



MARCH 2022

REview



COMING UP

EDUCATION COMMITTEE

Mar 3; 9:00 am - 10:00 am

RECHARGE TASK FORCE

Mar 3; 10:00 am - 11:00 am

DIVERSITY COMMITTEE

Mar 8; 11:00 am - 12:00 pm

SOCIAL EVENTS COMMITTEE

Mar 9; 10:00 am - 11:00 am

OABR FOUNDATION

Mar 10; 9:00 am - 10:00 am

YPN COMMITTEE

Mar 10; 1:30 pm - 3:00 pm

AFFILIATES COUNCIL

Mar 15; 9:00 am - 10:00 am

GOVERNMENTAL AFFAIRS COMMITTEE

Mar 16; 11:00 am - 12:00 pm

RPAC FUNDRAISING TASK FORCE

Mar 16; 11:00 am - 12:00 pm

REALTOR® SAFETY TASK FORCE

Mar 17; 2:00 pm - 3:00 pm

OABR DIRECTORS MEETING

Mar 30; 10:00 am - 11:00 am

www.OmahaREALTORS.com/calendar

375 GET RECHARGED

Recharged is how 375 attendees walked away from the Embassy Suites Conference Center in La Vista for the annual 2022 REcharge. After skipping a year (thank you, Covid), the event was back, even bigger and better than before. Thank you to all who attended, including those outside the Omaha area.



It was a massive group effort right from the start. Volunteers from the Women's Council of REALTORS® Omaha Chapter greeted the attendees as they checked in for their name badge, lanyard, event guide, and unique REcharge tote bag. YPN got involved starting the day with an ice-breaking bingo fun card and wrapping up with a successful Happy Hour reception for everyone.

REcharge featured three keynote speakers - with breakfast, lunch, and ahead of the YPN Happy Hour. In between, 16 breakout sessions were available for a wide variety of relevant topics – tools and tech, peers and panels, social and self, and MLS and integrations, summed up the four breakout rooms.

Katie Lance kicked off REcharge with invaluable information about the power of storytelling in your social media and being authentic and true with your followers.

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MARCH 2022

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Read the REview online!

OmahaREALTORS.com/news

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A MESSAGE FROM THE PRESIDENT

Megan Bengtson, 2022 President



KEEP MY WORD POSITIVE. WORDS BECOME MY BEHAVIORS.

No doubt, we are in one of the most remarkable markets ever. High competition, low inventory, prices rising, mortgage rates creeping upward, and the list goes on.

Just coming off **REcharge**, the reoccurring themes were setting yourself apart, overcoming obstacles, and the power of mindset. The successful OABR event featured three powerful keynote speakers. First, **Katie Lance** dove into setting yourself apart by storytelling and being authentic on social media. We all have unique gifts that make us who we are. Celebrate them! Talk about them! Let others know who we are. **Gus Gustafson** had a powerful story about turning setbacks into comebacks. He learned the power of a positive mind at a young age, and if you fail, try again and keep trying until you succeed. Finally, to round out the day, **Tristian Ahumada** spoke about mindset and the future of the real estate business. Our mental attitude is positive or negative; he spoke about having a resilient mind. How are we feeding our minds? What do we watch, or who do we listen to? What routines do we have in place to achieve success? He believes that when we are mentally prepared to handle the day, we can better manage our future and those we lead. The power of your mind, and a positive mindset, keep us pushing forward to become the best version of ourselves.

"Keep my word positive. Words become my behaviors. Keep my behaviors positive. Behaviors become my habit. Keep my habits positive. Habits become my values. Keep my values positive. Values become my destiny." - Mahatma Gandhi

There are a lot of challenges and changes we see every day, but what are you learning from those challenges? How are you growing from those changes? The difficult times only make us wiser and stronger. Instead of focusing on negatives from the market and the media, work on staying focused. Have goals and a written plan for your business. Manage your plan by breaking it down into smaller tasks and stay focused every day. As Gus said, if you fail, try again and keep trying until you succeed. You can be a success in any market!

Finally, be kind. It is vitally important, especially in a crazy market, to work together with your fellow REALTORS® and Affiliate members. We all have bad days, and none of us know what the person on the other side is going through – but we can all work together and be kind. The ultimate win is helping our clients achieve their goals, whatever they may be. Our business is a relationship business. Typically, you will not transact business with a client every year, but to be successful, you will interact and work with those in our industry every day. Creating solid relationships is essential.

