

# Marketing Activities and Membership Services Research Guide

## NAR Archives Research Guide

The National Association of REALTORS® Archives produces Research Guides with the goal of helping members, scholars, and staff locate information held in the Archives. Each Guide covers one series of records, providing historical background and context on how the materials relate to NAR as a whole. In addition, the Guides contain content lists, brief notes about the materials, and box locations within the Archives. Researchers can use these Guides to gain a better understanding of the materials and quickly decide which records may be most relevant to their research.

### Marketing Activities and Membership Services

#### Series B14

<https://realtor.soutrnglobal.net/Portal/Members/en-US/RecordView/Index/5825>

Just as important as public affairs and educating consumers, was NAR's internal marketing efforts. While NAR's programs, education, and services have been available to members since its inception, a formal marketing division was not created until 1986. The Marketing Division was created to "develop, manage, and coordinate programs of National Association which provide products, services, and resources that enhance member's professionalism and increase their income; and to develop, implement, and maintain ongoing programs that increase the value of the term REALTOR® among our members and ultimately the public."

The Marketing Division conducted member needs surveys and took steps to understand what benefits members were using and what benefits members wanted. Resources like the Member Benefits Program, Safety Week/REALTOR® Safety programming, and the REALTOR® Team Store were created. Through NAR's product and services catalogs members were able to browse their benefits and understand exactly what resources they could use to improve or enhance their business. This series captures those marketing efforts, and the campaigns and initiatives used to market NAR as an invaluable resource for REALTORS®.

## Collection:

### **B14:01: Marketing Department**

In 1986, NAR created the first Marketing Division. The purpose was to “develop, manage, and coordinate programs of National Association which provide products, services, and resources that enhance member’s professionalism and increase their income; and to develop, implement, and maintain ongoing programs that increase the value of the term REALTOR® among our members and ultimately the public.”

#### **B14:01 Box 1**

- Marketing Division Update, 1987 and 1991
  - Quarterly update and analysis of products from the Marketing Division.
- Marketing distribution surveys, 1990-1992
- Marketing Committee meeting minutes, 1989-1995
  - The Marketing Committee was formed in 1987 to “review, analyze, recommend, and monitor policies and procedures for the development, pricing, promotion, and distribution of products.”
- Member Needs Study, 1993
  - A member needs study to determine products and services that might benefit members, as well as assess how membership in NAR benefits members.
- Member Services Committee: Real Estate Assistants Working Group, 1994
  - Reports of a working group of the Member Services Committee examining the up-and-coming profession of licensed real estate assistants. Made recommendations to support membership for assistants.

## B14:02 Member Benefit Programs

### B14:02 Box 1

- Special Services to Board Members, 1925
  - Pamphlet to encourage board secretaries to create special services (legal, personal/company recordkeeping, libraries, board surveys, education publications, etc.) to support members' business.
- Special Service Bulletin No. 5 to Board Secretaries: Money Saving Services for Active Members, 1928
  - From the Intro "Members at this time are beginning to look critically at expenditures; consequently, real estate boards must devote a considerable portion of their programs to the promotion of money saving services for these active members. In line with this, the National Association has compiled a detailed digest of these services which are being conducted successfully in many of the Boards at the present time."
- REALTOR® Benefits Program catalogs, 1998-2017
- NAR Business Solutions at a Glance pamphlet, 1998-1999
- REALTOR® Benefits Plus Retirement and Insurance programs brochures, n.d.
- REALTORS® Federal Credit Union information booklet, 2012
- Dot REALTOR Top Level Domain pamphlet and Comprehensive Fact Sheet, 2014

### B14:02 Box 1-2

- Promotional Update Kits, 2001-2006
  - Kits mailed to Association Executives "which contain materials covering the latest details on several NAR programs, resources, initiatives, and member benefits."

### B14:02 Box 2

- Errors and Omissions Insurance, 1974-1992
  - In 1974, the NAR BOD voted to provide blanket errors and omissions insurance coverage for NAR; the Institutes, Societies and Councils; member state associations; and member boards.
  - Information about the policies and the coverage
  - Includes the final report of the 1987 Errors and Omissions Task Force and a 1979 examination of the program with recommendations for changes.

### B14:02 Box 3

- REALTOR® Store, 1990-2021
  - REALTOR® Store Ideas: A Resource, 1990-1992
    - A resource handbook for opening a REALTOR® Store at the local/state association.
  - REALTOR® Store Network Questionnaire to "enable NAR to create an effective REALTOR® Store database and a meaningful information network through which NAR, Local Boards and State Associations can share ideas and experiences." Includes the results and list of REALTOR® Stores.
  - REALTOR® Team Store Pins, 2019
    - Inventory from Jordan Dunne included.
    - One folder and four bags

**B14:02 Box 4**

- REALTOR® Team Store window decals, 2019

## B14:03: Marketing Campaigns and Initiatives

### B14:03 Box 1

- National Energy Conservation Program, 1976-1978 and 1980
  - Created by President Jack Pontius to “evidence the National Association’s concern in the area of energy conservation.
  - Energy Kits with pamphlets encouraging homeowners to conserve energy, press releases, post cards, and order forms.
  - In addition to the kits, marketing materials, bumper stickers, doorknob signs, marketing images and copy for members to utilize
  - The kit included a study from IREM and a “National Association of REALTORS® Attitude Survey” to determine home buyers concern about energy conservation, but the study is in a separate folder.
  - Certificate for the “President’s Award for Energy Efficiency.” NAR was awarded the President’s Award for Energy Efficiency by Jimmy Carter in 1980

### B14:03 Box 2-5

- REALTOR® Safety Program, 1988 and 2003-2010
  - In 2003, NAR launched REALTOR® Safety Week and the REALTOR® Safety Program to “supporting and bringing awareness to the safety issues members face while on the job.”
  - Newspaper clippings and correspondence from NAR, WCR, and IREM about REALTOR® safety
  - Safety Week Kits/REALTOR® Safety Resources Kits with marketing materials and resources to promote REALTOR® safety and NAR’s safety programming.
  - Personal Safety for Real Estate Professionals VHS, 1988
  - Don’t Be a Victim: Personal Safety for REALTORS® VHS, 2003
- Hispanic Marketing CD, n.d.
  - A CD labeled “Hispanic Marketing Docs, Files”

## **B14:04: Product and Services Catalogs**

### **B14:04 Box 1-2**

- Order Forms for publications, pamphlets, and informational materials, 1950s and 1960s
- Publication and material catalogs/Product Service Catalogs, 1972-2016

### **B14:04 Box 2**

- Training Session for Introducing New Products/Services: Guidelines and Procedures, 1987
  - Includes outline of training, all training materials, and forms for implementing the product/service
- Marketing Research Survey, July 1983
  - A marketing survey “on a variety of topics generally falling into three major categories— Business Operations, Awareness and Current Use of Products and Services, and the Need for Potential New Programs, Products and Services.”
- Products and Services Study, 1992
  - Study conducted to “identify ways in which NAR could reduce distribution costs, improve distribution efficiencies, and maximize use of state and local association distribution channels.”