

AEI INSTITUTE

YEAR ROUND

Content, Marketing & Creative, OH MY!

March 18 | 2025

Presenter:

Susan Welter

Vice President, Creative and Content Strategy

NATIONAL ASSOCIATION OF REALTORS®

CONTENT STRATEGY

Deliver audience-focused, timely, relevant and actionable content to:

- Positively impact the business of REALTORS®
- Elevate the REALTOR® brand
- Demonstrate NAR's value to members



AUDIENCE-FOCUSED



ACTIONABLE



PERSONALIZED



ACCESSIBLE

2025 THEME CALENDAR

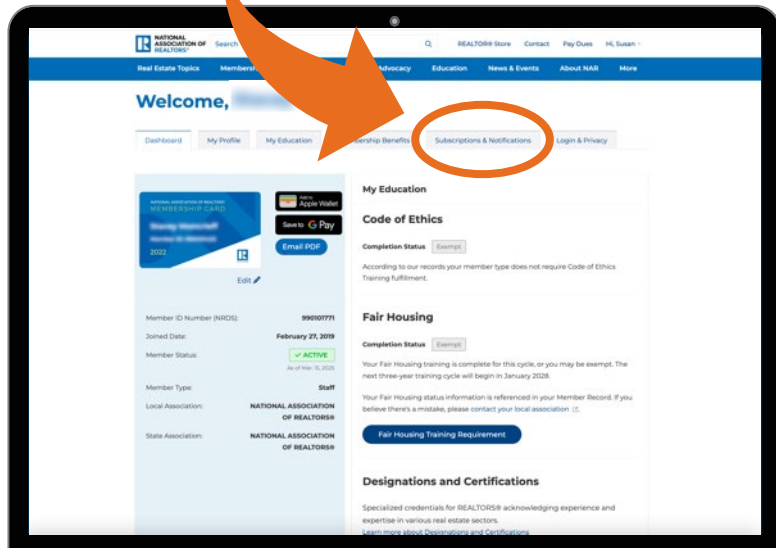
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
REAL ESTATE PRACTICE EVOLUTION. ✦ REALTOR VALUE. ✦ VALUE OF MEMBERSHIP. ✦ ADVOCACY											
SETTING GOALS FOR SUCCESS	HOMEBUYING TRENDS	ENHANCING PROPERTY VALUE	THE HOMEOWNERSHIP DIFFERENCE	SAFETY, HEALTH & WELL-BEING	REALTOR® FINANCIAL WELLNESS	MARKET OUTLOOK					
THE REALTOR DIFFERENCE	EXPANDING HOMEOWNERSHIP	REALTORS® IMPACTING THE COMMUNITY	EDUCATING BUYERS AND SELLERS	INNOVATIONS IN REAL ESTATE TECHNOLOGY	REAL ESTATE AND THE LAW						

* Coverage of commercial, ISCs and local broker marketplaces, among other topics and focuses, are woven and integrated throughout all themes.

** This content theme calendar was created for internal use only and is intended to drive and coordinate holistic content planning throughout NAR. The themes should NOT be referred to as “months” with a capital M (i.e., DEI Month), and the calendar is not prescriptive but a guide.