- Megan Bengtson, 2022 OABR President

2022 RECHARGE

Continued from Page 1

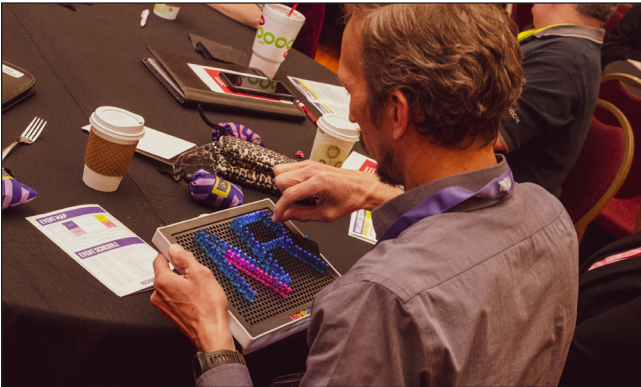
Nebraska's own, Gus Gustafson, told his moving life story about how he overcame obstacles throughout his life and the lessons we can all learn from adversity. His inspiring message was touching and emotional.

Wrapping up the day, Tristan Ahumada presented the power of mindset. Tristan's real-life real estate experience came through as he shared the importance of mental preparation and a more resilient mind. Tristan's Lab Coat Agents is the largest real estate group on Facebook, and it's easy to see why.

The breakout sessions included speakers from Paragon, Kansas City Regional Association of REALTORS®, 316 Strategy Group, Hurrdat, Forewarn, CRS Data, MarketStats, and Homesnap. All the sessions were well received; special thank you to the participants: Angel Starks, Dakota Gehgan, Fred Tichauer, Marie Bartlett, Lisa Ritter, Ryan Ellis, Ted Kaasch, Scott Simon, Nelson Jett, Kail Walker, Cali Rethwisch, Emily Ware, Candi Troia, Camilla Knapp, Brent Rasmussen, Nico Marasco, Leighun Brabec, Mike Bjork, Justin Pogge, Matt Mick, Tyson Compton, Jamie Flanagan, and Karen Jennings.

During the day, several valuable drawings were held and the OABR YPN Committee hosted the closing reception, entertaining with virtual reality. New ideas are already brewing for the 2023 REcharge. See you next year!









CERTIFICATIONS & DESIGNATIONS

Amanda Turille, Nebraska Realty - Graduate REALTOR® Institute (GRI)

Sarah Guy, Nebraska Realty - Seller Representative Specialists (SRS)

Martin Patzner, Institute Affiliate at Cushman & Wakefield Lund Company - Society of Industrial & Office REALTORS® (SIOR)

Lisa Richardson, BHHS Ambassador Real Estate - Seniors Real Estate Specialist (SRES®), Accredited Buyer's Representative (ABR®), and Military Relocation Professional (MRP)

Haley Hans, Dream Realty - Seniors Real Estate Specialist (SRES®)

Diane Warren, Sandi Dowsing Real Estate - Seniors Real Estate Specialist (SRES®)

Kristen Lehl, Better Homes and Gardens - At Home With Diversity (AHWD)

Cindy Andrew, Nebraska Realty - Smart Home Certification

Jay Svoba, NextHome Signature Real Estate - e-PRO®

Carla Heuler, Nebraska Realty - Military Relocation Professional (MRP)

PERSONALS

Congratulations to:

- Kayla Cunningham**, JH Willy, on the birth of her son, George Williams

Condolences to:

- the friends and family of **James Macaitis**, BHHS Ambassador Real Estate, on his recent passing
- Bernie Kenney**, Platinum Realty, on the recent passing of his wife
- Monica Lang**, Celebrity Homes, on the recent passing of her father-in-law
- Denise Poppen**, BHHS Ambassador Real Estate, on the recent passing of her sister-in-law

MEMBERSHIP REPORT

See the full membership report at:
OmahaREALTORS.com/membership-report

JANUARY ACTIVITY	MO	YTD
New REALTOR® Members	38	38
Resignations	27	27

MEMBERSHIP (As of Feb 1)	2022	2021
Designated REALTORS®	205	209
REALTOR®	2986	2871
REALTOR® Emeritus	59	72
TOTAL REALTORS®	3250	3152
Institute Affiliate	71	71
Affiliate Full Members	166	166
Affiliate eKey Only	146	161
TOTAL AFFILIATES	393	408

MICKEY SODORO'S KILLER FOUND GUILTY

The trial of Ross Lorello ended with a jury conviction of first-degree murder in the December 2020 death of Omaha REALTOR® Mickey Sodoro. The justice served does not erase our sadness but will serve as a constant reminder for all REALTORS® to put safety first. Our thoughts and prayers remain with Mickey's family and friends.



