

# AEI INSTITUTE

## YEAR ROUND

# Consumer Resources



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# Consumer Guides



- Available at **facts.realtor**
- For **members to share with clients**
- New guides are distributed **every Wednesday** via:
  - Hub Posts and Emails to various audiences. AEs @ 10:30am ET
  - Social Posts – on nardotrealtor channels @ 12pm ET
    - Facebook, LinkedIn, Instagram, X
- **Guide Resources**
  - Web Pages
  - PDF and JPG downloads (English and Spanish)
  - Social Video (MP4) downloads with suggested post copy



## NAR + PHOTOFY APP

- NAR members can easily personalize and share the Consumer Ad Campaign and NAR assets (graphics and videos) on social media.
- Free to all NAR members.
  - Sign up at **Photofy.com/nar**
- 78,500+ Users

# Surrogate Program



- The Surrogate Program is a community of **engaged and active NAR members** committed to amplifying important updates and timely information, in collaboration with state and local associations and NAR, through local and national media, social channels, and in their communities. NAR surrogates play a vital role in highlighting the work REALTORS® do for their clients, the industry, and their communities.
- [nar.realtor/surrogates](https://nar.realtor/surrogates)

# THANK YOU.



REALTORS® are members of the National Association of REALTORS®.



NARdotRealtor



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