

News Release



NATIONAL ASSOCIATION OF REALTORS®
The Voice For Real Estate®

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Realtors® Get the Right Tools, Right Now

WASHINGTON (March 3, 2009) – To help Realtors® meet their clients’ needs and succeed in today’s economic climate, the National Association of Realtors® is offering its roster of business-building resources to members for free or at significantly reduced costs through the association’s new “Right Tools, Right Now” initiative.

“NAR is the most trusted resource for real estate information, and we want to ensure that Realtors® have easy access to these powerful resources in today’s market,” said NAR President Charles McMillan, a broker with Coldwell Banker Residential Brokerage in Dallas-Fort Worth. “Every NAR division is contributing to this initiative so that Realtors® can better service their clients and enhance their business.”

More than 300 resources are being offered through “Right Tools, Right Now.” Realtors® can take advantage of education and online training opportunities, access NAR publications and research, attend conventions and events, and obtain technology services for free or at a discount. Local and state associations and boards also have access to resources and materials through the initiative.

Among the many useful tools available to Realtors® at no cost are eProduct versions of the 2007 and 2008 *NAR Profile of Home Buyers and Sellers* and the *2007 Profile of Buyer’s Home Feature Preferences*, as well as valuable information on short sales, foreclosures, business tips and marketing.

For more information on the products, publications, services and enhancements available through the “Right Tools, Right Now” initiative, visit www.REALTOR.org/RightTools.

The National Association of Realtors®, “The Voice for Real Estate,” is America’s largest trade association, representing 1.2 million members involved in all aspects of the residential and commercial real estate industries.

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Information about NAR is available at www.realtor.org. This and other news releases are posted in the Web site’s “News Media” section in the NAR Media Center.

