer and Seller Generational Trends* report, Millennials today compose the largest share of home buyers at 31 percent and make up the largest share of first-time buyers at 76 percent.
- With a new generation of home buyers entering the recovering real estate markets, NAR is dedicated to ensuring they have the best insight and resources available to them as they get serious about buying a home.
- For decades, the purchase of a first home was the hallmark of middle class arrival and the foundation of financial security for aspiring families.
- Young professionals and working families face a number of challenges that previous generations did not, including a sluggish job market, rising student loan obligations and living expenses in most large metropolitan areas that far outpace starting salaries. That is why expanding homeownership should be a bipartisan priority amongst our legislators.
- We must continue to put into place legislation and processes that encourage the middle class of America that buying a home is a good, responsible and manageable purchase.
- The well-being of our economy is often dictated by the status of the middle class. Therefore, when the middle class feels empowered to make significant purchases such as a home, it benefits the entire country.



Conversations with Real Insight Media Alert

The following fill-in-the-blanks media alert is designed to help you announce your association's *Conversations with Real Insight* event to the media. Depending on the scope of the event, this alert will need to be modified to capture additional event details. Insert it onto your association's letterhead with the blanks filled in as indicated and include a contact name and number at the top of the release. Send the media alert to the appropriate editors/reporters in your area.

[Local association] Brings *Conversations with Real Insight* to [City]

For most potential home owners, buying a home is one of the most complicated, stressful, and important financial transactions in which they will ever partake. That is why it is crucial to have the proper knowledge and guidance to make a smart home buying decision. In an effort to support today's homebuyers, **[name of association]** will host an event today with **[name of guest speaker(s)]** as part of the National Association of REALTORS® new campaign, *Conversations with Real Insight*.

Who: **[Name of your association]**

What: **[Name of association]** will host a **[description of event/panel/press conference/etc.]** as part of the *Conversations with Real Insight* campaign. The event will feature **[short description of event/who will be attending/topics that will be discussed]**. *Conversations with Real Insight* feature REALTORS®, policymakers, and various industry leaders in a series of live and digital events. These events provide participants with a comprehensive understanding about important issues affecting real estate today.

Where: **[Location of the event]**

When: **[Date of the event]**

Additional Information: **[Add any additional information, i.e. if media needs to RSVP, if there will be time afterwards for press interviews, the link to pages on your website with more details about *Conversations with Real Insight*, etc.]**

Members of the media wishing to attend this event should contact **[name and contact information for your association's Communications Director or media relations manager]**.

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Conversations with Real Insight News Release

The following fill-in-the-blanks news release is designed to help you gain publicity in your local media market for your association's *Conversations with Real Insight* event. Depending on the scope of the event, this release will need to be modified to capture additional event details. Insert it onto your association's letterhead with the blanks filled in as indicated and include a contact name and number at the top of the release. Send the release to the appropriate editors/reporters in your area.

REALTORS® Share Real Insights with Local Buyers, Host [Name] to Discuss [Topic]

Location (Date) – For most potential homeowners, buying a home is one of the most complicated, stressful, and important financial transactions in which they will ever partake. That is why it is crucial to have the proper knowledge and guidance to make a smart home buying decision. To support today's homebuyers, **[name of association]** launched *Conversations with Real Insight*.

Today's inaugural event featured **[fill in with specific information on what the event was, who participated, etc.]**.

"The *Conversations with Real Insight* series shines a spotlight on trends within the housing industry by connecting REALTORS® and consumers with policy leaders and industry experts at the local, state and national levels," said **[full name and title of your spokesperson]**. **[Additional quote on specifics of what took place at the event.]**

Topics that were discussed included **[fill in with additional information and any supporting facts, data, etc.]**.

"Homeownership strengthens families, communities and the economy," said **[name of another participant at the event or your spokesperson]**. "I commend the work REALTORS® do to help individuals and families achieve their dreams of homeownership. I also appreciate that they are dedicated to ensuring today's buyers have the best insight and resources available to them as they get serious about buying a home."

Conversations with Real Insight is a new initiative from the National Association of REALTORS® that connects REALTORS® with policy makers and industry leaders to give consumers, customers and clients a comprehensive understanding about the important issues affecting real





estate today. The series of live and online events, hosted by REALTOR® associations and boards across the country, help educate potential home buyers and arm them with the information necessary to make smart home buying decisions.

The goal is to emphasize that REALTORS® have real insight, access to the most accurate and comprehensive data, and the local market knowledge that that today's consumers need about purchasing a home.

