

NAR Spire Mentorship

Recruitment Messaging for AEs

April 2023

GOALS AND INFORMATION

This usability-focused messaging platform is meant to simplify creating effective messages for HQ communicators, decentralized marketers and partners and inform all promotional channels/materials (social posts, emails, landing pages, ads, design, press releases, production/video, storytelling, presentations, toolkit promo materials, etc.) to **ensure all audience engagement opportunities are optimized.**

All communicators (writers, presenters, marketers, digital, designers, partners, committee members, etc.) should reference the messaging platform and use key messages to **maximize the impact of our engagement by delivering consistent messages quickly, easily and effectively.**

FORMAT AND USABILITY

Key messages:

- Can be used to inspire language or used verbatim where applicable.
- Can be used in their entirety, or segments of messages can be used depending on channel/tactic goals and/or character or word count requirements.
- Are repetitive on purpose to reinforce sentiment, language and recognizability.
- Slashes indicate word choices.
- Words/statements in brackets are optional to create further specificity.

TARGET AUDIENCES

- Mentors: Real estate industry professionals who are NAR members
- Mentees

MESSAGING PLATFORM

Hooks:

Potential. Progress. Promise

Leverage your connections and lock-in your legacy.

Aspire to inspire.

Pay it forward and pave the way.

Make your mark.

Give back and pay it forward.

Serving our profession, strengthening our communities.

NAR Spire is easy—and essential.

Mentoring amplifies change—one relationship at a time.

KEY MESSAGES:

MESSAGING FOR MENTORS

1

Positioning: Aspire/Inspire/Uplift/Elevate/Make your mark/Shape your, our future

Key Messages:

- NAR Spire is a groundbreaking initiative designed/developed/created to drive inclusivity in the real estate industry through mentorship. Spire aims to spark interest in the industry among mentees/participants [from all backgrounds] and provide expert guidance and access to [real estate] career opportunities [and generational wealth-building]. [REALTOR®] Mentors are industry influencers who are motivated to strengthen our/[the real estate] profession and shape a more equitable future. (All audiences)
- Become an NAR Spire mentor to ignite the power and promise of a career in real estate and unlock the potential of our deserving participating mentees.
- Make your mark as a [real estate/REALTOR®] mentor! Play a prominent role in your mentee's career as you help build equity within the [real estate] industry and shape a more inclusive future for all/everyone.
- Through NAR Spire, experienced real estate professionals work one-on-one with mentees in an educational capacity. They provide valuable insights into the industry and offer advice, encouragement and support to help new and early-career professionals navigate the complex waters of the real estate industry and help them get started on solid ground.
- Harness the power of your ascent in the industry to propel real estate toward a bright and more inclusive future. Now's the time to leverage your know-how and dedication/leadership and start thinking about your legacy.
- Step up as a trusted/respected role model through NAR Spire! Share your experience to help mentees unlock their potential while you expand your influence and impact in the industry.
- Earn the admiration of a deserving mentee and your [real estate] industry peers when you become an NAR Spire mentor. Commit to being a [real estate] career coach, a respected role model and a trusted educator as you inspire a mentee to pursue a future in real estate and fuel their aspiration for a meaningful, productive career.
- Use your [well-earned] influence for good by propelling the industry toward a more inclusive and equitable future. Become an NAR Spire [real estate] mentor [today].
- NAR Spire is a [real estate] mentorship program that offers aspiring professionals in underserved populations the opportunity to explore a real estate career. Mentees will receive exposure to marketing, appraisal, IT, sales and other disciplines in our industry, while also learning about the wealth-building benefits of property ownership. As part of the mentorship, they will have the chance to explore various career paths and

entrepreneurial opportunities through an online platform and be mentored by some of the absolute best in the industry. (All audiences)

- NAR Spire is a turnkey [REALTOR® education] mentoring program organized and fully supported by NAR. There is no cost for mentors, mentees or associations to take part in this program.