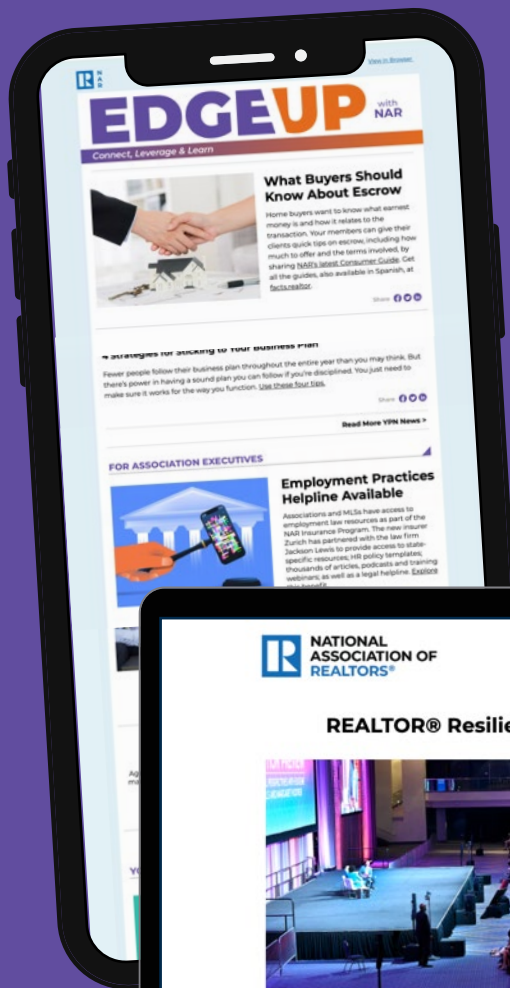
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Register at nar.realtor to manage your account and **customize your Subscriptions & Notifications.**

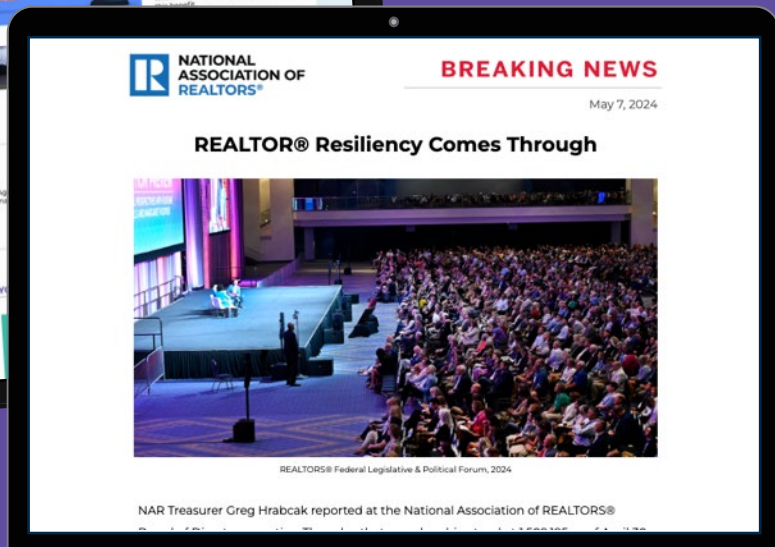


And subscribe to the **Drive With NAR** podcast at magazine.realtor/drive.





Personalized
just for you!



MUST READS FROM NAR

Thursdays: Edge Up With NAR provides news and information specific to your needs as an Association Executive as well as content in other areas of interest based on your profile.

- Launched in April 2023 to replace AE and member newsletters.

BoD Reports: delivered via **Breaking News** email.

BY AEs, FOR AEs

AEXPERIENCE is the quarterly publication created specifically for the needs of Association Executives.

AEXPERIENCE is the place to learn from your peers. Read about best practices in advocacy, professional standards, membership, and more. And get details on the latest NAR programs and resources for REALTOR® AEs.

You can read **AEXPERIENCE** online at nar.realtor/aex.





REALTOR®

MAGAZINE

MEDIA



REALTOR® MAGAZINE IS EVOLVING

REALTOR® Magazine is now **REALTOR® Magazine Media** -- your first source for industry news and analysis.

- The content you love, reimagined for how you work today
- The same trusted expertise, new digital experience, even more value
- Your new digital hub for broader, bolder, more dynamic real estate news and insights



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CLIENT EDUCATION

HANDOUTS FOR CONSUMERS

Tools to help your members reinforce the REALTOR® difference and illustrate their real estate expertise with education for buyers, sellers, and new homeowners. These handouts can be downloaded and customized with your members' branding.

