



State Leadership Exchange Council November 7, 2013

The South Carolina REALTORS® (SCR) are engaging in two extensive outreach campaigns funded through a partnership of the SCR and NAR Issues Mobilization Funds, both of which commence this fall.

Our first and largest campaign is a REALTOR® branding campaign. During Phase One of this campaign our goal is to reach out to current REALTOR® members, thank them for being a member of the Association, and promote REALTOR® membership benefits. Phase Two will focus on promoting the benefits of REALTOR® membership to non-member real estate licensees in South Carolina to encourage them to become a REALTOR®. Both Phase One and Two will encompass direct mail and online media. Phase Three will speak directly to SC consumers to demonstrate the difference between a REALTOR® and a licensee and the advantages of using a REALTOR®. Phase Three will build on the components of the previous phases to include video and testimonials.

The second campaign in which the Association will engage this fall is on the legislative front. Property insurance, particularly wind and hail premiums, in SC have skyrocketed in recent years, despite no major natural catastrophes. SC REALTORS® are supporting a bill in the General Assembly to enact the Competitive Insurance Act, Senate Bill 569. The bill provides for tax incentives for insurance providers, incentives for consumers to mitigate loss and expansion of the SC SAFE Homes Program to increase insurance marketplace competition and place downward pressure on premiums. Through a consumer outreach campaign that includes online advocacy, social media, and direct mail, we hope to educate consumers on the legislation and encourage them to contact their legislators in favor of the bill. We believe this legislative campaign will dovetail nicely with our REALTOR® branding campaign and demonstrate that SC REALTORS® are the voice for improving quality of life in SC.