

News Release



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HouseLogic Wins Best Real Estate Social Media Campaign of the Year

WASHINGTON (April 4, 2014) – HouseLogic.com, the comprehensive website for homeowners from the National Association of Realtors®, has won the 2014 Internet Advertising Competition (IAC) “[Best Real Estate Social Media Campaign Award](#)” for developing original infographics distributed via Facebook and other social communities.

The IAC Awards are produced by the Web Marketing Association to honor excellence in online advertising, recognize the individuals and organizations responsible and showcase the best in Internet advertising.

“We are thrilled and honored to receive such an esteemed award from the Web Marketing Association. NAR launched HouseLogic to connect with homeowners online, and we always knew that its success was dependent on our ability to engage with consumers through social media. This award proves we’ve done it well,” said Pamela Geurds Kabati, NAR senior vice president of communications and HouseLogic spokesperson. “We are constantly looking for new and creative ways to interact with homeowners across all media platforms, and we are proud to be recognized in this area.”

HouseLogic and agency partner MXM Social were recognized for creating [educational, share-worthy original graphics](#) to inspire online conversations among homeowners. These images were also used on HouseLogic.com and other social sharing networks, such as Pinterest and Twitter. IAC Award recipients were selected based on creativity, innovation, impact, design, copywriting, use of the medium and memorability.

You can read more about the awards and other winners on the [IAC website](#).

To learn more about HouseLogic or how to make smart decisions and take responsible actions to maintain, protect and enhance the value of your home, visit www.houselogic.com.

[The National Association of Realtors®](#), “The Voice for Real Estate,” is America’s largest trade association, representing 1 million members involved in all aspects of the residential and commercial real estate industries.

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