

**THAT'S  
WHO  
WE**

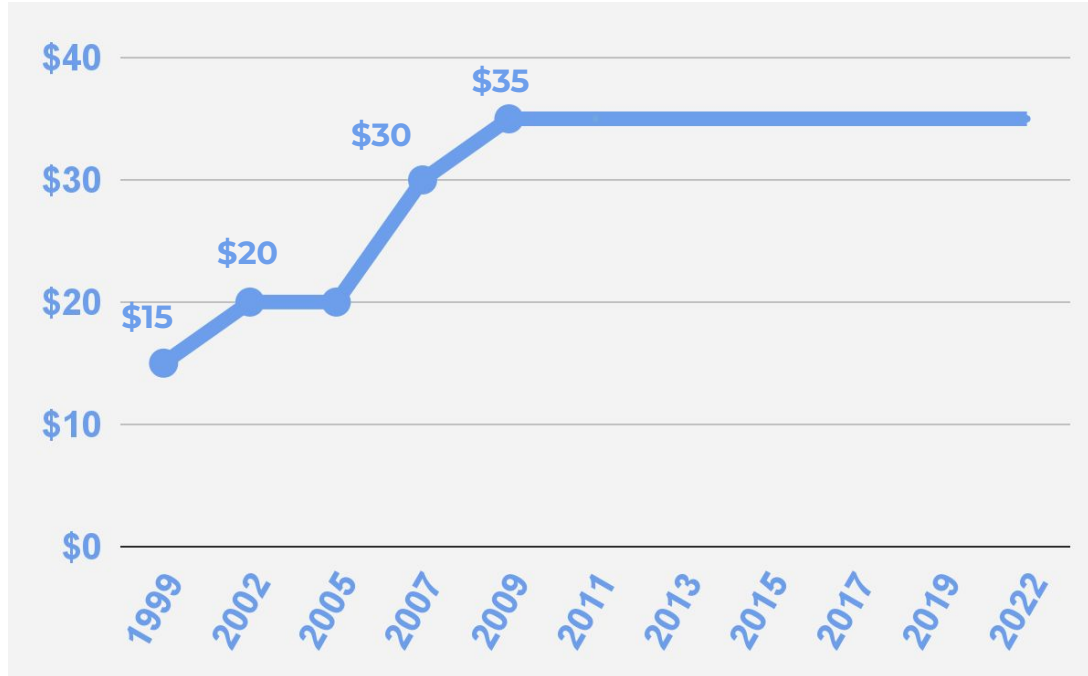


REALTOR

# **CONSUMER AD CAMPAIGN**

## **THAT'S WHO WE R // 2022**

## Here's where we are



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

The \$35 assessment has not increased in 14 years.

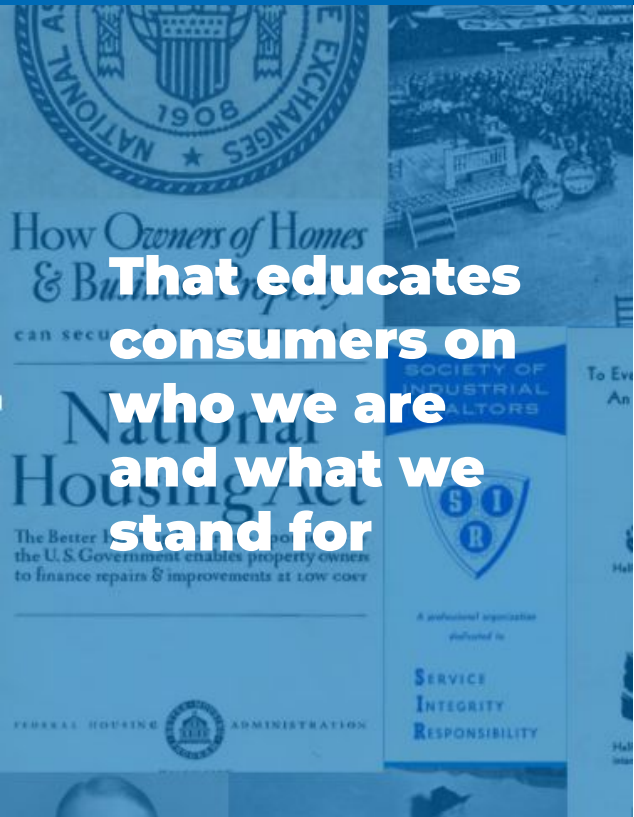
# Members weighed in with their recommendation