For more information, **[direct readers to your association's website or where they can find more information about today's event]**.

[Insert organization's boiler plate]

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Conversations with Real Insight Blog Post

The following fill-in-the-blanks blog post is designed to promote your association's *Conversations with Real Insight* event to membership. Depending on the scope of the event, this post will need to be modified to capture additional details. Post it on your association's blog and/or feature it on your website.

[Name of organization] Shares Real Insights with [Name of featured guest]

Yesterday **[I or name of organization]** hosted **[name of featured guest]** in **[location]** for a **[live/digital]** event as part of a campaign recently launched by the National Association of REALTORS[®], *Conversations with Real Insight*.

Conversations with Real Insight connects REALTORS[®] with policy makers and industry leaders so that you can give consumers, customers and clients a comprehensive understanding about the important issues affecting real estate today.

Throughout the year, REALTOR[®] associations and boards will host a series of events (both in-person and digitally) to engage experts on today's biggest issues and trends in real estate. The goal is to emphasize that REALTORS[®] have real insight, access to the most accurate and comprehensive data, and the local market knowledge that that today's consumers need to make smart decisions about homeownership.

During my conversation with **[name of guest]**, we **discussed [insert specific about issues/trends that were discussed]**.

[Add this sentence if applicable.] You can watch the full video of the event at **[video link]**.

[Add this sentence if applicable.] Additionally, we incorporated an online component; participants who were unable to join the event could keep up with the conversation by following the campaign's hashtag: #RealInsightNAR.

The conversation with **[name of featured guest]** opened up a dialogue with our members and consumers about the most important issues affecting real estate today. This is just the start of a new conversation for REALTORS[®] – stay tuned to find out more about our next *Conversations with Real Insight* event.





Social Content to Promote Conversations with Real Insight Events

The following is suggested content to use on social media channels to gain support and publicity for your association's *Conversations with Real Insight* event. Some content may need to be modified to fit the scope of your event. You can easily schedule drafted content to post before, during and after your event.

Before Event:

Twitter

- @REALTORS have real insight into the market: what makes it move & what to consider before buying a home #ReallInsightNAR
- @REALTORS offer a steady hand & expert advice in #homebuying process. Find out more at the upcoming #ReallInsightNAR event **[Insert link]**
- We're excited to announce we are hosting a #ReallInsightNAR event on **[Date]** in **[City]**. Please join us! **[Insert link]**
- Data only gets you so far. Insight is competitive advantage. Join us for Conversations with Real Insight **[Insert link]** #ReallInsightNAR
- **[Name, Title]** is hosting our Conversations with Real Insight event next week! Details here: **[Insert link]** #ReallInsightNAR
- Register to hear **[Name, Title]** speak at our Conversations with Real Insight event on **[Date]** **[Insert link]** #ReallInsightNAR
- Did you hear? **[Name, Title]** is speaking at #ReallInsightNAR on **[Date]**. Join us! **[Insert link]**
- On **[Date]** we're hosting an event for all #realestate pros: Conversations with Real Insight. Join us #ReallInsightNAR
- Join us & **[Name, Title]** in a **[Digital or live]** event on **[date]** to discuss trends impacting #realestate pros across the country #ReallInsightNAR
- Attn **[Organization name]** community, are you joining #ReallInsightNAR? Register to discuss #realestate trends w/ **[Name]** **[insert link]**
- Haven't registered yet for #ReallInsightNAR with **[Name, Title]**? Sign up here! **[Insert link]**
- Tomorrow's the day! Have you registered for **[Organization name]**'s Conversations with Real Insight event, featuring **[Name, Title]**?
- You can register here, **[Insert link]** and also join the conversation by following our Twitter handle **[Insert Twitter handle]** and the Real Insight hashtag: #ReallInsightNAR.



Facebook

- **[Association name]**, in tandem with the National Association of REALTORS®, recently launched a new initiative called *Conversations with Real Insight* (#ReallInsightNAR). Through *Conversations with Real Insight*, REALTORS® give consumers not only the data but more importantly the insight it takes to succeed in today's real estate market. Throughout the year, NAR and its member organizations will host a series of events (both in-person and digitally) with expert guests to discuss today's biggest trends in real estate. Our goal is to improve the home buying and selling process in America and to emphasize that REALTORS® have real insight, access to the most accurate and comprehensive data, and the local market knowledge that today's consumers need to make smart decisions about homeownership.

Interested in joining the event? Register here! **[Insert link]**

Questions/comments? E-mail: **[Contact information]**.

