

# Perceptions Make the Difference

TGIFW is a Public  
Information Campaign  
with an Attitude



# TGIFW!

- Here in our area, the real estate market has proved more resilient than other parts of the country.
- But the media often makes detrimental generalizations.
- We thought it was best to say out loud:



“Thank Goodness It’s Fort Worth!”

# Looking Up

- **TGIFW** is a co-branding mechanism that assures a united, positive, confident position for the professionals who represent buyers and sellers.
- We want you to join us in reinforcing this attitude and underlining the optimistic tone and recognizable logos associated with the TGIFW brand.



# Why TGIFW?

- It's a recognizable slogan, with a fun connotation and a twist.
- Repeated use of the logo in advertising, online, or other print materials reaffirms to clients that Fort Worth is a great place to be.
- Through a single, consistent image, we leverage the look, the slogan, and the impact of a positive outlook across the brokerage firms and real estate professionals.



# TGIFW Positioning

The TGIFW program highlights five key statements that unite professionals.

1. We're lucky we're here.
2. We're invaluable to you.
3. We're busy and working.
4. We're paying attention.
5. We're dedicated to success.



# Jointly Promoting A Healthy Market

- TGIFW exists to promote a healthy real estate marketplace in North Texas.
- Through including the logo in our collateral and yours, TGIFW carries our messages forward and grows public awareness to our mutual benefit.



# And It's What They Want

- We conducted a public opinion survey at the beginning of this program.
- Findings indicated that people were much less affected here than elsewhere in the last 12 months.
- Today, Fort Worth-area commercial and residential professionals are staying positive.



# Please Use TGIFW! It's Easy!

- Just insert the TGIFW logo into your current advertising, website, collateral materials, and site and yard signs.
- All logo variations can be downloaded from the Greater Fort Worth Association of Realtors website.
- Simply log on to [www.gfwar.org](http://www.gfwar.org) and click on the TGIFW icon.

