



Your Partner for Success

2024 CAAR Affiliate Membership:

Grows Your Business Marketing Reach

Elevate Your Visibility to the REALTOR® Community through Networking & Group Participation

Build Your Community Presence Through Volunteerism

Enhance Your Brand through Targeted Social Media & Sponsorship Programs

- ▶ **About Us**

Who is CAAR?

- ▶ **Audience Data**

The Key to High Value Membership

- ▶ **Benefits of Membership**

Boost your marketing muscle

- ▶ **Opportunities**

Sponsorships for your business goals



Who is CAAR?

The Charlottesville Area Assoc. of REALTORS® is a trade organization who proudly assists over 1000 REALTORS® in Central VA by offering a variety of services to our members allowing them to serve their customers in the most technically advanced and professional way possible.

Our affiliate members are trusted experts in our local community. As members of this association affiliate gain valuable exposure to the real estate community. They also provide specific product resources to REALTOR members, establish collaborative relationships, and help grow respective businesses through sponsorships of CAAR classes, meetings, and networking events.

Audience Data

1015 Primary REALTOR Members
54 Secondary REALTOR Members
211 MLS Only Participants
68 Affiliate Firms
462 On-site class attendees (2019 pre-pandemic)
677 CAAR Facebook Group (Members Only) | Public CAAR Facebook Page
1000 Twitter Followers | 250 Following
CAAR Young Professionals Network Facebook Group
CAAR YouTube Channel
6+ Community Partners
Fairhaven (Fair Housing) Challenge Statewide Leader



Affiliate Member Benefits:

- **Serve on a CAAR Master Group**
- **Company hyperlinked and displayed on consumer and CAAR member website**
- **Community volunteerism opportunities (AHIP, Salvation Army, etc.)**
- **Sponsorships includes digital promotional display in CAAR lobby**
- **Event sponsorships include a marketing table**
- **Inclusion in Awards Honors**
- **Discount on HCC (Hillsdale Conference Center) room rental**
- **Promotional logo display during any sponsored event/class**
- **Access to member only VAR Help Techline**
- **Access to Quarterly CAAR REALTOR® roster**
- **Access to CAAR Facebook Group (Closed Group)**
- **Inclusion in RPAC events**
- **Course Instructor Opportunity**
- **Weekly e-Newsletter**
- **Inclusion in member networking events**

Q: How do I get involved to lend my voice to the organization?

A: CAAR provides you with an opportunity to make your committee selections online annually.

- Professional Development
- Operations
- Communications
- Emerging Technologies
- Young Professionals Network
- MLS Committee, REALTORS only
- Public Affairs

Involvement counts towards awards honors.

Q: How can I get involved in community volunteerism projects?

A: Every week the CAAR e-newsletter offers postings regarding any up-coming opportunity to get involved in a community project such as AHIP (Albemarle Housing Improvement Program), Angel Tree, Boys & Girls Club, and more. Involvement counts towards awards honors.

If you are using Facebook please join our CAAR (closed) Group to bring our social media fans all the most up to date happenings at CAAR.

www.facebook.com/groups/18713063232/

Q: How does sponsoring a CAAR program/event/class help my business?

A: Sponsoring a CAAR meeting, education session, event or program sets you apart from those who do not. It makes you visibly stand out, approachable and affords you the opportunity to engage, in some cases, as the sole sponsor in the spotlight.

If you are interested in sponsorships please reach out to CAAR staff to be connected and get the information for all upcoming opportunities!

Q: What are the rules of the road concerning the use of the CAAR REALTOR® member roster?

A: Once a quarter the affiliates in charge of your firm will receive a fresh CAAR REALTOR roster by email. They may distribute this to their marketing team for product and services communications to CAAR members.

If you over use it you could lose your targets attention and desire to be alerted to your services in the future. Avoid over-use and make sure your message relates to them or how they can assist their clients with your services.

You must abide by the [Can Spam Act](#) when sending electronic notices for advertisements or promotions of a commercial product or service. You must offer a way to unsubscribe from your email list. You will find the Can Spam Act info at www.ftc.gov.