PASSPORT TO PROFESSIONALISM



Pictured Above: 2022 OABR President Megan Bengtson and 2022 Education Committee Chair Brad Fricke present Molly Amick and Mike McGlynn with their certificates for a year of free local OABR dues for completing the Passport to Professionalism in 2022.



Steve Vacha
President

Like many other industries, the home inspection companies were caught off guard by the pandemic and all that transpired because of it. We did not have in place inspection as many options as we do now to help buyers and sellers due to lack of inventory and high demand from buyers.

The Real Estate market in our area has never seen such a sellers' market. Some people believe "When sellers have multiple offers to choose from, why choose one with a home inspection?"

New Inspection Options

I would like to address this question. Inspections bring clarity to the sale for both the seller and buyer. It is obvious why the buyer would want clarity, but what about the seller?

Sellers' Pre-listing Inspections really help them to sell a property for the best price in a bidding market. A pre-listing inspection enables buyers to make their best offer, not having to hold back for fear of the unforeseen. Also, being proactive with a pre-listing inspection, a seller can complete some repairs themselves or at least gather estimates for repair or replacement so buyers do not overestimate the cost of discovered deficiencies.

Some sellers are afraid of being "nickel-and-dimed" for re-

pairs. For these sellers we have developed the **Pre-listing Major Components Inspection**. This inspection only covers the major systems of the house – reducing the chance of buyers focusing on the minor issues.

Pre-listing inspections limit the chance of lawsuits down the road brought by the buyer against the seller. (Presently we are getting a large number of calls from buyers wanting us to inspect or provide consul for an upcoming lawsuit.)

For buyers in this very competitive market we offer a **Walk-through Consultation** if they think asking for an inspection puts them at a disadvantage. We did not invent this process and it

is being completed in many other markets across the country. Basically, an inspector will accompany a buyer during a showing. There is no written inspection report completed, but the buyer has a trained consultant with them to view the property. There are many agents who can advise their client on the condition of the property, but hesitate to do so for many good reasons, except in general terms.

Experienced agents I have spoken with through this time are very uncomfortable with their buyers skipping the inspection process. They understand potential complications that can arise if significant issues are found after the sale. They also realize their buyer is not getting the information they need to make an informed decision that will ultimately create a happy client. Happy clients are, of course, essential for good business.



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GET INVOLVED WITH

DIVERSITY COMMITTEE



The Diversity Committee promotes equal opportunity in housing and diversity within the real estate industry. It encourages diversity in the real estate industry with the Ethnic Minority Outreach Scholarship Program, promotes OABR activities to heighten the awareness of diversity within the real estate profession, identifies the equal opportunity and cultural diversity concerns and needs of OABR members and makes recommendations to the OABR Board of Directors regarding those concerns and needs.

Next Meeting: Tuesday, March 8 at 11:00 am
Staff Liaison: Donna Shipley, donna@omaharealtors.com

EDUCATION COMMITTEE



The Education Committee is committed to providing quality education and training opportunities for its members in order to promote success in every aspect of their business. The committee oversees OABR Academy, its courses, and NAR'S REBAC classes that enable our members to earn certifications and designations locally & economically. The committee also oversees New Member Orientation, the OABR instructors, and our member's compliance with the Code of Ethics.

Next Meeting: Thursday, March 3 at 9:00 am
Staff Liaison: Donna Shipley, donna@omaharealtors.com

GOVERNMENTAL AFFAIRS COMMITTEE



The Governmental Affairs Committee monitors governmental entities impacting the real estate industry in the Omaha area, interviews political candidates and makes recommendations for Nebraska RPAC contributions, and organizes RPAC fundraising efforts. At the direction of the Board of Directors, the committee participates in grassroots lobbying efforts.

Next Meeting: Thursday, March 16 at 10:00 am
Staff Liaison: Donna Shipley, donna@omaharealtors.com

REGIONAL MLS USERS GROUP



The MLS Users Group monitors and makes recommendations to the Great Plains Regional Multiple Listing Service Board of Directors regarding the use and functionality of the MLS system.

