

# FIRST-TIME BUYER TALKING POINTS

## PURPOSE

The messages you'll find in this document are meant to simplify creating effective messages across all channels (social, email, web, print, video, press releases, storytelling, presentations, speeches, etc.) to **ensure all audience engagement opportunities are optimized.**

All communicators should reference these key messages to **maximize the impact of our engagement by delivering consistent communications quickly, easily and effectively.**

## 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 MEMBERS

### HOOKS/HEADLINES:

- NAR's First-Time Buyer. Stream it. Share it.
- NAR's First-Time Buyer Season 5 has just arrived!
- Share the show to help build your brand and business
- Leverage NAR's First-Time Buyer [to enhance your business and reach new clients].
- Capitalize on the proven success of NAR's First-Time Buyer [to boost your real estate business].
- [Engage with NAR's First-Time Buyer to] elevate your brand.
- Millions have already seen it. [Make sure your clients and potential clients are in the mix.]
- An invaluable NAR member benefit
- A powerful marketing tool streamed by millions.

### KEY MESSAGES:

- NAR's First-Time Buyer showcases the crucial role agents who are REALTORS® like you play as they put their skills, determination, strategy and patience to work to navigate their way to closing day.
- NAR's First-Time Buyer highlights how the market expertise and ethical commitment of an agent who is a REALTOR® can be a partner to guide clients through this deeply emotional and complex journey.
- NAR's First-Time Buyer offers a genuine look at the emotional ups and downs, unique opportunities and obstacles in homebuying, highlighting the vital role agents who are REALTORS® have throughout the process.
- An entertaining, educational tool to quickly and clearly convey to clients the value you bring and the difference it makes.
- NAR's First-Time Buyer makes a powerful case for the many reasons consumers should rely on an agent who is a REALTOR® in the all-important, life-changing milestone of purchasing their first home.
- NAR's First-Time Buyer is a valuable member benefit and resource that agents who are REALTORS® can use to educate their clients and potentially bring in new business. The show clearly illustrates the REALTOR® difference—the ethics, expertise, caring and commitment that sets REALTORS® apart and builds trust and confidence with clients.
- NAR's First-Time Buyer showcases the REALTOR® difference and elevates the NAR brand by highlighting unique differentiators, such as the REALTOR® commitment to the Code of Ethics and how that distinguishes NAR members from non-member agents and listing apps.
- Your expertise and experience help first-time buyers find the right time and path to enter the market and achieve their homeownership goals—even when they didn't think it was possible.
- Watch how agents who are REALTORS® like you leverage every tool and strategy to guide clients through obstacles and close the deal—helping them secure a valuable investment, start building equity and pave the way for future financial success.

- Agents who are REALTORS® like you guide clients through their potential homebuying options—helping them understand loan and down payment possibilities and the full costs of homeownership to set them up for long-term financial success.