

## Texas Association of REALTORS® - Data Relevance Spokesperson Training

The mission of the Data Relevance Project is to provide the most accurate market statistics available in an effort to position local REALTOR® associations as the trusted authority on what's happening in their communities. Obviously, possessing good data is a starting point, but the success of the mission hinges upon a local association's ability to communicate the message in a manner that media and the public can easily consume. That's why the Texas Association of REALTORS® has developed an automated infographic generator tool only available to local AE's through which key statistics across a variety of geographies are displayed in an attractive, easy to understand format. Further the Texas Association of REALTORS® has begun offering Spokesperson Training courses to local association leadership that is focused on messaging and delivery of market statistics. The course teaches local leaders how to develop effective relationships with the media, the do's and don'ts of communicating through differing media types, and what the value is to the consumer of having accurate market statistics and where to find them. The first course was held during the recent Board Officers Leadership Conference in Austin in early October.

