

REALTOR TOOLKIT

Information about the 2008 Campaign

The 2008 Campaign

SCCAR is “**Making a Move**” to increase home sales in St. Charles County and debunk media myths about the local real estate market. With interest rates approaching 40-year lows, an abundance of inventory to choose from and low prices, conditions are ideal for buyers. SCCAR wants to spread this message: 2008, The right time for real estate.

Campaign Initiatives

Media Placement

Advertising

Community Networking and Events

Word of Mouth

Direct Marketing

How can REALTORS® get involved?

Community Networking: chambers, rotary, church, social networking, community centers (get access to members of groups who represent a sampling of the larger community)

- Newsletters- offer to write a short article or letter
- Websites- research the activity calendar, contact the organization
- Events- speak at a meeting, host a happy hour, sponsor a lunch

Word of Mouth (WOM): spread the campaign messages by discussing the benefits of homeownership and the opportunities that await potential homebuyers. Any conversation you have, event you attend or meeting you participate in is an opportunity to advance the REALTOR® message by WOM.

- follow local trends, share them in conversation
- talk with friends and neighbors about homeownership and buying now
- participate in a local real estate blog, or start your own!
- be a ready source of information at the coffee shop, grocery store, etc.



MAKING A MOVE
2008 The right time
for **REAL ESTATE.**