

Targeted Email Marketing Guidelines



NARdotRealtor



nar.realtor



The New Approach

As an advertorial, the targeted marketing emails become an opportunity for you to reach the REALTOR® Magazine audience as they prefer to be reached.

1

STORYTELLING

2

**CONSISTENT
FORMAT**

3

**CREATING YOUR
STORY**

Storytelling: Benefits

How does **storytelling** support your **marketing** efforts?

- Improving audience **engagement**
- Making your brand more **memorable**
- Increasing **brand awareness**
- **Differentiating** your brand from competitors
- Increasing sales and **revenue** margins
- Evoking strong customer **emotions**
- Highlighting your **values**
- Increasing **customer loyalty**
- Building a **community** around your brand
- **Humanizing** your brand



Consistent Format

LONG FORM TEMPLATE (required)

[See Online Demo](#)

Preheader copy example text [View in Browser](#)

PAID ADVERTISEMENT




Use Rentals to Fill Pipeline in Down Market

[Join Now!](#)

When Ricardo Suber earned his real estate license in summer 2022, the pandemic-fueled homebuying boom was just starting to lose steam. The rental market, benefiting from dejected would-be buyers, was faring much better. Suber started exploring whether rental transactions could help him grow his business while the purchase market worked through a correction.

But his strategy was never to become a full-time rental agent or simply capitalize on the strength of the leasing market.

"Rentals are a powerful way of building lasting relationships with clients who may eventually become buyers down the road," explains Suber, an agent with eXp Realty in San Francisco.




While homebuying transactions fall amid worsening affordability, housing opportunity in the rental market is growing as rents moderate and multifamily construction increases. You can shore up future business from home buyers by serving their needs as renters now. Suber's efforts solidified when he discovered **Rental Beast**, an NAR/REALTOR Benefits® partner, which provides an exclusive rental listings platform and FCRA-compliant rental application and tenant screening tools. Rental Beast University, a free add-on with courses and workshops to convert renters to home buyers, also helped him hone his marketing strategy.

"Rental Beast gave me access to rental listings outside of the MLS, plus exclusive training and hands-on coaching from rental experts," Suber says.

Rental Beast, which is used by thousands of REALTORS®, provided him with approximately 30,000 listings of which 13,000 were unique to Rental Beast in his market.


Suber says the real business impact of Rental Beast has been the expansion of his scope of services. "I can share that I have access to properties for Sale and access to a wide array of rental listings. Rental Beast has given me a value-add for my business because not everyone is ready to buy a home, but everyone needs somewhere to live. It enables everyone to be a lead source."



Rental Beast

Rental Beast
403 Highland Avenue
Suite 206
Boston, MA 02144

[Click here to unsubscribe.](#)



This message is being sent to you as a paid advertisement from the National Association of REALTORS® (NAR) on behalf of a REALTOR® Magazine advertiser. The advertiser (Rental Beast) is solely responsible for the accuracy of the advertisement and for ensuring that the advertisement complies with all applicable laws. NAR does not evaluate the advertised services or products, or any claims made in the advertisement. NAR is not responsible for any inaccurate or false statements or claims made in the advertisement or in any materials or websites linked to by the advertiser. NAR does not endorse, sponsor or recommend the Advertiser or Advertiser's products or services. NAR makes no guarantees, warranties or representations about the Advertiser and Advertiser's products or services. Should you decide to purchase any products or services from the advertiser, YOU DO SO AT YOUR OWN RISK. NAR IS NOT LIABLE FOR ANY DAMAGES THAT MAY ARISE FROM A TRANSACTION BETWEEN YOU AND THE ADVERTISER.



Long Form Template is required – Short Form Template is optional. When both are submitted, we will A/B Test and promote the better performing template once the campaign has launched.

SHORT FORM TEMPLATE (optional)

[See Online Demo](#)

Preheader copy example text [View in Browser](#)


PAID ADVERTISEMENT



Use Rentals to Fill Pipeline in Down Market

[Join Now!](#)

"Rental Beast gave me access to rental listings outside of the MLS, plus exclusive training and hands-on coaching from rental experts"
- REALTOR® Ricardo Suber.




Rental Beast, which is used by thousands of REALTORS®, provided Suber with approximately 30,000 listings of which 13,000 were unique to Rental Beast in his market.

