

## Publications

- ◆LAR publishes a monthly newsletter, *Lakeland REALTOR®*, to keep the members informed and updated on LAR's activities, real estate issues, fellow members and other areas of interest.
- ◆We also send out a weekly Broadcast and Brokers Open Email to the members of our Association.
- ◆Affiliate Members are also included on our "Affiliate Roster" which our members and the general public can view anytime on our website. Your contact information is only a click away!
- ◆Opportunities to be featured as an "Affiliate Spotlight" Member in the monthly newsletter.

## Looking To Grow Your Business?

Networking, Education, Marketing, Leads, Membership Roster, Meetings & Conferences, Free Notary Services and more!



For more information in joining, please contact the LAR Membership Department or visit our website at:  
[www.lakelandassociationofrealtors.com](http://www.lakelandassociationofrealtors.com)



## Benefits of Affiliate Membership

*Partnering for Success*



**Lakeland  
Association of  
REALTORS®**

## Networking Opportunities

*"People prefer to do Business with someone they are familiar with."*

Costs for attending the Following functions will vary.

- ◆The Association hosts 6 (six) *Membership luncheons and guest speakers annually*, where you can meet face-to-face with our members.
- ◆The Commercial Industrial Division (CID) AND the Women's Council of REALTORS (WCR) also host monthly luncheons that our Affiliates may attend.
- ◆The Association schedules several social functions and Fund Raisers such as:  
Secretaries Luncheon, Installation and Awards Banquet, Golf Tournament, After Hours events, Santa Claus Breakfast, Stuff the Bus, Birthdays for the children of Florida Baptist Children's Home, Angel Tree, Casino Night/Annual Fundraiser, Blood Drives and more.
- ◆Acknowledgement at the LAR Bi-Monthly Luncheons

*We Appreciate Our Affiliates!*

# Sponsorship

## Opportunities

*“Helps to boost your company’s brand awareness!”*

◆As an Affiliate member you have the opportunity to sponsor a breakfast or lunch at a number of educational classes, and new member orientations by simply providing the breakfast or lunch. By *sponsoring* meals at these events, Affiliate Members have an opportunity to address all the attendees and briefly market themselves and their company. This also gives you the chance to hand out information and/or other promotional items.

◆As an Affiliate member you will also have the opportunity to sponsor membership meetings, as well many of our other social function and fund raisers hosted by the Association. (Costs will vary)

◆When Affiliate members sponsor an event, educational class, or new member orientation their names are noted in our monthly newsletter “Lakeland REALTOR®”, weekly broadcasts, and at the event.

◆Bi-Monthly Luncheon “Door Prize” Sponsor.

*Exposure, exposure, exposure!*

# Multiple Advertising

## Arenas

◆As an Affiliate member you can post your business cards in our office for all members to access at no additional charge.

◆ For a nominal cost, Affiliates have the opportunity to place a color advertisement anywhere from a business card size to a full page in our *Lakeland REALTOR®*.

## Leadership Opportunities

Affiliate Members are encouraged to become part of the Association’s Leadership Team by serving on Association committees. By joining these committees you will get the chance to attend meetings, with both REALTOR® members and Affiliate members, where you can help organize and plan events with the Association. This also allows you to give your opinions and suggestions regarding the Association while supporting the community.

### APPLICATION FOR AFFILIATE MEMBERSHIP

Application Type:  Designated Affiliate  Additional Affiliate  Replace (affiliate name) \_\_\_\_\_

*Additional affiliates may only apply if a company currently has affiliate membership.*

I hereby apply for Affiliate Membership in the Lakeland Association of REALTORS® and certify that:

1. I am not associated with a firm selling real property.
2. I do not hold an active real estate license and I'm not eligible for REALTORS® membership.
3. I am associated as a \_\_\_\_\_ with the below organization having objectives related to the Lakeland Association of REALTORS®.
4. I understand that this category of membership does not entitle me to hold elective office, voting privileges, the use of the designation REALTOR® or the emblem of the NATIONAL ASSOCIATION OF REALTORS®.
5. I am enclosing a payment in the amount of \$\_\_\_\_\_ for my annual dues/Application fee, which is non-refundable.

Applicant's Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Office Phone Ext. \_\_\_\_\_

Home Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone #: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Please choose a password (4—12 characters): \_\_\_\_\_

*Complete below if New Designated Affiliate Only*

Business Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone #: \_\_\_\_\_ Office Fax#: \_\_\_\_\_

Office Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Applicants Signature \_\_\_\_\_ Date \_\_\_\_\_

Designated Affiliates Signature \_\_\_\_\_ Date \_\_\_\_\_

*Needed if applicant is an additional affiliate or is replacing an affiliate*

### Cost for Annual Affiliate Membership\*

<u>Application Fee for Designated Affiliate \$50.00</u>	<u>Quarterly Pro-Ration</u>	<u>Designated Affiliate</u>	<u>Additional Affiliate</u>
	2010 January-March	\$250.00	\$50.00
	2010 April-June	\$187.50	\$37.50
	2010 July-September	\$125.00	\$25.00
	2010 October-December	\$62.50	\$12.50