Next Meeting: Wednesday, April 6 at 10:00 am
Staff Liaison: Tomi Coffey, tomi@lincolnrealtors.com

YOUR ASSOCIATION!

RPAC FUNDRAISING TASK FORCE



RPAC Fundraising Task Force works in conjunction with the Governmental Affairs Committee coordinating local efforts to raise funds for the Nebraska REALTORS® Political Action Committee (RPAC). The organization has two primary objectives: to advocate for rights of all real estate owners, and to promote the best interests of REALTORS®. In conjunction with the Nebraska REALTORS® Association and the National Association of REALTORS®, RPAC is the leading voice for all things real estate; in Omaha, in Nebraska, and across the Nation.

Next Meeting: Tuesday, March 16 at 11:00 am
Staff Liaison: Donna Shipley, donna@omaharealtors.com

REALTOR® SAFETY TASK FORCE



The Omaha Area Board of REALTORS® provides members with access to the latest safety information. Our goal is to keep REALTORS® safe, following safety guidelines and using good judgement when meeting with unknown individuals.

It's true: REALTORS® face more on-the-job risks than most other business professions. Be safe.

Next Meeting: Thursday, March 17 at 2:00 pm
Staff Liaison: Donna Shipley, donna@omaharealtors.com

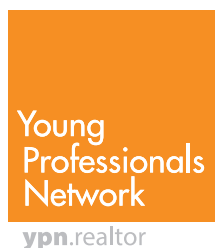
SOCIAL EVENTS COMMITTEE



The Social Events Committee plans and implements member and/or family-friendly networking social events and implements community projects to enhance the image of REALTORS® in the community.

Next Meeting: Wednesday, March 9 at 10:00 am
Staff Liaison: Donna Shipley, donna@omaharealtors.com

YOUNG PROFESSIONALS NETWORK COMMITTEE



The Omaha Area Board of REALTORS® Young Professionals Network connects, develops, and empowers young professionals by creating a nurturing community of focused, ambitious, and diverse professionals that network with one another for success and personal and professional growth. The mission of YPN is to become an active and visible part of the community by setting a high level of REALTOR® professionalism and volunteering for causes that YPN feels passionate about.

Next Meeting: Thursday, March 10 at 1:30 pm
Staff Liaison: Jodi Carper, jodi@omaharealtors.com

**Looking to Downsize
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AFFILIATE SPOTLIGHT

LOW INVENTORY, OVER PRICED HOMES AND SLOW MOVEMENT

BY AMY DRITLEY, CHARTERWEST BANK MORTGAGE CENTER

Welcome to 2022... low inventory, over priced homes and slow movement. YUCK!

Look on the bright side... now is the time to be focused ON your business not IN your business. Take advantage of these slower days to regroup and make a marketing plan. Here's a few tasks to get you started:

Make a Social Media Game Plan:

- Mondays = Motivational Post
- Wednesdays = Walk About Town (highlight local hot spots)
- Sundays = Sunday Funday (high light local parks)

Schedule Out and Create Posts

- You can schedule posts in facebook out 75 days using the facebook planner.
- For more days, just keep a note pad or digital log and go ahead and create the posts.
- Use Canva.com to create and design posts.
- Touch Base with Your Clients
- Pick up the phone (scary I know) and see how they survived 2021.
- Any exciting changes?
- Plan Your Year. Really plan it... when will your family time be this year?
- Schedule out weeks for vacation...even if you don't know where you are going, schedule the time off.

- Plan your client appreciation events, again, just get them on the calendar .
- Update Your Marketing
- Do you need new headshots (I bet you do).
- How's your website look?
- Does your listing presentation need an update?
- How about your promotional items? Shipping delays are still happening, order that stuff now.
- Clean Out Your Emails
- Unsubscribe and block those pesky websites.
- Delete old emails you just don't need anymore.

Meet With Friends

- Now, while you have time, make friends a priority.
- Work friends, business friends, family friends and friends friends.
- Brainstorm, chat, be in the moment.
- Don't forget to ask for referrals.

Recap 2021

- What worked? Do more of that this year.
- What didn't work? Quit that.
- What have you always wanted to do? Do it.
- Who sent you the most business? Get with them.
- Who waisted your time? Drop them.
- What events did you enjoy? Do more of those.
- What did you wish you had done?



