

Our
REALTORS®
Know



Campaign
Resources Guide

Introduction: The Purpose of This Campaign

As an SC REALTOR®, you belong to an incredible organization dedicated to supporting you as you serve those buying and selling homes in communities across South Carolina.

“Our REALTORS® Know” is a public awareness campaign highlighting the specialized expertise and knowledge that you bring to every interaction. We want everyone to know what goes into being a REALTOR® and how your expertise and local knowledge can protect these crucial and often very personal investments.



How To Use This Guide

This resource guide helps you effectively communicate your value as a REALTOR® to your clients and community. By properly implementing the resources available to members, you can leverage communications and visual assets to amplify your image, support your relationships, and help your clients buy or sell property with more peace of mind.






Please follow the guidelines set out in this document. Doing so will help you create a positive impact and support this campaign’s effect on the wider public.

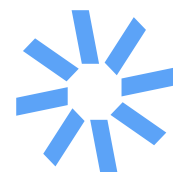
By working together, we can lift the voices of all SC REALTORS® and spread the word that Our REALTORS® Know.

REALTOR® is a federally registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Where We're Advertising

The Our REALTORS® Know campaign is a state-wide marketing campaign that will feature advertising across multi-channel platforms including:

| | | |
|--|---|--|
|  Print Publications / Magazines |  Billboards |  Digital Media Channels |
|  Digital Ads on Facebook |  Radio Stations | |



Where to Find Your Resources

Members of SC REALTORS® can find campaign resources at the following URL:

www.screaltors.org/sc-realtors-know



Available Resources and How to Use Them

SC REALTORS® is providing the following materials for you to share with your clients and network.

Campaign Resources & Guidelines



[VIEW RESOURCES](#)

SOCIAL MEDIA POSTS

You will be able to share campaign-branded images and posts on Facebook, Instagram, and LinkedIn.

Campaign Hashtags:

#SCRealtorsKnow
#OurRealtorsKnow

How to download images:

Click the image to the left to find images formatted for social media that you can download and share on your desired social media platforms.

Engaging with SC REALTORS® on Social Media:

Please be sure you're following and engaging with SC REALTORS® on social media to support our campaign and share our posts.

Facebook: SC Realtors
Instagram: @SCRealtors
LinkedIn: SC-association-of-realtors
Youtube: SCRealtors

Recommendations for Captions:

When sharing a campaign-specific image, use an approved campaign tagline or messaging found in the "Communications & Taglines" section of this guide.

You may also add a personalized message for your network.

Things to Avoid:

Do not alter the approved headlines or taglines provided.

Please **do not alter** the design or messaging included in these social posts. Editable social post templates are available below for you to personalize.



[VIEW RESOURCES](#)

CAMPAIGN VIDEOS

Commercials and testimonial videos are available to share via our YouTube page. Please share these with your network on social media, WhatsApp, or other channels to help spread the word.

Please **do not edit or alter** videos in any way.

Campaign Templates & Guidelines

The following files contain templates with designated editable areas. Members may add their contact information, brokerage logo, and/or a professional headshot as applicable.



[VIEW RESOURCES](#)

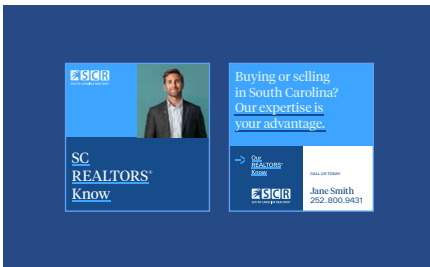
EMAIL HEADER AND FOOTER

These email graphics include campaign branding and communications you can use to reach your network.

Instructions:

Insert the header and footer into your emails. Cut and paste copy from the sample emails provided or personalize the body of the email and sign off using your email signature.

Please **do not alter** the design or messaging included in the graphics of any templates.



[VIEW RESOURCES](#)

SOCIAL MEDIA TEMPLATES

These templates include campaign branding and communications you can use to reach your network on Facebook, Instagram, and LinkedIn.

Instructions:

Use Canva or Adobe Acrobat (or similar PDF editor) to add your contact information, brokerage logo, and/or a professional headshot as applicable.

If using Canva, upload the .PNG file of the social media template and add a text box to include your contact information or headshot where designated. See the reference images to make sure the text and headshots are in the correct places.

Use Times New Roman or Arial for the font.

Please **do not alter** the design or other content.

Recommendations for Captions:

When sharing a campaign-specific image, use an approved campaign tagline or messaging found in the "Communications & Taglines" section of this guide.

You may also add a personalized message for your network.

Things to Avoid:

Do **not alter** the approved headlines or taglines provided.



[VIEW RESOURCES](#)

DIRECT MAIL

This mailer can be sent to your network to spread awareness about the value of REALTORS®.

Instructions:

Use Canva or Adobe Acrobat (or similar PDF editor) to add your contact info, headshot, and brokerage logo to the clearly defined areas.