The roster may NOT be used to notify members of any personal requests such as yard sales, pet adoption, charitable postings or other non-real estate services.

When sending your communication please use the following subject line and introduction. DO NOT use CAAR or the Charlottesville Area Association of REALTORS® in your subject line or in the email except for the introduction sentence. This will distinguish that the email is coming from your company and not from CAAR.

Subject: Introduction of <insert company name here>

Template: Dear Sir or Madam, <or personalize it with first name>

As an affiliate member of the Charlottesville Area Association of REALTORS®, I would like to introduce my company, <insert company name here>. Or announce a company service, discount or new product....

Not sure how to make your product message stand out? CAAR staff is can assist!



ANNUAL AFFILIATE MEMBERSHIP RENEWAL

Annually, on the first business day in September, CAAR bills dues for membership renewal. Payment is due for affiliate members by December 30th in order to add you in the next years REALTOR marketing guide and to continue membership in the new calendar year. Once paid, dues are non-refundable.

The RPAC (REALTOR Political Action Committee) suggested contribution amount may be edited as desired BEFORE making payment. Instructions will be on the billing notice to affiliate in charge. Suggested contribution is \$100.

Affiliates in charge will be billed and receive notice by email ONLY. They may elect to login and pay using a Visa or M/C or alternatively click on the provided link for the order, print, submit to their corporate office as need be and send in with a company check to:

CAAR
550 Hillsdale Drive
Charlottesville, VA 22901



CAAR STAFF AND CONTACT INFORMATION:

CAAR Main Office

Abby Tammen, CEO	Abby@caar.com	434-817-2227
Ali DiGuardo, Communications	communications@caar.com	434-817-2397
Teresa Kirkhart, Education	education@caar.com	434-817-2396
Tiffany Vann, Membership & MLS	Membership@caar.com	434-817-2395
Lauren Graf, Ed. & Events Specialist	Lauren@caar.com	434-817-2398
Brent Woodyard, Hillsdale Conference Center	Brent@caar.com	434-817-2389
Vivienne Smith, Office Administrator	vivienne@caar.com	434-817-2383
CAAR Office Fax:		434-817-2227
		434-817-2836

CAAR website:

www.caar.com

CAAR Facebook Group [members only]

www.facebook.com/groups/18713063232

CAAR Facebook Page:

www.facebook.com/CharlottesvilleAreaAssociationOfRealtors/



Audio/Video Recording & Photo Release Statement:

From time to time, CAAR uses video, still photography, and/or audio recording taken at Association activities for marketing and communication purposes, both within the Association and for external publication. By attending the activity, you are agreeing to allow CAAR to use your image in these efforts.

Questions regarding this statement? Contact Ali DiGuardo communications@caar.com / 434-817-2396





CAAR AFFILIATE MEMBERSHIP RATE SHEET AND PAYMENT FORM

Complete and return along with application to membership@caar.com

CAAR USE CODES	2024 Single Affiliate Membership (pro-rated by quarter)	Membership Fee	App Fee	Total Due
	Fee to Join Jan - Dec. (1st quarter)	\$285.00	\$50	\$335.00
9511	Fee to Join April - Dec. (2nd quarter)	\$213.75	\$50	\$263.75
	Fee to Join July - Dec. (3rd quarter)	\$142.50	\$50	\$192.50
	Fee to Join October - Dec. (4th quarter)	\$ 71.25	\$50	\$121.25

CAAR USE CODES	2024 Group Affiliate Membership (pro-rated by quarter)	Membership Fee	App Fee	Total Due
	Fee to Join Jan - Dec. (1st quarter)	\$410.00	\$50	\$460.00
9511	Fee to Join April - Dec. (2nd quarter)	\$307.50	\$50	\$357.50
	Fee to Join July - Dec. (3rd quarter)	\$205.00	\$50	\$255.00
	Fee to Join October - Dec. (4th quarter)	\$102.50	\$50	\$152.50

