



# 2023 AFFILIATE MEMBERSHIP



10 HOLLYWOOD BLVD SE  
FORT WALTON BEACH, FL  
32548



6757 US HWY 98 SUITE 202  
SANTA ROSA BEACH, FL  
32459



1804 PRADO ST.  
NAVARRE, FL 32556



# Why Become an ECAR Affiliate?

**There is no other single market source that allows you the direct relationship with over 5,000 real estate professionals, educational courses, offering opportunities to sponsor events, meetings, and so much more!**



**Membership gives your company widespread visibility with ECAR through marketing and publicity all year-round.**

**Whether you sponsor live or virtual event, you will have a captive audience to promote your business!**

**Not only will you have exclusive access to our Realtor® Members and companies in the real estate industry, affiliates also have access to career boosting professional development and networking.**





# What is included in your Affiliate Membership?

## Searchable Affiliate Listing

Once you become an Affiliate Member, your business will be listed on our searchable Affiliate list on our webpage. **Only Affiliates can be recommended by the Association.**

Click on Affiliate Member at [www.emeraldcoasthomesonline.com](http://www.emeraldcoasthomesonline.com)

## Sponsorship Opportunities

- Realtor Education Classes
- Networking Events
- New Member Online Orientations
- Marketing Material at ECAR office

## Our Events & More Opportunities

- Member Meetings
- Committee Networking Socials
- RPAC Involvement
- Education Luncheons
- Annual Awards & Installation

## Special Sponsorships

The following events are open to outside businesses as well. Membership not required to sponsor.

- Soldiers on The Water
- RE Bar Camp
- Building Homes for Heroes Event

## Supra

Access to Supra Lock Box Network covering multiple counties. Fees and restrictions apply.

## Online Bill Pay

Access your online account by selecting Login at [www.emeraldcoastrealtors.com](http://www.emeraldcoastrealtors.com)

## Committee Participation

Join one of our committees and you will be working alongside with Realtor Members to plan events & community service.

- Community & Military Outreach (CAMO)
- Global Business
- Professional Development
- RE Bar Subcommittee
- Soldiers on the Water (SOW)
- Young Professionals Network (YPN)

## Facility Usage

Access to ECAR's Education & Meeting spaces at 2 locations (FWB & SRB). Pending availability and must fill out rental agreement for booking.

- Large Classroom
- Board Room
- Conference Rooms
- Premium A/V & Tech options

## MLS Tour Sponsorship Opportunities

See MLS calendar at [www.emeraldcoastrealtors.com/mls-tours/](http://www.emeraldcoastrealtors.com/mls-tours/) for tour areas and dates. Must contact MLS Tour Coordinator for sponsorship opportunities.

## Affiliate EXPO & Appreciation

Every year in November ECAR hosts an EXPO & Appreciation, so Affiliates can meet with Committees and ECAR staff for an update on benefits and first look into the next year!

# AFFILIATE APPLICATION FOR MEMBERSHIP

Please return completed application to: [wendy@ecaor.com](mailto:wendy@ecaor.com)

**COMPANY NAME:** \_\_\_\_\_

**CONTACT PERSON & TITLE:** \_\_\_\_\_

\$250 Annually

**TYPE OF BUSINESS**

- ☐ Attorney/Legal
- ☐ Home Warranty
- ☐ Mortgage/Lender/Bank
- ☐ Repairs/Renovations
- ☐ Builder/Developer
- ☐ Insurance
- ☐ Pest Control
- ☐ Settlement/Title
- ☐ Home Inspector
- ☐ Marketing
- ☐ Photography
- ☐ Vacation Rental