For Buyers

Reinforce REALTOR® value and expertise by educating buyers. Customize handouts with branding.



For Sellers

Share the many reasons to work with a REALTOR® through educational handouts for sellers.



For Homeowners

Illustrate REALTOR® expertise by offering free customizable handouts for homeowners.



nar.realtor/magazine/tools/client-education

HONOR REALTORS® WHO DO GOOD

REALTORS® volunteer at **3 times the rate** of the general population.

- Follow **@RealtorsAreGoodNeighbors** on Facebook and Instagram and share your stories
- 25 years of Good Neighbor Awards! Launch a state or local Good Neighbor program: nar.realtor/good-neighbor-awards
- Host a volunteer project for REALTOR® Volunteer Days, May 10–18, 2025



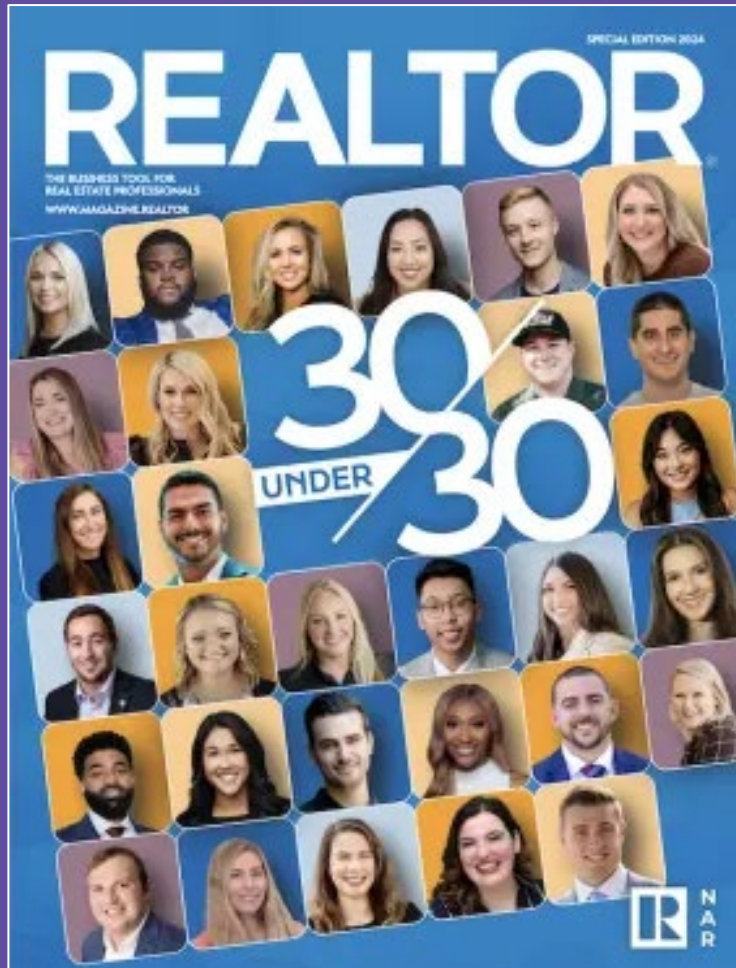
MEDIA AND TOOLKITS

GOOD NEIGHBORS PROGRAM



Download and Promote!

- > **Good Neighbor Awards media kit:** graphics, animations, and videos for associations to promote the **April 18** application deadline for members. [NAR.realtor/gna](https://nar.realtor/gna)
- > **NAR's REALTOR Volunteer Days toolkit:** Customizable graphics for associations to promote your own volunteer projects during the nationwide week of volunteering **May 10-18**. [NAR.realtor/rgn](https://nar.realtor/rgn)



CELEBRATE THE NEXT GENERATION

REALTOR® Magazine launched **30 Under 30** in 2000 to inspire and build affinity with younger practitioners.