Raise the  
assessment  
\$10 (from  
\$35 to \$45)



Hold the  
assessment for  
5 years (rather  
than 3 years)

**We've launched a powerful consumer ad campaign**



**That educates  
consumers on  
who we are  
and what we  
stand for**

**One that  
celebrates our  
more than 1.5  
million members**



**THAT'S  
WHO  
WE**



## The value of the campaign is an investment in your business, and is grounded in three core objectives.

**01.**

Demonstrates  
the value of a  
REALTOR® to  
consumers

**02.**

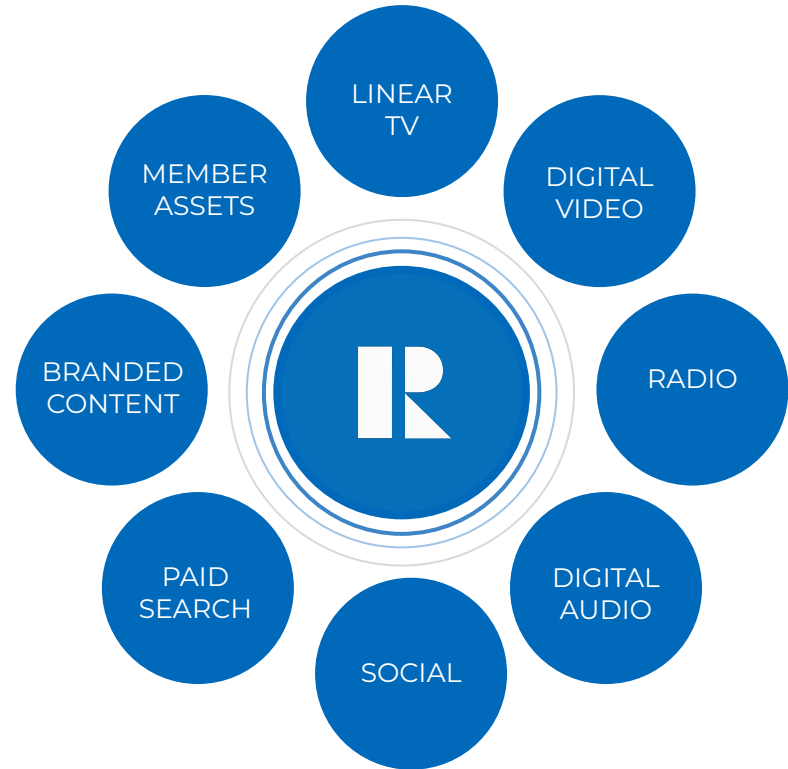
Distinguishes  
REALTORS®  
from the rest

**03.**

Delivers pride  
to Members

# Where we tell our story

Through a robust, national campaign ecosystem



# Successful 2022 national ad campaign launch

The newest installment in the That's Who We R campaign officially launched in February across TV, Radio, Streaming Audio, Social Media and much more.