☐ Other (Specify) \_\_\_\_\_

**COMPANY ADDRESS:** \_\_\_\_\_

**CITY, STATE, ZIP:** \_\_\_\_\_

**OFFICE PHONE:** \_\_\_\_\_ **OFFICE FAX:** \_\_\_\_\_

**OFFICE E-MAIL ADDRESS:** \_\_\_\_\_

**WEB PAGE ADDRESS (URL):** \_\_\_\_\_

**PERSONAL INFORMATION**

**NAME:** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_  
**CITY, STATE, ZIP CODE**

**HOME PHONE:** \_\_\_\_\_ **CELL:** \_\_\_\_\_

**E-MAIL ADDRESS:** \_\_\_\_\_

**Would you like to conduct an Affiliate Program class? If so, what type? (e.g. Lunch & Learn or etc.)**

\_\_\_\_\_

**ADDITIONAL AFFILIATE MEMBERS**

**\*Any Additional Members will be \$100 Annually.**

**Contact Person & Title:** \_\_\_\_\_

**Phone & E-mail Address:** \_\_\_\_\_

**Contact Person & Title:** \_\_\_\_\_

**Phone & E-mail Address:** \_\_\_\_\_

# A La Carte Menu

# Cost

<b>Additional Company Contact</b>	<b>\$100 Per Additional Affiliate</b>
<b>New Member Online Orientation</b>	<b>\$350 Per Month \$4200 Per Year</b>
<b>Acknowledgement In The ECAR Buzz *Plus Marketing Materials In Both Lobbies</b>	<b>\$250 Per Month \$3000 Per Year</b>
<b>Banner On Main Page Of Both ECAR Websites</b>	<b>\$250 Per Month \$3000 Per Year</b>
<b>In Person Class Sponsorship</b>	<b>\$10 Class Sponsor \$20 Breakfast Sponsor \$25 Lunch Sponsor (Cost per Registered Attendee)</b>
<b>Event Sponsorship</b>	<b>Prices Vary Per Event</b>
<b>MLS Tour Sponsorship</b>	<b>Provide Commercial Produced Beverage to Tour (Must contact MLS Tour Coordinator for arrangements)</b>
<b>Virtual Class Sponsorship</b>	<b>\$50 Per Class</b>
<b>MLS Class Video Commercial</b>	<b>\$50 (Must Provide Video)</b>
<b>Social Media Ad or Video</b>	<b>\$100 Static \$200 90 Second Video (Must Provide Ad or Video)</b>
<b>Marketing Ad on TV Lobbies</b>	<b>\$50 Per Month (Must Provide Ad)</b>
<b>Leadership Development Program (LDP)</b>	<b>**\$7,000 Annual Sponsor or \$500 Individual Lunch Sponsor Details Upon Request</b>
<b>RPAC Corporate Allies</b>	<b>\$1,000 to \$10,000 Per Year Details Upon Request</b>

\*Marketing materials may include brochures and flyers. All materials pending approval.

\*\*Note that each sponsor will have additional expenditures and responsibilities associated with this level of sponsorship. These can include items such as their staff travel expenses, meeting lunches for the group, refreshments and snacks during certain events for the group, their company swag, etc.

**Please circle all committees that you are interested in joining. Note that you are not guaranteed a seat.**

**CAMO**

**Professional Development**

**SOW**

**Global Business**

**RE Bar**

**YPN**

Affiliates may not access ECAR MLS however you do have the opportunity to sponsor a MLS tour . There can only be one primary affiliate contact per company. This person is considered the responsible member. You can add other employees for the company provided we have information on them. If anyone leaves the company, then this must be reported to ECAR as we have no other way of knowing whether there are personnel changes. Should the primary affiliate contact leave the company, a new primary contact can be added once a new Affiliate Membership Program application is completed (membership dues will not apply as long as the membership dues have been paid for the current year AND the change occurs within the same year).



# ECAR AFFILIATE MEMBER CODE OF CONDUCT

## **Article 1**

The Affiliate Member shall provide equal professional service to any person regardless of race, color, religion, sex, disability, familial status, national origin, creed, marital status, sexual orientation, status with regard to public assistance or handicap, whether physical or mental. I understand further than local ordinances may include other protected classes.

## **Article 2**

The Affiliate shall not use harassing speech, hate speech, epithets, or slurs based on race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

## **Article 3**

The Affiliate shall be informed and do business in accordance with laws, governmental regulations, and public policies in the field in which the Affiliate customarily engages.

## **Article 4**

The Affiliate shall provide a level of competent service in keeping with the standards of practice in the field in which the Affiliate customarily engages.

## **Article 5**

The Affiliate shall promote business in a positive and professional manner based on individual merit and those of the Affiliate Company.

## **Article 6**

The Affiliate shall not denigrate competitors in an attempt to gain business. The Affiliate shall not knowingly or recklessly make false or misleading statements about competitors, REALTOR® members or affiliate members.

## **Article 7**

The Affiliate shall interact with all affiliate members within the guidelines of this Code of Conduct.

## **Article 8**

The Affiliate shall not undertake activities that compromise or interfere with the contractual business relationship REALTOR® and affiliate members have with their customers and clients.

## **Article 9**

The Affiliate shall not publicly use harassing or hateful speech in regard to ECAR's members.

## **Article 10**

The Affiliate shall abide by all of the rules and regulations contained in the Common Lock Box Rules (should they so subscribe). In addition, affiliates will follow the rules and regulations contained in the Association Bylaws and will aspire to follow the rules and regulations contained in the Code of Ethics of the National Association of REALTORS®. This would include cooperation in any disciplinary proceedings or investigations conducted by the Association.

## **Article 11**

As we do welcome everyone to attend all events you must be mindful of other companies if you are not the sponsor. You will not be allowed to market yourself at the event that you did not sponsor. If attending an event that you did not sponsor there may be a minimum of a \$40 charge to attend.