NOTE	<p>Affiliate membership. The quarter you join provides membership from that quarter through the remainder of the year. There is no quarterly charge. Payment due at time of joining.</p> <p>Annual renewal of affiliate membership will be billed September 1 and due October 31 each year. Notification is sent by email only to AIC (Affiliate in Charge) of firm.</p> <ul style="list-style-type: none"> ➤ Single affiliate membership is defined as hosting <u>ONE</u> representative only for CAAR volunteerism and attend meetings and events. ➤ Group affiliate membership is defined as multiple representatives listed under firm who may volunteer and attend meetings and events.
-------------	---

Payment Information: Please choose a payment option below

_____ I am mailing a check for my membership to: CAAR- 550 Hillsdale Dr. Charlottesville VA 22901

OR

_____ Please apply to my credit card: Visa ____ M/C ____ (**we accept Visa and M/C only**)

Credit Card #: _____

Expiration Date: _____ CVV Code: _____ (3 digit code on back of card)

Signature: _____ Date: _____

By signing above, I authorize the Charlottesville Area Association of REALTORS® to charge the listed amount to the credit card annotated above.



CAAR AFFILIATE MEMBERSHIP APPLICATION

Return to: membership@CAAR.com, by fax: 434-817-2836 or
mail to: CAAR 550 Hillsdale Drive, Charlottesville, VA 22901

FIRM INFORMATION:

Firm Name: _____ Firm # (CAAR Use) _____

Firm Physical Address: _____ City/State _____ Zip: _____

Firm Mailing Address, if different: _____ City/State _____ Zip: _____

Firm Phone: _____ Firm Website: _____

Firm Primary Service: _____ (title company, builder, lender, etc...)

Please send your company logo in a high-resolution jpg format to tiffany@caar.com.

CONTACT INFORMATION:

Affiliate in Charge (AIC) Name: _____ Member # (CAAR Use) _____

AIC Email: _____ AIC Website: _____

Direct Phone: _____ Mobile #: _____ Text Yes No

Text messaging sent only for important CAAR communications, as needed.

Preferred Method of Contact : Office #: _____ Direct: _____ Mobile #: _____ Email: _____

Date of Birth: _____ Any Fluent Language, other than English _____

Are you joining as: Single Affiliate (**one** representative) Group Affiliation (**more than one** representative)

PRIMARY CONTACT (Group affiliation only): My firm is applying for **Group affiliation** and the individual below may act as primary contact for meetings and events that my firm may sponsor. I am aware as AIC that all billing will be placed under my account and I will be notified directly by email.

Member # (CAAR Use) _____

Primary Representative Name: _____ Email: _____

Direct #: _____ Mobile #: _____ Text: Yes No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____ Email _____

Date of Birth: _____ Any Fluent Language, other than English _____

For Group affiliation, please provide information on additional representatives under your firm who wish to participate. Enter additional representatives on page 2 of this application. You may supply a separate form if more space is needed.

ADDITIONAL REPRESENTATIVES (GROUP AFFILIATION ONLY)

Member # (CAAR Use) _____

Name: _____ Email: _____ Phone: _____

Direct #: _____ Mobile #: _____ Text: _____ Yes _____ No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____ Email

Date of Birth: _____ Any Fluent Language, other than English _____

Member # (CAAR Use) _____

Name: _____ Email: _____ Phone: _____

Direct #: _____ Mobile #: _____ Text: _____ Yes _____ No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____ Email

Date of Birth: _____ Any Fluent Language, other than English _____

Member # (CAAR Use) _____

Name: _____ Email: _____ Phone: _____

Direct #: _____ Mobile #: _____ Text: _____ Yes _____ No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____ Email

Date of Birth: _____ Any Fluent Language, other than English _____

Member # (CAAR Use) _____

Name: _____ Email: _____ Phone: _____

Direct #: _____ Mobile #: _____ Text: _____ Yes _____ No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____ Email

Date of Birth: _____ Any Fluent Language, other than English _____

Member # (CAAR Use) _____

Name: _____ Email: _____ Phone: _____

Direct #: _____ Mobile #: _____ Text: _____ Yes _____ No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____ Email

Date of Birth: _____ Any Fluent Language, other than English _____