

# FIRST-TIME BUYER TALKING POINTS

## **PURPOSE**

The messages in this document are meant to simplify creating effective messages across all channels (social, email, web, print, video, storytelling, presentations, etc.) to optimize engagement opportunities with your clients.

## **FORMAT AND USABILITY**

- Slashes indicate word choices.
- Words/statements in brackets are optional to create further specificity.
- Are repetitive on purpose to reinforce sentiment, language and recognizability.

## **IMPORTANT LEGAL GUIDELINES**

Review the following and adhere to the rules set forth by the NAR legal team to ensure effective communication.

### **NAR legal language:**

**REALTORS® are members of the National Association of REALTORS®.**

- All uses of “REALTOR®” or “REALTORS®” must comply with NAR trademark rules, which are set forth in [NAR’s Membership Marks Manuals](#). If you have questions about use of the REALTOR® Marks, please contact Chloe Hecht, Senior Counsel, at [checht@nar.realtor](mailto:checht@nar.realtor)
- Messages within this document that use the word “REALTOR®” or “REALTORS®” abide by NAR trademark rules. Do not adjust, shorten or re-word existing messages that contain the word “REALTOR®” or “REALTORS®”.
- For all marketing assets (example: digital ads, email headers, social posts, print assets, etc.) that include “REALTOR®” or “REALTORS®”, NAR legal language must appear on the final asset. The minimum size requirement for the legal language is 9pt. For further information, see the [NAR Brand Guide](#).

## MESSAGING FOR CLIENTS/CONSUMERS

### HOOKS/HEADLINES:

- Tackling low inventory, high interest rates—and more.
- Hiccups, hurdles and headaches [in the search for a home].
- HOA. FHA. PMI. APR. Need help deciphering? [An agent who is a REALTOR® can help you break the code.]
- Confused by closing costs, escrow or home inspections? [Rely on an agent who is a REALTOR® for answers.]
- Get advice on mortgage options, down payments and property values [from an expert who knows the ins and outs of homebuying].
- Need help with homebuying jargon? [An agent who is a REALTOR® breaks it down for you.]
- Navigating property inspections, appraisals and closing procedures? [Let an agent who is a REALTOR® help make it clear].
- Start your homebuying search online, then align with an agent who is a REALTOR® to take you home.
- Discover the difference [an agent who is a REALTOR® can make].

### KEY MESSAGES:

- Partnering/Teaming up with a knowledgeable agent who is a REALTOR® can help you understand the complexities of homebuying, including loan and down payment options, and the full costs of homeownership beyond the monthly mortgage payment.
- Watch home buyers like you go the distance as agents who are REALTORS® help them get to the finish line, offering essential advice to overcome obstacles, make key decisions and manage deal makers and breakers.
- In First-Time Buyer, viewers see the real deal and how agents who are REALTORS® navigate real-life hurdles and unexpected twists like foundation issues, electrical problems, flood damage, contingencies, finances and backup offers when making this milestone decision.
- Tune into First-Time Buyer from NAR for a realistic portrayal of the homebuying process. See how agents who are REALTORS® help clients navigate and resolve potentially deal-breaking issues at every stage.
- First-Time Buyer puts the “real” in real estate. REALTORS®, members of the National Association of REALTORS®, help clients navigate the complex process, pitfalls, tradeoffs and ultimate upside of purchasing their first home.
- Agents who are REALTORS® can help you answer questions you didn’t know to ask, uncover resources you weren’t aware of and provide insights you could easily miss.
- Excited about the possibility of homeownership? See how other first-time buyers manage the long and winding road with the guidance and expert support of an agent who is a REALTOR®.
- Ready to own? A REALTOR®, a member of the National Association of REALTORS®, can help answer your burning [real estate] questions and figure out what’s right for you today—and down the road.
- A search bar can only take you so far. Align yourself with an agent who is a REALTOR® for personalized service and real-life advice in real-time.

- Disappointments and challenges, like rejected offers or unexpected issues, are part of the homebuying journey. Agents who are REALTORS® help you overcome hurdles with expertise, understanding and support.