

2016 NAR REALTORS® Legislative Meetings and Trade Expo in Washington, DC

NDAR Consumer Communications Committee Report

The Consumer Communications Committee met from 10:00 am – 12:00 pm on Wednesday, May 11, 2016. We discussed the goals of the current advertising campaign: 1. Educate Consumers about the work of REALTORS® and 2. Modernize our brand. We looked at several more Modern Family raw commercial cuts. We didn't like a couple of them and they listened to our feedback. Research shows 92% of the people like the Modern Family character, Phil. The commercials began on May 4 and will be run on ABC Only and Cable TV channels. Some of the phrases that Phil will coin are: Op-ti-mis-ti-fied and Fear-tigued. He will talk about balloon payments (don't involve balloons) and he will define Escrow and discuss Free Cookies at an Open House.

We discussed all the ads seen on Mobile phones – the videos need to be shorter and we should be using YouTube. People discussed how their boards are sharing and tagging the commercials and social media ads. House Logic was re-launched in May. We were reminded to put the Real Estate Today Radio show on our personal web sites (it's a free widget.) We also discussed the Buzz feed ad where agents were recognized. (Note: my advice was one of the comments featured in that Buzz Feed ad).

New content is being pushed out daily through NAR's new @Realtor consumer social channels. HouseLogic has had 1.5 million site visits and 4.5 million page views.

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®

June 13, 2016