

Affiliate Member Benefits:

Exposure—New Business—Networking Opportunities—Referrals



Orientation Networking

- Building your business is important to us at the Central Oregon Association of REALTORS®. Strong business for our affiliates means a strong business for our REALTORS® and a healthy real estate industry as a whole. To assist our affiliates in introducing themselves and their company to our members, we will now be allowing our affiliates to attend our new member orientation where twenty minutes at the beginning of the meeting will be allotted to affiliates wishing to speak about the programs and services they offer. We will also allow the affiliates to have a table of materials in the back of the room to meet with attendees and answer questions during breaks.

Access to COAR's Communication

- As an affiliate member, you will be signed up for COAR's email communications. This includes our e-newsletter, our weekly event and education updates, and any other important e-blasts that will pertain to our affiliates. This communication will give you an understanding of what is happening in the market for our members and what events and activities they will be participating in to help focus your efforts to gain exposure in front of our members. In addition, our affiliates will have full access to the COAR website. Our methods with communicating with our members is always evolving and being updated. Please stay tuned for additional communications we may roll out.

Online Presence at www.coar.com

- COAR is rolling out a new and fresh website in 2014. Our website will house a "Find an Affiliate" database that can be used not only by our members but the public as well. As an affiliate member you will receive a web presence on our site to help drive business to you!

Attend weekly MLS tour meetings

- Affiliates are also able to attend the COAR MLS meetings on a weekly basis. Our affiliates take several minutes at the beginning of each tour meeting to discuss new individuals in their offices, programs and services they are offering and any upcoming events the affiliate may be having. This is a great opportunity for you to get in front of our members on a weekly basis.

Social and Networking Events

- COAR has a Social Committee and a Young Professionals Network who works throughout the year to create fun events for REALTORS® and affiliates as well as several networking events throughout the year. This is a great opportunity for our affiliates to get to know our members one-on-one in a fun setting to help foster new relationships and new business.

Committee Involvement

- COAR also allows affiliates to serve on several of our committees. The purpose of our committees is to review the services and programming that the association is offering in various specialties (example Public Relations) and make recommendations to the Board of Directors to update the services we are providing to our members. This is a great opportunity for our affiliates to get involved in driving the future of our association while serving side-by-side with our REALTOR® members to improve our organization.

Affiliatefest Recognition BBQ

- Each year, COAR gives back to our affiliates for all that they do for our association and our members by holding an Affiliatefest BBQ at COAR's headquarters. This is a great opportunity for you to enjoy the company of your fellow affiliates but also spend time with our REALTORS® as we thank you for all that you do throughout the year!

Blog & Communicate with COAR members

- The new COAR website will house significantly more information than in past years and will allow for more interaction with the members through blogs and message boards. This is an opportunity for our affiliate members to post information on what types of products and services you have, what events you are holding and post information you feel is important for members to assist in their businesses. This is a great way for you to get out in front of our members electronically.

Sponsorship Opportunities

- COAR hosts several great events throughout the year and are always looking for sponsors! Our events tend to draw crowds of over 100 so this is a great opportunity for you and your company to be included in all of our promotional materials and recognition at the event in front of our REALTOR® members! In 2014 COAR will be allowing affiliates to individually sponsor an event or sign up for a silver, gold or platinum sponsorship spanning several events. Stay tuned for more details!

Exposure at the COAR Office

- COAR recognizes all of our affiliates on a board at the COAR offices as well as allows our affiliates to display their company materials and business cards in the "Affiliate Corner" at our office. Additionally, when COAR staff receives calls from REALTORS® or the public regarding an area of expertise of an affiliate, we will direct them to the "Find and Affiliate" search tool on our website to help drive business to you.