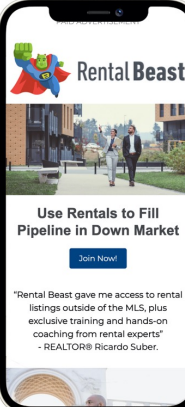
[Join Now!](#)

Rental Beast
403 Highland Avenue
Suite 206
Boston, MA 02144

[Click here to unsubscribe.](#)



This message is being sent to you as a paid advertisement from the National Association of REALTORS® (NAR) on behalf of a REALTOR® Magazine advertiser. The advertiser (Rental Beast) is solely responsible for the accuracy of the advertisement and for ensuring that the advertisement complies with all applicable laws. NAR does not evaluate the advertised services or products, or any claims made in the advertisement. NAR is not responsible for any inaccurate or false statements or claims made in the advertisement or in any materials or websites linked to by the advertiser. NAR does not endorse, sponsor or recommend the Advertiser or Advertiser's products or services. NAR makes no guarantees, warranties or representations about the Advertiser and Advertiser's products or services. Should you decide to purchase any products or services from the advertiser, YOU DO SO AT YOUR OWN RISK. NAR IS NOT LIABLE FOR ANY DAMAGES THAT MAY ARISE FROM A TRANSACTION BETWEEN YOU AND THE ADVERTISER.



Mobile view of the short form template showing the Rental Beast logo, main image, headline, and 'Join Now!' button.

Technical Requirements

IMAGE TYPE	SIZE
Subject Line	30-50 characters (4-7 words) <ul style="list-style-type: none"> • Avoid spam words
Preheader Text	30-60 characters
Logo Image	400x200 pixels minimum
Hero Images (full email width)	1,300 wide by 630 pixels tall for desktop. If your image includes copy, we recommend also providing a mobile friendly version at 750 wide by 400 pixels tall. Note: desktop is presented as 650 pixels wide, mobile version is presented on avg. as 375 wide.
CTA Button	<ul style="list-style-type: none"> • Use "Read more", "shop now", etc.. • Avoid "click here" • Provide Hex code color (eg. #FF5733)
Body Copy	See next slide for guidance
Company Info	<ul style="list-style-type: none"> • Full address • Social media links

! Image file sizes should not exceed 10mb in total.

Preheader Text

Logo Image

Hero Image

CTA Button

Body Copy

Advertiser Info

Preheader copy example text: [View in Browser](#)

PAID ADVERTISEMENT




Use Rentals to Fill Pipeline in Down Market

[Join Now!](#)

When Ricardo Suber earned his real estate license in summer 2022, the pandemic-fueled homebuying boom was just starting to lose steam. The rental market, benefiting from dejected would-be buyers, was faring much better. Suber started exploring whether rental transactions could help him grow his business while the purchase market worked through a correction.

But his strategy was never to become a full-time rental agent or simply capitalize on the strength of the leasing market.

"Rentals are a powerful way of building lasting relationships with clients who may eventually become buyers down the road," explains Suber, an agent with eXp Realty in San Francisco.



While homebuying transactions fall amid worsening affordability, housing opportunity in the rental market is growing as rents moderate and multifamily construction increases. You can shore up future business from home buyers by serving their needs as renters now. Suber's efforts solidified when he discovered **Rental Beast**, an NAR REALTOR Benefits® partner, which provides an exclusive rental listings platform and FCRA-compliant rental application and tenant screening tools. Rental Beast University, a free add-on with courses and workshops to convert renters to home buyers, also helped him hone his marketing strategy.

"Rental Beast gave me access to rental listings outside of the MLS, plus exclusive training and hands-on coaching from rental experts," Suber says.

Rental Beast, which is used by thousands of REALTORS®, provided him with approximately 30,000 listings of which 13,000 were unique to Rental Beast in his market.

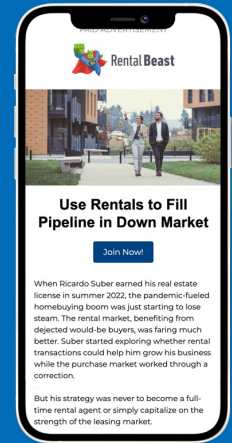
Suber says the real business impact of Rental Beast has been the expansion of his scope of services. "I can share that I have access to properties For Sale and access to a wide array of rental listings. Rental Beast has given me a value-add for my business because not everyone is ready to buy a home, but everyone needs somewhere to live. It enables everyone to be a lead source."



