

Ohio REALTORS®

The Ohio REALTORS® launched a ground-breaking video series in 2017 designed to celebrate professionalism and the critical role of REALTORS® in making the dream of property ownership a reality.

The reception of the video series – from REALTORS and consumers alike – has been astounding. Through September, our first 10 videos have attained a reach of nearly 99,200 people and had nearly 61,000 views. Further, the segments have been shared on social media nearly 1,800 times from our blog, OAR Daily Buzz, and Facebook.

The video series was created to address the unique nature of the real estate profession – spotlighting that REALTORS® are competitors who cooperate for the betterment of buyers and sellers. The profession understands and appreciates that individual success is directly linked to the collective effort of Ohio's more than 31,000-plus REALTORS®.

Each month a new video is premiered, featuring our membership giving voice to one of 12 key aspirational concepts. Our REALTOR® members offer personal insight on how the profession helps to bridge divides and find common ground to bring disparate interests together. Throughout 2017 we are spotlighting how REALTORS® are:

- [An Introduction](#)
- [Motivators](#)
- [Counselors](#)
- [Negotiators](#)
- [Advocates](#)
- [Ambassadors](#)
- [Entrepreneurs](#)
- [Market Experts](#)
- [Honesty & Integrity](#)
- [Leaders](#)
- Philanthropists/Community Service
- Educators
- Professionals

Our September video – [Leaders](#) – was unveiled to our Board of Directors during our Annual Convention & EXPO, Sept. 24-27, in Cincinnati to rousing applause. The message helped set the tone for the important matters that were being debated and discussed, including passage of our 2018 Operating Budget that ensures a continuation of important programs, implementation of new initiatives, and providing financial stability to ensure the organization's viability today and tomorrow.

It is worth noting that Directors agreed to continue production of a "We Are Ohio REALTORS® 2.0" video series in 2018 – convinced that it is an effective method to tell

the Ohio REALTOR story, boost morale and pride within the profession, and remind buyers and sellers that REALTORS are true professionals committed to helping them achieve the American Dream. The vision for the next year's series involves showcasing how Ohio's REALTORS® are about so much more than selling houses or leasing business space – that the profession centers on making a positive difference by sharing their time and talent to make our communities a better place to live, work and call home.

At its core, the video series celebrates the REALTORS® Code of Ethics and reminds the professionals to abide by the “Golden Rule.” Ohio REALTORS® believes our video series is a powerful tool in our ongoing effort to elevate the standard of practice and professionalism within our membership. The state's REALTOR® community has a strong “Commitment to Excellence” and is utilizing a positive message to promote outstanding customer service and professional courtesy among peers.