



Preferred Business Partner Program 2026



Lakeland REALTORS® offers exclusive sponsorship opportunities designed to help your business stand out among our highly engaged REALTOR® community. As a sponsor, you'll gain direct visibility to active real estate professionals, build credibility, and form meaningful relationships that support your business growth.



Please note: Sponsorship opportunities are available only to current Preferred Business Partners of Lakeland REALTORS®. If you are not yet a Preferred Business Partner, please contact our office to learn more about joining.



info@lakelandrealtors.org



www.lakelandrealtors.org

About Us

Lakeland REALTORS® is a professional trade organization chartered by the National Association of REALTORS®. We have been serving our members and community for 100 years and continue to fight for private property rights, low taxes, keeping utility fees to a minimum and affordable housing opportunities in our area.

Our leadership objectives are to unite those engaged in the recognized branches of the real estate profession for the purpose of exerting a beneficial influence upon the profession and related interests. To promote and maintain high standards of conduct in the real estate profession as expressed in the Code of Ethics of the National Association of REALTORS®.

About Our Members



- 1,500+ REALTOR® and Affiliate Members
- Includes: brokers, agents, appraisers, lenders, inspectors & service providers
- Targeted audience of real estate professionals who value trusted local partnerships
- Highly engaged interactions virtually and in person through classes, networking events

What We Offer Our Preferred Business Partners



- Exposure to 1500+ REALTOR® members
- Online Directory Listing
- Invitations to Networking Events
- Weekly Broadcast Newsletter Access
- Eligibility to serve on committees
- Opportunity to teach Continuing Education courses (must be approved through the Education Committee)
- New Partner Welcome Post
- Access to Supra® Key*

*Supra® key access available to eligible licensed professionals only (such as licensed inspectors)



What Our Partners Say About Us



I am a proud Preferred Business Partner (PBP) of the Lakeland REALTORS®! As a PBP I am able to connect with professionals across various industries, as well as realtors in our community. This partnership goes beyond sharing our products and services, it's about building relationships and making a positive impact. I especially enjoy serving on the PBP committee organizing events for our realtors and raising funds for local nonprofits. Being a PBP is an investment in both yourself and your company.

– Mary Stephenson, Preferred Business Partner Since 2008



Musick Roofing loves sponsoring events with Lakeland REALTORS® because they consistently create valuable opportunities to connect with the professionals who drive our local real estate market. Their events put us directly in front of our target audience, allowing us to build relationships, share expertise, and support the community we're proud of serve.

– Ben Johnson, Preferred Business Partner Since 2019

Let's Grow Together

We value our Preferred Business Partners and the vital role they play in supporting our REALTOR® community.

Ready to get started or learn more?

📞 Call us at 863-687-6111

✉ Email: info@lakelandrealtors.org

🌐 Visit: lakelandrealtors.org

Preferred Business Partner Membership Tiers



Affiliate Partner



\$220/yr
1 Representative
Included From Your
Business

Growth Partner



\$550/yr
2-3 Representatives
Included From Your
Business

Horizon Partner



\$750/yr
4-6 Representatives
Included From Your
Business

Network Partner



\$1000/yr
7-10 Representatives
Included From Your
Business

Alliance Partner



\$1250/yr
11-15 Representatives
Included From Your
Business

Click To Apply Online