AMY DRITLEY

CHARTERWEST BANK MORTGAGE CENTER

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FUTURE EVENTS

MAR
24

APR
14

MAY
19

Women's Council of
REALTORS®

#LeadersMadeHere



What Makes A Great Event?

Our Omaha Network of the Women's Council of Realtors® is known for conducting outstanding events. We have a long tradition of offering fun, educational, inspiring and engaging opportunities at our events. Networking is a big draw for our members and strategic partners. After the past couple of years, we're finding that many are ready to reconnect and make new connections. Our goal is to help facilitate positive and useful connections.

We kicked off 2022 with a great networking (SOLD OUT) event at local wine bar, Cellar 44. It was so wonderful for me to get the opportunity to see old friends and meet new ones. I was also extremely pleased to be able to introduce others and witness new connections being made. Not to mention, how wonderful it was to be able to support my old friend with her local business as well as a local musician.

We're also known for bringing in outstanding speakers to our industry events. There's nothing like a great speaker who entertains, motivates or inspires you to action. This April, we're pleased to bring Humorous Motivational Speaker, Charles Marshall, to our Business Success Forum. He will entertain and inspire us to be better with our customer service skills and beyond.

Please join us at our upcoming events. I think you'll understand why our members love being a part of this outstanding organization!

- **Chrissy Cameron, President**

**Don't miss our Music BINGO event on March 24th. This will be a fun night of networking, music bingo, costumes, prizes and more! Register your table of 8 today at wcromaha.com

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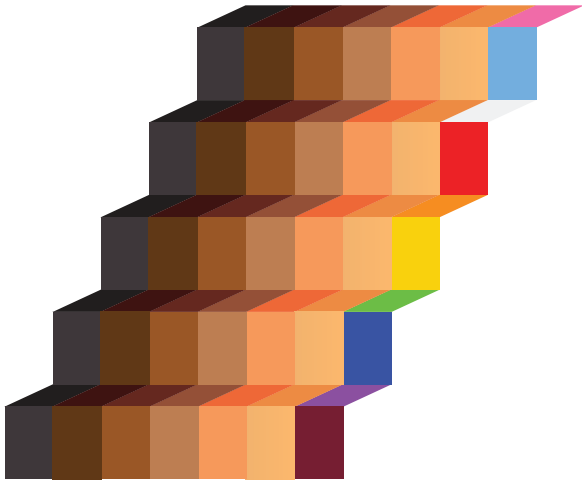


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**WE'RE REALTORS®,
1.4 MILLION STRONG,
STEPPING UP FOR
WHAT'S RIGHT.**



REALTORS® are members of the National Association of REALTORS®

If recent events have taught us anything, it's this: we have more work to do. Racism is real, tragically so. Discrimination, in all its forms, still casts a long shadow in this country, and too many are being denied the opportunities that all Americans deserve. Our commitment to the diverse communities we serve starts with a Code of Ethics. Our code sets a higher standard for fairness in housing than any federal law, it's backed by a culture of member accountability, and it extends to our work on Capitol Hill, where we continue to advocate for meaningful change.

At the National Association of REALTORS® we believe that fairness is worth fighting for, and we won't stop until the fight is won. Because that's who we are.

If you experience or witness discrimination in real estate, we urge you to report it.

Visit hud.gov/fairhousing to file a complaint with the Department of Housing and Urban Development.