- Nominate promising future leaders from your area:

magazine.realtor/30-under-30



NEW MEMBER ORIENTATION MATERIALS

Simplify your onboarding process with NAR's full suite of ready-to-use orientation materials designed to help new members feel welcomed, informed and connected from the get-go.



New Member Orientation Module



New Member Page
nar.realtor/new-member



AE Resources: New Member Orientation
nar.realtor/orientation



Orientation Video

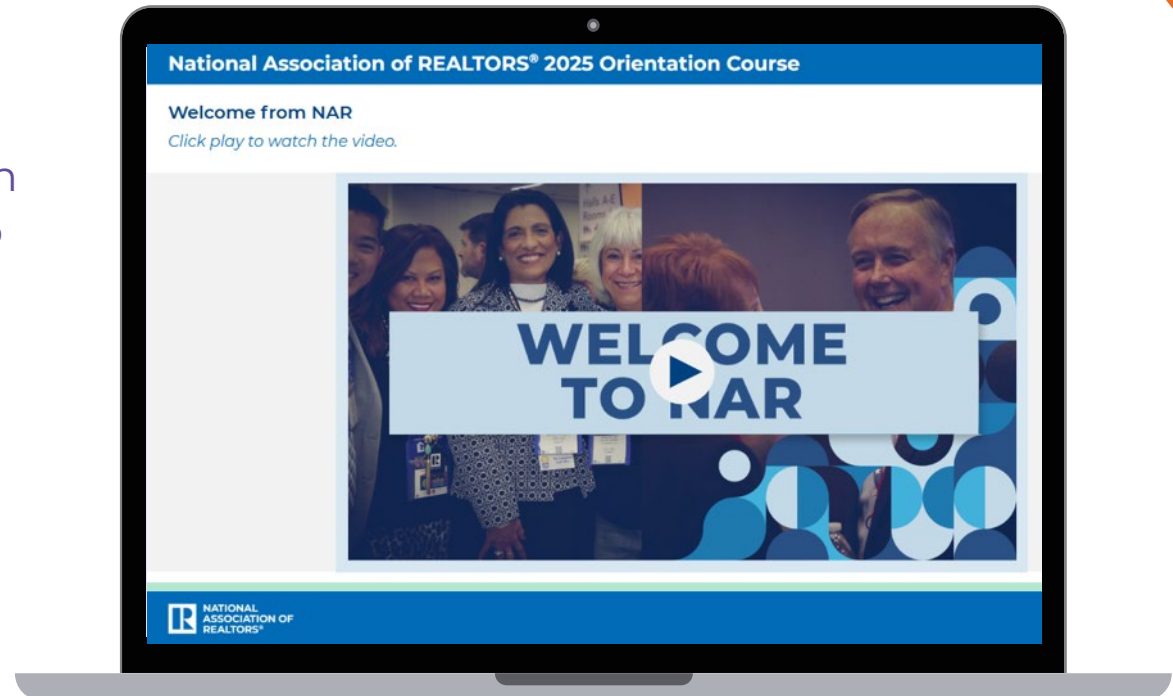
NEW MEMBER ORIENTATION MODULE

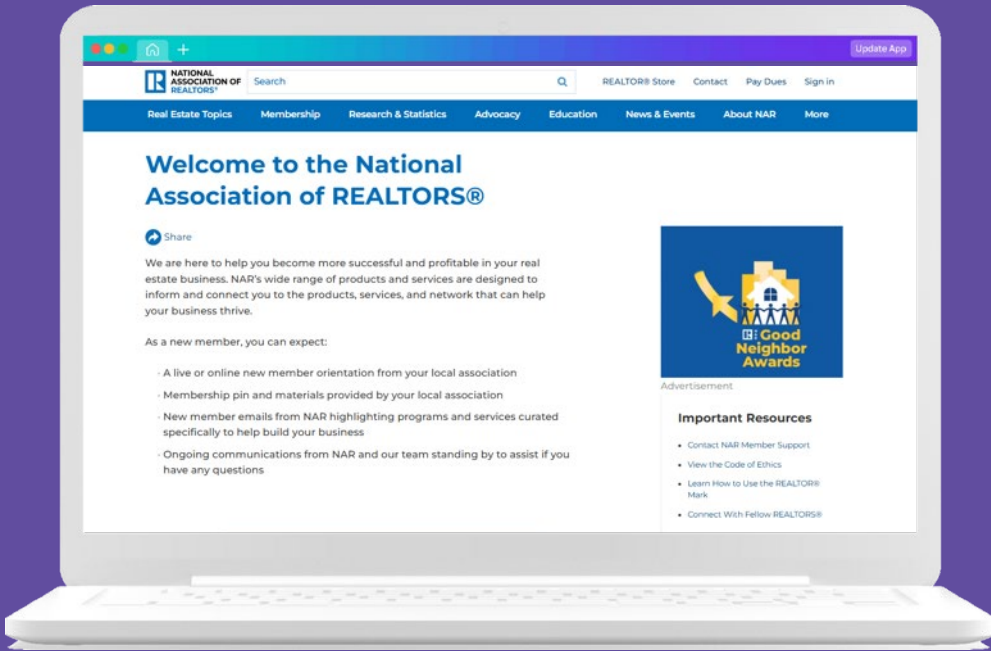
Associations can leverage this ready-to-use, self-paced resource that provides new members with a comprehensive view and valuable insights into their NAR member benefits through engaging videos, interactive quizzes and virtual field trips.

