**Connecticut Association of REALTORS®**

The Connecticut Association is spreading the word about carbon monoxide detectors and a new requirement for detectors at the time of transfer through a series of public service announcements. Because of the nature of the topic, we've had the ability to get very extensive distribution of the message at a very low cost through various media including Clear Channel radio stations, Pandora, and web/email sites that appeal to political junkies (so legislators are clearly aware what we are doing in support of their law.) We've created a special web site for members to use with the public, a short video explanation from the Association's general counsel that may be posted or shared in social media, appeared on radio programs with fire chiefs (who may have detector programs in their towns), created banner ads for our local associations to use on their sites including social media, and worked with the Real Estate Section of the Connecticut Bar Association to ensure the correct documents are available to attorneys at closing.