2

Positioning: Mentors are established/successful but possibly not too advanced in their career/Relatability/Achievability

Key Messages:

- Did someone help usher you into the real estate industry? Now that you have a few years under your belt, step up and pay it forward. NAR Spire empowers you to positively impact the future of an aspiring real estate professional. Show your mentee the ropes, educate them about the industry, share advice, encouragement and support, and help them carve a path to a career in real estate.
- You've built a thriving real estate business. Now it's time to share your success and take someone under your wing so they can soar. NAR Spire pairs motivated real estate professionals with aspiring industry mentees. Join this/our industry inclusivity experience to help shape someone's future and create a more diverse and equitable industry for years to come.
- You've hit your stride as a real estate star/pro, now it's time to share that success and help someone else make their mark. Sign up for NAR Spire to inspire/empower an aspiring future real estate professional and give them the opportunity to follow your lead.

3

Positioning: Altruistic/Rewarding and valuable for prospective mentors/Sense of pride, accomplishment

Key Messages:

- Take your altruistic and entrepreneurial spirit to new heights and become an NAR Spire [real estate] mentor. Invest your time and energy into helping an aspiring real estate practitioner find a foothold in the industry. Your inspiration and guidance could change a life, impact a family and make a positive difference in the/your community.
- What if you could make a difference in someone's life while enriching your own? You can—as an NAR Spire mentor. NAR Spire is an exciting initiative designed to encourage people from diverse populations to consider a career in real estate. NAR Spire matches inspirational real estate professionals like you with a new-to-the-industry mentee who aspires to learn the business. Your support, guidance and insight could bring about profound economic and social change, and bring you the satisfaction of a sense of renewal and the knowledge that you've played a part in creating a more equitable future.
- You are an engaged, energized and educated real estate professional with a passion for action and pride in the profession. Take your involvement to the next level and become

an NAR Spire [REALTOR®] mentor. You'll enhance your reputation and standing in the community as you share your knowledge and enthusiasm with an eager mentee who is ready to make their mark in the industry.

- Stand out in your circle as a REALTOR® who stands up to make a difference/tackle injustice. Become an ambassador advocating for a more diverse and inclusive industry as an NAR Spire [real estate] mentor. You'll see a positive impact as your mentee enters the real estate field and makes their way toward a successful career with your support.
- Giving back is a part of your DNA and NAR has an exciting outlet for your altruistic side. NAR Spire aims to help build vibrant, diverse and sustainable communities for all by opening the door to opportunity for aspiring real estate industry professionals from all walks of life.

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Positioning: Proven experience/Understanding of diversity issues/Desire to make a difference/Pay it forward

Key Messages:

- Did a mentor help shape your [real estate] career and contribute to your success? [If so,] Take the time to give back/pay it forward by becoming an NAR Spire [real estate] mentor.
- Join NAR Spire to connect with a mentee who is new [or almost new] to real estate and eager to learn about the industry. As a Spire mentor, you can help increase diversity within the real estate industry while setting your mentee up for success—now and for years to come.
- Bias, inequity and segregation in real estate are real. Help NAR change the status quo and be a part of the solution as an NAR Spire [real estate] mentor. Give your mentee the chance to thrive no matter/regardless of their background or zip code.
- There's no place like home, but too often homeownership is out of reach due to discrimination and inequity. Help undo these unfair practices by becoming an NAR Spire [real estate] mentor. NAR Spire helps make the possibility of a thriving career in real estate a reality and builds awareness about the development of generational wealth through property ownership.
- Everyone has potential, but not everyone has opportunity. [That's where you come in./Let's change that and work together to level the field.] Become an NAR Spire [real estate] mentor and use your considerable skills, knowledge and experience to give an aspiring mentee a foundational experience and the chance to build a future in real estate.
- NAR Spire is your platform/a platform for REALTORS® to play a leadership role in addressing inequity [and injustice in housing] as a [real estate] mentor. This groundbreaking mentorship program aims to inspire the next generation of real estate professionals by pairing expert, experienced practitioners [like you] with aspiring future practitioners. [Not only will you be educating your mentee about potential [real estate]

career paths, but you'll also be providing guidance on property ownership that could lead to generational wealth.] (All audiences)

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Positioning: Shape and shift industry/Game changing, groundbreaking program

Key Messages:

- NAR Spire is a game-changing and eye-opening experience aimed at creating new pathways for entry into real estate where you can help shift mindsets and shape a more diverse and inclusive industry.
- Put an end to sink or swim for aspiring real estate practitioners and help build a diverse pool of qualified professionals. With your expert guidance as a [REALTOR®] mentor, your protégé will not only gain a grasp of the industry but potentially find a path to a future career [in real estate].
- NAR Spire is a vital program that aims to move the needle in diversifying the real estate industry through a breakthrough mentorship experience. Taken to scale, NAR Spire will reshape our industry, revitalize our profession and reconfirm our commitment to a more inclusive future.

