



Affiliate Membership

SPAAR Affiliate Members play a vital role in the Association, a role that is becoming increasingly more active.

Affiliate Membership at SPAAR is a special type of membership reserved for individuals who are not licensed Real Estate Professionals, but who have an interest in becoming involved with the Association, engaging with their communities, growing their networks through supporting REALTORS® with resources, services, and programs.

Affiliate members at SPAAR include mortgage bankers, closing coordinators, home inspectors, home warranty representatives, insurance agents, moving services, photographers or videographers, staging or interior design companies and web design companies, and more.

Membership is on an individual basis, not a corporate/company-wide membership.

Membership Benefits

Make the right connections with the Saint Paul Area Association of REALTORS'® 7,800+ REALTOR® members and 330+ Affiliate Members. With more than 130 years of experience, SPAAR knows how to connect you with the right players in the field to grow your business.

Communication

- ◆ Inclusion in the 'Find an Affiliate' Search Directory, available via www.spaar.com – a complete online profile with name, company, photo, and contact information.
- ◆ Inclusion in the Affiliate Member Directory page on SPAAR's Community Campus – SPAAR's virtual classroom/meeting campus site.
- ◆ Subscription to the SPAAR eNews (Monday) and Education & Events newsletter (Thursday) via email.
- ◆ Members-only Facebook group for virtual networking with SPAAR members to offer your expertise. *Note: no solicitation or promotion is allowed in this private group.*

Promotion & Networking Opportunities

- ◆ Priority marketing opportunities through sponsorships are available for a variety of events (*examples below*).
 - Annual Inaugural Celebration (*Winter Social*)
 - Charitable Fundraising events (*Wine & Dine, Cheers for Charity, etc.*)
 - Metro YPN networking breakfasts (*Good Morning YPN!*)
- ◆ SPAAR newsletter and social media advertising – for promotion of events held at SPAAR offices or co-hosted events for free. For other promotions, see SPAAR's Advertising contract.
- ◆ Industry-expertise Instructor opportunities for educational presentations or continuing education courses for MN real estate licensees (if eligible)

Resources and More

- ◆ Current membership rosters available by request (no emails provided)
- ◆ Find a REALTOR® search directory via your SPAAR membership portal.
- ◆ Classroom and Meeting Room complimentary rental – SPAAR members may enjoy complimentary use of our meeting rooms, board room, and classroom for meetings. *Advance reservation and contract required.*
- ◆ Access to Electronic Supra keys (if eligible)
- ◆ Twin Cities Area Market Statistics
- ◆ SPAAR Committee member opportunities – Get Involved!
- ◆ Awards and Recognition
- ◆ Two charitable organizations to be a part of and help make meaningful differences in your community - Give Back through Toys for Joy or The Realtors® Charitable Foundation

Engagement & Sponsorships

“The value of a sponsorship comes from the relationship it facilitates.” (*nar.realtor, 2017*)

A Year of Opportunity. What does a year of SPAAR events and education look like? Many opportunities throughout the year at varying events for sponsorship include media exposure, networking, in-person and virtual presentations, and more.

The Saint Paul Area Association of REALTORS® sponsorship options include both annual packages and a la carte choices. With more than 8,000 members, SPAAR offers a network environment of successful professionals in which you can develop enduring relationships and a positive impact on the growth of your business. Whether your goal is to reach a specific segment of the REALTOR® community, such as broker or newly licensed agents, or want to build brand awareness through increased visibility over a multi-month or annual period, SPAAR has a variety of media-based and in-person marketing opportunities available to assist you in reaching your business goals.

The Annual Sponsorship Program provides the most consistent marketing over the course of the year. If you prefer to take each event as it comes, we've displayed a list of our annual events and sponsorship opportunities for your convenience. Sponsorships must be paid in full prior to any marketing services provided by SPAAR.

Association Neutrality Policy

The Saint Paul Area Association of Realtors (SPAAR) is a 501(C)(6) trade association dedicated to providing products and services to Realtors throughout the Twin Cities area. Supporting member business success and protection of property rights are core values of the association. As members, by definition, are competitors in the marketplace, but simultaneously cooperate with other agents and brokerages to serve the best interests of consumers, it is critical that licensees can join together to advance the overall interests of the industry in a secure, neutral, and comfortable environment. SPAAR facilities and events, therefore, must be a meeting ground that is industry-centric and company-neutral.

To that end, the following will apply to SPAAR facilities and events:

- ◆ Any action or discussion that may be perceived as in violation of applicable antitrust laws is strictly prohibited. Any offenders will be immediately expelled.
- ◆ All actions and conduct of members must be consistent with the Realtor Code of Ethics, Minnesota license laws and Department of Commerce regulations.
- ◆ Professional demeanor and a respectful attitude must be exhibited at all times.
- ◆ SPAAR encourages use of our facilities by other industry partners and expects them to also comply with these standards.
- ◆ Likewise, on a space available basis SPAAR facilities are available for brokerage classes, events, and meetings.
- ◆ However, there shall be no solicitation, recruiting of agents, discussion of differing company benefits, or other suggestions of re-affiliation directed toward new agents or agents licensed to a competing brokerage.

Note: The Board of Directors shall periodically direct the Management Team to suggest what fees, if any, will be charged for use of SPAAR facilities by non-SPAAR groups.