

***Working Hand In Hand with your local
REALTORS® to help grow your
business.***



**LAKELAND
REALTORS**
your real estate voice.

2022 Preferred Business Partner Program

It's not who you know - it's who knows YOU.

Let our over 1400 REALTOR® members
get to know YOU.

THE 2022 PREFERRED BUSINESS PARTNER MEMBERSHIP GIVES YOU OPTIONS:



- **Networking! Networking! Networking!**

As a member you will receive Invitations to our membership functions such as Meetings, Luncheons, After Hours , and Social events.

- **Leadership Opportunities**

You will also have the opportunity to participate on Committees, Task Forces and Community Service Projects.

- **Variety of Sponsorship Opportunities**

Preferred Business Partner members have an opportunity to choose one of the tiered options or to choose to sponsor membership meetings, education classes, after hours events, social events, fundraisers and community projects on an a la carte basis. It's Your Choice!

AL LA CARTE SPONSORSHIP OPPORTUNITIES:

BROKER MEETINGS —PRICE: \$300.00

AVAILABLE: TBD

The Preferred Business Partner may sponsor Broker Meetings and will include the following: Table to display literature, 5-10 minutes to speak during the program, 1 ticket for lunch, tent cards with sponsors name & logo at each table. Covered sponsor table for company literature table and the opportunity to network with members. Multiple sponsors for individual meetings are available at reduced costs.

EDUCATION SPONSOR—PRICE: \$300+

AVAILABLE: 60+

Lakeland REALTORS® offers many educational seminars and classes throughout the year. The Preferred Business Partner Education Sponsor may choose to sponsor several of the seminar/classes. The Education Sponsor will be introduced at the beginning of the class and will be allowed to make a 5-10 minute presentation introducing themselves and their company to the attendees. Multiple sponsors for individual sessions are available at a reduced costs. Sponsorship costs for Designations Classes are higher.

LEADERSHIP ACADEMY SPONSOR

AVAILABLE: 4

The Lakeland Leadership Academy seeks to identify, inspire, and mentor future leaders of Lakeland REALTORS®. There are four sessions.

ANNUAL EVENTS & FUNDRAISERS—PRICE: \$50.00-\$2,000.00+

AVAILABLE: approx. 10

Lakeland REALTORS® hosts a variety of networking, social and fundraising events throughout the year. (EX: Golf Tournament, After Hours, Annual Installation) These events offer a variety of tiered sponsorship opportunities. *Events and Fundraisers vary throughout the year. Announcements will be made via email during the year.*

NEW REALTOR® MEMBER ORIENTATION—PRICE: Varies

AVAILABLE: 8-9

Lakeland REALTORS® requires new REALTOR® members to attend New Member Orientation and we are hoping to get back to in-person Orientation sessions in 2022. Preferred Business Partners may sponsor breakfast for our new members and make a 5 minute presentation with the cost dependent upon the cost of the breakfast.

MONTHLY “BROADCAST” ADVERTISEMENT—PRICE: \$500.00 for one month

Each week Lakeland REALTORS® sends important broadcasts providing the latest information regarding news and events to our members. The Monday Morning E-Broadcast and the Tuesday Education Broadcast are regular communication vehicles. Broadcast Sponsors will have their name and logo prominently displayed on the sidebar of each broadcast for the entire month.

OTHER BENEFITS:

YOUR LOGO PROMINENTLY DISPLAYED ON OUR WEBSITE—INCLUDED WITH YOUR DUES

Our website (www.lakelandrealtors.org) provides a host of information for consumers and members alike! Your logo is prominently displayed on the website. With approximately 15,000 hits annually, this is a great benefit.

PREFERRED BUSINESS PARTNER ROSTER

A roster of all of our Preferred Business Partners is available on our website. The roster includes the individual member's name, email address, business field (e.g. attorney, home inspector), phone number, and the firm name. The roster is updated frequently.

OPPORTUNITY TO JOIN THE PREFERRED BUSINESS PARTNER COMMITTEE

All of our Preferred Business Partners are invited to join the Preferred Business Partner Committee. The committee plans and hosts the annual Preferred Business Partner Event (usually held in October) and seeks to strengthen the relationships between our Partners and the REALTOR® members.

All Opportunities are Pending Availability

Membership Questions?

Contact our Membership Director, Sue Fry at SFry@lakelandrealtors.org

2022 Lakeland REALTORS® Preferred Business Partner Application:

Business Name: _____

Business Address: _____

Business Phone: _____ Fax: _____

Firm Website: _____

Business Partner Information:

Mr Mrs Ms

First Name: _____ Last Name _____

Office Direct #: _____ Fax: _____ Cell# _____

Home Address: _____

Street

City

State

Zip

E-Mail: _____ Agent Direct Website: _____

Preferred Address: Home Office Preferred Phone: Office Cell

Preferred Fax: Office Direct

Business Classification:

<input type="checkbox"/> Title Company	<input type="checkbox"/> Financial Advisor	<input type="checkbox"/> Bank/Credit Union/Lender	<input type="checkbox"/> Attorney
<input type="checkbox"/> Inspection Service	<input type="checkbox"/> Interior Design/Staging	<input type="checkbox"/> Real Estate School	<input type="checkbox"/> Insurance
<input type="checkbox"/> Communications	<input type="checkbox"/> Mortgage Company	<input type="checkbox"/> Computer/Web Design	<input type="checkbox"/> Builder
<input type="checkbox"/> Moving Company	<input type="checkbox"/> Cleaning Services	<input type="checkbox"/> Other _____	

*I hereby submit the following information for your consideration to become a Preferred Business Partner with the Lakeland REALTORS®. I understand that this Category of Membership DOES NOT entitle me to hold elective office, voting privileges or permit the use of the REALTOR® Designation or the REALTOR® Logo. I further affirm that I do **NOT hold an active real estate license and am NOT engaged in the brokerage of real estate property.** By signing below I consent that the REALTOR® Association may contact me and our representatives at the specified address, email, telephone and fax numbers provided. This consent applies to changes in contact information that may be provided to the Association in the future. This consent recognizes that certain state and federal laws may place limits on communications that I am waiving to receive all communications as part of my membership. Information as provided above will be printed in the Association's Preferred Business Partner Directory. Partner membership is annual. A renewal notice will be emailed to you annually in November. Payment is due in December. Membership dues are not refundable.*

Signature of Applicant: _____ Date: _____

Annual Dues are \$200.00 (prorated monthly \$16.67 per month per person).

PAYMENT TYPE: _____ Check _____ Credit Card



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