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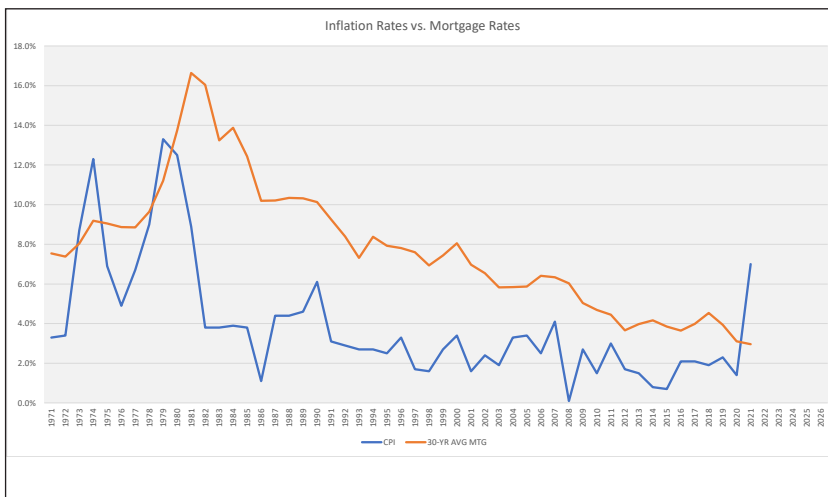
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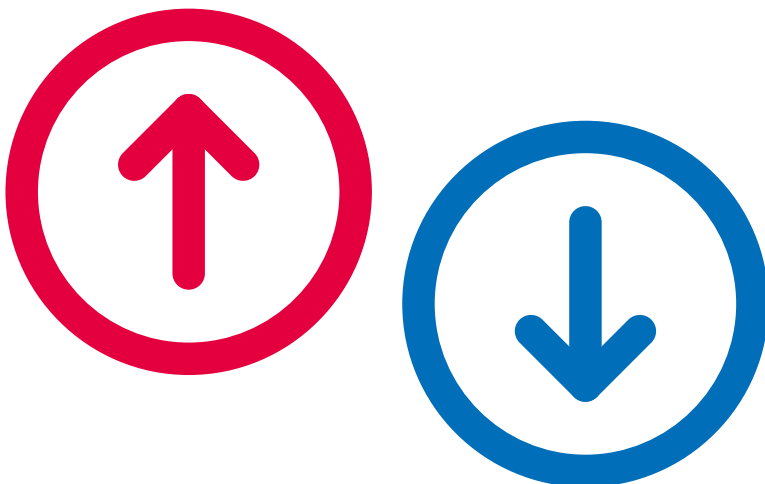
WHAT'S YOUR PREDICTION?

Looking back at half a century of data, you'll notice the correlation between the 30-year home loan rate and the rate of inflation. As you can see at year-end, the Consumer Price Index is higher than the 30-year Average Mortgage Rate, for the first time since 1979. Following that upside-down relationship, mortgage rates hit all-time highs in 1980, 1981, and 1982. The high interest rates brought inflation under control and understandably brought the housing market to a halt.

Today, there are many factors to consider. Today's overall situation is different when looking at employment, domestic production, and other key indicators. The line graph shows the extreme rarity of today's situation. What's your prediction for interest rates?



Source: U.S. Bureau of Labor Statistics, Freddie Mac



YEAR	CPI	30-YR AVG MTG
1971	3.3%	7.54%
1972	3.4%	7.38%
1973	8.7%	8.04%
1974	12.3%	9.19%
1975	6.9%	9.05%
1976	4.9%	8.87%
1977	6.7%	8.85%
1978	9.0%	9.64%
1979	13.3%	11.20%
1980	12.5%	13.74%
1981	8.9%	16.64%
1982	3.8%	16.04%
1983	3.8%	13.24%
1984	3.9%	13.88%
1985	3.8%	12.43%
1986	1.1%	10.19%
1987	4.4%	10.21%
1988	4.4%	10.34%
1989	4.6%	10.32%
1990	6.1%	10.13%
1991	3.1%	9.25%
1992	2.9%	8.39%
1993	2.7%	7.31%
1994	2.7%	8.38%
1995	2.5%	7.93%
1996	3.3%	7.81%
1997	1.7%	7.60%
1998	1.6%	6.94%
1999	2.7%	7.44%
2000	3.4%	8.05%
2001	1.6%	6.97%
2002	2.4%	6.54%
2003	1.9%	5.83%
2004	3.3%	5.84%
2005	3.4%	5.87%
2006	2.5%	6.41%
2007	4.1%	6.34%
2008	0.1%	6.03%
2009	2.7%	5.04%
2010	1.5%	4.69%
2011	3.0%	4.45%
2012	1.7%	3.66%
2013	1.5%	3.98%
2014	0.8%	4.17%
2015	0.7%	3.85%
2016	2.1%	3.65%
2017	2.1%	3.99%
2018	1.9%	4.54%
2019	2.3%	3.94%
2020	1.4%	3.11%
2021	7.0%	2.96%
2022		
2023		
2024		
2025		
2026		

Source: U.S. Bureau of Labor Statistics, Freddie Mac

THANK YOU, 2022 RPAC MAJOR INVESTORS!

