

Your American Dream Consumer Campaign FAQ



What are the goals of this campaign?

To educate the public on the value of working with a REALTOR® when buying or selling property. REALTORS® have the expertise to guide them through the entire real estate transaction process. Also, you can share and personalize the campaign messages and images to help you to build your brand.

When did this campaign start?

This consumer awareness campaign is the evolution of what took root more than 18 months ago. That is when we launched our member initiative titled "Everyone deserves the American Dream: REALTORS® are the key to homeownership."

But it is not enough for us to be the only ones that understand the important role we play in helping people achieve the American Dream. We need elected officials and the public to be aware of this fact as well. This statewide consumer awareness campaign will do that.

This campaign is scheduled to run from now until the end of August.

So, tell me about the campaign?

The "Your American Dream" campaign consists of ads that show how REALTORS® advise, guide, counsel, teach, advocate and

protect our clients. The ads will be displayed in traditional and streaming television channels, on highway billboards, YouTube and in other social media channels as well. The 5, 15- and 30- second video spots titled, "Your American Dream," feature a couple working with a REALTOR® to buy the home of their dreams.

Consumers can find a REALTOR® in Illinois by going to www.IllinoisRealtors.org/YourAmericanDream. Then they enter a zip code to scroll through a listing of REALTORS® who work in the area where they want to live.

Why conduct a consumer awareness campaign now?

We need this campaign now more than ever.

We face increased competition like never before. There are tech companies out there right now marketing to the public that we are not needed, and we do not provide value.

And many people falsely believe they can save time and money selling and buying their own property. Why some authorities have openly questioned our value as buyer representatives.

On top of all of that, we face a market that will not be riding as high as the past two years. So what better time than now to highlight the importance of REALTORS®. How we advise, teach, advocate, and look out for our clients

and help them reach their goals.

We are sending the message loud and clear that REALTORS® are the key to homeownership.

Does this campaign tie into NAR's?

Yes.

It defines the REALTOR® difference to existing and prospective homebuyers and sellers in Illinois. It speaks to how REALTORS® serve their clients, improve their communities and help make Illinois more attractive and affordable. Because... That is Who We 'R'!

This campaign also binds our efforts. While the consumer campaign is generating awareness of the important role of REALTORS® in helping Illinois consumers buy and sell property, our advocacy team is working at addressing the woeful inventory of housing at all economic levels around the state.

How can I use these materials to market myself and my business?

You can customize the creative concepts to be your very own ads to use on your Facebook and Instagram social media channels to market yourself and your business. You can also use the concepts as an e-card to your clients.

We will be providing more marketing materials to share with your clients in the coming months.

We encourage you to share and/or personalize these advertisements. Visit the Your American Dream webpage for shareable ads. For materials you want to personalize, select the Your American Dream link to use the Photofy service.



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