

## ***REALTOR® Pride Campaign***

Imagine you see two glasses of colas—side by side. How can you tell which one is *Coke®* and which one is *Pepsi®*? Or athletic shoes, how can you tell a *Nike®* from a *Reebok®*? Now put yourself in the shoes of your potential homebuyers and sellers and think how they can tell whether you're a REALTOR® or not. Surprisingly, a large number of members have not utilized the very symbol that can help identify, separate and distinguish them from licensees— their REALTOR® logo and name.

This was the basis for the development of the new REALTOR® Pride Campaign which will be introduced in March 2003 by the Fayetteville Association of REALTORS® in partnership with the National Association of REALTORS®. The campaign is designed to encourage members to take advantage of the strength of their REALTOR® designation.

The new campaign features the “R” logo pin as the centerpiece of the message. The headline, “Who would have thought something so small could say so much about you?” evokes a strong and provocative message. After all, the REALTOR® name and logo really does say it all. But members may not know that.

Recent focus groups conducted around the country revealed most REALTORS® do not recognize the value of the REALTOR® name, because they don't know consumers see benefits in working with a REALTOR®. As a result, many REALTORS® are not identifying themselves to their clients as such and are not benefiting from the success of the five-year and running national advertising campaign.

NAR's Annual Tracking Study for the Public Awareness Campaign reveals these facts and the impact the message has had on consumer perception of REALTORS®:

- From 1999 to 2002, the percentage of consumers who believe there is a benefit to working with a REALTOR® as opposed to a real estate agent has risen from 42 percent to 61 percent.
- The percentage of consumers who say they'd attempt to sell on their own declined from 29 percent in 1999 to 21 percent in 2002
- Sixty-seven percent said that REALTORS® have the best network of sources to help buyers and sellers with services required in the buying and selling of a home. And, among consumers who expressed a preference for working with a REALTOR®, 97 percent had this belief.

Research further shows that consumers believe, within the world of real estate, that the REALTOR® status is at a higher level of professionalism. Members of the Fayetteville Association of REALTORS® are a living, breathing, walking and talking representative of the REALTOR® designation.

How will homebuyers and sellers know you're a REALTOR® and not just a licensed agent? The new REALTOR®Pride campaign theme and supporting materials members will be seeing in the coming months helps a lot.

“ Tell them. Show them. Wear your REALTOR®pin with pride.”

Nationally, NAR will run full page 4-color ads to get the message out to members. In March there is a special offer where members can receive a free REALTOR®pin simply by going to the REALTOR.ORG website. There will be a banner ad that individual members can click on to complete a form and receive a free REALTOR®pin. The offer is limited and only good until 4/30/03.

There are lots of ways member can implement a personal identification campaign themselves. Just like the theme line says:

Tell them.

Introduce yourself as a REALTOR®.

Show them.

Feature the REALTOR® logo on your business cards, stationary, signage and in your listing presentations. Consider introducing yourself as a REALTOR® instead of as an agent or sales associate.

Wear your REALTOR® pin with pride. It's arguably the easiest way to identify your designation and represent the professionalism and results-driven experience homebuyers and sellers want and prefer to work with.

The strength of the Fayetteville Association of REALTORS® lies in the involvement of our members. The ability to shape policy, protect the interests of property owners, to represent and shape the profession and to remain meaningful depends on the involvement of our members.