

*The following "fill-in-the-blanks" news release is designed to help you gain publicity in your local paper for your participation in the CIPS Embassy Visits at the recent REALTORS® Midyear Legislative Meetings & Trade Expo. Place it on your company or local board/association letterhead with the blanks filled in as indicated. Be sure to include a contact name and number at the top of the release. Deliver the release to the appropriate editor/reporter at your newspaper. You may want to include information about how you specifically participated in the conference, as well as a paragraph about your company and a photo of yourself. Be sure to label the back of the photo with your name and title. Please note that the term REALTOR® is presented below in the Associated Press format to conform to most newspapers' style—your paper may or may not include the registered mark, but you should insist that the initial "R" be capitalized.*

**(YOUR LAST NAME) REPRESENTS NATIONAL TRADE GROUP AT  
FOREIGN EMBASSY IN WASHINGTON, D.C.**

WASHINGTON (Date) – (Your full name) of (full name of board/association and/or company name) in (name of city and state) was among the more than 7,500 REALTORS® attending the National Association of REALTORS® Midyear Legislative Meetings & Trade Expo, May 11-16 in Washington, D.C.

Hundreds of REALTORS® visited Capitol Hill to meet with their senators and representatives and press their concerns on a variety of issues affecting homeowners, potential homebuyers and real estate in general. A much smaller group represented the U.S. real estate industry in meetings with the Ambassador and/or embassy trade representatives of several Washington, D.C.,-based foreign embassies.

In 2009, delegations of approximately 10 REALTORS® held meetings with key representatives at the Embassies of Austria, Denmark, Korea and Turkey (Your full name) was part of the delegation that met with officials from the embassy of (insert name of country).

The delegations' objective was to ensure that foreign embassy staffs assigned to the U.S. offices are aware of the resources available to them through the National Association of REALTORS® with regard to property selection, valuation and purchase or sale--both in the United States and around the world. Most foreign governments are involved in a substantive amount of real estate transactions. Additionally, they often are contacted by citizens of their country seeking advice on real estate matters in the U.S. or other world markets.

Each NAR participating NAR delegate holds the Certified International Property Specialist (CIPS) professional designation. CIPS designees are trained to handle real estate matters that involve property, financing and/or buyers/sellers in more than one national market, and therefore can be an excellent resource to embassy and consulate staff posted around the globe.

“I am very pleased to have been part of such a small delegation and to meet with **(insert title of embassy representative),**” **(your last name)** said. “It is rare to have such an audience with a high ranking foreign government. And it was particularly interesting to have the embassy host the meeting and to be invited into the embassy,” **(he/she)** said.

**(Insert any specific information about the foreign market, including information received that is relevant to the U.S. or regional market. Summaries of the embassy visits are available at [www.Realtor.org/international](http://www.Realtor.org/international).)**

In addition to the embassy meeting, **(your last name)** attended meeting and forums on a variety of international and domestic real estate topics.

Major speakers at the 2009 Midyear meetings included former Representative Harold Ford, Jr. (D-TN) and Pat Buchanan; and John Tuccillo, Ph.D, Stephen H. Davis on Opportunities exist for international buyers to buy a second home in the United States.

“Attending these meetings gives me the opportunity to learn more about the issues critical to the real estate industry on an international and national level. It also gives me a platform to discuss the great things happening in **(name of city),**” **(your last name)** said.

NAR’s next meeting, the 2009 REALTORS® Conference & Expo, will take place November 13 - 16 in San Diego. More than 30,000 REALTORS® and guests are expected to attend.

The National Association of REALTORS®, “The Voice for Real Estate” is America’s largest professional association, representing more than 1.1 million members involved in all aspects of the residential and commercial real estate industries.

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