**Ohio Association of REALTORS®**

The Ohio Association of REALTORS® launched a ground-breaking video series in 2017 designed to celebrate professionalism and the critical role of REALTORS® in making the dream of property ownership a reality.

The video series addresses the unique nature of the real estate profession – spotlighting that REALTORS® are competitors who cooperate for the betterment of buyers and sellers. The profession understands and appreciates that individual success is directly linked to the collective effort of Ohio’s 30,000-plus REALTORS®.

Each month we premiere a new video, featuring our membership giving voice to one of 12 key aspirational concepts. Our REALTOR® members offer personal insight on how the profession helps to bridge divides and find common ground to bring disparate interests together. The series’ [introductory video](http://ohiorealtors.org/2017/01/19/we-are-ohio-realtors-an-introduction/) was unveiled during our Inaugural & Winter Conference in January. Throughout 2017 we are spotlighting how REALTORS® are:

* [Motivators](http://ohiorealtors.org/2017/01/27/we-are-ohio-realtors-motivators/)
* [Counselors](http://ohiorealtors.org/2017/02/28/we-are-ohio-realtors-counselors/)
* [Negotiators](http://ohiorealtors.org/2017/03/21/we-are-ohio-realtors-negotiators/)
* Advocates
* Ambassadors
* Entrepreneurs
* Market Experts
* Honesty & Integrity
* Leaders
* Philanthropists/Community Service
* Educators
* Professionals

While the series – We Are Ohio REALTORS® – is specifically intended to boost morale and enhance professionalism among membership, it has also resonated and found an audience with consumers across the state. Members have actively shared the video segments on their social media feeds and websites, while brokers are using them at meetings and other special events. Most importantly, the series has rekindled a sense of pride, reinforced the profession’s shared commitment of treating one another with respect, and helped the organization meet the top need/desire identified by membership during a comprehensive membership survey conducted in late 2015.

A communications audit – conducted by one of the nation’s leading market research companies – found near universal support among Ohio REALTORS® for promotion and enforcement of the Code of Ethics, which encourages the profession to abide by the “Golden Rule.” While 70 percent of REALTORS® said the Association helps improve the professional standards of the industry, less than one-third said consumers appreciate the value and professionalism of a REALTORS®’ role in the real estate transaction.

The Ohio Association of REALTORS® believes our video series is a powerful tool in our ongoing effort to elevate the standard of practice and professionalism within our membership. Ohio’s REALTOR® community has a strong “Commitment to Excellence” and is utilizing a positive message to promote outstanding customer service and professional courtesy among peers.