



1

Do your clients know you're a REALTOR®?

---

---



2

Do your clients know what a REALTOR® is?

---

---



3

Make sure your clients understand what separates REALTORS® from non-member licensees.

---

---



4

They may not understand the value you bring to them as a REALTOR®.

---

---



5

Well-informed and happy clients will help you have a successful career in real estate.

---

---



6

So the next time you meet with a client or prospect, explain to them the value of being a REALTOR®.

---

---



7

Before you hand them your business card, make sure you do one thing...

---

---



8

Circle the 'R'.

---

---