

## Publications

◆LAR publishes a monthly newsletter, *The 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.

◆Members are also included on our "REALTOR® 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 "REALTOR® Spotlight" Member in the monthly newsletter.

## Leadership Opportunities

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.

## And Much More....

Top notch continuing education classes & seminars  
Access to the REALTOR® Store  
Professional Staff to assist you with your industry needs  
Leading Regional MLS  
SUPRA Lockbox & Key system  
Free Notary Services

## Benefits of NAR Membership

**Real Strength. Real Advantages**  
Participating in a membership of over 900,000 members gives you Real Strength. Real Advantages. NAR serves the diverse interests of all our members who specialize in residential or commercial real estate, including established and new agents, brokers/owners, association executives or board presidents.

REALTORS® of all specialties:

- Enjoy greater earning potential
- Have access to valuable education and information resources
- Gain political power
- Adhere to a strict Code of Ethics

Some of the NAR Benefits include:  
Legislative and Legal Initiatives, Legislative and Regulatory Lobbying Campaigns, REALTORS® Political Action Committee, Legal Updates, Information Services & Business Products, REALTOR.org, REALTOR® Magazine and REALTOR® Magazine Online, REALTOR VIP® Program, Real Estate Library, Research Products and Services, Professional Standards and Development, Professional Code of Ethics  
NAR Real Estate Specialty Organizations  
REALTORS® National Conference & Expo  
For more info visit: <http://www.realtor.org/realtororg.nsf/pages/benefits>

## Benefits of FAR Membership

Some of the FAR Benefits include:  
Florida REALTOR® Magazine, Legal Services, Communications, Tech Services, Education,  
Legislative, Discount Programs & Attraction Tickets & much more! For more info, please visit:  
<http://www.floridarealtors.org/AboutFar/MemberBenefits/index.cfm>

## Benefits of REALTOR® Membership

*REALTORS® Make Good Neighbors....*

Lakeland Association of  
REALTORS®



## Networking Opportunities

*Exposure, exposure, exposure!*

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 Members 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.

## Looking To Grow Your Business?

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



## 2010 REALTOR® Membership

Thank you for your interest in the Lakeland Association of REALTORS® (LAR). The Officers, Board of Directors, and staff of the Association are dedicated to serving the needs of all of our members. We would welcome your membership in our growing professional trade Association. Following is a list of current membership fees. \*All fees are non-refundable and subject to change without notice. Members who do not pay dues and/or fees by their due date will be assessed a late fee.\*

### One Time Fees:

<b>LAR New Office Application Fee:</b>	<b>\$200.00</b>
<b>LAR REALTOR® Application Fee:</b>	<b>\$300.00</b>
<b>FAR New Member Processing Fee:</b>	<b>\$30.00</b>

### Choose Appropriate Membership Level:

**Primary REALTOR® Membership (National, State, & Local):** Annual Dues - \$471.00 due October 31<sup>st</sup>

Includes allocations for membership in the Florida Association of REALTORS®, and the National Association Of REALTORS®, as well as a \$35 assessment for N.A.R.'s Public Awareness and a \$10 assessment for FAR's Issues Advocacy. Membership dues are prorated monthly except for the FAR and NAR assessments.

Pro-ration: Jan. \$471.00	April \$364.50	July \$258.00	Oct. \$151.50
Feb. \$435.49	May \$328.99	Aug. \$222.49	Nov. \$115.99
Mar. \$400.01	June \$293.51	Sept. \$187.01	Dec. \$90.17

**Secondary REALTOR® Membership (Local):** Annual Dues - \$230.00 due October 31<sup>st</sup>

Includes allocation for membership in the Lakeland Association of REALTORS®. Secondary applicants must provide a letter of good standing from the primary REALTOR® Association.

Pro-ration: Jan. \$230.00	April \$172.50	July \$115.00	Oct. \$57.50
Feb. \$210.83	May \$153.33	Aug. \$95.83	Nov. \$38.33
Mar. \$191.67	June \$134.17	Sept. \$76.67	Dec. \$19.17

**Secondary REALTOR® Membership (State & Local):** Annual Dues - \$356.00 due October 31<sup>st</sup>

Includes allocations for membership in the Florida Association of REALTORS®, and the Lakeland Association of REALTORS®, as a \$10 assessment for FAR's Issues Advocacy. Membership dues are prorated monthly except for the FAR assessments. Secondary applicants must provide a letter of good standing from the primary REALTOR® Association.

