



“Get Connected”

As a committed group of professionals, you are all a great source of business knowledge for each other and our REALTOR® members! Networking with other Affiliate firms can bring a new level of value to your business. The exchange of product and service information allows you to get an edge and broader understanding of what various CAAR Affiliates have to offer when you need it most!

CAAR’s Affiliate Value Proposition

CAAR offers some diverse ways to put your business at the forefront of our industry. By being an Affiliate member you can expose your business to more than 1100 REALTOR® members that deal with the public everyday!

Benefits of membership:

- Discount advertising with the CAAR *Real Estate Weekly* publication.
- Access to our full member roster.
- Be in our online CAAR Directory.
- Membership access to our website www.caar.com.
- Networking opportunities through various CAAR events.
- Serve on one of our five CAAR Groups.
- Volunteer for Group project teams that tackle specific issues.
- CAAR Trade Show – Our biggest affiliate event of the year.
- Volunteerism for many CAAR community projects.
- Entrance to our General Membership Meetings and social events.
- Many sponsorship opportunities.
- Distribution of your materials at the CAAR office.
- Instructor opportunities at our education events.
- Inclusion in our Award events.
- *And more...CAAR will continue to grow with more opportunities for you!*

As an Affiliate, your needs are a bit different from those of the REALTOR® member and we want to ensure that you are receiving the best customer service from the CAAR staff in every interaction. We welcome your suggestions on how we can better serve your needs and always appreciate your active participation.

More information

Affiliate Member Q & A

How do I get involved on a CAAR volunteerism project, such as Habitat for Humanity or other community event?

Every week CAAR puts out an email newsletter called The CAAR News Group. You will find postings regarding any up-coming opportunity to get involved and who to contact. Also, if you are using Facebook, you will want to join the CAAR Group page that has been established to bring our social media fans all of the latest information on what is happening at CAAR.

How do I join one of CAAR's five Master Groups?

Every October in our dues billing and in November at the GMM, CAAR distributes a flyer for you to fill out so you can pick one of the Groups you are most interested in serving on: Professional Development, Technology Group, Operations, Communications or Public Affairs. You will also find this info on at www.caar.com. Help shape the future of this organization and get the most out of your dues dollars!

What sponsorship opportunities are there and how do they benefit me?

Throughout the year CAAR has many class, meeting and event sponsorship opportunities. For some events our sponsorship packages offer a variety of levels to choose from.

- These include: General Membership meetings, Award ceremonies, Annual CAAR Trade Show, Spring Fling Education Expo, fundraising events etc...

The benefit of sponsoring an event is in bringing your firm to the attention of the membership at large. Logo inclusion in all promotional materials such as banners, programs, flyers, Facebook, CAAR.com, CAAR News Group *and* event posters, along with the ability to distribute your materials at these events, puts your business in the spotlight for all who attend these functions or read our notices online or in print. If you are interested in knowing more about sponsoring an event or class please contact tiffany@caar.com or 434.817.2398.

How can I use the member roster to my advantage? Is there anything I should avoid doing when contacting the membership by email?

You can download the member roster data by logging into www.caar.com under Member Login, select Membership Roster Data and download into a format for your email distribution list. You will use this information to distribute your firms' products and services to the REALTOR® and also Affiliate membership as a whole. However, be aware of how many times you use this feature and understand it MUST be for your firms' services information ONLY. You can not use this for reasons such as personal charity information, animal adoption notices, yard sales or other non-real estate related reasons. Spamming our members is a sure way to lose your connection with them.

Who is my main CAAR staff contact?

Tiffany Vann will be your main contacts for all of CAAR's programs. She is ready to assist you with any questions or concerns you may have. You can reach Tiffany at tiffany@caar.com or 434.817.2398. Other CAAR staff is at your disposal as well and will assist you in any way possible through our main number at 434.817.2227.