

2014 Consumer Communications Committee Report By Mary Splichal

National Association of REALTORS®
2014 Conference and Expo, New Orleans
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First of all, a special thank you to NDAR, for helping fund my trip to New Orleans. The financial assistance you provide, means a lot to me. The networking and information I learn at these conventions are priceless experiences! I attended my NAR Consumer Communications Committee meeting on Friday, November 7, 2014, from 9:00 am to 11:00 am. Later that afternoon, at 1:00pm, I sat in on the Member Communications committee as well.

Last year I served on the Member Communications Committee. This is my second meeting of the Consumer Communications Committee. In years past these committees were combined. I find the new meeting system to be more efficient and we are more focused.

The discussion at this meeting centered on the "Accuracy Matters" ad campaign. Search volume is way up on REALTOR®.com since the ads have started. We will continue to combine "use a REALTOR®" with REALTOR®.com ads. They showed us the new "CAKE FACE" ad and the "Mom" ad. Both ads are designed to prove that REALTOR®.com is way more accurate than Zillow or Trulia.

We also discussed the NEWS CORP takeover of REALTOR®.com.

The Member Communication Committee Chair came in and discussed some of their meeting points and invited us to attend their meeting later on in the day. NAR Membership is up 5% this year. REALTOR®.org page views are up 16% and the Magazine Online visitors are up this year. She encouraged us to use DigApp and 5ver.com to manage all our different sites. I'm not sure I got those names right, but I think that's what she said.

After a quick lunch, I attended the Member Communications Meeting. They talked about the new feature on REALTOR®.com that will show an agents showing activity. In **order to remain SAFE, It was suggested that you indicate you showed a particular house as you left** the home in order to keep people from knowing WHERE you are all the time. The reason to use the feature is to show you're busy and actively out in the field. This "Checking In" feature is great for new agents, as well as an established agent. They told us to use your FREE REALTOR®.com web page enhancement feature too.

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