



# KEEPING CURRENT MATTERS

## NVAR-Keeping Current Matters (KCM) Partnership & RealTalk FAQ

### Partnership Overview

#### **What is the new partnership between NVAR and Keeping Current Matters (KCM)?**

NVAR has partnered with Keeping Current Matters (KCM) to provide members with a new, complimentary benefit designed to help Realtors® communicate more effectively with clients. Through this partnership, NVAR members receive access to KCM RealTalk, a turnkey video platform, along with expert-written monthly market scripts and exclusive discounted pricing on KCM Elite memberships.

#### **Why did NVAR partner with KCM?**

Today's buyers and sellers want clear, timely, and trustworthy market information. This partnership equips NVAR members with high-quality, data-backed tools that make it easier to educate clients, build trust, and stand out as local market experts—without requiring extra time, technical skills, or marketing resources.

### About RealTalk

#### **What is KCM RealTalk?**

RealTalk is a modern video creation platform built specifically for real estate professionals. It allows agents to easily record, customize, and share professional-looking videos using expert-written scripts or their own messaging.

#### **What does RealTalk help members do?**

RealTalk helps members:

- Explain complex market conditions in a clear, consumer-friendly way
- Stay top-of-mind with clients through consistent video communication
- Build credibility and confidence using trusted housing data
- Create polished videos without filming crews or editing software

### Member Access & Cost

#### **Is RealTalk included with NVAR membership?**

Yes. NVAR members receive complimentary access to KCM RealTalk and two expert-written, editable scripts each month through an NVAR-sponsored account.

**When is the benefit available?**

The benefit becomes available to members on February 2, 2026.

**Is there any cost to members?**

RealTalk access and the monthly scripts are included at no additional cost to NVAR members. Members may choose to upgrade to KCM Elite at exclusive NVAR-discounted pricing for access to KCM's full suite of tools and insights.

**How do I get access to my KCM benefit?**

NVAR members can register for their account at [www.keepingcurrentmatters.com/lp/NVAR](http://www.keepingcurrentmatters.com/lp/NVAR)

## **KCM Elite Upgrade**

**What is KCM Elite?**

KCM Elite is KCM's full membership, providing expanded access to market insights, presentations, marketing content, more scripts, and additional tools beyond RealTalk.

**Do NVAR members receive a discount on KCM Elite?**

Yes. NVAR members receive exclusive discounted pricing on KCM Elite memberships.

- 25% off KCM Elite Monthly Membership (\$75/month vs retail \$100/month)
- 40% off KCM Elite Annual Membership (\$600/year vs. retail \$1,000/year)

**Do existing KCM Members get this NVAR discount?**

Existing KCM Members can take advantage of this special NVAR discount on KCM Elite. Send an email to KCM Support at [support@keepingcurrentmatters.com](mailto:support@keepingcurrentmatters.com) and ask to apply either the monthly or annual discount to your Elite membership.

Once a monthly member requests the discount, it will apply to their next payment. The discount will be applied to annual members on the same day. When the annual contract renews, the renewal is at the discounted rate.

## **Scripts & Content**

**What scripts are included?**

Each month, members receive two expert-written, consumer-ready scripts focused on timely housing market topics such as pricing, inventory, interest rates, and affordability.

**Can members edit the scripts?**

Yes. All scripts are editable, allowing members to personalize the messaging to fit their voice, brand, and local market.

## Recording & Sharing Videos

### How do members record videos?

Members can record directly from their desktop or mobile device using the built-in RealTalk teleprompter. No technical expertise or editing software is required.

### What features are included in the recording experience?

RealTalk includes:

- Built-in teleprompter with adjustable speed and font size
- Portrait and landscape video formats
- Automatic captions and branded visuals
- Optional background blur or custom backgrounds

### How can videos be shared?

Videos can be shared instantly across social media, email, text, or via a branded video link. RealTalk also provides pre-written captions and hashtags to simplify posting.

## Support & Additional Information

### Where can members learn more or get started?

Members can learn more about RealTalk and access their benefit through the NVAR member portal and the RealTalk overview page at [keepingcurrentmatters.com/realtalk](http://keepingcurrentmatters.com/realtalk).

### Who should members contact with questions?

Members should contact KCM at [support@keepingcurrentmatters.com](mailto:support@keepingcurrentmatters.com) or 631-787-6200. There is also a live chat function on the KCM NVAR member page.

*This partnership reflects NVAR's ongoing commitment to delivering high-value, practical tools that help Realtors® succeed in an evolving and competitive market.*

