



The Voice for Real Estate™ in Delaware

Delaware Association of Realtors Video:

“The Top 10 Excuses Not to Give to RPAC”

October, 2015

The Delaware Association of Realtors recently produced a video titled, “The Top 10 Excuses Not to Give to RPAC”, for use at our Annual Convention & Trade Show. The idea evolved from an idea proposed by DAR 2015 President Eric Braunstein, who requested that we work to have a cadre of volunteers go to the classes at our Convention and briefly explain before the start of each class the importance of investing in RPAC.

The 2015 DAR Convention Committee reacted to the request with enthusiasm, but suggested that a video be created so that the time taken up in class would be uniform, and so that a consistent message would be distributed among Convention attendees. DAR staff suggested that the video be humorous and brief, and also suggested it be along the lines of a “Letterman Top 10” piece.

Video production services and script development were provided by two staff members at one of the local boards in Delaware -- the Sussex County Association of Realtors. The Presidents of the three local boards in Delaware were invited to participate as talent in the video along with 2015 DAR President Eric Braunstein. Since one of the local presidents was unable to participate, the President-Elect of that association filled in there.

The video was played at several of the classes held at our 2015 Annual Convention & Trade Show, and was also played at the Convention’s General Membership Meeting, which was attended by more than 200 members and guests. The video has also been added to the DAR Facebook page.