

PMAR 2017 PUBLIC RELATIONS MESSAGE

PMAR's Public Relations Committee has developed this easy to use tool to assist members to communicate a positive message about the housing market. Each key message includes succinct talking points Realtors® can use with their clients.

OVERALL THEME:

With a robust market, opportunities abound for buyers and sellers.

THE ROOMS: KEY MESSAGES

BUYERS

Buyers need to be prepared and decisive to succeed in today's market.

SELLERS

Great opportunities exist for sellers to maximize the return on the sale of their home.

REALTORS®

It's important to work with your Realtor® in an increasingly complex market.

THE FOUNDATION: SUPPORTING POINTS

- Interest rates are still at historic lows
- Low inventory = more competition
- Be prepared to make an offer

- Low inventory = more competition for the sale of your home
- Prices are on the rise
- Decision to move up/downsize depends on seller situation—rely on the expertise of your Realtor®!
- Your Realtor® can prepare you for the pros and cons of multiple offer situations

Your Realtor®:

- Is a neighborhood expert
- Understands current laws and regulations
- Negotiates on your behalf
- Provides experienced marketing of your home
- Successfully helps navigate the complex sale process