

# LOCAL AFFILIATE MEMBER BENEFITS



PROVIDING OPPORTUNITY

## Unlimited Networking Exposure Opportunities

Real Estate transactions require the cooperation and coordination of many professionals, including REALTORS® who represent the buyers, sellers and Affiliates who help facilitate the process.

The best REALTOR® and Affiliate partnerships are based on mutual respect, open communication and an understanding of one another's role.

Becoming a F.A.R. Affiliate Member is an excellent first step in forming prosperous partnerships for a successful career. Any individual or company engaged in a business related to the real estate profession, or serving the professional or educational needs of real estate practitioners may apply for Affiliate Membership.

## Sponsorship & Affiliate Partnership Program

Affiliate Members get increased exposure by sponsoring events that receive name and company recognition. The Affiliate Partnership Program allows Affiliate Members to advertise in our email blasts, newsletter, on social media, in videos, at meetings, in-office as well as the ability to offer services and discounts through the new "PERKS" program. Read more about the Affiliate Partnership Program on the F.A.R. Website: <https://www.fresnorealtors.com>

### RECOGNITION

Your name, company and contact information are listed in F.A.R.'s Online Membership Roster. This enables F.A.R. REALTOR® Members and general website visitors to locate you quickly.

### NETWORKING

As an official Member you have the opportunity to network with more than 5,000 Members at our meetings, social events and activities throughout the year. Examples: At the MLS Home Tours & Trends Meeting, held every Tuesday at 9am at the F.A.R. Office, Affiliate Members get the opportunity to plug company services, provide promotional material or be a breakfast sponsor.

### PROMOTIONAL WALL

Affiliate Members have the ability to leave advertisements and promotional items on our Affiliate Wall in the F.A.R. Office. This will be on display to all members, staff and visitors to our office.

### DISCOUNTS & NEWSLETTER

Receive member discounts on items in our retail store and on select F.A.R. classes and events or take advantage of our free key copy services. As an Affiliate Member you will receive F.A.R.'s monthly newsletter, quarterly Affiliate newsletter and email blasts with up to date notices about different ways Affiliates can help contribute to those classes and events adding additional networking opportunities.

### SERVE ON A COMMITTEE

F.A.R. has many working parts. As an Affiliate Member you have the chance to be a part of some of the Committees that make up F.A.R. and help make a difference in the Association and community.

### AFFILIATE DIRECTORY

Our directory is a resource guide complete with Affiliate information categorized by company and service. REALTOR® members are encouraged to use your services through this directory. Complimentary hardcopy or an electronic version is available to our membership. This directory is updated monthly.

**Questions? Call F.A.R. (559) 490-6400**