

name changer **GAME CHANGER**

✔ DOMINATE YOUR DOMAINS

clientslovecamille.realtor

REALTOR® BRANDING KIT

ADD MORE VALUE, AT NO COST TO YOU!

Help your members leverage the power of the REALTOR® Brand. Partnering with us on the .realtor™ Local Association Partner (LAP) Program, is not only free, but it gives your members a complete online branding package including:

- ✔ Free .realtor™ Web Address
- ✔ Free Matching Email Address
- ✔ Free Professional Website
- ✔ Online Support



.realtor™ .realestate

**NATIONAL
ASSOCIATION OF
REALTORS®**

Partner with NAR on our .realtor™ Local Association Partner Program and your members will get a personalized web address, matching email, and a Free Professional Website. We'll provide tailored content and tech support to ensure the program's success. **This is an exclusive offer** and not available anywhere else, so hurry and help your members get set up for success!

TOP 3 REASONS TO TRANSITION FROM .com to .realtor™

1. Added Value of Membership:

Maximize value for your members

Encourage renewals by showcasing your commitment to helping members rev up their ROI and demonstrate your association's dedication to optimizing the value of dues dollars.

2. Exclusivity:

Only for REALTOR® Associations and their REALTOR® members

The .realtor™ web address is exclusive to REALTOR® Associations and their REALTOR® members and displays your commitment to higher ethical standards and a strict Code of Ethics

3. Cutting Edge

Attract top real estate industry talent

Increase your marketability and show that you're a future-focused association constantly seeking out new ways to support members and propel the profession forward.

ADDITIONAL BENEFITS TO ASSOCIATIONS

- Your association will receive a .realtor™ web address for FREE for the first 3 years... a \$300 value!
- Marketing Assistance: a .realtor™ Toolkit with materials to market this offering to your members including:
 - ✓ Customized emails
 - ✓ Customized co-branded webpages
 - ✓ Social media posts
 - ✓ Marketing language and graphics for newsletters
 - ✓ Series of email to communicate offer to members
- Adds Value: The REALTOR® Branding Kit is an exclusive FREE offering of the LAP program.
- One-on-one tech support for your members.
- **Shows you're a leader!** Your association looks even more professional, and you show leadership by example.
- Participation in the LAP program, fulfills one of the Core Standard Requirements for NAR.
- Two-Year Partnership to engage members and ensure program success.

GET STARTED!

Request additional information about the program at get.realtor/LAP

*.realtor™ domain only, one per member, free for the first year for REALTORS® and three years for REALTOR® Associations.