

**Media Outreach Opportunity: RE/MAX National Housing Report**

The RE/MAX National Housing Report is a monthly housing report that looks at market trends of 50+ metros across the United States. Featuring month-over-month and year-over-year stats for closed transactions, median sales price, days on market, and months supply of inventory, this report offers a big picture look at the housing market.

YOU are the local market expert! Showcase your expertise by partnering the RE/MAX National Housing Report with your local stats and market knowledge. This will provide reporters and readers alike a scalable overview of today’s housing market.

You can find the most recent version of the RE/MAX National Housing Report on [RE/MAX News](https://news.remax.com/housing-reports) and [PRNewswire](https://www.prnewswire.com/search/all/?keyword=remax). New ones are released between the 15th and 20th of each month. Review each new report for inspiration and talking points.

​​Here are some additional resources to get you started:

● [Public Relations Guide](https://www.remaxmarketing.com/wp-content/uploads/2017/12/17_216184_PublicRelationsGuide_2017_FINAL.pdf) – An overview of what Public Relations is and how it can help your business.

● [Distribution Guide](https://rem.ax/3IMnFP9) – a step-by-step process that walks you through the best practices of pitching your press release or story idea.

● Media Pitch Email – the template below can be tailored to your market to offer yourself as the real estate expert available for an interview on the topic.

**Media Pitch Email Template:**

*SUBJECT: RE/MAX Releases [MONTH] [YEAR] National Housing Report - What You Need to Know For [INSERT CITY]*

*Hi [INSERT NAME],*

*Given your past coverage of homebuying trends in [INSERT CITY], I’m reaching out to share the latest RE/MAX National Housing Report linked here.*

*Include a stat here about local city numbers compared to the national average and/or paste the line of data from the National Housing Report for that area.*

*As an agent with more than [ X] years serving the [City/Metro area/ Region] Market, I would be happy to share my insight with your audience. If this story is of interest to you, I’m available for an interview [Date/Time options].*

*Thank you!*

*[INSERT YOUR NAME]*