Available at no cost to your association!



Scan the QR Code to review the Module!





NEW MEMBER WEBPAGE

Provides step-by-step guidance for the first 12 months of membership, including business tools, marketing resources, safety tips, legal insights, networking opportunities and exclusive member benefits designed to help their business thrive.

 nar.realtor/new-member



Scan the QR Code to
explore these resources!

AE RESOURCES FOR NEW MEMBER ORIENTATIONS



Important information to share with new members

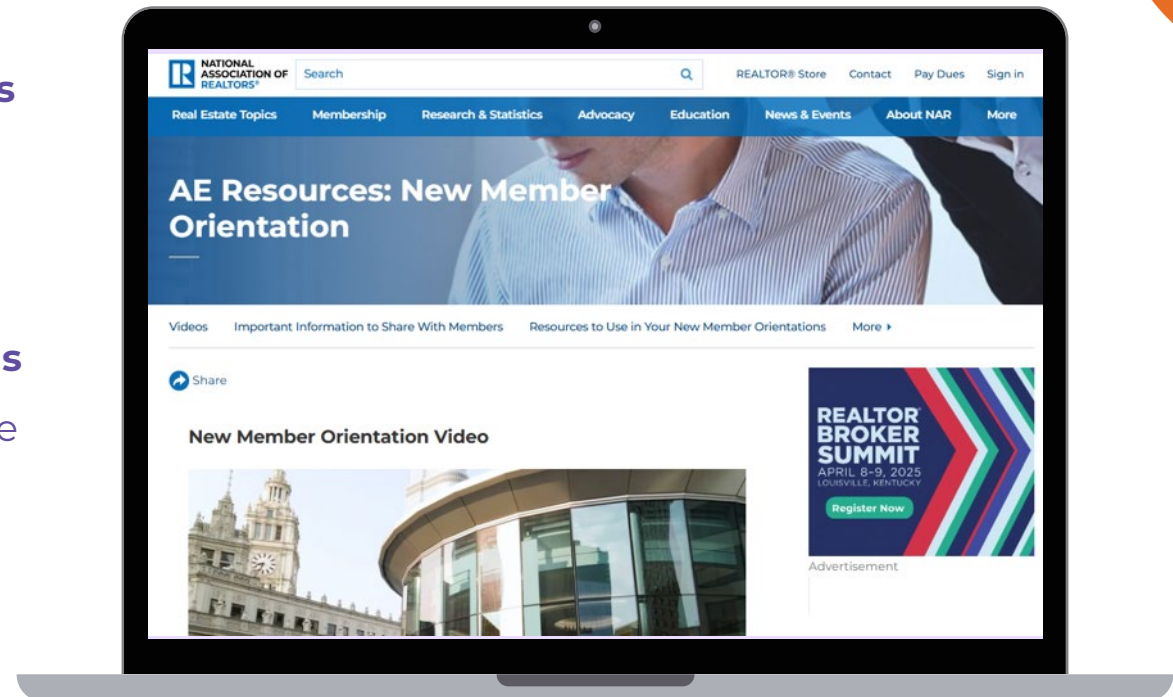
Key topics for new member orientations such as fair housing, sustainability, the Consumer Advertising Campaign and more.

