



NAR's Green Business Network

Sustainable design and green building practices are fast becoming the standard in real estate as consumers are demanding it and governments are mandating it. In this rapidly growing marketplace businesses need to stay in front of influential, green real estate professionals. Our Green Business Network gives you this opportunity.

Being a Participant in our Network gives you access to a rapidly growing segment of REALTORS® who are focused on green building and sustainable business practices! NAR's Green Business Network resides at www.GreenREsourceCouncil.org, where NAR Green Designees and Participants will have exclusive access.

In the first nine months of existence, over 2,500 REALTORS® have earned NAR's Green Designation. The Green REsource Council anticipates having over 4,000 designees by the end of 2009. We are growing fast and expect to have over 30,000 designees in 5 years. Put your dollars to work with this receptive audience and become part of our Network!

First, choose your impact level – see pricing on page 3

Tier 1: offers a detailed profile, recognition in Network promotions, and a complementary membership to the Green REsource Council, and more!

Tier 2: all of the above plus one article in the Green REsource Council's monthly newsletter, recognition in EVERY newsletter, and more!

Tier 3: all of the above plus one month feature in 'Ask the Expert' program, recognition in EVERY monthly webinar, 4 complimentary passes to the NAR Green Distinguished Service Awards Reception at NAR's Annual Conference and much more!

Next, increase your impact by customizing your campaign to include one of the following A La Carte opportunities, only available to Participants – see pricing on page 4

Webinar – One informational webinar on industry sector topic

Exhibit Booth at The REALTORS® Conference & Expo – One booth in the Green Pavilion

The REALTORS® Conference & Expo Sponsorships – level options available

Finally, contact Emily Line at 312.329.8212 or Al Medina at 312.329.8602 if you are a professional offering green services or represent a green product, and are interested in becoming a Participant.





Industry Categories

NAR's Green Business Network is limited to services and products that fall within the industry categories below. Products and services must either:

- Advance or facilitate green principles, specifically that the product, service or service provider has been certified or designated as having characteristics associated with green principles
or
- The Participant can demonstrate its commitment to sustainable practices or programs.

- 1) Appraisers
- 2) Attorneys
- 3) Consultants
- 4) Contaminant Removers - Remediation
- 5) Energy Auditors
- 6) Designers
- 7) General Contractors & Remodelers
- 8) Lenders & Financing
- 9) Marketing
- 10) Retailers
- 11) Third Party Verifiers
- 12) Title Companies

The GRC retains the right to allow additional eligible industry categories as qualifying for participation in the Network. Please see [category descriptions](#) for sub-categories and more details.



Green Business Network – Impact levels	Tier 1 \$1,000 + variable	Tier 2 \$2,000 + variable	Tier 3 \$4,000 + variable
Profile to include company logo, contact info & business description	X	X	X
GRC to promote the Network to designees & non designees	X	X	X
Complimentary membership to GRC (newsletter & webinar access only)	X	X	X
Complimentary pass to the NAR Green Distinguished Service Awards Reception Tier 1 – One pass, Tier 2 – Two passes, Tier 3 - Four passes	X	X	X
One time informational article featured on the GRC home page or “The REsource” – GRC’s monthly newsletter with company name linking to profile (audience based on membership not designees & topic to be approved by GRC)		X	X
Monthly recognition as a Participant in “The REsource” with company logo link to profile		X	X
Use of the Network Logo		X	X
Acknowledgement as Tier 3 Participant in monthly webinars			X
One month feature on GRC website by industry where your company will be featured as the “Ask the Expert” and be able to field questions from NAR Green Designees			X
E-Newsletter “Ask the Expert” promotion with a brief description of your company topic & your expert’s bio			X
“Ask the Expert” Promotion on GRC home page			X
Posted “Ask the Expert” questions & answers archived			X

Variable pricing based on previous year’s end of 3rd quarter designee count x 10% (3,500 designees = \$350 of additional variable pricing). Participants will be notified of designee count at such time. Participants in 2009 will keep 2009 base fee pricing through the end of 2010. Network fee increases, including base and variable, are at GRC’s sole discretion. All opportunities based on maintenance of Network fees.

Value of individual touch-points is undetermined, but can be assumed to total more than respective Tier pricing.



A La Carte Opportunities

1. **Webinar - \$5,000**
 - a. One time informational webinar on industry sector topic with company plug at the end (1 hour in length, Power Point format, to include discount for designees, topic approved by GRC, and company must have national scope)
 - b. Available on demand for 24/7 on GRC website
 - c. Dedicated email promotional blast to designees
 - d. E-newsletter listing consisting of brief description of webinar
 - e. Promotional listing on GRC home page

2. **Exhibit Booth at The REALTORS® Conference & Expo – Green Pavilion \$33 psf**
 - a. Included this year is a special bonus of 20% off tier pricing with purchase of exhibit booth space at the Conference & Expo (only applicable to 2009 fees)

3. **The REALTORS® Conference & Expo Sponsorships - must be exhibitor to participate and Network Participants get first opportunity**
 - a. \$1,000 – First Level: Four available
 - i. Your logo/link on the GRC Web site
 - ii. Sponsor recognition in marketing communications discussing the reception, including email, member messages, GRC booth, and during GRC class at annual conference
 - iii. Banner logo ad on GRC Monthly memo- 3 consecutive months prior to annual conference
 - b. \$2,000 – Second Level: Two available
 - i. Your logo/link on the GRC Web site
 - ii. Sponsor recognition in marketing communications discussing the reception, including email, member messages, GRC booth, and during GRC class at annual convention
 - iii. Banner logo ad on GRC Monthly memo- 3 consecutive months prior to annual conference
 - iv. Opportunity to display marketing materials at the registration table at the GRC reception
 - c. \$4,000 – Premier Level: One available
 - i. Premium sponsor of the GRC Reception
 - ii. Opportunity to speak at GRC reception podium for 5 minutes
 - iii. Your logo/link on the GRC Web site
 - iv. Sponsor recognition in all marketing communications discussing the reception, including email, member messages, invitations, GRC booth, and during GRC class at annual conference
 - v. Banner logo ad on GRC Monthly memo- 3 consecutive months prior to annual conference
 - vi. Sponsor recognition with signage at the reception
 - vii. Table top at the NAR Green Distinguished Service Awards Reception