

**Announcing a new member benefit offered through
NAR's REALTOR Benefits® Program:
Hewlett-Packard Company**

Marketing and Business Development is pleased to announce that NAR and Hewlett-Packard Company have come together under the REALTOR Benefits® Program to provide REALTORS® with special savings on HP's business products line.

Hewlett Packard is a global leader in digital imaging and computing technology, their reputation for quality and reliability is recognized worldwide. HP simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. HP's mission is to invent technologies and services that drive business value, create social benefit and improve the lives of customers. Through NAR's REALTOR Benefits® Program HP offers REALTORS® access to a customized site and discounts on HP commercial products including printers, desktops, mobile PCs, scanners, storage, networking products, and more.

These new offers from HP bring tremendous value to REALTORS®!

This fact sheet provides details on the HP program available through REALTOR Benefits®. If you have questions about this, or the REALTOR Benefits® Program in general, please contact me at x8269 or a member of the Strategic Alliances team listed below.

Thanks in advance,

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What: New HP product offerings available to members at savings under the REALTOR Benefits® Program.

Launch Date: Program available August 17th, 2009

Available To: NAR members; NAR, state association and local board staff, all immediate family members.

Description of Products and Services from HP's Small Business Product Line

- Desktops, notebooks, portables
- iPAQ Handheld PCs
- Thin Clients
- Workstations
- Servers
- hp printers/cartridges: inkjet, Laserjet, and multifunction all-in-ones
- hp scanners and digital cameras
- hp storage and networking
- hp supplies and accessories

MEMBER OFFER:

Through this program, members will receive **free US ground shipping and save up to 16% everyday off the internet list price**. Additionally, HP will make available special, limited time offers that will provide significant savings to REALTORS®.

NAR members must purchase HP products through the NAR purchase website or via the NAR 1-800 phone number in order to take full advantage of the featured offers. The featured offers include:

- Free ground shipping to any US based address with a purchase using a US based credit card only
- Customized – online store, product configurations, contract pricing
- Dedicated telesales representatives for consultation and ordering
- Helpful recommendations online as well as from teleservices representative
- Custom configured PC's and servers
- Product training and proactive notification of driver updates, support alerts and new product information
- Up to 16% off internet list price on HP products and services listed above, not to be combined with other offers or discounts
- Plus, HP will make available special, limited time offers over and above the everyday NAR member savings

PROMOTIONAL PLAN:

Hewlett-Packard is committed to an aggressive marketing campaign to educate members about the benefits available through this new program. This plan includes a strong presence at NAR trade shows, advertisements in REALTOR® Magazine and various real estate publications, specific NAR specials, direct mail, website promotions and online advertising.

To Learn More: Call 1-800-888-8177 and mention NAR1 or visit: hp.com/go/nar1.

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