LinkedIn

- You may have heard the news – **[Organization name]**, alongside the National Association of REALTORS®, recently launched new campaign, called *Conversations with Real Insight* (#ReallInsightNAR).

Conversations with Real Insight connects REALTORS® with policy makers and industry leaders in markets across the country to help you give consumers, customers and clients a comprehensive understanding about the important issues affecting real estate today. Throughout the year, REALTOR® associations and boards will host a series of events, both in-person and digitally, to engage experts on today's biggest issues and trends in real estate. The goal is to emphasize that REALTORS® have real insight, access to the most accurate and comprehensive data, and the local market knowledge that today's consumers need to make smart decisions about homeownership.

Interested in joining the event? Register here! **[Insert link]**

Questions/comments? Email: **[Contact information]**.

- Tomorrow's the day! Have you registered for **[Organization name]**'s *Conversations with Real Insight* event, featuring **[Name, Title]**?

This **[Digital or live]** event will discuss **[List the theme/topics of event]**.

You can register here, **[Insert link]** and also join the conversation by following our Twitter handle **[Insert Twitter handle]** and the Real Insight hashtag: #ReallInsightNAR.





During Event:

Twitter

Organizations should also tweet out direct quotes (only positive ones) from the speakers during the event to give the “live tweeting” feel.

- **[Name, Title]** is speaking NOW about issues impacting #realestate pros across the country. Join the conversation #ReallInsightNAR
- Join our Conversations with Real Insight launch event right now by following the hashtag #ReallInsightNAR & stay tuned for more news!
- Conversations with Real Insight happening now: have questions for **[Name, Title]**? Tweet them using #ReallInsightNAR!
- Thank you to everyone who today joined our Conversation with Real Insight, featuring **[Name, Title]**! #ReallInsightNAR

Facebook

- Today at **[Time]** **[Organization name]** is hosting **[Name, Title]** for a *Conversation with Real Insight*. This **[Digital or live]** event will also discuss **[List the theme/topics of event]**.

This event is part of the National Association of REALTORS® new campaign, *Conversations with Real Insight*. This campaign connects REALTORS® and consumers with policy makers and industry leaders to gain a comprehensive understanding about the important issues affecting real estate today.

Join the conversation by following our Twitter handle **[Insert Twitter handle]** and the Real Insights hashtag: #ReallInsightNAR.

LinkedIn

- Today at **[Time]** **[Organization name]** is hosting **[Name, Title]** for a *Conversation with Real Insight*. This **[Digital or live]** event will also discuss **[List the theme/topics of event]**.

This is part of a series of live and digital *Conversations with Real Insight* events, which connect REALTORS® and consumers with policy makers and industry leaders to gain a comprehensive understanding about the important issues affecting real estate today. For more information about Real Insight, visit REALTOR.org.

Join the conversation by following our Twitter handle **[Insert Twitter handle]** and the Real Insight hashtag: #ReallInsightNAR.





After Event:

Twitter

Based on the speaker and event topics, you may want to conduct a follow-up Twitter chat about any questions or themes that emerged. You can link the two conversations together using the Real Insights hashtag.

- Yesterday's Conversations with Real Insight was a hit thanks to **[Name, Title]** & all the attendees! #ReallInsightNAR
- What was your favorite part of yesterday's Conversations with Real Insight event? #ReallInsightNAR
- Special shout-out to **[Name, Title]** for joining #ReallInsightNAR & giving us all **[Her/his]** expert opinions on issues pertaining to #realestate!
- Did you miss our Conversations with Real Insight event? Don't fret, we'll publish the full video shortly! #ReallInsightNAR

Facebook and LinkedIn

- **[Organization name]** would like to offer a HUGE thank you to **[Name, Title title]** and all of the amazing participants in yesterday's *Conversations with Real Insight* event. During the conversation, **[Name, Title]** discussed **[List the theme/topics of event]**.

[Name, Title] took questions from participants of the online event and joined in an interactive conversation via Twitter and the campaign's hashtag: #ReallInsightNAR.

This is part of a series of live and digital *Conversations with Real Insight* events, which connect REALTORS® and consumers with policy makers and industry leaders to gain a comprehensive understanding about the important issues affecting real estate today.

For more information, check out the news release: **[Insert link]** and stay tuned as we release updates about our next *Conversations with Real Insight* event! Thanks again to all who joined in the conversation yesterday – it was a huge success!



Conversations with Real Insight Newsletter Content

The following is suggested newsletter content to use when promoting your association's *Conversations with Real Insight* event to your membership. Depending on the scope of the event the content will need to be modified to capture additional event details.

