

Real Estate Today Now Available on the Amazon Echo
FACT SHEET

The NATIONAL ASSOCIATION OF REALTORS®, Communications group, is proud to announce the launch of *Real Estate Today*, NAR’s official radio program, on the Amazon Echo platform. NAR members, their clients, and millions of consumers worldwide can hear the show by enabling [The Alexa Skill for Real Estate Today](#). Once the show is enabled on their device, an Amazon Echo user merely needs to say “Alexa, play Real Estate Today,” and they will hear the latest show, from start to finish. With this milestone launch, NAR brings the proactive, professional and pro-REALTOR® content of *Real Estate Today* into millions of consumers’ homes, where they can listen to the show without needing a radio, computer, tablet or smartphone.



Now going into its tenth year on the air, *Real Estate Today* is part of NAR’s Second Century Initiative, designed to connect with consumers across America. The show educates, informs and builds awareness among consumers, about real estate transactions, important real estate issues, and the value REALTORS® bring to every area of the real estate experience. Its guests include REALTORS®, economists, journalists and industry experts, who provide a balanced perspective on real estate and the nation’s housing. The show is broadcast on 200 radio stations, in every state across America. It is also available online, at [Radio.Realtor](#), on iTunes, via the *Real Estate Today* internet audio player, and now on the Amazon Echo platform. Currently the show has 1.5 million listeners per month.

What: *Real Estate Today*, the official radio program of The NATIONAL ASSOCIATION OF REALTORS®, launches on the Amazon Echo platform:

- The program plays on every Amazon Echo Device:
 - Amazon Echo
 - Amazon Echo Dot
 - Amazon Echo Show
 - Amazon Echo Spot
- Two-hour Weekly Radio Show; new edition debuts every Friday
- Number One national real estate show on the radio
- Regular segments include:
 - Top real estate news of the week
 - Interviews with REALTORS® on key legislative and policy issues

- Interviews with REALTORS® on buying, selling & owning homes
- Lawmakers, administration officials and policy experts
- “Ask the Millennial,” discussing real estate and younger buyers
- Mortgage, finance, credit experts
- Home maintenance professionals
- “Hot or Not” examining home & design features
- REALTOR® Magazine’s Good Neighbor Award recipients
- Smart Home Technology reports

Who: Target audiences for the Amazon Echo platform:

- NAR members
- National, State and Local Association staff
- International REALTOR® members
- Consumers in America and around the world

When: Available Now.

How: The Amazon Echo *Real Estate Today* Alexa Skill can be enabled:

- By saying “Alexa, enable Real Estate Today”
- Or, on your smartphone, using the Alexa app
- Or, online, in the Alexa Skills Department at Amazon.com
- Once enabled. Echo users merely say “Alexa, play Real Estate Today”
- This skill is available for free, to all NAR Members and consumers

We’ve narrowed down details so you can share this information with members:

Introducing, ***The Amazon Echo Alexa Skill for Real Estate Today***, the Official Radio Program of the NATIONAL ASSOCIATION OF REALTORS®. A cutting-edge way for members and consumers to listen to the Number One real estate radio show in America. This allows the proactive, professional and Pro-REALTOR® content of the show to be available to millions of consumers, without the need for a radio, computer, or smartphone. Enable the skill at [**The Alexa Skill for Real Estate Today**](#) .

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