Rental Beast
403 Highland Avenue
Suite 306
Boston, MA 02144
[Click here to unsubscribe.](#)

[f](#) [x](#) [@](#) [in](#)

This message is being sent to you as a paid advertisement from the National Association of REALTORS® (NAR) on behalf of a REALTOR® Magazine advertiser. The advertiser (Rental Beast) is solely responsible for the accuracy of the advertisement and for ensuring that the advertisement complies with all applicable laws. NAR does not evaluate the advertised services or products, or any claims made in the advertisement. NAR is not responsible for any inaccurate or false statements or claims made in the advertisement or in any materials or websites linked to by the advertisement. NAR does not endorse, sponsor or recommend the Advertiser or Advertiser's products or services. NAR makes no guarantees, warranties or representations about the Advertiser and Advertiser's products or services. Should you decide to purchase any products or services from the Advertiser, YOU DO SO AT YOUR OWN RISK. NAR IS NOT LIABLE FOR ANY DAMAGES THAT MAY ARISE FROM A TRANSACTION BETWEEN YOU AND THE ADVERTISER.



Storytelling: How



Focus on identifying the **wants and needs** that drive a target audience's decisions and telling brand stories that will resonate deeply with individual users.

Create an **emotional connection** between your **brand** and your **customer**, ultimately increasing engagement, helping drive conversions and **increase revenue**.

Copy Requirements

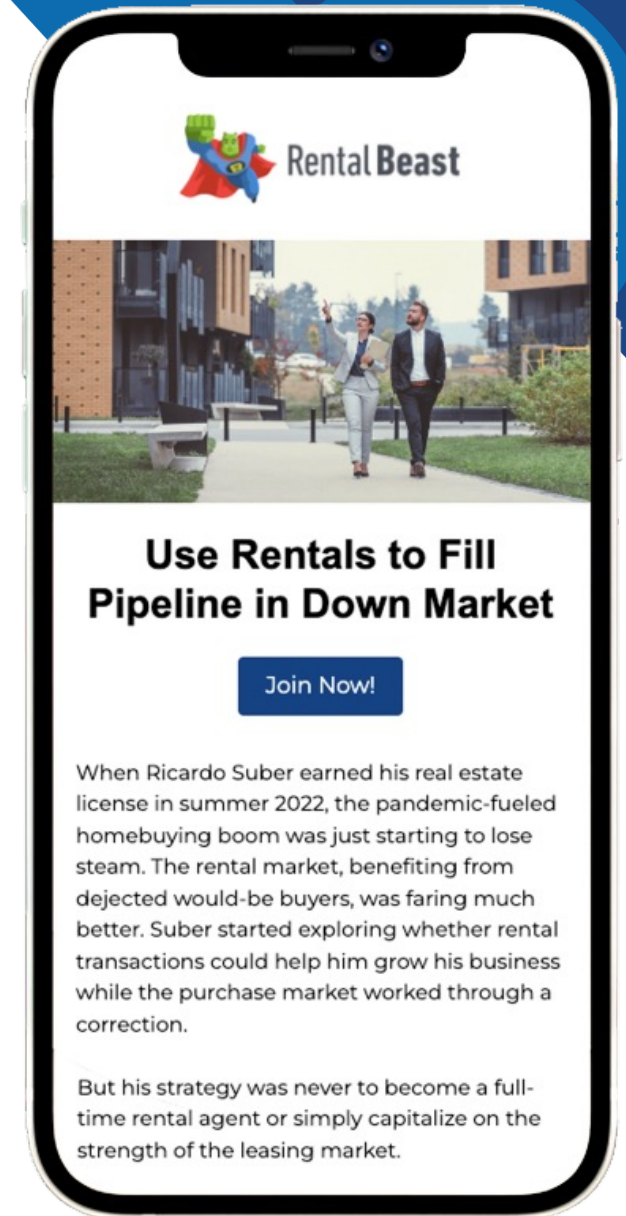
Body Copy Content: To do so most effectively, we recommend the following:

- Identify the specific business problem you are solving and ensure that the solution and story you are conveying provide value-add content for the reader.
- Offer an editorialized perspective on how your product or service effectively solves this problem for the reader/user. This is best achieved through telling the story of an actual product user.
- Avoid using sensational words and marketing/sales language.
- Suggestion 1 for strong content marketing: Utilize a source, a person who is using the product, who can be quoted/cited in some way. This should be a real-life person speaking to their experience and how they've applied this product to accomplish a goal or solve a problem in their business. Note these should not be traditional marketing testimonial quotes but true, longer-form success stories.
- Suggestion 2 for strong content marketing: Provide thought leadership via an editorial piece covering an industry or market problem and discussing how the product can solve the problem or meet the challenge. A strong thought leadership piece will include quotes or examples from one or more sources with success stories.
- Include an image of the person using the product. The image should be related to or representational of the story.
- Include a compelling headline that is not sensational or click-bait.
- CTA button to be included following first paragraph, before the scroll.

