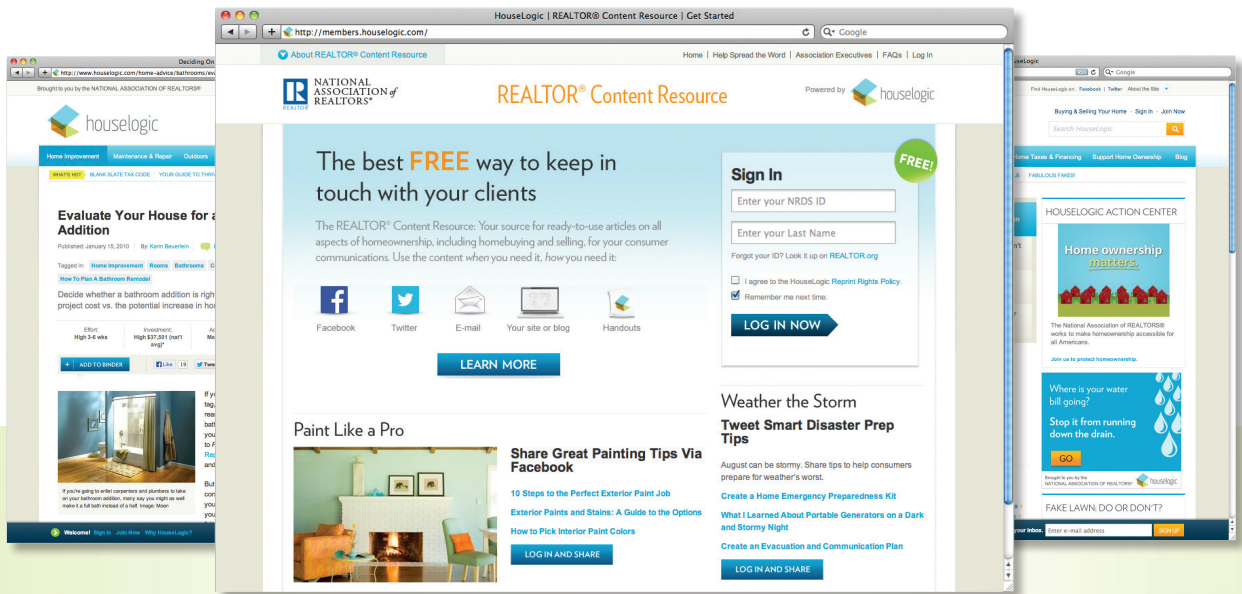




A consumer website brought to you by the NATIONAL ASSOCIATION OF REALTORS®

HouseLogic is a comprehensive website that helps homeowners make smart decisions and take responsible actions to maintain, protect, and enhance the value of their home. The site is the centerpiece of NAR's strategic goal to strengthen the relationship between REALTORS® and consumers.



What's in it for you, the Association Executive?

OFFER YOUR MEMBERS A VALUE-ADDED BENEFIT

HouseLogic provides REALTORS® a FREE source of ready-to-use content for their social media, websites, blogs, and e-newsletters.

TAP HOUSELOGIC CONTENT FOR AE COMMUNICATIONS

Not only can your members use the content in their communications, you can, too! Enrich your on- and off-line publications by taking advantage of HouseLogic content.

VISIT HOUSELOGIC'S ASSOCIATION EXECUTIVES' RESOURCE PAGE houselogic.com/AEs

There you will find:

- Flyers you can download and print for spreading the word to your members.
- Powerpoint deck you can use in training.
- YouTube video that explains the benefits of HouseLogic to members.
- Instructions for installing the content widget on your site.

Pass along to your members: **5 simple ways to use and promote HouseLogic** (on reverse)



5 Ways Members Can Use and Promote

1

“Like” HouseLogic to follow on Facebook.

facebook.com/houselogic

HouseLogic posts daily updates with highly shareable content for consumers. Join thousands of REALTORS® already following us, and Like, Share, and Comment on posts to extend HouseLogic content to your own Facebook following.



2

Follow HouseLogic on Twitter.

twitter.com/houselogic

For a steady stream of curated, consumer-friendly tweets.



3

Pin images from HouseLogic’s Pinterest boards.

pinterest.com/houselogic

A picture’s worth a thousand words. Share inspiring ideas and tips for homeowners on Pinterest.



4

Subscribe to the REALTOR® Content Resource monthly newsletter.

We’ll send you seasonal content ready to share with clients once a month. To subscribe, send an email to rcrsupport@houselogic.com with the subject “Sign me up for the monthly RCR newsletter.”



5

Install the HouseLogic widget on your website.

members.houselogic.com/widgets

Enrich your website or blog with a content widget that updates with the newest articles from HouseLogic, in real time.

