

## **PROFESSIONALLY GUIDING YOU SINCE 1921**

### **Background**

The North Carolina Association of REALTORS' (NCAR) 2011 and 2012 Strategic Plans contain goals designed to advance both the Vision (The North Carolina Association of REALTORS® is the voice of Real Estate) and the Mission (To Promote the Success of our Members and Enhance "Quality of Life" in North Carolina) of NCAR. Included in both Strategic Plans, under the Political Advocacy success factor, is a goal to "[c]reate and implement a public relations campaign to provide NCAR's members, the public and the media with information about, and awareness of, NCAR's commitment to and successes in improving the quality of life in North Carolina."

Determination of how to best meet this goal and to measure the success of NCAR's ability to improve the quality of life in North Carolina required appropriate research into what kind of campaign would be most effective and what message would best resonate with both our members and the public. Focus groups for both consumers and REALTORS® were held in October, 2011.

The REALTOR® focus group participants felt that while NCAR is doing a good job fighting for the interests of the real estate industry, more needs to be done to reach consumers. They asked NCAR to focus the message on the REALTOR® as a transaction expert, guiding the consumer through a complicated process. The REALTOR® also talked extensively about improving the economy in North Carolina as the only way back out of the housing slump.

The public focus group participants recognized that now is a good time to buy. They also believe that homeownership is still the American Dream and almost all of them stated affirmatively that they would like to take advantage of this market by purchasing either a home, second home or investment property, but figuring out how to do that in this economy is difficult if not impossible.

The message developed out of those focus groups as well as our own empirical knowledge of how NCAR is often viewed by elected officials – as a self-interested special interest group opposed to transfer taxes and concerned with limited additional issues. After conducting the focus groups, the goal of the campaign evolved to be more issue focused and designed to be fully engaged in educating elected officials (our primary audience), the public and our own members about all the NCAR and its members do and are planning to do to improve the economy and the overall quality of life in North Carolina. Since this campaign is issues focused, it is being funded out of our Issues Mobilization fund.

### **The Campaign**

The campaign slogan "Professionally Guiding You Since 1921" was chosen for its duality of purpose. It communicates that NCAR's members are in the business of

“guiding” consumers through complicated real estate transactions – whether they are practicing in the fields of residential, commercial, industrial, property management, or other specialty areas. It also communicates that NCAR and its members have been doing this for many, many years, through many trials and difficult economic times in the state of North Carolina. REALTORS® have been guiding the way to prosperity in North Carolina for almost 100 years. This slogan will have a long “shelf life.”

The campaign has been broken down into phases. Measurable success in Phase I will be required before Phase II is funded. When we have evidence that Phase I is going to be successful, NCAR will apply for grants from NAR to assist in the funding of Phase II.

In Phase I the target audience is the North Carolina legislature, the Governor and various opinion leaders. As a result the television campaign and the commercial that has been produced, which can be viewed at <http://www.edit28.com/ncar/guiding03.mov>, will play on NC SPIN and News 14 Carolina’s Political Connections shows. The corresponding radio ads will air on various North Carolina radio stations. Additionally NCAR has produced an online version of the campaign commercial targeting News 14 online and Google Network: YouTube True view. The television commercial, with banner ads (examples below) will play on thousands of computers on the YouTube network including on the following channels: News and Politics, Real Estate and Home and Garden.



All of our ads will direct viewers to an interactive page on the NCAR site, using the URL [www.letarealtorguideyou.com](http://www.letarealtorguideyou.com). We will use social media to ask for input from and begin a dialogue with consumers and citizens regarding how to improve the economy of North Carolina and in turn improve the quality of life of our citizens. Go out today and “like” our “Let a REALTOR Guide You” Facebook page ([www.facebook.com](http://www.facebook.com)) (search for Let a REALTOR Guide You). Our goal is to direct viewers to the many programs and good things REALTORS® and NCAR are involved in and do every day. Facebook viewers can link directly to [www.letarealtorguideyou.com](http://www.letarealtorguideyou.com) from the Facebook site.

We want our members to use this campaign in their businesses. Members should place a link to the commercial and our new interactive website on any and all communications the members feel would be appropriate to their individual businesses. We need our members to help NCAR get the word out that now IS the time to buy and REALTOR®

are there to professionally guide consumers through the process – just like we have been – since 1921.