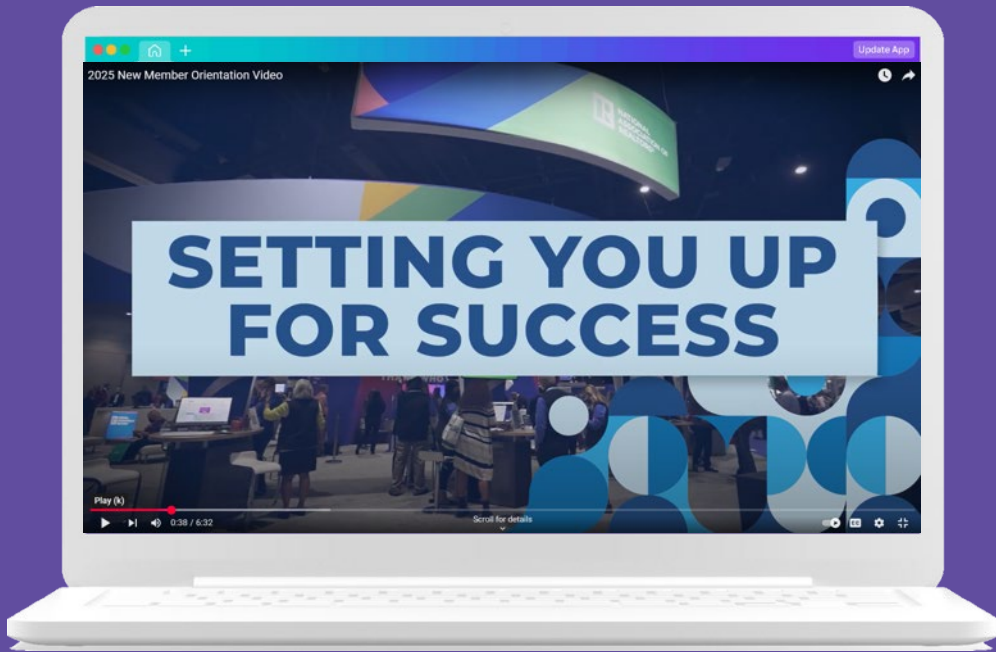
Resources to use in your New Member Orientations

Includes ethics training, Membership Guide, exclusive marketing tools, products and services.



Scan the QR Code for quick access!





ORIENTATION VIDEO

The video equips new members with an overview of NAR's membership value and the benefits they are eligible for as REALTORS®.