Pro-ration: Jan. \$356.00	April \$269.50	July \$183.00	Oct. \$96.50
Feb. \$327.16	May \$240.66	Aug. \$154.16	Nov. \$67.66
Mar. \$298.34	June \$211.84	Sept. \$125.34	Dec. \$38.84

### Reinstatement of REALTOR Membership:

Please call the association for a quote if you held REALTOR membership and paid dues during the previous or current year. Applicants must provide a letter of good standing from the previous REALTOR® Association.

### 2010 Dues Billing Disclosures

To comply with applicable tax rules and regulations and to comply with USPS second class postage permit requirements for FAR's Florida Realtor® magazine and for NAR's Realtor® magazine, it is necessary for Associations/Boards to include the following disclosures on their 2010 member dues billing:

1. Portions of your dues used for lobbying purposes that are not deductible on federal income tax returns are: FAR (23%) and NAR (32%)
2. Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may contribute more or less than the suggested amount. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 100% of your contribution is sent to National RPAC and is charged against your limits under 2 U.S.C. 441a; National RPAC returns up to 70% of your contribution to FARPAC for use in connection with the election of state and local candidates and issues in Florida.
3. Payments to the Association/Board of Realtors® are not deductible as charitable contributions. Such payments may, however, be deductible as ordinary and necessary business expenses.
4. Dues include a \$3.50 allocation to FAR's Florida Realtor® magazine and a \$6 allocation to NAR's Realtor® magazine.
5. Your 2010 dues includes a \$35 mandatory assessment by the National Association of Realtors® for all Realtors® and Realtor-Associates® to fund a nationwide public awareness campaign that includes TV network and cable ads highlighting the value a Realtor® brings to a transaction and stressing the importance of using a Realtor®.
6. Your 2010 dues also include a \$10 mandatory, non-pro-ratable assessment by the Florida Association of Realtors® for the advocacy fund.

## 2010/2011 MLS Participation Fees

Thank you for your interest in My Florida Regional Multiply Listing Services (MFRMLS). The Officers, Board of Directors, and staff of the MLS are dedicated to serving the needs of all of our members. We would welcome your membership in our regional MLS. Designated REALTORS have the option to participate in our MLS and agrees all licensees active with his/her firm must also participate as a user within our MLS. Following is a list of current MLS fees. All fees are non-refundable and subject to change without notice. Members who do not pay dues and/or fees by their due date will be assessed a late fee.

### One Time Fees:

<b>New Participant/Office Set-Up Fee/Security Assessment (Broker):</b>	<b>\$215.00</b>
<b>New User Set-Up Fee/Security Assessment (Agent):</b>	<b>\$90.00</b>

**Participant/User MLS Service Fees:** Annual Fees - \$364.00 May 15<sup>th</sup>

Pro-ration: June \$363.00	Sept. \$273.01	Dec. \$182.00	Mar. \$91.03
July \$333.67	Oct. \$242.68	Jan. \$151.67	April \$60.68
Aug. \$303.34	Nov. \$212.35	Feb. \$121.36	May \$29.85

## 2010/2011 Supra Key Fees

### Option 1

**ActiveKey** Annual Lease - \$250.00 plus tax - May 31<sup>st</sup>

One Time Fees for New ActiveKey Leases....

Issuance Fee: \$75.00

If you lease an ActiveKey in...

June, July, August	\$250.00 plus tax
September, October, November	\$187.50 plus tax
December, January, February	\$125.00 plus tax
March, April, May	\$ 62.50 plus tax

### Option 2

**E-Key Software** Automatic Monthly Debit 10<sup>th</sup> of each the Month

One Time Fees for a new E-Key charged at time of set-up....

Issuance Fee \$75.00

E-Key Basic	\$24.05 plus tax
E-Key Professional	\$30.54 plus tax

## 2010/2011 Supra Lockbox Fees

### Option 1

**Lease Lockbox/iBox** Annual Lease - \$18.69 plus tax - May 31<sup>st</sup>

LAR REALTOR® members in good standing are eligible to lease lockboxes. Leased iBoxes have an unlimited warranty

If you lease an iBox in...	Amount
June, July, August	\$18.69 plus tax
September, October, November	\$14.02 plus tax
December, January, February	\$ 9.34 plus tax
March, April, May	\$ 4.67 plus tax

### Option 2

**Purchase Lockbox/iBox** Purchase Price - \$97.00 plus tax

REALTORS® may purchase lockboxes in the LAR REALTOR® store. All purchased lockboxes come with a 1 year warranty. Purchased lockboxes may be sold or deprogrammed by the owner of the lockbox only. If selling or purchasing a used lockbox please make sure to get a transfer of ownership signed by the seller and purchaser.

