

# While you're at NAR's Midyear Legislative Meetings...

Stop by the NAR Booth (#1707) at the Trade Expo  
to get The REALTOR® Message!





I'm getting  
The REALTOR®  
Message at  
the NAR Booth  
#1707.

NAR Booth #1707

I'm **learning**  
about the latest  
industry resources  
and technology.

I'm **sharing**  
tips for success  
with other  
REALTORS®.

I'm **taking**  
The REALTOR®  
Message to  
Capitol Hill!



NATIONAL ASSOCIATION  
OF REALTORS®

*The Voice for Real Estate®*

Real Strength.  
Real Advantages.



# Get The REALTOR® Message!

## NAR Booth #1707

The REALTOR®  
message

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### Perfect The REALTOR® Message and Save 10%

—when you purchase REALTOR Benefits<sup>SM</sup> Publications. Choose from hundreds of titles covering the most essential real estate topics, including best sellers from NAR and other industry experts. (*Discount excludes new titles.*)

2

### Get the message about members-only value-added offers and discounts:

The REALTOR Benefits<sup>SM</sup> Program provides you special offers from over 30 companies that are leaders in their industries. Learn more as you play **Connect the Partners!**

3

### Browse Technology Messages:

Register on [REALTOR.org](http://REALTOR.org) for access to exclusive members-only benefits —and a chance to win a free laptop! Preview online courses from REALTOR® University—including the At Home with Diversity certification course and CIPS regional courses (*for the Americas, Asia and Europe*). Browse everything NAR at **Information Central**. And learn about *CommercialSource* from the REALTOR® Commercial Alliance.

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### Spread The REALTOR® Message:

Purchase NAR hats, shirts, jackets and more—including new silver REALTOR® lapel pins from **REALTOR Team Store**®. You'll also find new gift cards and license plate frames, plus reduced prices on shirts.

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### Meet Cheorqhe Muresan:

The 7'7" high-profile celebrity and former Washington Wizard will sign photos in the NAR Booth (#1707) on **Thursday from 1 to 2 p.m.**

6

### Make time for fun!

Test your NAR benefits IQ and take home The REALTOR® Message with **great giveaways** (*while supplies last*), and enter to **win a valuable prize!**

Whether it's the **policy message** you send your legislators, the **professional message** you broadcast to clients and prospects, or the **business message** you share with your fellow REALTORS®, NAR has the latest information and resources you need. Visit the NAR Booth (#1707) to fine-tune your own message for success and get it across to every person you meet. And take some time to...

### A Can't Miss Marketing Forum!

Hone your marketing message with expert advice from NAR Chief Economist David Lereah and Terry Watson. In the Marketing Forum **YOU Need to Market to 'Gen Next'**, learn how to make the most out of varied generational marketing opportunities. **Friday, May 18, from 9 to 11 a.m.** in the Marriott Ballroom, Salon 3.

### Be Part of the Dream

Stop by the NAR Booth (#1707) to pick up your free **"Build the Dream" wristband** and learn about NAR's \$1 million sponsorship of the Washington, DC *Martin Luther King, Jr. National Memorial*. Visit [www.REALTOR.org/MLK](http://www.REALTOR.org/MLK), or stop by our display in the Marriott Ballroom Foyer (*next to Community Outreach*) for more information and to find out how you can contribute to the Memorial.

# Improve Your Message

Whether it's the **policy message** you send your legislators, the **professional message** you broadcast to clients and prospects, or the **business message** you share with your fellow REALTORS®, NAR can help you craft your own **REALTOR® Message**. Stop by the NAR Booth (#1707) for the latest information and resources you need to fine-tune your own message for success, and get it across to every person you meet.

