

2014 REALTOR® Party Convention, NDAR Washington DC Trip Report

NAR Consumer Communications Committee

May 14, 2014

Special thanks to the North Dakota Association of REALTORS ® for the grant to help me pay some of my expenses in Washington, DC.

This year I am on the new Consumer Communications Committee. We started our meeting with a presentation from Move Inc.'s Vice President of Brand and Creative Services, Andrew Strickman and Tracy Mahnken, VP of Product with Move (they own the REALTOR ®.com website.) They updated the committee on REALTOR ®.com's website redesign and new marketing campaign plan. REALTORS ® are encouraged to go to REALTOR ®.com to claim their profile so their listings can be linked directly with their contact information. This is a FREE service.

The new marketing program includes advertising spots titled "Accuracy Matters." The spots are designed to help combat Zillow and Trulia.

I spoke with Andrew Strickman after the meeting and showed him a problem with one of my listings. The site is supposed to refresh every 15 minutes but one of my listings hadn't been updated for many days. He got back to me a couple of weeks later and said they fixed something and our board shouldn't have that problem anymore.

NAR's new commercials will start in mid July and will feature people talking about their experiences working with a REALTOR ® and their experiences with REALTOR ®.com. Each ad will be tagged with, "REALTORS ® and REALTOR ®.com: Together we make home happen."

The Congressional Lobby Day was a little different than years past as the House was not in session and Congressman Cramer wasn't in town to meet with us. We did meet with Senator Hoeven and a staff person from Senator Heitkamp's office. On our way out of the building we ran into Senator Heitkamp at the elevators.

Respectfully submitted by Mary Splichal * 701-220-3348 * Bismarck Mandan Board of REALTORS ®