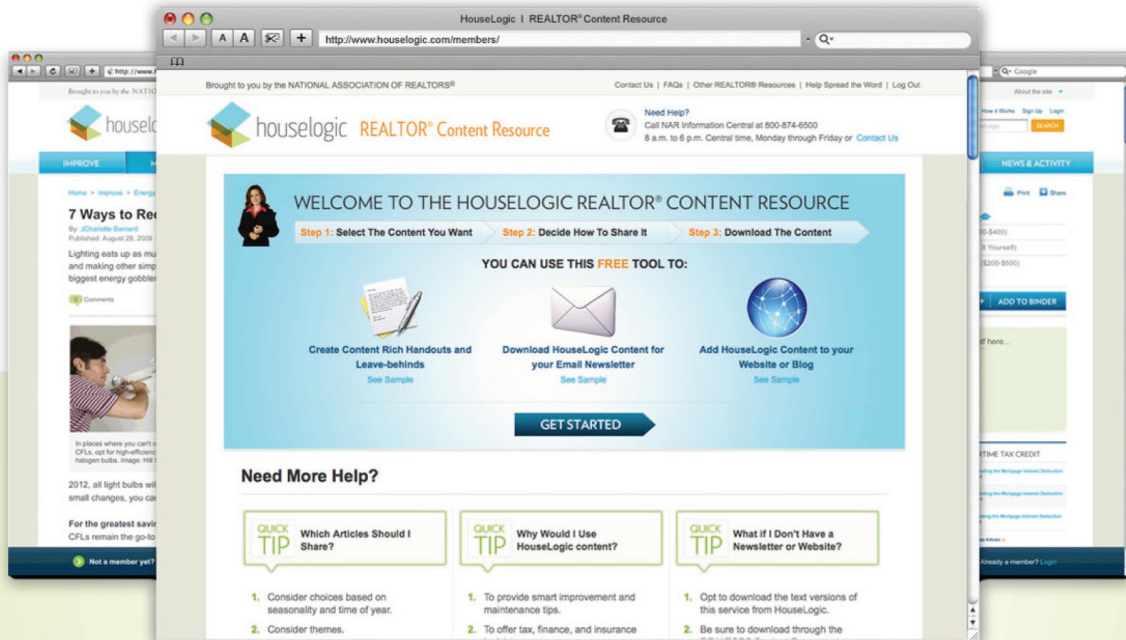




A NEW consumer website brought to you by the NATIONAL ASSOCIATION OF REALTORS®

HouseLogic is a homeowner's single source for information to protect, maintain, and enhance the value of their home.



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

OFFER MEMBERS A NEW VALUE-ADDED BENEFIT

HouseLogic provides REALTORS® a FREE source of ready-to-use content for their websites, blogs, and e-newsletters. They can easily integrate this content with their communications efforts and continue the conversation with clients long after the sale.

TAP HOUSELOGIC CONTENT FOR AE PUBLICATIONS

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.

HELP SPREAD THE WORD

Access FREE resources — such as marketing slicks, presentations, podcasts, and videos — to help you tell the HouseLogic story and learn more about its benefits for REALTORS®.

Get started today. Visit HouseLogic.com/members

HouseLogic is a homeowner's single source for information to protect, maintain, and enhance the value of their home.

What is HouseLogic?

HouseLogic is a new, comprehensive website that helps homeowners make smart decisions and take responsible actions to maintain, protect, and increase the value of their homes.

Unlike other homeownership websites, HouseLogic helps consumers view their home through a financial lens. Users can set goals for saving money on their home and increasing its value, and easily track the progress they are making on those goals. HouseLogic provides a virtual binder, where they can save relevant information, create to-do lists, and set reminders.

The website is personalized for the user based on information they provide in the registration process: how handy/ambitious they are regarding home projects and what their information priorities are:

- Increasing the value of their home
- Tax credit information
- Improving their neighborhood
- Home finances
- Where they live geographically

Why did NAR build a consumer website?

HouseLogic, a world-class, best-of-breed homeownership site, is the centerpiece of NAR's strategic goal to strengthen the relationship between REALTORS® and consumers.

NAR has been a champion of homeownership rights and opportunities for more than a century. Helping consumers become more informed, responsible homeowners is important to the stability and value of the housing market.

Who can join HouseLogic? What does it cost?

HouseLogic is FREE – anyone can register and use the information.

What's in it for Association Executives?

With HouseLogic, you have a great new benefit to share with your members: the REALTOR® Content Resource (HouseLogic.com/members). This portal gives you and your members exclusive access to premier HouseLogic content for use in e-newsletters, websites, and publications. Members can even print the articles as handouts.

In addition, the consumer website creates the opportunity for you and your members to team with consumers to promote grassroots advocacy on mutually beneficial issues – increasing our effectiveness in Washington.

Who can access the REALTOR® Content Resource?

The REALTOR® Content Resource is an exclusive tool, available only for REALTORS® and Association Executives.

How can I spread the word about HouseLogic?

Visit HouseLogic.com/members and click "Help Spread the Word." There you'll find a variety of resources to help you tell the HouseLogic story and learn more about its benefits for REALTORS®.

Whom should I contact with questions?

Contact HouseLogic at HouseLogic@realtors.org or via our Contact Us page at HouseLogic.com/contact.