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Positioning: Make an impact/Engage in your community/Help others get through struggles you've experienced

Key Messages:

- Step up as a [REALTOR®] mentor and amp up your impact in your community. Support an aspiring industry peer and help break down the barriers that prevent others from breaking into or building a career in real estate. Mentoring amplifies change, one relationship at a time. Show your community the difference mentoring can make and inspire others to move to action.
- Help a local/neighbor be the “first”! Whether it's the first in their family to have a successful real estate career, to go to college or even to own a home, you can play an instrumental role as a mentor. NAR Spire pairs experienced REALTORS® with an aspiring real estate professional. Help foster a transformational experience and make the difference in the trajectory of a family when you influence those who could benefit most from your expert guidance.
- If you can relate to the struggles that someone can face attempting to get started in a new career or breaking into an industry, then you can understand the important role you could play as a [REALTOR®] mentor. Pay it forward and pave the way for a promising protégé to launch a career as a real estate professional.
- Becoming a real estate practitioner isn't always easy. It's a leap and not everyone lands on their feet. [Can you relate? Did you struggle to gain a foothold as a professional before finding your way?] Help promote inclusivity and diversity in your field—become an NAR Spire [real estate] mentor to share your experience, educate your mentee and make a positive change in the community where you live and work.

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Positioning: Critical program to help shape the future (Macro)

Key Messages:

- [Go beyond DEI buzzwords and be a part of the solution that brings true diversity, equity and inclusion to the real estate industry by becoming an NAR Spire mentor.] NAR Spire is part of NAR's overall initiative/greater commitment to dismantling policies of the past that have perpetuated disparities in employment, education and housing. Our [REALTOR®] mentors' contributions help foster communities that welcome people of all backgrounds and help NAR achieve lasting, meaningful change. (All audiences)
- Help NAR close the gap caused by past practices that have barred/prevented minority groups from the privilege of working in the real estate industry or owning a home. [REALTOR®] Mentors give aspiring real estate professionals a chance to build a career in real estate and the potential to develop generational wealth through property ownership. (All audiences)
- NAR Spire is an essential initiative that engages multicultural, minority populations with opportunities to find their place in the real estate industry. Through mentorship, NAR Spire aims to break down some of the barriers that have made it difficult for some to enter the industry, build a career [in real estate] or own a home. (All audiences)

MENTEE-FOCUSED (Provided by Havas)

Overall messaging approach (Key Message + Mentee Value Proposition)

Make your mark and open the door to your/a future in real estate.

Whether you know it or not, the real estate industry is waiting for someone like you to make your mark. And the National Association of REALTORS® is ready to get you started with NAR Spire—a breakthrough mentorship program/experience aimed at inspiring future professionals from all backgrounds/multicultural and minority communities with opportunities to build a career in real estate. And you don't even need a real estate license or knowledge of the industry to begin!

NAR Spire offers you the opportunity to work directly with a current real estate professional, giving you invaluable one-on-one guidance through all facets of the industry so that you can find the path that's right for you. You'll learn about:

- Residential Real Estate
- Commercial Real Estate
- The Appraisal Process
- The Home Inspection Process
- Property Management
- Staging
- Marketing
- IT
- Mortgage Banking

Throughout the mentorship, you'll have access to exclusive networking events and job-shadowing opportunities that will not only help you learn the fundamentals of the real estate industry but will inspire you to grow your career while helping others achieve their dreams of/goals through property ownership.

The real estate industry is only as strong as the diversity of the people within it, and NAR Spire aims to help aspiring individuals build a successful career path while making a positive impact in their community. Through this mentorship experience, we'll give you the tools you need to break into real estate now and shape your future.

Apply to NAR Spire today and make your mark at nar.realtor/nar-spire.