See all the new work at [ThatsWhoWeR.realtor](https://ThatsWhoWeR.realtor)

## TV Commercial



["The Unexpected" :30 & :15](#)



["The Right Thing" :30](#)



["The Search" :30 & :15](#)



["The Neighborhood" :30 & :15](#)

## Radio

[Decoding The Code :30](#)

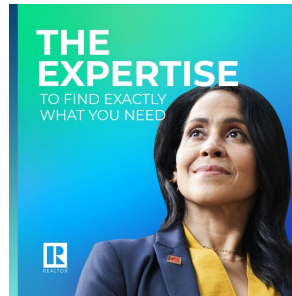
[Credit At Closing :30](#)

[The Difference Is Real :15](#)

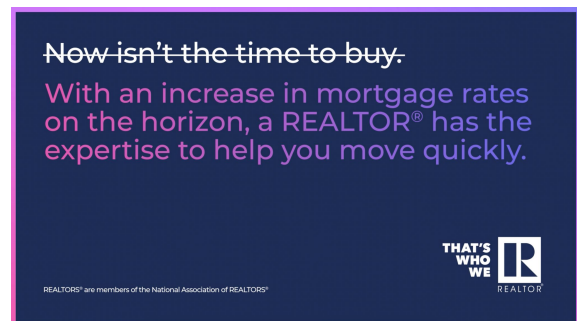
# Highlighting the difference expertise & ethics REALTORS® bring to every transaction

Paid and organic social media content ran across Facebook, Instagram, Twitter and Reddit

## Facebook / Instagram



## Twitter





# A robust asset library enabling members & associations

## To tap into the power of the campaign

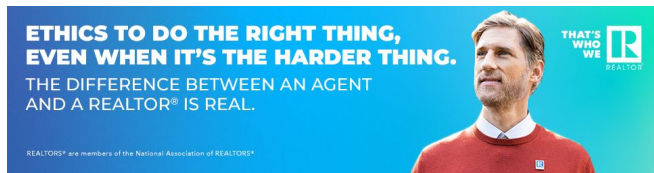
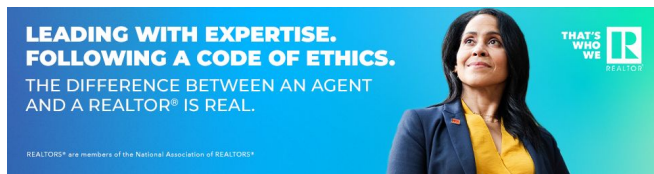
The Consumer Ad Campaign developed new assets that can be utilized to sustain a unified message and look/feel through Social, Print, Digital and Out of Home (billboards)

Access all new assets at [ThatsWhoWeR.realtor](https://ThatsWhoWeR.realtor) or social via Photofy

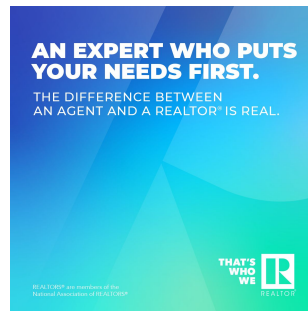
### Print



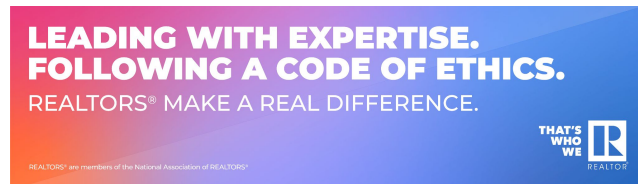
### Digital Banners



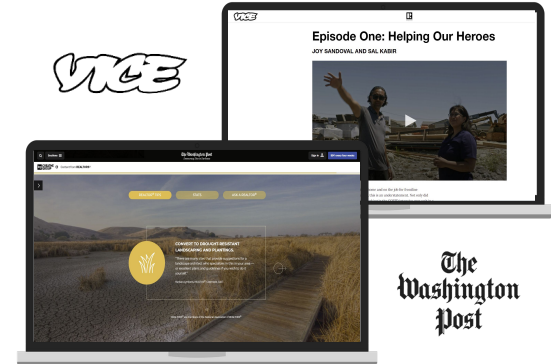
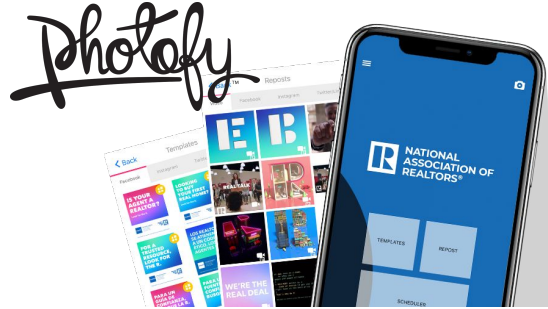
### Social



