

Frequently Asked Questions

Why is NAR launching a radio program?

This new initiative is part of NAR's broader strategy, as part of its Strategic Objectives, to strengthen the relationship between consumers and REALTORS®. The platform is one of many approaches NAR is using to build consumer confidence in the market and in the long-term value of real estate.

The radio show will help NAR reach consumers directly with accurate real estate information and counteract inaccurate or misleading media reports about the real estate industry and current market conditions.

NAR will also use the show to educate consumers about homeownership, presenting REALTORS® as comprehensive home advocates.

How will the program benefit REALTORS®?

The program aims to position REALTORS® as the most credible, trusted source of real estate information, convincing consumers to use a REALTOR® when buying, selling, or investing in real estate.

The program will also offer an opportunity to focus on local markets, giving REALTORS® their chance to speak directly with consumers about the communities they serve.

What will the radio show cover?

Real Estate Today will cover the benefits and challenges of homeownership, from expert advice on buying and selling, to remodeling and landscaping, to the state of the current market and home financing issues.

As economic conditions and mortgage information continue to change, *Real Estate Today* will give listeners a way to stay up-to-speed on market trends, legislative and regulatory actions, and financial developments that impact them. At the same time, it will offer local market conditions, so listeners know when it's a good time to buy in their area.

The show will be an interactive experience that offers listeners an opportunity to exchange information and learn from some of the nation's most recognized experts on a variety of real estate related topics.

Guests will include REALTORS®, economists, experts in areas such as landscaping, gardening, carpentry and general contracting, as well as mortgage experts and respected members of the media.

How can members help make this initiative a success?

REALTORS® will be integral in making this program successful.

As it expands, we will rely on REALTORS® to help us increase the number of markets carrying the show and to encourage people in their community to listen.

NAR will also look to REALTORS® for local market insights and program content suggestions.

Where can I go for more information?

You can visit the Real Estate Today Web site at www.RETRadio.com, or e-mail talkradio@realtors.org.