

## AFFILIATE MEMBERSHIP IN A REALTOR® ORGANIZATION

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 can 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.

**MEMBERSHIP CERTIFICATE:** As a new Affiliate member, you will receive a membership certificate and be offered the following benefits:

**Benefits to Affiliate Members consist of:**

- Network with REALTOR® Members.
- Affiliate Spotlight in our monthly newsletter
- Host a booth at our Annual Expo.
- Place your ad on our website
- Place brochures in our brochure racks for Member use and distribution.
- Use of the GLAR education room (1x per year free – call for availability)
- Use of the small conference room (1x per year free – call for availability)
- Attend Board Annual Meetings & Breakfast, if applicable
- Participation on many of the committees.
- Sponsor a Lunch & Learn
- Sponsor a Golf hole at the Annual Golf Event.
- Contribute to the “Wall of Cheer” and an items at the Expo’s Silent Auction for “THE GLAR FOUNDATION”

- Sponsor the Holiday Party and spotlight your business to other REALTORS® and other Affiliates.

The Greater Lakes Association of REALTORS® is one of more than 1,800 local boards and association of REALTORS® nationwide that comprise the National Association of REALTORS® (NAR). The Greater Lakes Association of REALTORS® has 650+ members in Crow Wing, Cass, Aitkin, Morrison, Mille Lacs, Hubbard, Todd, and Wadena counties. As the nation’s largest trade association, NAR is "The Voice for Real Estate", representing nearly 750,000 members involved in all aspects of the real estate industry.

**ORGANIZATION:** The Board of Directors governs the organization and operation of the Board. Input from standing 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.

**INFORMATION SERVICES:** The Association staff answers hundreds of calls a month from members of the Association and the public seeking specialized information. Consumers are directed to the Association web page.

**TOTAL COMMUNICATION EFFORTS:** The Association communicates with its members in various ways; Weekly email information, monthly REALTOR® Advisor/Newsletter, social media, and personal communication. The Association’s website address is [www.GreaterLakesRealtors.com](http://www.GreaterLakesRealtors.com) and the public is invited to Find a Home, Find a REALTOR®, Find an Affiliate and more. Members of the Association have a "Members Only" section for even more information.

**COMMITTEES:** All projects and programs offered by the Association are sponsored and directed by one or more of its Committees. There are nine committees within the Association; [Budget](#), [Bylaws](#), [Education](#), [Governmental Affairs - RPAC](#),

[Membership](#), [MLS](#), [Public-Relations](#), [Special-Events](#), and [Technology](#).

**AFFILIATE PARTICIPATION:** All Affiliate members are encouraged to participate in REALTOR® functions, such as:

1. Installation of Officers - Annually.
2. Toys for Kids, in November-December.
4. Golf Classic, in September.
6. Join a Committee

**AFFILIATE BROCHURE:** All Affiliate member offices are listed in our Affiliate Brochure. This is offered to all members to give out to consumers.

**WEB PRESENCE:** All Affiliate member offices are listed on our web page.

**SentriLock:** For those Affiliate members who would benefit from Lock Box access, the association offers SentriLock Leases. These leases are yearly and will gain you access to lockboxes through a SentriLock card or by using the App. Additional fees apply. Call or email the association office for inquiries.

**Please indicate the services provided by your company:**

- |   |  |
|---|--|
| <input type="checkbox"/> Auto/Transportation    | <input type="checkbox"/> Handyman/Home Repairs |
| <input type="checkbox"/> Consulting             | <input type="checkbox"/> Marketing/Promotions  |
| <input type="checkbox"/> Government Agency      | <input type="checkbox"/> Printing/Mailing      |
| <input type="checkbox"/> Insurance Provider     | <input type="checkbox"/> Recreation/Travel     |
| <input type="checkbox"/> Photography            | <input type="checkbox"/> Appraisal             |
| <input type="checkbox"/> Publication/Media      | <input type="checkbox"/> Closing Services      |
| <input type="checkbox"/> Wireless/Communication | <input type="checkbox"/> Education             |
| <input type="checkbox"/> Attorney/Legal         | <input type="checkbox"/> Inspection Company    |
| <input type="checkbox"/> Builder/Contractor     | <input type="checkbox"/> Mortgage/Banking      |
| <input type="checkbox"/> Title Company          | <input type="checkbox"/> Property Management   |
| <input type="checkbox"/> Décor/ Home Staging    |  |
| <input type="checkbox"/> Other _____            |  |

