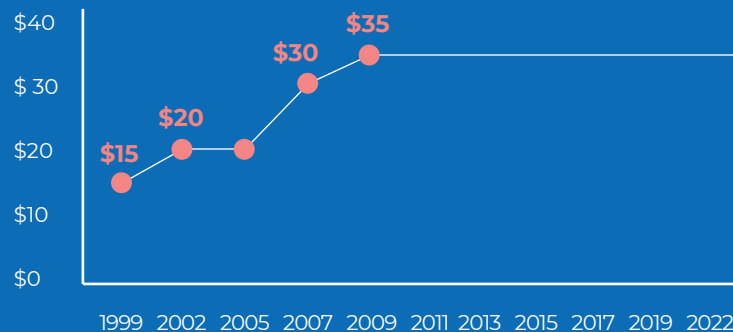


# NAR's national ad campaign: delivering ROI today and tomorrow

## 1 Overview

The ad campaign is funded by a Special Assessment, renewed every 3 years.

The Special Assessment has been \$35 since 2009, and would now be \$60 had it kept pace with inflation.



REALTORS® are members of the National Association of REALTORS®

## 2 What's happening around us

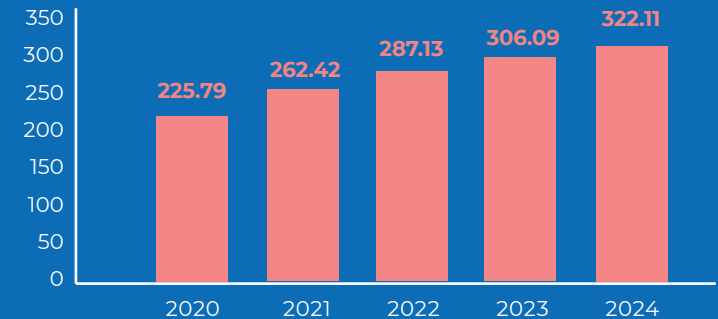
### A cluttered real estate category

The current landscape is increasingly saturated with messages on how easy it is to buy a home.

### Ad spending is expected to rise

By 2024, U.S. ad spending is expected to increase nearly 50% from 2020.

Source: Statista



## 3 Members weighed in with their recommendation

**Raise the assessment**

\$10 (from \$35 to \$45)

&

**Hold the assessment**

for 5 years (rather than 3 years)

## 4 The ad campaign delivers on 3 core objectives:

01.

**Demonstrates the value of a REALTOR® to consumers**

02.

**Distinguishes REALTORS® from the rest**

03.

**Delivers pride to members**



## 5 NAR's ad campaign delivers on your investment

Reinforces the value of the REALTOR® brand

# 89%

of consumers who saw CAC messaging were more likely to use a REALTOR® in the future

Instills trust and brand recognition

**REALTOR® is the #1 most trusted brand** in the category

**Recognized 39 times** for creative excellence or media effectiveness

Reaffirms pride and participation

# 90%

of state and local REALTOR® associations use or promote the ad campaign

# 2.85 BILLION

impressions in 2021 alone

## 6 Leverage hundreds of campaign assets at **ThatsWhoWeR.realtor** or via **Photofy**



## 7 It is much more than commercials

Our commercials are just part of a full range of media delivery that reaches and impacts the modern consumer.



## 8 An additional \$10 per member is a strong return on your investment

- A comprehensive strategy to reach consumers
- A more competitive media buy
- More media impressions
- Ability to build and make video assets available
- Continue to build and maintain positive brand awareness

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