

## Capitalize on the Campaign and Join the MOVEMENT

Tips on how to get involved locally and do your part:

- Encourage a friend ""on the fence"" to go ahead and buy that is if he or she is ready. There's never been a better time!
- Speak up! Join the conversation next time you hear someone say the market has crashed or is in a downturn.
- Maintain a positive attitude about your market, your industry and your profession at all times.
- Host a luncheon at your office for other agents outlining the need to join the movement. Be upbeat and educated.
- Put a campaign sign in your yard and the yards of all your listings or put a removable auto decal on your car. Contact NSBAR to request those or stop by the NSBAR office.
- Send a note to all of your prospects, along with a HopOffTheFence.net link.
- Write an opinion/editorial piece or a column for your local newspaper about the health of the local real estate market.
- Write a newsletter column about the campaign for your local Chamber to include in its monthly publication.
- Partner with a reputable lender to host a seminar in your target market about first-time home buying and why now is a great time to buy.
- Proudly display the campaign table tent and yard signs in your agency or open house events.
- Host a seminar for your agents on how to be positive ambassadors.
- Tell your clients to visit the HopOffTheFence.net for important information.
- If you're a broker, distribute an office-wide e-mail about the campaign and discuss Hop Off The Fence with your agents.
- E-mail your client database about the campaign and its Web site.
- Submit positive letters to the editor to The Commercial Appeal about the campaign.
- Download the campaign's e-mail banner so everyone you communicate with will see it!
- Partner with a local municipality to host a media roundtable about that town's real estate market.