

REALTOR® Marketing Campaign: Make the Right Move Omaha!

This past winter the MSR Group, an Omaha market research firm, was engaged by the Great Plains REALTORS® MLS for public opinion research on potential home buyers in the Omaha market area. As a result, MSR conducted consumer research, interviewing 508 households in Douglas and Sarpy County, including both renters and homeowners.

RESEARCH FINDINGS

The findings of that research documented public opinions about the overall economic climate and the housing market in the Omaha area. It also documented the reasons people gave for not listing their home for sale, or why they continue to rent rather than purchase a home. More importantly, the research gave insight as to the public's differing levels of trust in certain types of information about the real estate market. Specific findings include:

- Approximately 26 percent of homeowners have considered either selling their home or buying a new home within the past two years. This represents approximately 38,000 area homeowners whose household income tends to be higher (\$100,000+), living as couples rather than single and more than half with children living at home.
- In addition, 27 percent of renters have considered buying a home within the past two years. This represents approximately 26,750 renters; 81 percent have annual household incomes of \$75,000 or less.
- On the upside, homeowners and renters agree that circumstances make this a great time to buy. Their objections include: lower home value (decreased equity for homeowners), lack of confidence in the economy and their job future, and a perception that the process of buying and financing a home purchase is more difficult and now takes longer. For a short summary of the research findings, go to: www.OABRresearch.OABRdocs.com.

MARKETING CAMPAIGN LAUNCH: APRIL 4

Lovgren Marketing Group was retained by the Board to develop a special multi-media marketing and public relations campaign aimed at the findings of the research to benefit all Omaha Area REALTORS®.

This campaign is not a sales pitch (Now's a great time to buy!) campaign, but rather is designed to educate potential home buyers and sellers, and provide honest, trustworthy information on the home selling and buying process; and the positive economic conditions in the Omaha area – especially when compared to the rest of the country.

The campaign began with the launch of the campaign website www.MakeTheRightMoveOmaha.com on Monday. In the months ahead you can expect to see much more!

RADIO

For starters, this week you will begin to hear radio spots on the following local stations:

- KAT (Clear Channel station) 103.5
- 94.1 (Journal Broadcasting)
- Star 104.5 (Journal Broadcasting)
- Q98 (NRG Media)

All spots will air Monday through Friday between 6:00 a.m. and 7:00 p.m.

OUTDOOR

Also, on Monday, April 4 the first billboard (digital) will go up at the 132nd & L Street location and will remain until May 1. It will come back on May 30-June 26th and again from July 25-Aug 21.

A second billboard (digital) can be seen at the 72nd & Pacific Street location beginning April 12-May 9, June 6-July 7 and August 1-28.

TELEVISION

On Monday, April 18, television media launches (television alternates with radio so the radio runs for two weeks, then television, then radio returns throughout the six month time period). You can see the advertisements on the following local schedules:

- KETV – morning news, 6 and 10 p.m. news
- KMTV – morning news, 6 and 10 p.m. news
- WOWT – morning news, 5 and 10 p.m. news

SOCIAL MEDIA AND WEBSITE

An important element of the campaign includes display ads that will target Omaha area consumers while online. The ads will appear on Facebook and various web sites and will target individuals with Omaha area IP-addresses. The online campaign also includes advertising on www.Omaha.com (Omaha World Herald online).

The campaign web site will be live throughout the summer and will continue to be a work in progress. The radio spots will be available on the site, as well as the television spots once they begin to air. Also, watch for a special three-minute edgy tutorial-video to guide consumers into the process. The video will be featured on YouTube as well as being imbedded on the campaign website.

FEEDBACK

Watch for more to come. If you have questions about the campaign, or have ideas for website content, would like to author a blog post or provide other material relevant to the campaign message, please contact us anytime.

