

REBAC Marketing Plan

Supporting Your Success in 2009

Besides offering superior buyer representation education and training, the most important things REBAC provides you are marketing materials and a national campaign designed to raise public awareness of the ABR® designation and the importance of buyer representation—and generate leads for future buyer-clients.

Learn more about these and other activities, detailed below, to ensure you're taking full advantage of everything that's available to you!

▶▶ National Advertising Presence

Our consumer ad campaign includes placements in the At Home section of *USA Today*, which is published on Fridays and distributed all weekend long. **So that members can piggyback their own customized marketing programs** with this national campaign, dates of REBAC ad placements will be announced in *TBR HotSheet* and *Today's Buyer's Rep.*

In addition to print advertising, REBAC will advertise the importance of using an ABR® to consumers via the Internet. Look for ABR® ads on USAToday.com, CNNMoney.com, and Google.com.

▶▶ Radio ABR®

Customized commercials promoting the ABR® designation will run through syndicated programs to national radio audiences. All ads include an offer for a free *Homebuyer's Toolkit*—which is mailed **with a referral list of designees and members** in the listener's geographic area.

▶▶ Local Press Coverage, Nationally

More than 10,000 newspapers and 140 million readers: That's the audience the North American Precis syndicate reaches. Our press releases are sent through this distribution service to 1,600 daily newspapers and 8,400 suburban weeklies to inform readers about real estate issues and promote the ABR® designation. All active members of the Real Estate Editors Association also receive these press releases for use in their stories and columns. **Copies of all press releases are available to members**, so you can send these stories to **local papers**, reproduce them in your **client newsletter** or **Web site**, or include them in other advertising and marketing formats.

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» Personalized Marketing Tools

REBAC's national consumer advertising campaign promotes our collective identity, but to help you personalize that identity and extend recognition of the ABR® designations, REBAC introduced the Online Print Shop. With a click of a mouse, you can access and customize a complete collection of **professionally-designed post-cards, brochures and flyers**, previously available only on the ABR® Marketing Tool Kit CD-ROM. To order, visit www.REBAC.net, login the Member Section with your REBAC ID, then click on the REBAC Print Shop "SHOP NOW" link.

» Internetworking

Redesigned and expanded in 2008, www.REBAC.net continues to be the go-to source for buyer representation information. **Upgrades and enhancements** will be added to make it an even more valuable tool for both consumers and members alike. Members can enhance their Web site presence with an Online Directory listing upgrade, which includes added fields for photos, logos and extra geographic markets.

» Influence and Standing

REBAC membership continues to grow. The now over 50,000 members of REBAC create a strong voice for buyer representation advocacy. Yet, at the same time, the roughly 40,000 designees represent around 3 percent of the total membership in NAR. **That's strength in numbers and recognition in elite company.**

» Adding to Our Voice

Print ads in *REALTOR® Magazine*, the official publication of NAR (circulation: 1,000,000+), spearhead our brand recognition efforts, along with ads in *The Real Estate Professional*, a popular industry bi-monthly (circulation: 67,000). This national effort will be supplemented by localized campaigns, with print ads appearing in state association publications. Promoting REBAC membership not only creates **more referral opportunities**, it also advances recognition of the designation and promotes quality buyer representation.

» REBAC on the Road

Exhibiting at major assemblies of real estate professionals all across the nation, REBAC will have a high profile at **conventions for leading state associations and franchise groups**, often sponsoring conference events. In addition, REBAC members, instructors and staff will be featured as keynote speakers or members of panel presentations at many of these gatherings.

And, of course, REBAC will have a strong presence at the annual REALTORS® Conference & Expo, to be held this year in San Diego, California. Once again, **REBAC Day** will provide attendees with a full schedule of educational programming, complementing the Buyer Representation Track. REBAC also hosts a gala reception, featuring the induction of the newest members of our Hall Of Fame, a highlight of the conference social scene. REBAC staff will be greeting members and prospective members at our booth at the Expo. And as always, by making REBAC your primary affiliation, members are automatically entered in our Conference & Expo drawing.

