

## Use Photofy to Tell Customers What the "R" Stands For

### *New app lets you personalize, share social media assets*



For those who don't know me, I'm Roland Varesko, the Vice President of Digital Strategy for NAR. I've been in the role since July, and I am excited to be working with you. Many of you were at the REALTORS® Conference & Expo in San Francisco and had a chance to experience the new **NAR+Photofy app** at the NAR booth or to see it demo'ed at a committee meeting.

If you didn't, here's the scoop: NAR has partnered with Photofy, a content creation app, to develop a [custom version](#) that's preloaded with shareable social media graphics and videos from the popular [That's Who We R](#) advertising campaign.

One great feature of the NAR+Photofy app is that you can personalize a selection of the campaign's assets. With just a few taps, you can add your photo or logo, and contact information-then share the graphics on your social media accounts. That means you can amplify the campaign by helping your sphere of influence understand what the REALTOR "R" stands for. We'll be adding assets to the app as new campaign creative becomes available.

Our Consumer Communications Committee Chair, [@Jay Mitchell](#), has called NAR's Photofy app a game changer, and I couldn't agree more.

#### **You can get started with four easy steps:**

1. At [photofy.com/nar](https://photofy.com/nar), use your NRDS ID to sign up for this free, members-only benefit.
2. From your mobile phone, download the app from the iOS or Google Play store, and sign in using your email and password you created in Step 1.

3. Open the app, tap on "NAR Member" at the bottom of the screen, and input your first and last name where indicated. (You can fill in the rest of the information later.)
4. Start sharing!

There are video tutorials at the [signup page](#) to help you get started. Please give it a try, and let us know how it's working for you. Thank you.

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