Long-Form Body Copy Word Count: **300 words** Short-Form Body Copy Word Count : **50-75**

Headline Character Count: **30-50 characters**

Submit copy as a Word doc, email message, or other easily editable text document, but check links (next slide)



Link Guidance

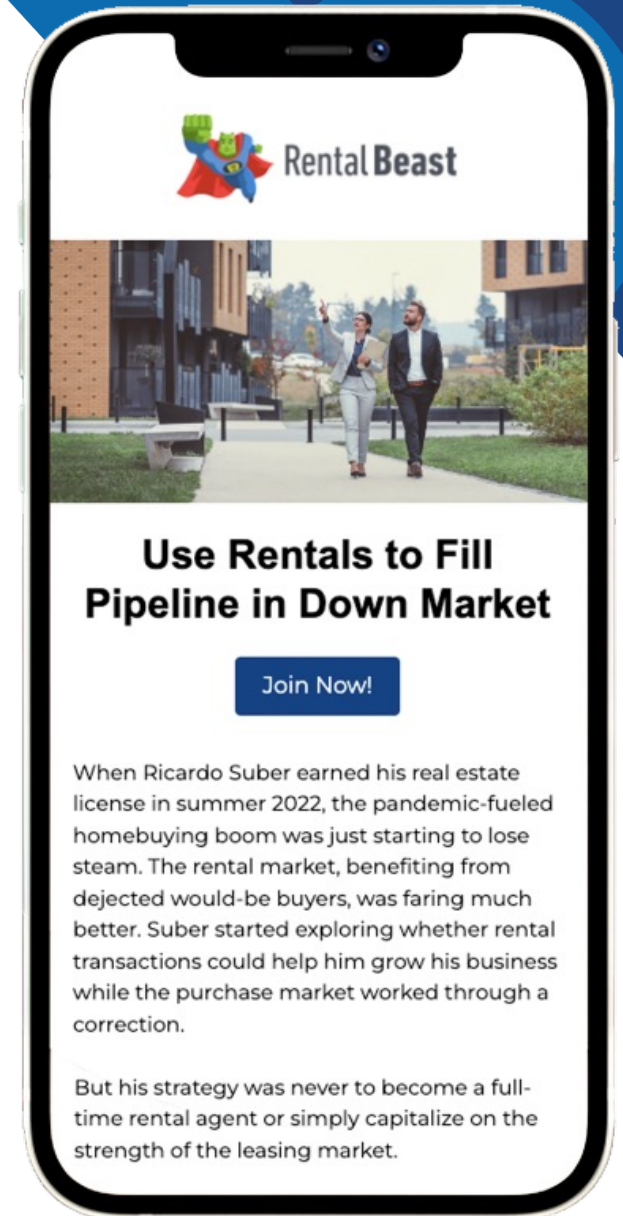
Best Practice for Links and CTA buttons:

- **DO:** pre-hyperlink like this whenever possible.
- **DO NOT:** use links you've copied from Outlook email. They look like this and cannot be used:

https://urldefense.com/v3/__https://www.nar.realtor

https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fapp.adestra.com%2FNar%2Fcampaign%2F2577%2Fcontentpreview%2F12391%2Fview%3Fprovider%3Dreturnpath&data=02%7C01%7CEMcGlawn%40nar.realtor%7Cfd8f8e84952842e869da08d8033322f0%7C508b1e00926458aa1ecccfb79f409c6%7C0%7C0%7C637262865558407263&sdata=A5wxNG%2B8CGtjUYDwRkSlk999Vcwu%2BWvwpdmguuokYmo%3D&reserved=0

PRO TIP: If you want to see what a desktop email looks like in mobile views, select the “View in Browser” link at top of an email and hit F12.



List & Message Targeting

Every email and its subject line should be targeted to a specific audience. Here are some targeting options:

- Broker
- Convention Attendee
- Heavy Loyalty Convention Attendee
- A Particular Certification or Designation
- MVP
- Gender
- Age
- Estimate Household Income
- Education Level
- NAR Join Date
- Association Executive
- State/Zip Code radius
- Commercial Focused Member
- EDGEUP Newsletter subscriber/opener
- Specific pages visited within our website.
- Email interaction within the last X months.

PRO TIP: If you want a specialized targeting lists like ‘interest in technology’ and ‘going to buy a car in the next 3 months’, we can request those from TargetSmart for a cost of \$250/hr.

THANK YOU.



NARdotRealtor



nar.realtor

THAT'S WHO WE 

 NATIONAL
ASSOCIATION OF
REALTORS®