



How Brokers and Agents Can Share HomeOwnershipMatters.Realtor Content

Broker or agent business newsletters, personal and corporate websites and social media channels are widely used by REALTORS® to reach clients (consumers). By linking Homeownershipmatters.Realtor to these readily available communications tools, REALTORS® can quickly expand consumer knowledge, enlist consumer support on mutual homeownership issues of concern and grow our national consumer advocacy database.

Consumers look at numerous channels on the Internet as they explore the complex world of buying and selling real estate or learn more about real estate issues in their community. No other website provides a fuller range of homeownership public policy issues at all levels of government than HomeOwnershipMatters.Realtor.

Here are some suggestions for brokers and agents on ways to use the content:

- In addition to placing a link to HomeOwnershipMatters.Realtor in your newsletters, consider posting the link on your company or personal website, so that consumers can easily find the website.
- Copy and share stories from Homeownershipmatters.Realtor with the knowledge that you are sending along to consumers the best of homeownership public policy information.
- Post stories from the site on your social media page or in print or electronic newsletters.
- Post a video from HomeOwnershipMatters.Realtor to your social media pages that you think consumers in your sphere of influence will find useful to see and hear.

In summary, broker and agent communications are valuable consumer channels. The more channels on which we make the HomeOwnershipMatters.Realtor message available, the more REALTORS® and consumers will benefit. Your communications to consumers will help to expand the reach of our database to include more American homeowners. Each of those consumers will be asked at some time to weigh in on issues through Consumer Calls for Action. Think about the impact real estate will have when REALTORS® and consumers align on issues.

For more information on the Consumer Advocacy Program, visit www.realtoractioncenter.com/ConsumerAdvocacy or contact Rick Miller at rmiller@realtors.org or 202-383-1107.