



Goal:

To expand NAR's influence on public policy at the local, state and federal level and to increase REALTOR® and consumer participation in calls for action.

Vision:

NAR will be a full-service provider that can expedite the components of your calls for action (CFA), thus lowering an association's time-commitment necessary to launch and monitor a successful CFA. Local associations will no longer need to have dedicated staff trained on the latest advocacy tools, and can focus on messaging and targeting with NAR managing the technology. State associations can opt-in for these professional services or can use the tools and perform the basic functions of a CFA on their own.

Professional Services Offered (Starting in 2018):

Core Services - When a state or local association requires an expedited launch for an advocacy campaign, and all content materials and messaging have been completed and approved, NAR can launch and monitor a campaign with the following estimated turnaround times:

Traditional CFA to REALTORS®	3-4 hours
Text Messaging	1-2 hours
Broker State CFA	1 day
Online Advertising	1-2 days
Patch Through Calls	1-2 days
Consumer CFA	3-4 hours

This includes standard reporting and on-going monitoring during the course of the campaign.

Enhanced/Add-On/Custom Services – NAR can also provide additional support services to improve campaign performance and further assist state and local associations in their advocacy efforts. These services include:

- Message Development
- Enhanced Audience Targeting
- Graphic Design and Creative Development
- Custom Reporting

Questions? Contact us at action@realtors.org.

www.realtoractioncenter.com/advocacyeverywhere