GOLDEN 'R' INVESTORS \$5,000+



ANDY ALLOWAY



HENRY
KAMMANDEL



VINCE LEISEY



MATT
RASMUSSEN



KYLE SCHULZE

CRYSTAL 'R' INVESTORS \$2,500+



JILL ANDERSON



RYAN BASYE



JENNIFER BIXBY



DIONNE HOUSLEY



KAREN JENNINGS



DEDA MYHRE



BRENT RASMUSSEN



MIKE RIEDMANN



DOUG ROTTHAUS



BECKY SANDILAND



TAMMY STUART

Where do **RPAC** dollars go?

REALTORS® support REALTOR®-friendly candidates, which is important when it comes to economic expansion and job growth in the community. Local policies regarding land development, infrastructure improvements, schools and taxation are of keen interest.

RPAC dollars are contributed to candidates who support real estate and REALTOR® interests. Candidates who are pro growth and pro business most often receive RPAC support. Party affiliation is irrelevant. We are not Democrats or Republicans. **We are the REALTOR® Party.**

THANK YOU, 2022 RPAC MAJOR INVESTORS!

STERLING 'R' INVESTORS \$1,000+



DARLA
BENGTON



MEGAN
BENGTON



CHARLES
CHADWICK



SUSAN CLARK



JOE GEHRKI



SHERRI GRIGGS



MINDY KIDNEY



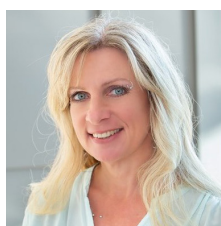
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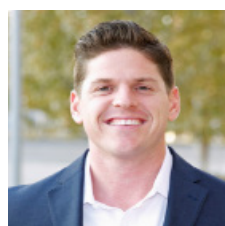
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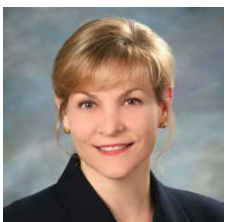
LORETTA
MCNALLY



SARINA MCNEEL



BRIAN MICHAEL



DEBBIE MITCHELL



JENN NEILAN



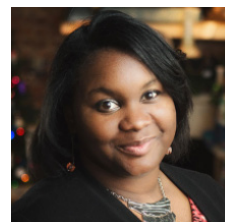
PERRE NEILAN



DENISE POPPEN



JESSICA SAWYER



ANGEL STARKS



BILL SWANSON



DIXIE TENEYCK

DID YOU KNOW?

RPAC NEVER invests in the campaigns of
Presidential candidates.

Questions about **RPAC?**



Charles Chadwick
2022 RPAC Chair
402-575-0803
Charles.Chadwick@thecncteam.com



Darla Bengtson
2022 RPAC Vice Chair
402-676-2842
Darla.Bengtson@yahoo.com

GREAT WEEK FOR RPAC!



We had a great turn out as the Women's Council of REALTORS® welcomed an RPAC event on February 10th at Champions Run. Quarterback, Charles Chadwick and head cheerleader, Darla Bengtson scored big in their first event as RPAC chairs. The event was capped off with several raffles, one lucky winner even walked away with tickets to a Husker football game this fall!

In all, almost \$30,000 dollars was raised for RPAC. There were 20 major investors and 5 new investors. Quite a start to the fundraising season! Thank you to the Women's Council for your continued support of RPAC and the REALTOR® Party.



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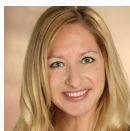
Ericka Heidvogel



Shelley Hourigan



Brooke Johnson



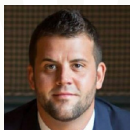
Monica Lang



David Lee



Luke Lofgren



Kurt Pfeffer



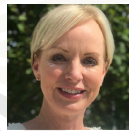
Cris Polsley



Gary Price



Scott Rosenthal



Tammy Smart



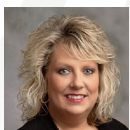
Karen Stansberry



Tiffany Stanton



Carol Teggart



Julie Woodward



Shawn McGuire
Sales Manager

Yes! It's All Included!



