



Instantly become 74% more favorable.

74% of consumers prefer to work with a REALTOR® rather than an agent who is not a member.* Wearing your REALTOR® pin lets potential clients know that you're an experienced, ethical and knowledgeable member of the

National Association of REALTORS®. Proudly wear it and remember to always place the REALTOR® logo on your materials. It may seem like a small thing, but it makes a big difference.

*2008 Public Awareness Campaign Consumer Tracking Study



*Tell them. Show them.
Wear your REALTOR® pin with pride.*