

# NATIONAL ASSOCIATION OF REALTORS®

## Local Association Partner Program Toolkit

### SIX NEWSLETTER TEMPLATES: GRAPHICS AND COPY

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#### 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

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## Newsletter Graphics and copy

Message #1 Newsletter image and copy:

**Share prior to webinar to encourage registrations.**



**Image Link:** \*[LINK TO YOUR WEBINAR HERE](#)\*

**Newsletter copy:** We are thrilled to announce that [\\*YOUR ASSOCIATION NAME\\*](#) has teamed up with the National Association of REALTORS® to help you own your online presence with a FREE REALTOR® Branding Kit! Join us for an introduction to your Branding Kit. [\\*ADD DATE AND TIME OF YOUR LAUNCH WEBINAR HERE\\*](#) Register here: [\\*ADD LINK TO YOUR WEBINAR HERE\\*](#)

**Message #2 Newsletter image and copy - share anytime**



**Image Link:** <https://www.get.realtor/kit>

**Copy:** Woohoo! We've 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 Web Address & Email address
- FREE Email, Calendaring, & Contact Management System

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

**Message #3 Newsletter image and coy - share anytime**



**Image Link:** <https://www.get.realtor/kit>

**Copy:** It's not too late to capture the winning combination of your expertise, market knowledge, and cut-above client service with FREE REALTOR® Branding Kit. It includes a web address, email address, lead-generating website, and business tools.

It's a fabulous member benefit! 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!

Log in here: <https://www.get.realtor/kit>

**Message #4 Newsletter image and copy - share anytime**



**Image Link:** <https://www.get.realtor/kit>

**Copy:** 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 Web Address & Email address
- FREE Business-class Email, Calendaring, & Contact Management System

Grab your branding kit now, by logging in here with your NAR credentials:  
<https://www.get.realtor/kit>

**Message #5 Newsletter VIDEO and copy - share anytime**



**Image Link:** <https://youtu.be/kZph4dr-Rg0>

**Post copy:** When you succeed, we succeed! Watch the video now, then grab your REALTOR® Branding Kit now, by logging in here with your NAR credentials:  
<https://www.get.realtor/r/login>.

**Message #6 Newsletter image and copy – For NEW MEMBERS**



**Image Link:** <https://www.get.realtor/kit>

**Copy:** 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 for you for 1 year:

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

Grab your Branding Kit now, by logging in here with your NAR credentials:

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