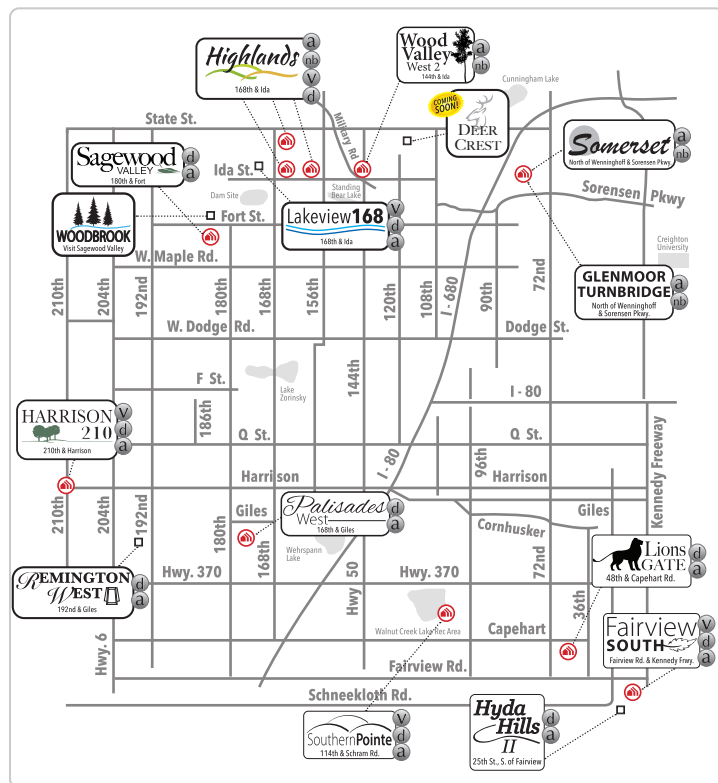
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Looking for You!



NAR'S 2022 "THAT'S WHO WE R" ADVERTISING SHOWCASES THE ETHICS, EXPERTISE AND TRUSTED PARTNERSHIP OF REALTORS® IN THE PURCHASE JOURNEY

The National Association of REALTORS® unveiled today its fourth "That's Who We R" national advertising campaign, showing Realtors® in action and how they help consumers. The new creative further distinguishes Realtors® – members of NAR and guided by the association's Code of Ethics – from non-member agents and "do-it-yourself" tech platforms. Created in partnership with Havas Chicago, the series of television, audio and digital creative spots use emotional and real-life storytelling to bring to life the tangible and meaningful benefits of working with a REALTORS® during the increasingly competitive and complex process of buying and selling property.

"These ads highlight the value REALTORS® bring by showcasing our members' dedication, expertise and professionalism," said Victoria Gillespie, NAR chief marketing and communications officer. "As a former agent and Realtor®, I know personally how we go above and beyond to make ownership a reality for our clients. By establishing and cultivating trusted partnerships with millions of prospective property owners, REALTORS® are not only champions for consumers, but also for the communities they serve."

"The National Association of REALTORS® is 1.5 million members strong and we take immense pride in being expert guides and supportive counselors at every touchpoint throughout the real estate transaction," added NAR President Leslie Rouda Smith, a REALTORS® from Plano, Texas and broker associate at Dave Perry-Miller Real Estate in Dallas. "I am extremely proud of NAR's ad campaign and how it delivers on our promise to members, boldly distinguishing REALTORS® within the crowded real estate industry."

Simple yet personal and emotional moments throughout the spots act as the connection point for viewers and listeners. The commercials leverage a diverse set of characters and real estate situations – residential and commercial – that work together to be relatable at scale. In each situation, viewers will see how REALTORS®

unrival expertise, ethics and neighborhood knowledge guide consumers through numerous scenarios, establishing trust and inspiring confidence despite surprises.

"We understood that our creative perspective needed to instantly resonate with consumers who may feel unsure about who or what to trust on their individualized path to ownership," said Myra Nussbaum, president and chief creative officer, Havas Chicago. "The cultural truth is brought to the screen through the mix of authentic, emotional and unexpected moments that can occur throughout the property buying process. The output is a creative narrative that shows how REALTORS® partner with their clients during what is often the biggest purchase a person makes in their life."

The TV campaign will launch both 15- and 30-second versions with creative extensions into various media touchpoints, including streaming and terrestrial audio, social media and branded content partnerships. In addition to paid media led by Havas Media, NAR will once again launch a full suite of new advertising and social media assets, created in conjunction with 2022 campaign imagery and messaging, for its members and REALTOR® associations to leverage locally.

The "That's Who We R" TV spots feature four storylines, including "The Neighborhood," "The Right Thing," "The Search" and "The Unexpected."



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