



“We are affected, but not to the degree that other parts of the nation are affected.”

“We are very fortunate...”

“Everyday things keep going up everywhere in Fort Worth.”

**-Survey Responses**



# What we're doing. 🏠

Our goal is to initiate a proactive, targeted public relations campaign to promote the health of real estate in North Texas. While the real estate situation may be abysmal in other areas of the country such as California and Florida, this is simply not the case here in North Texas. By putting in action a three-part campaign, we will strive to reach the public effectively with our message: **TGIFW: Thank Goodness It's Fort Worth!**

## Part One: Public Opinion Research

In order to create messages that can be meaningful to the public, in late February we began a process to discover what is important to the public. To do this, we designed an electronic survey to distribute broadly through brokers and others. Our goals:

- *Communicate with GFWAR members' constituents to verify assumptions or dispel incorrect assumptions about attitudes, beliefs, and opinions of members' customers and prospects about the local estate marketplace.*
- *Inform GFWAR realistically as to what's important to the public and to customers going forward.*
- *Craft messages that will resonate with the public by incorporating exactly what matters to them in this market and economic climate.*

## Part Two: Co-branding and Positioning

Following Part One, we initiated an effort to refine and finalize a visual and verbal brand for members to use in their advertising to position our industry more accurately. Knowing the results of the survey, we were able to craft a logo and tagline that correctly identified how the public felt about the situation. These results are available online for all REALTORS to use in their advertising and print collateral (more details on page 4). This positioning mechanism provides a universal brand for use by members of the Greater Fort Worth Association of REALTORS with:

- *A tagline, "Thank Goodness It's Fort Worth," that accurately reflects the way the Fort Worth community is feeling.*
- *Various versions of a bright, positive logo, including horizontal, square, vertical, color, and black and white, in digital format, available to you.*

Thanks to the Greater Tulsa Association of REALTORS for their inspiration.

## Part Three: Media Relations

We hope that by carrying our campaign to the media it will help inspire positive news. We will do this beginning in mid-April by:

- *Sorting through the myths and facts that are already out there.*
- *Identifying key reporters, editors, and opinion leaders.*
- *Refining and enhancing our media list.*
- *Creating angles on which to focus.*
- *Providing rationale supporting our position.*
- *Drafting and submitting stories and ideas.*

# What are people in Fort Worth thinking?

## Who responded to our survey?

- Over 350 people.
- Half were in the 40-59 age range.
- All but 21 respondents own their homes.
- 60 percent valued their homes between \$150,000-\$499,000.
- Three out of five were female.

## What do they think?

People here are feeling that in fact, things ARE different in Fort Worth. The findings indicate:

- *They're feeling pretty lucky to live here rather than in areas harder hit by the strong winds of economic turmoil.*
- *They enjoy relative stability.*
- *They have an engaged community that is looking to REALTORS for education and information about real estate matters, and they expect honest, forthright answers.*
- *They're not anxious to buy or sell their homes, but they're nearly all considering doing so.*

## What's the bottom line?

People are thinking about buying and selling houses, and volatility in the job market isn't affecting that much.

Only four respondents thought Fort Worth was greatly affected by the economy. In fact, 70 percent believe that the Fort Worth area will remain largely immune to current economic issues, but most felt that they will be impacted on a *personal* level. While we're lucky to be in Fort Worth where we're affected less, we're all feeling the economic strains or will eventually.

Nine out of ten think it's a good time to buy a house, while eight out of ten think it's a bad time to sell. There's broad interest in buying and selling, but there is little urgency about taking definitive action now.

Many of the same factors that could inspire a sale are also impeding a decision to buy. This underscores the probability that the purchase of a new home is tied to the uncertainty of selling a current home in the current economy.

People are watching the big economic picture and are concerned it will change the way they live, although they are relatively secure about their personal situations.

Nearly three out of four respondents read local newspapers, watch local broadcast television, and check out internet news sites. The old adage is reconfirmed--all news is local.

Nearly all those surveyed consider their REALTOR to be an expert in local real estate matters. Our neighbors are listening to REALTORS, and are expecting them to have and provide an educated perspective with a positive outlook and possible flexibility in the way they do business.

## Want complete survey results?

The complete results for the over 350 responses to the survey are available online at <http://www.phprinc.com/gfwar/survey.html>.

# Want you can do: Co-branding.

Use our brand! Share our message! Support our belief that it's great to be in Fort Worth! REALTORS can get the TGIFW logos to use in their advertisements, on their websites, and in print collateral. Find the logo by following these steps:

- Log onto the Greater Fort Worth Association of REALTORS website:  
<http://www.gfwar.org/>.
- Look for the TGIFW logo link and click to go to the download selection page.
- Download the format and file type of the logo that you would like to use by clicking the "download" button next to the logo you want.
- When the download dialogue box pops up, save the file onto your computer.

These logos are available in CMYK, RGB, PMS spot color, B&W, and grayscale versions, in various ratios.



## Thank You!

Thank you to all the task force members!

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Greater Fort Worth Association of REALTORS®  
**TGIFW**  
Thank Goodness It's Fort Worth!