

## 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

- 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” 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 1,200 local boards and association of REALTORS® nationwide that comprise the National Association of REALTORS® (NAR). The Greater Lakes Association of REALTORS® has 700+ members in Crow Wing, Cass, Aitkin, Morrison, Mille Lacs, Hubbard, Todd, Otter Tail and Wadena counties. As the nation's largest trade association, NAR is "The Voice for Real Estate", representing nearly 1.3 million

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 CONDUCT:** Like the Code of Ethics for our Realtor® members which contains 17 articles, Affiliates are pledged to observe and abide by the Affiliate Code of Conduct which contains 8 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, [www.greaterlakesrealtors.com](http://www.greaterlakesrealtors.com).

**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 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. Website Advertising
2. Join a Committee
3. Lunch & Learn
4. Golf Classic in September
5. Installation of Officers - Annually
6. Toys for Kids in Nov.- Dec.
7. REALTOR® Bell Ringing
8. Holiday Party

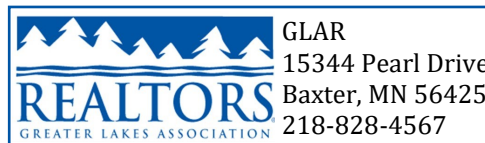
**AFFILIATE BROCHURE:** All Affiliate

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. Affiliates are encouraged to provide clip art for their web links and advertising.

**LUNCH & LEARN:** A Lunch and Learn series can be a GREAT way to share your expertise and market your business. Educate and entertain while your prospects eat and listen. You provide us with your marketing materials and a short paragraph of your "Topics of Interest" and we will do the promoting for you.

**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.



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

