



ABoR 100th Anniversary Ambassador Toolkit & Resources

Feb. 2, 2026

Key Talking Points & Details:

2026 marks the 100th anniversary of the Austin Board of REALTORS®. For a century, ABoR has been more than a professional association—we've been a champion for property rights, a driver of market innovation, and a trusted partner to real estate professionals and the communities they serve across Central Texas. Since our founding in 1926, ABoR has grown alongside the region we call home. Through decades of change, our purpose has remained constant: supporting REALTORS® and advancing opportunities for homeownership for more Central Texans.

In honor of our 100th year, ABoR has launched a special centennial campaign filled with moments to celebrate our past and connect as a community.

- To learn more, visit UnlockMLS.com/100.
- Download shareable graphics [here](#).
- Watch and share the 100th Anniversary commemorative video [here](#).
- Listen to our 100th anniversary playlist on [Spotify!](#)

Help Us Spread the Word! | Sample Social Media Posts

Helping us spread the word is as easy as 1-2-3! Please see the steps below.

STEP ONE: Click [here](#) to view shareable graphics and choose one to share.

STEP TWO: Pick a sample post to use with your graphic.

- *2026 marks 100 years of the Austin Board of REALTORS®! How has ABoR made an impact in your business? I just submitted my story, you can too at UnlockMLS.com/100! #ABoR100*
- *A century of ABoR! 🏠 ABoR is calling for members to share their real estate story and how it has made an impact on their business. I just added my ABoR story and would love to hear yours! Submit it at UnlockMLS.com/100.*
- *ABoR is celebrating its 100th Anniversary, and they want to hear from members! Take a moment to reflect on how ABoR has impacted your business and share it at UnlockMLS.com/100. I just submitted mine!*
- *I'm excited to be a part of ABoR's 100th Anniversary! I just submitted my real estate story and am grooving to the 100-year anniversary Spotify playlist. Excited for the year ahead! Share your story and find the playlist at UnlockMLS.com/100.*

STEP THREE: Please like, follow, tag us, and use our campaign hashtags!

- Instagram: @ABoR_REALTORS
- Facebook: @Austin Board of REALTORS®
- LinkedIn: <https://www.linkedin.com/company/austin-board-of-realtors>
- Hashtags: #ABoR100