

HOW YOUR DUES DOLLARS WORK FOR YOU

Your dues are collected by your local board, but do you know what they're used for?

First: Your local board pays your dues to the NATIONAL ASSOCIATION OF REALTORS® the largest trade association in the world. We send \$115. to National. This is what it does for you:

\$35. Each year goes to pay for the advertising that raises public awareness of the benefits REALTORS® bring to the marketplace. Radio and television ads run on over 6,000 stations. This advertising campaign has significantly increased consumers understanding of the advantages of working with a REALTOR®.

Real Representation in Washington. NAR's Government Affairs representatives fight for your interests in Washington, D.C. and work to put money in your pockets through legislative and regulatory activities. In 2001 your team of activists was rated the ninth most powerful and influential lobbying organization in the country by Fortune magazine.

In addition you will receive the following benefits:

- A years subscription to a professional magazine would cost at least \$15. Every month you can stay on top of trends by reading REALTOR® Magazine. The publication provides you with essential business intelligence and time and money saving tips that can enhance your productivity, keep you on the right side of the law and help you conduct a more successful business. You can also visit the magazine online at realtormag.com. This business support tool features Tool Kits and Advisors that provide key information and guidance to continue to expand your skills.
- The Code of Ethics. The Code was developed by the National Association in 1913, and it still remains vibrant and alive. As the business of real estate has become more complex the code has adapted to instruct and guide members in their daily dealings with clients, customers, the public and each other. The Code is constantly reevaluated and can change year to year.
- REALTOR® VIP Program. With over 750,000 members, NAR's unprecedented purchasing power enables us to provide access to financial, technology, office management solutions and automotive/travel offerings, all from industry-leading corporations and with significant special offers and advantages.
- REALTOR.COM. Over 3 million potential homebuyers visit REALTOR.COM each month to search the nation's largest database of homes for sale.
- Information at your fingertips. Turn your computer into a powerful business resource with REALTOR.COM where you have exclusive access to an online community of REALTORS®, a virtual library of periodicals, books and research materials, daily industry news, and government and legal updates from capitol Hill. REALTOR.COM also gives you access to the REALTOR VIP online catalog, and the REALTORS® product Mall.

The strengths you get from NAR are just the beginning. Next let's look at the Maine Association, where \$182 of your dues dollars go.

- Legislative issues and PR. Linda Gifford spends many hours fighting for your interests in Augusta, tracking legislation and giving you opportunities to intervene when your business is at risk. Linda has often been cited as our biggest asset as she goes about Augusta representing the members of the Maine Association of REALTORS®.
- Legal Services including HotLine How much would you have to pay to have a lawyer on call? You can call Linda Gifford on the Legal Hotline anytime you have a legal question concerning real estate transactions.
- How much do you have to pay to get the answers to a computer question? \$25 per question that's how much, but through your membership in the Maine Association you have access to the Tech Hotline.

The Hotline covers internet issues, dial up networking functions, most major brand computers, laptops, printers, scanners, digital cameras, tape backups and common business devices as well as most major brand software products.

- Zip Forms. These forms come to you in your computer at work or at home. They are regularly updated whenever there are changes in the industry.
- E-News comes to you whenever there is information you can use. It may include media reports, course information, market conditions, alerts and Calls to Action, changes and updates in MLS or Zip Forms, rules or changes from the Commission, DEP or other federal and state agencies.
- MaineRealtorPlace.com your web site for information about and from the Maine Association including technology, legislative, events, education, a member directory, and links to important sites.
- MaineLivingNetwork.com, the Maine Association web site for the public, with information about properties and agents.
- Convention. Every year the Maine Association hosts a convention within the state of Maine, where educators and speakers from across the country come to inspire and educate. During the convention the Maine REALTOR® of the Year is announced and a banquet is held to honor all the local recipients of the award. A large exhibit hall is also available where attendees can see new items of interest to real estate professionals.
- Education Courses. The Maine Association provides education resources for the members of the organization. Instructors from around the country come to provide opportunities to earn the GRI and CRS designations through education in Maine.
- MAR Foundation. The purpose of the Foundation is to provide financial resources to groups and organizations for the purpose of funding activities, programs and services which directly or indirectly expand, create, maintain or encourage development of decent, suitable shelter and housing opportunities in Maine. The Foundation funds come through a partnership between local banks and REALTORS® and their clients.

Next is the local Board. \$80 of your dues money stays in the local board to provide the following:

- Phone Book with a list of all the offices in the board, the members within the office and their contact information. Town Information including town office hours and important elected officials. An updated phone book can be downloaded from www.midcoastrealtors.net.
- Education and Orientation Courses. 8 courses are given each year. The Ethics Course required every four years to remain in the REALTOR® organization, the core course required by the Real Estate Commission to renew or reactivate a real estate license and many other courses to members are free - \$45 to non-members.
- Ethics enforcement. The Code of Ethics is what sets you apart from other real estate professionals. Without enforcement, however, it would be worthless. The board does not charge for this service – it's paid entirely by dues.
- Arbitration/Mediation Services – to help settle disputes between agents. Mediation is free. Some costs of arbitration are paid by the losing party.
- Monthly Newsletter with information about education and council activities.
- Membership Meetings, opportunities for networking and education.
- Support for Council Activities such as charitable fundraisers and open house tours.
- MidCoastRealtors.net your web site with information about Council activities, Education, a Membership Directory, Membership Application and Dues schedule for prospective members and links to real estate related sites.

When you consider the benefits you get from your REALTOR® state and local associations and the National Association, it's easy to see that membership in the REALTORS® organization is truly a valuable business asset.