



Who would've thought something so small  
could say so much about you?

Research shows that consumers identify the REALTOR® name and logo with professionalism, expertise and results. And they expect that someone who is wearing a REALTOR® pin will deal with them honestly and fairly. It may seem like a little thing, but it makes a big impression.

As a REALTOR®, you belong to the most knowledgeable and trustworthy group of professionals the real estate industry has to offer. But how do you let clients know that?

*Tell them. Show them.  
Wear your REALTOR® pin with pride.*



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