

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!



2011 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:
LAR New Office Application Fee: \$300.00
LAR REALTOR® Application Fee: \$300.00
FAR New Member Processing Fee: \$30.00

Choose Appropriate Membership Level:

Primary REALTOR® Membership (National, State, & Local): **Annual Dues - \$481.00 due October 31st**

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. \$481.00	April \$372.00	July \$263.00	Oct. \$154.00
Feb. \$444.66	May \$335.66	Aug. \$226.66	Nov. \$117.66
Mar. \$398.44	June \$299.34	Sept. \$190.34	Dec. \$ 81.34

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

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. \$240.00	April \$180.00	July \$120.00	Oct. \$ 860.00
Feb. \$220.00	May \$160.00	Aug. \$100.00	Nov. \$ 40.00
Mar. \$200.00	June \$140.00	Sept. \$ 80.00	Dec. \$ 20.00

Secondary REALTOR® Membership (State & Local): **Annual Dues - \$366.00 due October 31st**

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. \$366.00	April \$277.00	July \$188.00	Oct. \$ 99.00
Feb. \$336.33	May \$247.33	Aug. \$168.33	Nov. \$ 69.33
Mar. \$306.67	June \$217.67	Sept. \$128.67	Dec. \$ 39.67

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.

2011 Dues Billing Disclosure

To comply with applicable tax rules and regulations and to comply with USPS second class postage permit requirements for FAR's *Florida Realtor®* and *NAR's Realtor® magazine*, **it is necessary for Associations/Boards to include the following disclosures on their 2011 member dues billing:**

Portions of your dues used for lobbying purposes that are not deductible on federal income tax returns are: **Florida Realtors (23%)** and **National Association Realtors (26%)**.

Contributions to RPAC are voluntary and will be used for political purposes and support of state, local, and federal candidates and political parties and in issue initiatives. Making a contribution is not a condition of membership in the Association and a member may refuse to contribute without suffering any reprisal. Seventy percent of each contribution is used by RPAC-Florida and RPIC Florida to support state and local candidates and state and local issues. Consult your local Association / Board for the exact percentage going toward each. The balance is sent to National RPAC and is charged against your contribution limits prescribed by 2 U.S.C. 441a. Contributions are not deductible for federal income tax purposes.

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.

Dues include a \$3.50 allocation to *Florida Realtor®* magazine and a \$6 allocation to *NAR's Realtor®* magazine.

Your 2011 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®.

Your 2011 dues also include a \$10 mandatory, non-pro-ratable assessment by the **Florida 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:
New Participant/Office Set-Up Fee/Security Assessment (Broker): \$215.00
New User Set-Up Fee/Security Assessment (Agent): \$90.00

Participant/User MLS Service Fees:	Annual Fees - \$364.00 May 15th		
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 31st**

One Time Fees for New ActiveKey Leases....
 Issuance Fee: \$75.00

If you lease an ActiveKey in...	Amount
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 10th 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 31st**

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.