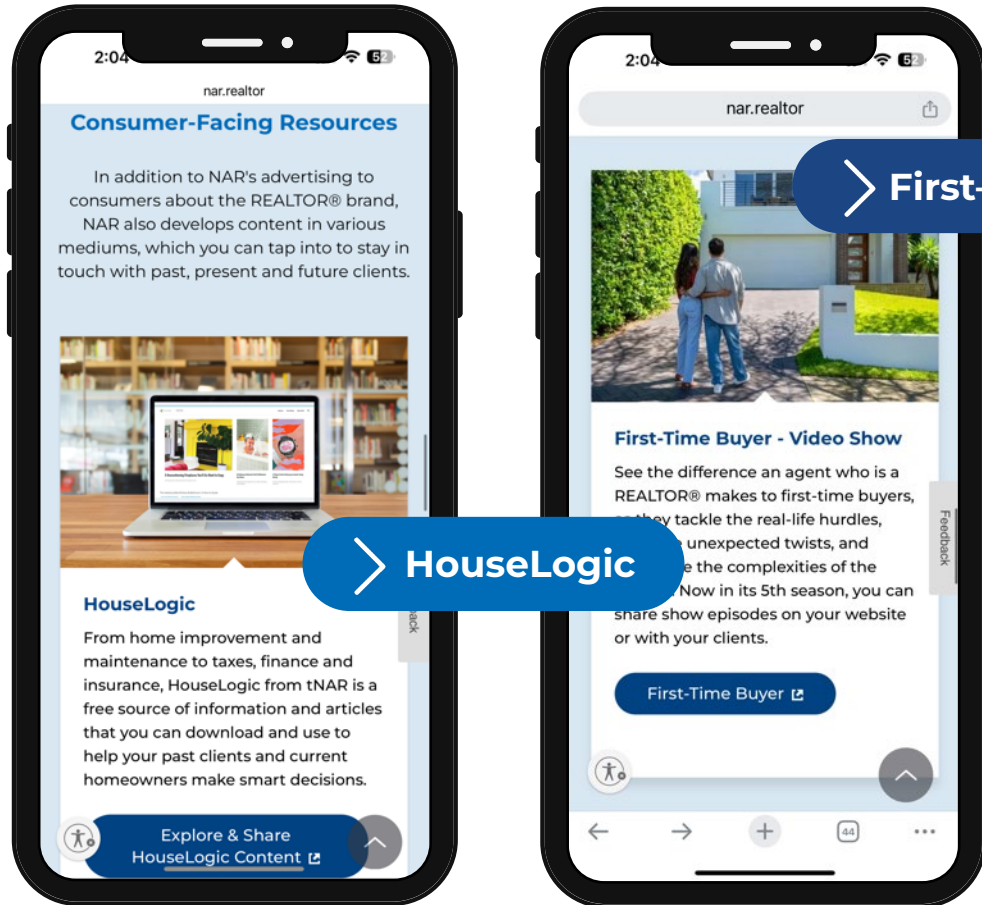
Embed the video in your presentation!



Scan the QR Code to get the YouTube link

MARKETING TOOLKITS

CONSUMER-FACING



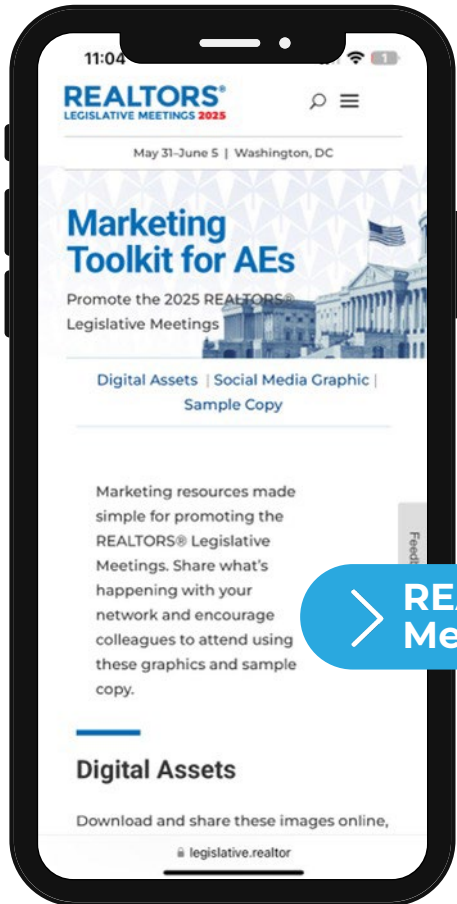
Resources.realtor

Exclusive access to an array of turnkey materials and assets NAR members and Associations can leverage:

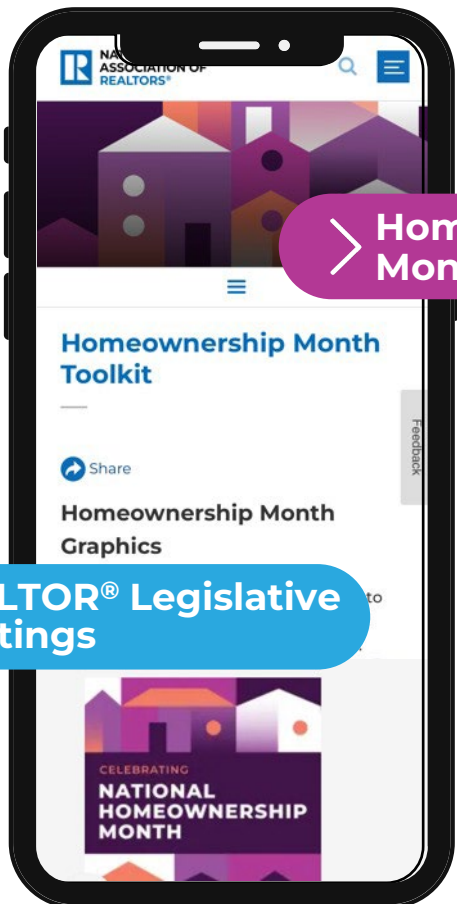
- > NEW Consumer Advertising Campaign
- > First-Time Buyer
- > HouseLogic
- > Real Estate Today Podcast Episodes

MARKETING TOOLKITS

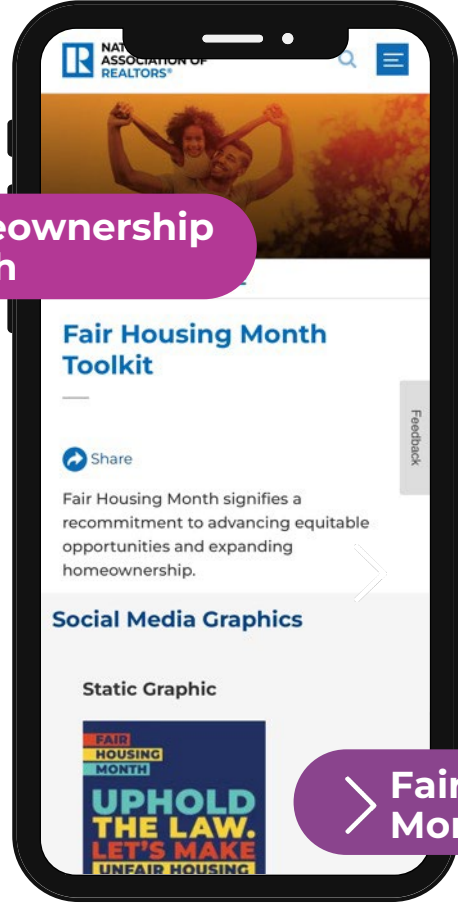
MEMBER-FACING



➤ REALTOR® Legislative Meetings



➤ Homeownership Month



➤ Fair-Housing Month

🔍 Search. Click. Pick.

Choose from digital assets, sample marketing copy, email banners, web graphics, and more.

- REALTOR® Legislative Meetings
- Homeownership Month
- Fair-Housing Month
- NAR NXT The REALTOR® Experience
- And many more...

MEMBERSHIP GUIDE

Comprehensive view of NAR's membership benefits, tools, resources and programs designed to help our members' business succeed.



Scan to download
the Guide!

2025 MEMBERSHIP GUIDE

OWN YOUR
MEMBER
EXPERIENCE

01/25

THANK YOU.



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