## Browse Technology Messages

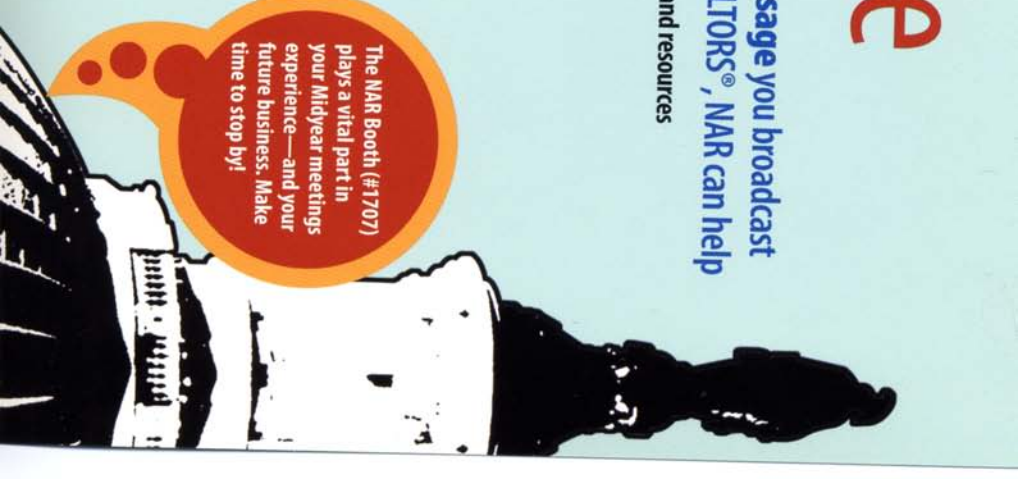
Register on **REALTOR.org** for access to exclusive members-only benefits—and a chance to win a free laptop! Preview online courses from **REALTOR® University**—including the At Home with Diversity certification course and CPIS regional courses (for the Americas, Asia and Europe). Browse everything NAR at **Information Central**. And learn about *CommercialSource* from the **REALTORS® Commercial Alliance**.

## Promote The REALTOR® Message

Spread the message you're a REALTOR® to prospects and clients with **REALTOR® hats, shirts, jackets and more**, all available from **REALTOR Team Store®** inside the NAR Booth (#1707). Check out the new **REALTOR® lapel pin** in silver and find new gift cards and license plate frames, plus reduced prices on shirts.

## Learn from Two Message-Masters at the Marketing Forum

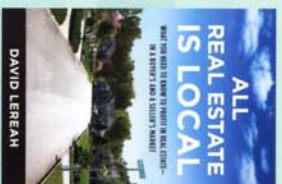
Hone your marketing message with expert advice from NAR Chief Economist, **David Lereah** and marketing expert **Terry Watson**. In the Marketing Forum **You Need to Market to 'Gen Next'**, they'll teach you how to make the most out of varied generational marketing opportunities. The forum will take place Friday, May 18, from 9 to 11 a.m. in the Marriott Ballroom, Salon 3.



The NAR Booth (#1707) plays a vital part in your Midyear meetings experience—and your future business. Make time to stop by!



Publications (excludes new titles). Browse hundreds of titles covering the most essential real estate topics, including best sellers from NAR and other industry experts like:



## Get a Timely Message about the REALTOR Benefits<sup>SM</sup> Program

Learn more about the REALTOR Benefits<sup>SM</sup> Program, your member benefits program that provides you value-added offers and savings from over 30 companies that are leaders in their industries.

And pick up a copy of the NEW REALTOR Benefits<sup>SM</sup> Program Resource Guide.

Visit [www.REALTOR.org/RealtorBenefits](http://www.REALTOR.org/RealtorBenefits) for program details.

## Be Part of the Dream

Pick up your free "Build the Dream" wristband and learn about NAR's \$1 million sponsorship of the Washington, DC Martin Luther King, Jr. National Memorial, scheduled for completion in 2008. Learn more at [www.REALTOR.org/MLK](http://www.REALTOR.org/MLK).

## Have Some Fun!

Stop by to test your NAR benefits IQ. Take home The REALTOR<sup>®</sup> Message with great giveaways (while supplies last) and maybe even win a valuable prize!

See you at the NAR Booth (#1707)!

Find out how you can win a free laptop from [REALTOR.org](http://REALTOR.org).

Get your free "Build the Dream" wristband in the NAR Booth (#1707).

Meet a high-profile celebrity.

Former Washington Wizard center Gheorghe Muresan, who stands 7'7", will sign photos Thursday, May 17, from 1 to 2 p.m.

# Enter to win valuable prizes

Drop this completed entry card in the Prize Box at the Message Center in the NAR Booth (#1707) for your chance to win valuable prizes.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone/E-mail \_\_\_\_\_

# Save 10%

## On select REALTOR Benefits<sup>SM</sup> Publications

Save on a wide variety of titles, including best sellers and items from the Real Estate Bookshelf (excludes new titles).

Take this coupon to the NAR Booth (#1707) or order online May 16-21, 2007 at [www.REALTOR.org/Store](http://www.REALTOR.org/Store). Use promotional code MIDYEAR2 at checkout.





REALTOR®

NATIONAL ASSOCIATION OF REALTORS®

*The Voice for Real Estate®*

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# 2007 Midyear Legislative Meetings & Trade Expo

May 16-18, 2007

Marriott Wardman Park Hotel

Washington, DC

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
**PAID**  
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