

# The Greater Lakes Association of REALTORS®

## WHY A REALTOR®?

Today, more than ever, buyers and sellers face difficult decisions. A REALTOR® who has gone beyond licensing and becomes a member of a local Association of REALTORS® has agreed to adhere to a strict Code of Ethics. If you join the REALTOR® Association, you become a member of a distinguished organization of professionals. It offers many services that will be of benefit to you, the professional.

What would you expect from your REALTOR® organization? Services offered by the Greater Lakes Association of REALTORS® are carried out and maintained through the efforts of committees and members who volunteer their time to make the Association the best it can be.

The Greater Lakes Association of REALTORS® is one of more than 1,800 local boards and associations of REALTORS® nationwide that comprise the National Association of REALTORS® (NAR). The Greater Lakes Association of REALTORS® has approximately 600 members in Aitkin, Cass, Crow Wing, Hubbard, MilleLacs, Morrison and Aitkin counties. As the nation's largest trade association, NAR is "The Voice for Real Estate", representing nearly 1,100,000 members involved in all aspects of the real estate industry.

If you have any questions about membership, please feel free to call the Association office at 218-828-4567, or email us at [office@greaterlakesrealtors.com](mailto:office@greaterlakesrealtors.com). Our staff is available to help in any way they can.

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**ORGANIZATION:** The Board of Directors governs the organization and operation of the Board. Input from standing committees and task force committees is a prime source of information used in setting Association policy.

**CODE OF ETHICS:** The National Association of REALTORS® looks to its local Association to enforce the Code of Ethics. The Code of Ethics was adopted in 1913.

REALTORS® are pledged to observe and abide by the Code of Ethics, which contains 17 articles.

**MEMBERSHIP PROGRAM:** The Association offers membership "Meet the Presidents" meetings throughout the year. The purpose of these meetings is to bring the Greater Lakes Association of REALTORS® together on a regular basis. The intention of such a gathering is to service and hopefully accomplish several goals.

**HANDBOOK:** The Association publishes a handbook for each new member. The handbook includes a wealth of information that is useful to the individual agent/member as well as by-laws, MLS rules and regulations, and on and on. Anything you ever wanted to know about the Association will be found in this manual.

**MEMBERSHIP CERTIFICATE AND PIN:** As a REALTOR®, you will receive a membership certificate and a REALTOR® pin.

**INFORMATION SERVICES:** The Association staff answers hundreds of calls a month from members of the Association and the public seeking specialized information.

**CONSUMER CALLS:** Consumer calls and complaints have become an important service of the Association. Consumer complaints must be in writing and are handled by the Minnesota Association of REALTORS® Professional Standards Committee. Complaints are reviewed for authenticity and forwarded on to a hearing.

**TOTAL COMMUNICATION EFFORTS:** In addition to the publications emailed to members, from the Association, there is a constant effort to keep members informed. The Association has a web presence for the consumers and the REALTOR® at [www.greaterlakesrealtors.com](http://www.greaterlakesrealtors.com). Email, Facebook, Twitter, and the GLAR Blog are some of the ways the Association communicates with members.

**REALTOR® ADVISOR:** The primary purpose of this local publication is to inform and educate members of the Association with educational articles, notices of meetings, continuing education and other Association events and projects.

**MINNESOTA REALTOR®:** Your membership in the state Association entitles you to the publication "Minnesota

REALTORS®". This keeps members informed of current information on Minnesota real estate and articles on the latest topics in real estate. MAR's website is [www.mnrealtor.com](http://www.mnrealtor.com).

**THE REALTOR® MAGAZINE:** This is a monthly publication of the National Association of REALTORS®. Along with their website, [www.realtor.com](http://www.realtor.com), consumers can "find a home," and "find a REALTOR®." REALTORS® have access to "One REALTOR® Place", a member informational site.

**COMMITTEES:** All projects and programs offered by the Association are sponsored and directed by one or more of its Committees. There are several committees within the Association; Bylaws, Education, Forms, Governmental Affairs, Marketing, Membership and Special Events.

**EDUCATION SEMINARS:** Continuing education is a major priority for all REALTORS®. The Association offers numerous education programs each year. The Education committee carefully selects subjects and speakers for these programs with input from the membership.

