

2015 NAR REALTORS® Conference in San Diego, CA

NDAR Consumer Communications Committee Report

The Consumer Communications Committee met from 9:00 to 11:00 am on Friday, Nov. 13th, 2015. Rick Miller told us about HomeOwnershipMatters.REALTOR and the ability for state and local associations to host consumer-facing advocacy pages on the domain (helping associations to meet CORE standards.) He also mentioned there are consumer email addresses available for advocacy campaigns. These names have been collected from years of signing consumers up for House Logic and advocating for consumer issues.

Arnold, NAR's new advertising agency, reviewed the new advertising campaign with us. They explained the "Got Milk" idea or "Got REALTOR®" slogan that will be used. We saw some rough cut commercials. They also reviewed another proposal for advertising which the committee decided against. The committee thought the Arnold advertising plan should be tried out first, before we try other methods of advertising.

The Commercial Committee requested a special work group be formed to promote the Commercial Industry, but the committee felt there was already a committee that was exploring possible ways to advertise for our commercial REALTOR® members, so the special work group was voted down. Havas, the new media agency is working on ways to reach the Commercial sector.

We were given 100th Anniversary REALTOR® pins – next year will be our 100th year of the REALTOR® brand.

Thank you for NDAR's financial support so that I may attend this meeting and the Conference.

Respectively submitted by

Mary Splichal, REALTOR®

Aladdin Realty, Inc.

Bismarck-Mandan Board of REALTORS®