






REALTOR® Value Campaign

Focus Groups

- Focus groups conducted Feb. 1
 - Explored perceptions and attitudes
 - Motivations and barriers
 - Added value
- 3 focus groups
 - DIY
 - Indifferent
 - Pro-REALTOR®
- Key takeaways
 - Misunderstanding about what goes into the transaction
 - REALTORS® make the transaction look simple
 - Consumers don't understand the complexity and risks

Focus Group Prompt: Draw a REALTOR®


Outdoor Ads



- Outdoor advertising from Logan to Cedar City
- Billboards along I-15, bus wraps, outdoor sporting event sponsorships
- Three messages emphasizing the "The Utah REALTOR® Value"

Billboard Message #1



**3 BED / 2 BATH
0 HEADACHE**

The Utah REALTOR Value



Billboard Message #2



**TIME IS MONEY.
SAVE BOTH.**

The Utah REALTOR Value



Billboard Message #3



FOR SALE BY EXPERT

The Utah REALTOR Value



TV Commercial

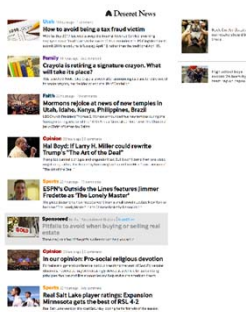


- Focuses on educating about the pitfalls of buying and selling on your own
 - Disclosures
 - Inspections
 - Counteroffers
 - Contracts
 - Negotiations
 - Pricing mistakes
- Ads aired on local NBC, CBS, and FOX stations

TV Commercial



Online Ads



- Targeted Facebook and Instagram ads
- Targeted banner ads
- Native content (Deseret News, SL Tribune)