**ORIENTATION SEMINAR:** The Association conducts a NEW MEMBER ORIENTATION on a regular basis in order to inform new members of their membership responsibilities and benefits. The Code of Ethics, Association Services, Forms, Agency and Fair Housing, and the Multiple Listing Service are reviewed. THE ORIENTATION SEMINAR IS AN ASSOCIATION REQUIREMENT. This Orientation is approved for continuing education credits.

**MULTIPLE LISTING SERVICE:** The purpose of the MLS is: a means by which authorized participants make blanket unilateral offers of compensation to the other Participants (acting either as subagents, buyers agents, or in other agency or non-agency capacities defined by law) and as a facility for the orderly correlation and dissemination of listing information among the Participants so that they may better serve their clients and the public.



**FORMS:** Your Association keeps you informed of the most current MAR sponsored forms. Protect yourself and the public. "Instanet" is an online real estate forms program provided by the MLS for members use.

**EQUAL OPPORTUNITY:** Your Association over the years has consistently advocated equal opportunity in housing. Members are encouraged to be informed on Federal and State equal opportunity regulations. The committee promotes awareness of fair housing issues with the Association and within the community.



**GOVERNMENTAL AFFAIRS:** The Governmental Affairs committee along with MAR closely monitors legislation that affects the real estate industry and often proposes new or amended legislation. Join other REALTORS® on Legislative Impact Day!

**MARKETING:** Your Association, along with NAR, promotes the REALTORS® through newspaper, radio and television, promotes "Toys for Kids" programs, our "Community Project" and "Habitat for Humanity".

**SPECIAL EVENTS:** Have a little fun too! Our Annual Golf Classic is a huge success, along with our Lunkers Game. The Annual Installation of Officers is always an interesting and fun event. The Association promotes "Toys for Kids" programs, our "Landscape Challenge" project and "Habitat for Humanity."

**AFFILIATE MEMBERS:** The Greater Lakes Association of REALTORS® has many entities that support real estate and our REALTOR® members. The Association provides a brochure of Affiliate members for you to give buyers and sellers. All Affiliate members are also listed on the GLAR website.

**LOCKBOXES:** The Association has available for Brokers the Sentrilock electronic lockbox system. Brokers can use the lockboxes and a Sentricard is used to access the boxes.

**SASI:** Shared Association Services Information. Many MLS's in Minnesota and Wisconsin have joined forces to create a database of on and off market properties that can be accessed by member's MLS's.

**MLS MOBILE:** Members can access the MLS through their mobile device.

## MISSION STATEMENT

The Greater Lakes Association of REALTORS® exists to service and support all segments of its membership in concert with the Minnesota Association of REALTORS® and the National Association of REALTORS®. With a responsive organizational structure, the Greater Lakes Association of REALTORS® develops and delivers programs, services and related products to create an environment conducive to business success and to assist members in servicing the public with the highest degree of competency and integrity. Through our collective efforts, we will strive to increase public confidence in our members' professionalism, monitor current regulatory legislation, protect members' rights to conduct business without undue restraint and promote the preservation of private property rights.

## OBJECTIVES:

**Section 1:** To unite those engaged in the recognized branches of the real estate profession under this Association's jurisdiction for the purpose of exerting a beneficial influence upon the professional and related interests.

**Section 2:** To promote and maintain high standards of conduct in the real estate profession as expressed in the Code of Ethics of the National Association of REALTORS®.

**Section 3:** To provide a unified medium for real estate owners and those engaged in the real estate profession whereby their interests may be safeguarded and advanced.

**Section 4:** To further the interest of home and other real property ownership.

**Section 5:** To unite those engaged in the real estate profession in this jurisdiction with the Minnesota Association of REALTORS® and the National Association of REALTORS®, thereby furthering their own objectives throughout the state and nation and obtaining the benefits and privileges of membership therein.

**Section 6:** To designate for the benefit of the public, those individuals within its jurisdiction authorized to use the terms "REALTOR®" and "REALTORS®" as licensed, prescribed and controlled by the National Association of REALTORS®.

# WHY JOIN THE REALTOR® ASSOCIATION?



The Greater Lakes  
Association of REALTORS®

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