

# REBAC Marketing Plan 2002



*Look at the ways REBAC is working  
to make your membership dollar work for you!*

## Consumer Focus

### Locally National

REBAC's 2002 national consumer advertising campaign will promote our collective identity. But to personalize that identity, and extend recognition of the ABR® and ABRM<sup>sm</sup> Designations, localized marketing plans will be executed by Council members. REBAC will continue to offer support for these local campaigns by providing a series of professionally-produced "slicks" that provide space for customization. Ad slicks are provided to ABR® Designees free, inserted in *Today's Buyer's Rep* newsletter. Full-color postcards are available to complement each ad.

### A National Press

Continuing a successful strategy initiated in 2001, consumer-oriented ads will be prominently placed in *The Wall Street Journal* and *USA Today*, garnishing referrals to Council members by offering respondents complimentary copies of the REBAC-produced Home Buyer's Kit.

### Further Extending REBAC's Reach

10,000 newspapers with a total circulation of 137 million readers: That's the reach of the North American Precis syndicate. By using this distribution service, REBAC press releases will be sent to 1,500 daily newspapers and 8,500 suburban weeklies to promote REBAC and its designations. All releases will also be sent to all active members of the Real Estate Editors Association for use in their stories and columns. REBAC will also include copy for its Precis-distributed press releases on the *Hot Sheet*, enabling members to send them to local papers, reproduce them in their personal newsletters, their Web sites or for use in a host of other advertising and marketing formats.

### Riding the (Air) Waves

In the last two years, nearly 350 REBAC commercials have been broadcast to a huge national radio audience. This campaign will continue in 2002, with one-minute spots airing on such top-rated programs as: the 2002 Winter Olympics, the CBS and NBC News, *Ask Martha Stewart*, *The Handyman*, *Larry King Live*, *Raising Our Kids*, *The Jim Bohannon Show*. Listeners will be offered a complimentary Home Buyer's Kit and a referral report with the names of geographically-proximate REBAC members.

REBAC's consumer advertising results in an average of 50 requests per day for Home Buyer's Kits and ABR® referrals.

# Membership Focus

## More Members; One Voice

With membership reaching a record 42,100 in 2001, REBAC is clearly in a dynamic growth mode. To maintain this momentum, an aggressive membership promotion campaign will be continued throughout 2002. Promoting the ABR® Designation to REALTORS® advances recognition of the designation and promotes referrals. And, there is power in numbers. As REBAC membership grows, buyer representation issues receive more attention in this quickly changing industry.

## National Recruiting

Spearheading our membership recruitment efforts this year will be ads in *REALTOR® Magazine*, the official publication of the National Association of REALTORS® (circulation: 800,000+) and *The Real Estate Professional*, a popular industry bi-monthly (circulation: 55,000). This national effort will be supplemented by local campaigns, with print ads appearing in many State Association publications.

## Towards a More Informed Real Estate Professional

Informative columns and feature articles about REBAC will appear regularly in such outstanding industry journals as: *The Real Estate Professional* and *National Real Estate and Relocation Magazine*; in leading directories, such as RIS Media, Inc.'s *Corporate Register and Professional Referral Directory*; and in *The Online Goldmine*, an e-mail newsletter published by Wellesley Publications. (Complimentary copies of *The Real Estate Professional* will continue to be sent to the full REBAC roster as a member service.)

## In Person and Face to Face

REBAC will maintain a high profile at leading State Associations' and franchise groups' conferences and conventions, taking to the road in 2002 with a newly-constructed exhibit and a bounty of promotional materials for attending REALTORS® and associates. Starting the year with a substantial presence at the RE/MAX Convention, and continuing into December's New Jersey-New York-Pennsylvania Tri-State Convention, REBAC has scheduled appearances at major assemblies of real estate professionals all across the nation. What's more, REBAC members 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 NAR's Annual Conference and Trade Show, to be held this year in New Orleans. An entire day of educational programming will be designated REBAC Day; a gala reception, featuring the induction of the newest members of the REBAC Hall Of Fame, will be a highlight of the conference social scene; and staff and members will welcome thousands of visitors, distributing information at REBAC's trade show exhibit.

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