# APPLICATION FOR AFFILIATE MEMBERSHIP

I HEREBY APPLY for Affiliate Membership into The Greater Lakes Association of REALTORS®. I agree to abide by the rules & regulations of the Association as well as adhere to the Association bylaws. *Individuals who hold an active real estate license are precluded from becoming Affiliate Members.*

I Understand **Yearly Dues Are \$215.00** Plus A **One-Time New Member Fee Of \$100.00**.

Company Name \_\_\_\_\_

Type of Business/Profession \_\_\_\_\_

Company Address \_\_\_\_\_ Zip \_\_\_\_\_

Billing Address \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone \_\_\_\_\_ Fax \_\_\_\_\_

Cell Phone \_\_\_\_\_ Website \_\_\_\_\_

Office Email \_\_\_\_\_

Applicants Name \_\_\_\_\_ Applicants Email \_\_\_\_\_

Other Contact Person \_\_\_\_\_ Other contact Email \_\_\_\_\_

Do you hold an active Real Estate/Appraiser license?  Yes  No

LICENSE # (if applicable) \_\_\_\_\_ (please include copy of license with application)

Are you a member of any other Association of REALTORS®?  Yes  No

Are you interested in serving on a committee?  Yes  No

What services can the Association provide for you? \_\_\_\_\_

\_\_\_\_\_

Applicant's signature \_\_\_\_\_ Date \_\_\_\_\_

\*Please email me information about joining a committee.  Yes  No

Payment Options: Check# \_\_\_\_\_

Cash \_\_\_\_\_

Master Card \_\_\_\_\_ or Visa \_\_\_\_\_

Please call with Credit Card information. Thank you! *We do not keep your credit card information on file.*

Greater Lakes Association of REALTORS®, 15344 Pearl Drive, Baxter MN 56425  
Email: office@greaterlakesrealtors.com Phone: 218-828-4567 Fax 218-829-8178



**WHY JOIN  
THE  
REALTOR®  
ASSOCIATION  
AS AN  
AFFILIATE  
MEMBER?**



## Affiliate Member Code of Conduct

### Article 1

The Affiliate Member (Affiliate) shall provide equal professional service to any person regardless of race, color, religion, sex, disability, familial status, national origin, creed, marital status, sexual orientation, status with regard to public assistance or handicap, whether physical or mental. I understand further than local ordinances may include other protected classes.

### Article 2

The Affiliate shall be informed and do business in accordance with laws, governmental regulations and public policies in the field in which the Affiliate customarily engages.

### Article 3

The Affiliate shall provide a level of competent service in keeping with the standards of practice in the field in which the Affiliate customarily engages.

### Article 4

The Affiliate shall promote business in a positive and professional manner based on individual merit and those of the Affiliate Company.

### Article 5

The Affiliate shall not denigrate competitors in an attempt to gain business. The Affiliate shall not attempt to gain any unfair advantage over competitors by knowingly or recklessly making false or misleading statements about competitors, REALTOR® members or affiliate members.

### Article 6

The Affiliate shall interact with all affiliate members within the guidelines of this Code of Conduct.

### Article 7

The Affiliate shall not undertake activities that compromise or interfere with the contractual business relationship REALTOR® and affiliate members have with their customers and clients.

### Article 8

The Affiliate shall abide by all of the rules and regulations contained in the Common Lock Box Rules (should they so subscribe). In addition affiliates will follow the rules and regulations contained in the Association Bylaws and will aspire to follow the rules and regulations contained in the Code of Ethics of the National Association of REALTORS®. This would include cooperation in any disciplinary proceedings or investigations conducted by the Association.

I do so subscribe:

Name

Company

Date