



**THREE OUT OF FOUR HOMEBUYERS AND SELLERS RECOGNIZE THE REALTOR® BRAND.
WILL THEY RECOGNIZE YOU?**

Millions of media dollars. Billions of consumer impressions. For nine years, the National Association of REALTORS® has been committed to building awareness of the REALTOR® brand. But that effort is wasted if buyers and sellers don't know you're a

REALTOR®. Help consumers make the connection by wearing your REALTOR® pin and placing the REALTOR® logo on all your materials. It may seem like a small thing, but it can make a world of difference.



*Tell them. Show Them.
Wear your REALTOR® pin with pride.*