



## The most valuable square inch in real estate.

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Why wear your REALTOR® pin? Because three out of four consumers would choose to work with a REALTOR® rather than an agent who is not a member.\*

Simply wearing your pin lets everyone know that you're a REALTOR®, a member of the National Association of REALTORS®

It makes a first impression that shows potential clients how knowledgeable and valuable you are to their real estate transaction. Proudly wear the pin and always place the REALTOR® logo on your materials. It's a small thing, but it can make a big difference.

\*2008 Public Awareness Campaign consumer tracking study



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