

# NATIONAL ASSOCIATION OF REALTORS®

## NAR Commercial Positioning Campaign

### Executive Summary

**February 2023**

#### **Objectives**

- Demonstrate NAR as a leader in commercial real estate
- Demonstrate how NAR protects the Commercial real estate industry through Advocacy
- Raise member awareness of NAR Commercial, its benefits, and how it helps them get deals done
- Grow Commercial base through new member acquisition

#### **Audiences**

- Commercial Real Estate Practitioners (REALTORS®, Commercial Brokers, Brokerages)
- REALTOR® Associations (AEs) / Commercial (Affiliate) Staff
- Non-member Commercial Real Estate Practitioners
- Business Owners and Commercial Buyers

#### **What Success Looks Like**

- Improve SEO keyword ranking for brand awareness and member acquisition
- Increase website traffic and unique visitors
- Growth of Commercial members (membership)
- Increase number of members self-identifying as Commercial practitioners in REALTORS® M1