

BREAKOUT SESSION RESULTS

TOP 3 SUGGESTIONS THAT REALTOR® ASSOCIATIONS CAN DO
THAT WILL ASSIST BROKERS IN:

MARKETING

DISCUSSION #1

1. A tool or process to make it easier to put listings on social media, perhaps through realtor.com.
2. Consumer education on the authenticity of listings data on realtor.com or accuracy of data that REALTORS® have access to
3. Clearer message on the value of REALTORS® vs. real estate agents, a stronger message than is available currently

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TOP 3 SUGGESTIONS THAT REALTOR® ASSOCIATIONS CAN DO
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DISCUSSION #2

1. Whittle down NAR consumer commercials and place on Youtube. Allow brokers to add brokerage information (name, logo, etc) into the video
2. A “consumer report” by brokers for brokers that rates different marketing products, tools & opportunities in the marketplace. Brokers will be able to view the tools and see how valuable or helpful the product is.
3. A broker portal on REALTOR.org for consumer behaviors/trends/analytics. Allow for input and comments by brokers
4. “Walk the talk” with realtor.com, since we know it’s the best data, make it the best site in all aspects - user experience, effective marketing campaigns, etc.

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TOP 3 SUGGESTIONS THAT REALTOR® ASSOCIATIONS CAN DO
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DISCUSSION #3

1. More programs that explain to consumers the value of a REALTOR® and what expertise a REALTOR® brings to the transaction. Also add more consumer education that explains the differentiation between a REALTOR® and a real estate agent.
2. A REALTOR® branded consumer app that allows consumers to search listings.
3. Better commercial content on RPR site.