# **AFFILIATE MEMBERSHIP TERMS AND CONDITIONS**

## **ECAR Event Sponsorship/Advertising Payments for Affiliates – Due Dates:**

- Payment in full will be required 20 days out from the event that requires pre-order or pre-printed swag, or your company name and/or logo will not be included in that material.
- Payment in full will be required 10 days out from the event that require pre-printed flyers or printed programs, or your company name and/or logo will not be included in that material.
- Payment in full will be required one day out from the event for any digital items or slides that require listing of company logo at the event, or your company name and/or logo will not be included in that material.
- For any advertising of event through social media or Association newsletter, sponsoring Affiliate will immediately have their logo/graphic included upon payment made in full.

## **Payment Options:**

- Affiliate/Sponsor can pay for each event separately throughout the year, but in advance of the event.

## **Payment Past Due or Failure to Pay:**

- Any Affiliate, who is behind on annual Affiliate dues or sponsorship payment, will be given a 30-day grace period to bring the account current.
- Should any Affiliate not meet their annual dues, marketing or sponsorship obligation, and/or does not bring past due account current within 30-day grace period, then said Affiliate will be unable to participate in any further ECAR marketing or sponsorship programs, until account is made current or unless prior approval has been granted.

# AFFILIATE MEMBERSHIP TERMS AND CONDITIONS CONT.

I hereby apply for the Affiliate Membership Program in the EMERALD COAST ASSOCIATION OF REALTORS®, INC., (ECAR) and enclose my payment, which I understand will be sent back to me if I am not accepted to membership. I consent and authorize ECAR, to invite and receive information and comment about me from any Member or other person, and I agree that any information and comment furnished to ECAR by any Member or person in response to any such invitation shall be conclusively deemed to be privileged and not form the basis of any action by me for slander, libel, or defamation of character.

Dues payments to the ECAR are **not tax deductible as charitable contributions.** Portions of such payments may be deductible as ordinary and necessary business expenses.

Sponsorship of ANY ECAR activities (classes, events, etc.) must be used solely for marketing your company and providing services and/or benefits to our current members.

**Sponsorship of any kind cannot be used for recruiting purposes.** Violation of this will result in revocation of your sponsorship for any future ECAR activities and could lead to termination of membership.

ECAR requires Affiliate Members to be individuals that represent firms that have interest in providing service to Realtors® in this association. This contract terms and conditions are established for mutual benefit of ECAR, the members of the association, and the Affiliate Members. References made to partners and or partnerships in no way constitute any form of legal partnership. **Upon execution of this agreement, you acknowledge that you are responsible for all annual membership fees and any additional fees as incurred and are payable in advance and are nonrefundable.**

I understand that my selection of individual sponsorships is not guaranteed and are based on course enrollment and availability. I agree to abide by the Affiliate Code of Conduct, Bylaws, and Rules and regulations of ECAR. I understand that nonadherence to these policies may result in revocation of membership.

By signing below I acknowledge that I have read and understand the terms and conditions of this contract.

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## ANNUAL PRIMARY AFFILIATE DUES

\$250 per year. Billed out in January each year

## ADDITIONAL AFFILIATE MEMBER DUES

\$100 per year per added company Affiliate. Billed out in January each year

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Credit Card Billing Authorization Form

Please select from the two following payment options. If you would like to enjoy the convenience of automatic billing, simply select the automatic billing option or you can select the one-time payment option. All requested information is required. Upon approval, we will automatically bill your credit card for the amount indicated. You may cancel this automatic billing authorization at any time by contacting us.

## \*Customer Information

Name Of Applicant: \_\_\_\_\_ Name Of Company: \_\_\_\_\_

## \*Payment Type

☐ Automatic Billing ☐ One Time Payment

**Payment Information (Please fill out section if you selected automatic billing.)**

**I authorize Emerald Coast Assoc. of REALTORS to automatically bill the card listed below as specified:**

☐ Annual Dues (Yearly) ☐ Classes/ Events (Upon Invoice) ☐ Misc. (Upon Invoice)

## \*Credit Card Information

We accept the following credit cards: MasterCard, Visa, American Express, and Discover

Card Type: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card Number: \_\_\_\_\_ Expires: \_\_\_\_\_

Security Code: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

I agree that, if accepted for membership in this Association, I shall pay the dues as from time to time established. I hereby certify that the foregoing information furnished by me is true and correct, and I agree that failure to provide complete and accurate information as requested, or any misstatement of fact, may be grounds for revocation of my membership, if granted. I fully understand that the Membership dues are paid for the office and not for me as an individual. Should I leave the office I have registered, I understand that the Membership dues paid remain with that office and that Membership dues are non-refundable. I understand that, if I am terminated for non-payment of dues or non-payment on account, I will be required to pay the non-prorated dues/fees, penalties (if any), and balance on the account (if any) to reinstate my membership. If dues and other financial obligations to the Association are not paid within the allotted time, then I understand that my account may be subject to collections.

By signing below, I have read, understand, and agreed to the terms above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_