

**2015 CONSUMER COMMUNICATIONS COMMITTEE
NATIONAL ASSOCIATION OF REALTORS®
2015 REALTORS® LEGISLATIVE MEETINGS
05/13/2015**

**By
Mary Splichal, Aladdin Realty, Inc.
Bismarck-Mandan Board of REALTORS®**

The consumer Communications Committee had a relatively short agenda this year. Andrew Strickman, the head of branding for REALTOR.com gave us an update. The new TV ads will feature Elizabeth Banks and the theme will now be "Real estate in real time," and the commercials will again be centered on the accuracy and current information that is found on REALTOR.com vs other sites.

We spent most of our time discussing and reviewing 8 ad agency candidates as NAR is considering choosing a new ad agency. We currently use a company called Most. As a side note, after the meeting, I was interviewed by one of the ad agency companies. They wanted to speak to agents in the field to get a better feel for our needs in advertising.

After the meeting, they emailed us an update on House Logic.

Thank you for supporting me financially and mentally for this trip to DC. I always feel prepared and ready for these meetings thanks to the support of NDAR and their great leadership team!!

Respectfully,

Mary Splichal, NAR Consumer Communications Committee Member
2015