



www.Realtor.org/Store Product Showcase

Dear OBAR Member,

Thank you for your continued support of our Board. We wanted to **inform you first** about some exciting new offerings at the completely redesigned online store, (www.REALTOR.org/Store), for the NATIONAL ASSOCIATION OF REALTORS® (NAR). They're offering the **latest must have products** to help you take advantage of the changing market.

They're also giving you **10% off** your next purchase when you use promotional code **OBA2** at checkout.

www.REALTOR.org/Store Your Resource for the Products You Need to Succeed



The newly designed online store has everything you need to be a successful REALTOR® from products on sales and marketing, commercial and investment, home buying and selling, technology, mortgages, the latest research, and more. Visit the site often, as it is constantly updated, with offerings based on member feedback and changes in the market.



NEW! Untangle the social media landscape w/ [Social Media for REALTORS®: VIP Combination Package](#)

Learn general social media principles and best practices with this real estate specific quick reference combination package. The package offers all 3 Social Media for Realtors® series products together at a great price. Also available as an eProduct and individually.



UPDATED!! Get Buyers Off the Fence with [It's a Great Time to Buy](#)

It Is a Great Time to Buy is a market sensitive brochure, is an informative resource for REALTORS® to share with consumers and offers information on: market conditions, the 15 year high in seller inventory, near 40 year low in interest rates, increase in FHA loan availability and much more. Brochures sold in packs of 100 also available as an eProduct, or for print on demand.



UPDATED! Send Buyers & Sellers the Right Message with the NAR Best Seller [It Pays to Work with a REALTOR®](#)

Win clients with this ready-to-use brochure. Ensure a **bright future** by marketing your business with a strong message of the importance of working with a REALTOR®. Brochures sold in packs of 100 also available as an eProduct, or for print on demand.



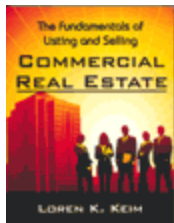
Make the Right First Impression with These Advertising and Commercial Guides:

The [Big Book of Real Estate Ads](#) and [Real Estate Advertising Made Easy](#) are two guides that can help you craft the right message that sells your house faster and with less effort in a market where you don't get a second chance to make a winning first impression.



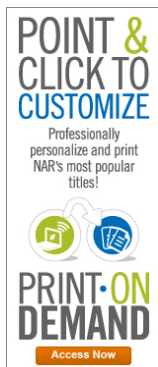
Must Have Resource to Spice-Up Your Career!

Looking for a new tool to add to your arsenal? [Power Letters](#) will give you a many of letters for all situations turning every situation into an opportunity!



Get Started With Commercial Real Estate!

Interested in commercial real estate, but just don't know where to begin? The [Fundamentals of Commercial Real Estate](#) will help set the stage and lay the ground work for what you need to know to get started.



[NEW Print on Demand Program](#)

Access, print, and customize some of NAR's most popular brochures with our new Print on Demand program from our online store. Enhance your business and put your most professional foot forward with this new service. Some of the products available for customization include:

- What Everyone Should Know about Equal Opportunity in Housing (Spanish and English)
- Why Rent When You can Buy (Spanish and English)
- It Pays to Work with a Realtor® (Spanish and English)
- It's a Great Time to Buy
- Getting It Sold

Members can see a sample of the customization available on a product by downloading item 135-47 the Print on Demand Sample Download. Member only access, go to [Realtor.org/Store](#) and click on the Print on Demand category and/or access button on the home page.

Help turn a “changing” market into a marketing opportunity by visiting [www.REALTOR.org/Store](#) and take advantage of your special **10%** discount today when you use code **OBA2** at checkout.

We're invested in your future!