### OOH



## But it's much more than commercials



# We've told a larger story about the REALTOR® brand that lives beyond the transaction

## THAT'S WHO WE



The Code of Ethics is what makes a REALTOR® more than an agent.

#That'sWhoWeR

— ARTICLE 2 —  
REALTORS® must not exaggerate or omit pertinent facts about a home.

0:09

### EXPERTS. NEIGHBORS. COMMUNITY LEADERS.

Your ally in opening the right doors for you.

REALTORS® are members of the National Association of REALTORS®.

LEARN MORE



HOUSING DISCRIMINATION? NOT IN OUR HOUSE.

REALTORS® are members of the National Association of REALTORS®



## SU NEGOCIO ES MI NEGOCIO.

REALTORS® are members of the National Association of REALTORS®



TIRED OF ALL THE NEGATIVE NEWS HEADLINES?

### HERE'S A BIT OF GOOD NEWS: 66% OF REALTORS® VOLUNTEER IN THEIR COMMUNITIES

Click for more Good Neighbor News



REALTORS® are members of the National Association of REALTORS® and are bound by a Code of Ethics

## A campaign that 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**

\*Consumer survey conducted by  
third-party, 8/23/21 through 9/13/21

After seeing our ads, consumer attribute the following  
adjectives to REALTORS®

REALTORS® are **trustworthy, knowledgeable, professional,**  
and **helpful**

REALTORS® are **trusted partners** in the home buying and  
selling processes

REALTORS® are **advocates** for homeowners and communities

REALTORS® are **more human and qualified** than other  
options and provide a service beyond that of an app or  
website

