

IT'S GOOD TO BE A CA REALTOR®

MAY 2022

THIS MONTH, WE WANT TO MAKE SURE
THESE MEMBER BENEFITS ARE ON YOUR RADAR

2022 C.A.R. CONSUMER AD CAMPAIGN

You and the rest of CA's REALTORS® are hitting the road with a couple house hunters and a whole bunch (MILLIONS) of consumers.

Your 2022 C.A.R. Consumer Ad Campaign kicked off in April, and it's heading to the screens in consumers' homes and in their pockets. We brought on Comedian Steve Trevino to create four "Comedians in Cars"-style videos to portray the homebuying process when using a REALTOR® with some humor!

The entire Consumer Ad Campaign includes these episodes, championsofhome.com, and our branded content partnerships with *The New York Times* and Smartless podcast with hosts Jason Bateman, Will Arnett and Sean Hayes.

LEARN MORE

WATCH EPISODES

LionDesk®

New free member benefit in your
REALTOR® Secure Transaction hub.

A CRM platform to manage your business stress-free, stay top-of-mind, and sell confidently. With unique features like mass texting, AI-lead follow-up and video, it's the ultimate lead management system.

LEARN MORE



PEPPERDINE SCHOOL OF PUBLIC POLICY

CCRE Workshop Series: Leadership In Local Government

The nuts and bolts of local government provided in a six-week workshop. In partnership with Pepperdine University's School of Public Policy, C.A.R.'s Center for California Real Estate (CCRE) presents a new free educational opportunity for C.A.R. members. Under the direction of Public Policy Dean, Pete Peterson, this series will be offered virtually June 2 - July 7 (Thursdays, 2-4:30 PM).

REGISTER FOR FREE HERE

MARKETING
XPERIENCE:
A VIRTUAL SUMMIT

Customize the current viral trends for your listing and client marketing strategies.

C.A.R.'s Marketing Xperience: A Virtual Summit is a single-day event on June 1 that takes all the 2022 marketing buzz words and shows you how to tailor them for your own client marketing. \$15 virtual pass includes on-demand recording access through July 30.

REGISTER HERE

NEW BATCH OF MEMBER-ONLY BENEFITS COMING IN JUNE.