Print in full color or use a professional printing service (preferred). See How to Format Printable Templates for instructions below.

In order to maintain campaign branding, **do not alter** the design or other content.



[VIEW RESOURCES](#)

ONE-PAGERS

These flyers are designed to share with your clients so they know what REALTORS® do and what they can expect from you.

Instructions:

Use Canva or Adobe Acrobat (or similar PDF editor) to add your contact info, headshot, and association/agency logo to the clearly defined areas.

Print in full color or use a professional printing service. See How to Format Printable Templates for instructions below.

You may also attach a business card with your contact information.

In order to maintain campaign branding, **do not alter** the design or other content.



[VIEW RESOURCES](#)

BROCHURE

Share our campaign-branded brochure with your clients to help spread the word about the important role REALTORS® play, as well as important information for buyers and sellers.

Instructions:

Print in full color or use a professional printing service (preferred). Ensure pages appear in the correct order and are neatly bound.

You may attach a business card with your contact information or edit the back cover. The top of the back cover has been left blank for inserting your brokerage logo and/or member contact information.

In order to maintain campaign branding, **do not alter** the design or other content.

Communications & Taglines



This page includes a number of pre-approved taglines you can use with campaign resources, for example, on social media channels.

Please use as written and **do not alter** them.

Campaign Taglines

| | | |
|---|---|--|
| Our REALTORS® Know | SC REALTORS® Know | From start to finish, our REALTORS® know. |
| When it comes to real estate, SC REALTORS® Know | When it comes to real estate, Our REALTORS® Know | |
| We've made our home here, let's do the same for you. | Our Expertise Is Your Advantage | |

Whether you need your property priced just right or want the keys to the perfect place, we're here to help from start to finish.

Tone of Voice

When using campaign materials, please maintain a professional voice in your writing and any promotional videos you may share. Through a considerable amount of collaboration with other professional agencies, we have created a campaign that promotes the professionalism, expertise, and local insights of SC REALTORS®.

We respect and understand that everyone has a unique voice, but maintaining a professional voice will help support our association and members like you when we display our value to the public.

Campaign Hashtags

#SCRealtorsKnow

#OurRealtorsKnow

How to Format Printable Templates

Step 1: Navigate to the SC REALTORS® Members Resource page linked in this document to find downloadable files for one-pagers, direct mail pieces, and a brochure.

Step 2: Use Canva or Adobe Acrobat (or similar PDF editor) to add your brokerage logo, contact information, and a professional headshot to these documents where applicable.

NOTE: Each printable document contains a blank space with bold lettering that directs you on what to include and where.

Step 3: We highly recommend using a professional printing service. If you will be printing on an office or home printer, ensure your print settings are correctly formatted according to the below information. We recommend printing on landscape 11"x17" and cutting down to avoid the white margin that will result if printing directly to 8 ½" x 11".

Professional Printer Formatting

ONE-PAGER

Finished Size: 8.5"w x 11"h

Page Orientation: Portrait / Vertical

Color: 4/4 CP

Bleeds: None

Recommended Paper Weight/Type:

Accent Opaque 80# Smooth Uncoated Digital Text White

DIRECT MAIL

Flat Size: 10"w x 6"h

Finished Size: 10"w x 6"h

Color: 4/4 CP

Bleeds: All 4 sides

Recommended Paper Weight/Type:

Endurance Silk 120# Cover

BROCHURE

Flat Size: 17"w x 11"h

Folded Size: 8.5"w x 11"h

Pages: 6 (plus cover)

Bindery: Staple bound

Color: 4/4 CP

Bleeds: All 4 sides

Recommended Paper Weight/Type:

Cover Pages - Endurance Silk 100# Cover

Interior Pages - Lynx Smooth 100# Text (Uncoated)

Office Printer Formatting

ONE-PAGER

Page Size: 8.5"w x 11"h Letter

Page Orientation: Portrait / Vertical

Pages: All

Pages per sheet: 1

Margins: Default

Recommended Paper Weight/Type:

As Available in Your Printer

DIRECT MAILER

Professional Print Only

BROCHURE

Professional Print Only

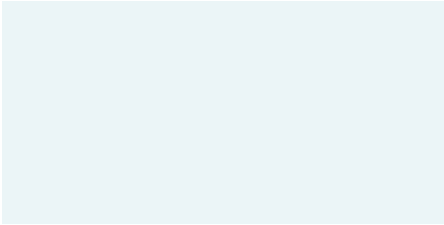
Campaign Brand Colors

Whenever members insert information into the editable templates, accurate campaign colors must be used. This section includes guidance on which colors to use to match the campaign branding.

Color Palette



CMYK 37 23 00 48
RGB 038 075 133
#264B85



CMYK 79 28 28 00
RGB 235 245 248
#EBF5F8



CMYK 76 04 37 00
RGB 091 162 248
#5BA2F8