## A campaign that delivers on your investment

Reinforces the value of  
the REALTOR® brand

Instill trust and Brand  
recognition

**89%\***

of consumers who saw  
CAC messaging were

**MORE LIKELY  
TO USE A  
REALTOR®  
IN THE FUTURE**

**REALTOR® is  
the #1 MOST  
TRUSTED BRAND**  
in the category

**RECOGNIZED  
39 TIMES**  
for creative excellence or media  
effectiveness



## A campaign that delivers on your investment

Reinforces the value of  
the REALTOR® brand

Instill trust and Brand  
recognition

Reaffirms pride and  
participation

**89%\***

of consumers who saw  
CAC messaging were

**MORE LIKELY  
TO USE A  
REALTOR®  
IN THE FUTURE**

**REALTOR® is  
the #1 MOST  
TRUSTED BRAND**  
in the category

**RECOGNIZED  
39 TIMES**  
for creative excellence or media  
effectiveness

Campaign assets used by

**90%**  
**of local or state  
REALTOR®  
associations**

## A campaign that delivers on your investment

Reinforces the value of  
the REALTOR® brand

Instill trust and Brand  
recognition

Reaffirms pride and  
participation

**89%\***

of consumers who saw  
CAC messaging were

**MORE LIKELY  
TO USE A  
REALTOR®  
IN THE FUTURE**

**REALTOR® is  
the #1 MOST  
TRUSTED BRAND**  
in the category

**RECOGNIZED  
39 TIMES**

for creative excellence or media  
effectiveness

Campaign assets used by

**90%**  
**of local or state  
REALTOR®  
associations**

**2.85 BILLION** impressions in  
2021 alone!

# Here's what's happening around us

A cluttered category,

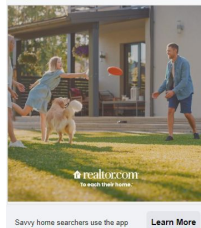
new entrants,

and ad spending expected to rise

**Zillow**  
March 11 at 8:46 PM ·  
Save the homes you love, then compare features side by side.

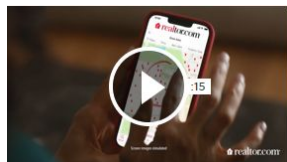


**Realtor.com**  
Wondering how to find the perfect neighborhood for you? The Realtor.com® app has all the tools and info you'll need.

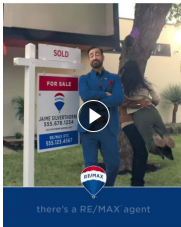


Sell your home faster  
and for more money

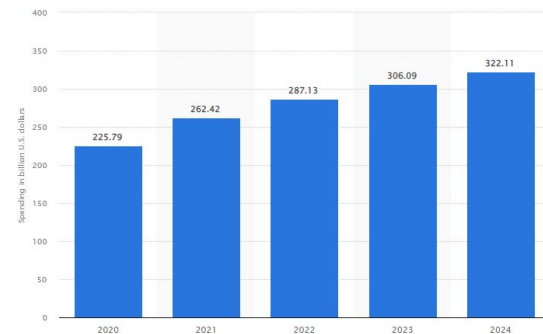
Find an Agent



**RE/MAX**  
March 10 at 2:44 PM ·  
Turn your long checklist of must-haves into your dream home.



COMPASS  
ribbon  
Opendoor  
flyhomes  
Offerpad  
knock  
homie  
HomeLight



Source: Statista

By 2024, US ad spending is expected to increase nearly 50% from 2020



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

1

A comprehensive strategy to reach consumers

2

A more competitive media buy

3

More media impressions

4

More campaign assets available for members

5

Continued positive impact to REALTOR® brand health

**Q&A**

**THANK YOU!**

# A national media plan to reach target audience

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV

## TELEVISION



## DIGITAL VIDEO



## RADIO



## STREAMING AUDIO



## BRANDED CONTENT



## SOCIAL



## SEARCH

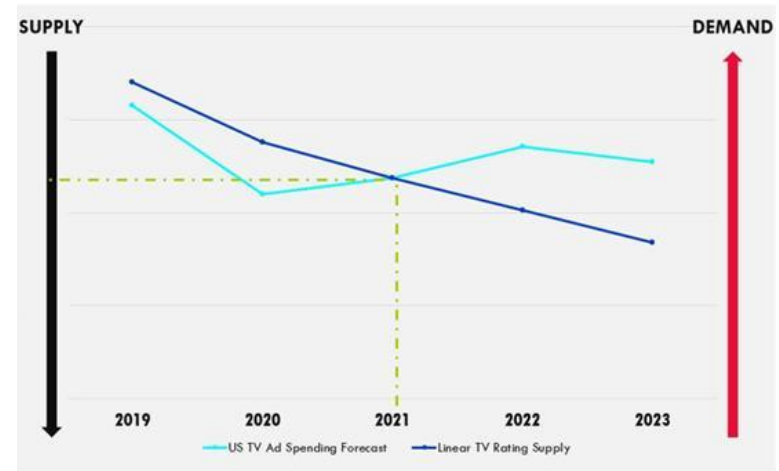


# Inflation impacts how far media budgets can go

**\$1 in 2010 is worth \$0.40 in 2021\***

- \$35 Special Assessment has not increased since 2009
- The Special Assessment would be \$60 today if it paced with inflation
- 1% to 14% annual inflation on TV media costs further reduces the buying power of budgets

**Ratings decline as ad spend increases, driving media cost up year-on-year**



*\*Projected based on Havas historical TV CPM rate (total industry)*