

NAR'S NEW CONSUMER ADVERTISING CAMPAIGN "RIGHT BY YOU"

A new campaign that creatively elevates the REALTOR® brand to consumers.

NAR's consumer advertising campaign has been promoting the REALTOR® brand for decades, and the introduction of "Right by you" last year brought a greater focus on the consumer. They need professional partnership and guidance, especially first-time buyers, amidst a complex market and soaring home prices.

To bring REALTOR® professionalism to life, NAR's ads take the consumer misconception that agents "just open doors" and flip it on its head. In each ad, a series of doors open, and behind each one we reveal the real hard work, knowledge, preparation, and ethical expertise of NAR members that leads to a final moment, bringing their client home, or to a home for their business.

We spotlight scenarios how REALTOR® agents add critical value during the property buying process e.g, during negotiations, the push to get to closing, the countless steps they manage, the people they coordinate with, the laws and process they navigate, and things that happen long before that last door swings open to bring their client home.

A sophisticated digital media strategy.

In addition to elevating the creative strategy, we reimagined our approach to media to ensure our campaign shows up where it will have the greatest impact. The 2026 campaign is fueled by highly targeted proprietary tools and predictive analytics to identify first-time homebuyers and prioritize the most valuable audiences based on real-time behaviors and intent signals. This fully integrated plan spans video, audio, social, digital, search, and outdoor display in select markets, allowing us to deliver consistent storytelling and optimized frequency across major consumer touchpoints.

The 2026 media plan is driven by data, powered by AI, and optimized through advanced ad tech and attribution tools to ensure the campaign's investment delivers maximum efficiency and measurable business outcomes.

Visit www.resources.realtor to see and hear the new residential and commercial ads – and while there, find campaign logos and marketing assets that you can leverage and share in your local market. Please note, associations have an exclusive opportunity to utilize NAR's 2026 video and audio assets. Visit www.resources.realtor or my prior posts for more details, or reach out to Karen Bebart, kbebart@NAR.realtor.

NAR's campaign is about the REALTOR® brand. We hope you agree that it authentically captures the knowledge, expertise, collaboration, coordination, and their pride in helping clients achieve the American Dream of property ownership.