

NATIONAL ASSOCIATION OF REALTORS®

Local Association Partner Program Toolkit

7 EMAIL TEMPLATES: banners and copy

IMPORTANT REMINDERS BEFORE YOU BEGIN

Update any [green highlighted text] with your information. Those areas should be replaced with your association's name, your webinar information, your landing page URL, etc.

Have questions? Please contact:

Nina Bachkova, NAR's TLD Marketing Specialist

nbachkova@nar.realtor

773-835-4957

EMAIL 1 – Initial announcement

Subject line: Big Announcement, New Member Benefit!



Dear *|FIRSTNAME|*,

We are thrilled to announce that we have teamed up with the National Association of REALTORS® to help you own your online presence with a FREE REALTOR® Branding Kit. This is a new member benefit that includes:

- FREE Lead Generating Website
- FREE Domain (Web Address) & Email address
- FREE Business-class Email, Calendaring, & Contact Management System

You will be receiving a series of 3 emails about the program from NAR. These can sometimes end up in your junk folders. Be sure to look for these emails, as they include lots of information about our partnership and this incredible opportunity.

You can also find lots of great information and claim your kit on our program page:

<https://www.get.realtor/kit>

Join us for the Launch Webinar with Nina Bachkova, Marketing Specialist at NAR, for an introduction to your Branding Kit. *ADD DATE AND TIME OF YOUR LAUNCH WEBINAR HERE* Register here: *ADD LINK TO YOUR WEBINAR HERE*

Sincerely,

Your Association

Email 2 - Send EARLY morning, DAY OF LAUNCH

Subject line: It's Launch Day, and the webinar is starting soon!



Woohoo, *|FIRSTNAME|*,

It's launch day! First, join us for the launch webinar with Nina Bachkova, Marketing Specialist at NAR, for an introduction to your FREE REALTOR® Branding Kit. *ADD DATE AND TIME OF YOUR LAUNCH WEBINAR HERE* Register here: *ADD LINK TO YOUR WEBINAR HERE*

Next, you'll want to claim your FREE lead-generating website, web address with matching email, and business class tools to instantly boost your professional credibility. All of this is free for the first year, then only \$39.95 per year to renew your domain, and \$30.00 per year to renew your email, calendaring, and contact management system.

You can find lots of great information and claim your kit, right from our program page: <https://www.get.realtor/kit>

A team of dedicated customer service reps are also waiting to help you! If you have any issues, please reach out to them via phone: 866-361-3029, email: support@get.realtor, or web: <https://help.get.realtor/hc/en-us>.

Sincerely,

Your Association

Email 3 - Send anytime after webinar has occurred

Subject line: It's not too late to claim your REALTOR® Branding Kit!



Hi *|FIRSTNAME|*,

It's not too late to capture the winning combination of your expertise, market knowledge, and cut-above client service with your FREE .realtor™ web address, email address, lead-generating website, and business tools.

We would love to help you launch your online brand now. Start by clicking the link below and log in with your NAR credentials. Everything is already loaded into your cart. Simply checkout, and it will all be free for the first year. Make it officially yours!

Be sure to watch our program video <https://youtu.be/TIYBVsm6T6M>.

A team of dedicated customer service reps are also waiting to help you! If you have any issues, please reach out to them via phone: 866-361-3029, email: support@get.realtor, or web: <https://help.get.realtor/hc/en-us>.

You can find lots of great information and claim your kit, right from our program page: <https://www.get.realtor/kit>.

Sincerely,

Your Association

Email 4 – Send anytime after webinar has occurred

Subject line: Leverage the power of the REALTOR® brand



Hi *|FIRSTNAME|*,

Are you ready to leverage the power of the REALTOR® brand? Just as you proudly wear the REALTOR® pin, your FREE REALTOR® branding kit seamlessly connects you with the \$5 billion-dollar REALTOR® brand – a winning combination that consumers will trust. It's easy, and it's one of our most popular member benefits. All of this can be yours!

- FREE Lead Generating Website
- FREE Domain (Web Address) & Email address
- FREE Business-class Email, Calendaring, & Contact Management System

NAR's member survey shows that more than 65% of you will move brokerages every 5 years. With your FREE REALTOR® branding kit, you'll own your brand no matter where you hang your hat.

Learn more, and claim your kit now: <https://www.get.realtor/kit>

There is also a team of dedicated customer service reps waiting to help you! If you have any issues, please reach out to them: phone via 866-361-3029, email: support@get.realtor, or web: <https://help.get.realtor/hc/en-us>.

Sincerely,

Your Association

Email 5 – Send anytime after webinar has occurred

Subject line: Need a marketing update? Claim your REALTOR® Branding Kit!



Dear *|FIRSTNAME|*,

Here are to top 3 reason to claim your FREE REALTOR® branding kit:

1. **Make your personal brand recognizable** -- Building your brand is the key to cultivating clients and exponential business growth. Make sure the ROI on your reputation is yours, and yours alone.
2. **Let them know you're a REALTOR®** -- Your .realtor™ website address and email address seamlessly connect you with the \$5 billion-dollar REALTOR® brand – a winning combination that homebuyers trust.
3. **Stand out against the competition** -- Create an online presence that positions you upfront as the go-to professional in your community.

Stand out from the .COMpetition, NOW! We've set up your web address, linked it with your FREE lead-generating Website, added your free business-class email, calendaring, and contact management system to your shopping cart, and enabled it so all you need to do is check out!

Make it officially yours! Log in here, using your NAR credentials: <https://www.getrealtor/kit>

Sincerely,

Your Association

Email 6 – Send anytime

Subject line: Don't get left out in the cold, own your own brand!



Hi *|FIRSTNAME|*,

NAR's member survey shows that more than 65% of you will move brokerages every 5 years. With your FREE REALTOR® branding kit, you'll own your brand no matter where you hang your hat. Don't lose your identity if you change brokerages, simply claim your FREE REALTOR® branding kit!



Image Link: <https://youtu.be/kZpb4dr-Pg0>

All of this is FREE for you for 1 year:

- FREE Lead Generating Website
- FREE Domain (Web Address) & Email address
- FREE Business-class Email, Calendaring, & Contact Management System

After the first year, your domain will renew at \$39.95/year, your email, calendaring, and contact management system will renew for \$30/year and your lead-generating website will always be free (as long as you own your web address)!

Watch [the video above](#), then make it officially yours! <https://www.get.realtor/kit>

Sincerely,

Your Association

Email 7 – Send to NEW MEMBERS

Subject line: Claim your new member benefit: a REALTOR® Branding Kit



Hi *|FIRSTNAME|*,

It's a new member benefit, and it's FREE! We have teamed up with the National Association of REALTORS® to help you own your online presence. We want to make sure you have the necessary tools to capture and captivate clients, build your book of business, and set yourself up for success - that's why we have provided you with a FREE REALTOR® Branding Kit which includes these items, FREE to you for 1 year:

- FREE Lead Generating Website
- FREE Domain (Web Address) & Email address
- FREE Business-class Email, Calendaring, & Contact Management System

After the first year, your domain will renew at \$39.95/year, your email, calendar, and contact management system will renew for \$30/year and your lead-generating website will always be free (as long as you own your web address)!

Find lots of great information and grab your branding kit on our program page:

<https://www.get.realtor/kit>

Sincerely,

Your Association