Before the event:

For most Americans, real estate transactions are the most complicated, stressful, and important financial engagements in which they will ever partake. The process is intricate, laborious and emotional. It takes the proper competence, judgment and reason to approach this in a way where it makes both financial and emotional sense. To support today's homebuyers, the National Association of REALTORS® launched *Conversations with Real Insights*.

Real Insights is an initiative aimed at connecting REALTORS® with policy makers and industry leaders in markets across the country to help give consumers, customers and clients a comprehensive understanding of the important issues affecting real estate today. Throughout the year, REALTOR® associations and boards are hosting a series of events, both in-person and digitally, to engage experts on today's biggest issues and trends in real estate. The goal is to emphasize that REALTORS® have real insight, access to the most accurate and comprehensive data, and the local market knowledge that today's consumers need to make smart decisions about homeownership.

[Name of your association] is hosting our own event on **[date of event]** with **[name of featured guest(s)]**. **[Fill in with details about your Real Insights event, as well as details on how to attend.]**

After the event:

On **[date of the event]** we hosted **[name of featured guest(s)]** in **[location]** for a **[live/digital]** event as part of a campaign recently launched by the National Association of REALTORS®, *Conversations with Real Insight*.

Conversations with Real Insight shines a spotlight on trends within the housing industry by connecting REALTORS® and consumers with policy leaders and industry experts at the local, state and national levels. The series of live and online events, hosted by REALTOR® associations and boards across the country, help educate potential home buyers and arm them with the information necessary to make smart home buying decisions.





During the event with **[name of guest(s)]** discussed **[insert specifics about issues/trends that were discussed]**.

The conversation with **[name of guest(s)]** opened up a dialogue with our members and consumers about the most important issues affecting real estate today. This is just the start of a new conversation for REALTORS® – stay tuned to find out more about our next *Conversations with Real Insight* event.

Visit **[insert link if applicable]** to watch a full video of the event.



Conversations with Real Insight Community/Member Communication E-mails

The following is suggested email content to send to your association's membership before the *Conversations with Real Insight* event. Send the email at least one week before the event to alert members, as well as one on the day of the event.

E-mail to send at least one week before the event:

Dear Members,

You're invited to attend a *Conversations with Real Insight* event on **[date]**, hosted by **[name of organization]**. Our **[digital or live]** event will feature **[name and title of speakers]**, and will focus on **[theme/highlight of the event]**. Discussion topics include: **[provide greater information about event]**.

The National Association of REALTORS® launched the *Conversations with Real Insight* initiative to connect REALTORS® with policy makers and industry leaders in markets across the country to help you give consumers, customers and clients a comprehensive understanding of the important issues affecting real estate today. Throughout the year, REALTOR® associations and boards will host a series of events, both in-person and digitally, to engage experts on today's biggest issues and trends in real estate. The goal is to emphasize that REALTORS® have real insight, access to the most accurate and comprehensive data, and the local market knowledge that today's consumers need to make smart decisions about homeownership.

To attend this **[virtual/live]** event, please **[include email contact information, event details or registration link]**. If you want to learn more about *Conversations with Real Insight* or have suggestions for future programs, contact **[staff name and contact information]**.

[Add this sentence if applicable.] After the event concludes, the full video will be available on our website as well as [NAR's YouTube](#) page.

Thank you,
[Your name, Title]





E-mail to send day of the event:

Dear Members,

Today at **[time]** the **[name of organization]** is hosting **[name and title of speakers]** for a live event as part of a campaign recently launched by the National Association of REALTORS[®], *Conversations with Real Insight*. This **[virtual/live]** will discuss **[provide greater information about event and topics]**.

The *Conversations with Real Insight* campaign aims to connect REALTORS[®] with policy makers and industry leaders to help you give consumers, customers and clients a comprehensive understanding about the important issues affecting real estate today. Throughout the year, REALTOR[®] associations and boards will host a series of events, both in-person and digitally, to engage experts on today's biggest issues and trends in real estate. The goal is to emphasize that REALTORS[®] have real insight, access to the most accurate and comprehensive data, and the local market knowledge that today's consumers need to make smart decisions about homeownership.

To attend this **[virtual/live]** event, please **[include email contact information, event details or registration link]**.

If you want to learn more about *Conversations with Real Insight* or have suggestions for future programs, contact **[staff name and contact information]**.

[Add this sentence if applicable.] After the event concludes, the full video will be available on our website as well as [NAR's YouTube](#) page.

Thank you,
[Your name, Title]

