



**2019**  
**AFFILIATE**  
**MEMBERSHIP**  
**PROGRAM**





2019

EMERALD COAST ASSOCIATION OF REALTORS®

**APPLICATION PACKET FOR  
AFFILIATE MEMBERSHIP**

*(Banks, Mortgage Companies, Title Companies,  
Pest Control Companies, Home Inspectors, etc.)*



## EMERALD COAST ASSOCIATION OF REALTORS®



10 Hollywood Blvd., S.E. ~ Fort Walton Beach, FL 32548 and 6757 US Hwy 98 ~ Santa Rosa Beach, FL 32459  
Phone: (850) 243-6145 ~ Fax: (850) 243-6147

### **AFFILIATE MEMBERSHIP BENEFITS**

ECAR is pleased to offer you the opportunity to join the REALTOR® family through our Affiliate Membership Program. Your affiliate membership immediately opens the door to a vast number of resources, referrals, information sources, and networking opportunities. More importantly, it opens the door to greater business success!

Many of the area's businesses have taken advantage of our Affiliate Membership Program and are reaping the rewards that your company may be missing! Your affiliate membership gives you numerous advantages that will decisively place you ahead of the competition. Some of the benefits include:

- Networking with over 4,000 REALTOR® and Affiliate members at ECAR events such as breakfasts, luncheons, banquets, and other networking functions.
- Serving on ECAR committees alongside REALTOR® members and helping to make decisions that will guide the Association's future.
- Taking advantage of acknowledgement and sponsorship opportunities at meetings, functions, educational courses, new member orientation, MLS Tours, and other events.
- Showcasing you and your company on ECAR's website, with a link to your own website.
- Accessing ECAR's new marketing tier system and a la carte menu.



**Since 1952 . . .**

**Helping Realtors® Help You . . .**



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**2019**  
**MEMBERSHIP INFORMATION**  
**AFFILIATE MEMBERSHIP**

An affiliate membership is for companies that complement the real estate industry (e.g. banks, mortgage companies, title companies, pest control companies, home inspectors, etc.). Affiliate membership gives you numerous advantages that will decisively place you ahead of the competition.

Affiliate benefits include but are not limited to: networking with our REALTOR® members; subscribing to the ECAR BUZZ, ECAR's weekly electronic newsletter; free listing on our Affiliate Directory (**for all membership levels above Service**); receiving acknowledgment and sponsorship credit at meetings, educational courses, new member orientation, MLS tours (**according to RESPA, title companies may not sponsor MLS tours**), and special functions; participating in community service events; serving on ECAR committees; receiving acknowledgement through the company commercial broadcast in ECAR lobbies; and free listing of you and your company on ECAR's website, [www.EmeraldCoastRealtors.com](http://www.EmeraldCoastRealtors.com).

**Affiliates may not access ECAR MLS.** 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).

**ALL PAPERWORK CAN BE FAXED OR E-MAILED.**

**FAX – (850) 243-6147**

**E-MAIL – customerservice@ecaor.com**

**PLEASE DO NOT INCLUDE THE INFORMATION PAGES. ONLY INCLUDE THE PAPERWORK YOU HAVE COMPLETED, DATED, SIGNED, ETC.**

**YOU MAY SUBMIT A CREDIT CARD FOR PAYMENT. YOUR CREDIT CARD INFORMATION IS SHREDDED AFTER USE FOR YOUR PROTECTION.**

**NAME OF APPLICANT:** \_\_\_\_\_

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

**NAME ON CREDIT CARD:** \_\_\_\_\_

**TYPE OF CREDIT CARD:** AMERICAN EXPRESS VISA MASTERCARD DISCOVER

**CREDIT CARD NUMBER:** \_\_\_\_\_

**EXPIRATION DATE:** \_\_\_\_\_

**BILLING ZIP CODE OF CARD (NOT THE 3-DIGIT CODE)** \_\_\_\_\_

**3 DIGIT CSV CODE (4 DIGIT CSV CODE FOR AMEX)** \_\_\_\_\_

**AMOUNT OF PAYMENT: \$** \_\_\_\_\_



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2019 Affiliate Membership Benefits	Emerald \$7500	Gold \$5250	Silver \$2750	Bronze \$1000	Basic \$500	Service \$250
Annual Memberships Available (Per Industry)	2	4	6	Unlimited	Unlimited	-
Number Of Free Affiliate Associates (Each Additional- \$100/ Associate)	6	4	3	1	-	-
New Member Online Orientations Per Year	4	2	1	-	-	-
Designation/ Certification Class Sponsorships	5	3	1	-	-	-
Class Sponsorships	3	2	1	-	-	-
Event Sponsorships	3	2	1	-	-	-
Features on the ECAR website main page	4 per year	2 per year	1 per Year	-	-	-
Networking Events ( Including YPN Happy Hour events)	4	3	2	1	-	-
Display Marketing Materials In Lobbies	6 months	3 months	1 month	-	-	-
MLS Video Class Commercial	3 per month	2 per month	-	-	-	-
Profile Listed On ECAR Website With Company Bio And Link To Your Website	●	●	●	●	●	-
Quarterly List Of Upcoming Events And Sponsorship Opportunities	●	●	●	●	●	-
Access To Our A La Carte Menu For Membership Add-Ons	●	●	●	●	●	-
Invitation To Serve On Applicable Committees	●	●	●	●	-	-
Acknowledgement Of All New Affiliates In The Weekly ECAR Buzz	●	●	●	-	-	-
Supra Key Access (For Qualifying Affiliates)	●	●	●	●	●	●

**For Elite sponsorship inquiries, please contact Keith Dean at (850) 980-3745.**

**Membership Level Selected** \_\_\_\_\_



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A La Carte Menu	Cost	Additional Items Selected
<b>Additional Company Contact</b>	\$100	
<b>New Member Orientation</b>	Live \$50, Online \$ 350 per month	
<b>Acknowledgement in the ECAR Buzz</b>	\$250 small, \$400 med,\$500 large	
<b>Feature on main page of website</b>	\$500 Monthly	
<b>Marketing Materials in both lobbies</b>	\$250 per month	
<b>Acknowledgement on the Lobby TV</b>	Per Month- \$50 Static, \$200 Video	
<b>Class Sponsorships</b>	Price per attendee- \$15 Breakfast, \$20 Lunch	
<b>Member Meetings</b>	See Events Director	
<b>MLS Class Video Commercial</b>	\$150, 10 per class (30sec)	
<b>Awards &amp; Installation Sponsorship</b>	\$1500-\$5000, See Sponsorship Packet	
<b>Networking Events ( Including monthly YPN Happy Hours)</b>	\$500-\$1500, one per industry	
<b>Designation/Certification Sponsorship</b>	Price per attendee- \$20 Breakfast, \$25 Lunch	
<b>In-House Video Acknowledgement</b>	\$100	



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## Application for Membership

I hereby apply for Affiliate Membership in the EMERALD COAST ASSOCIATION OF REALTORS®, INC., and enclose my payment, which I understand will be sent back to me if I am not accepted. I consent and authorize the Association, through its Membership Committee or otherwise, 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 the Association 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 EMERALD ASSOCIATION OF REALTORS®, INC. are not tax deductible as charitable contributions; however, they may be deductible as ordinary business expenses.**

I hereby submit the following information for your consideration:





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## 2019 APPLICATION FOR MEMBERSHIP (AFFILIATE)

FOR ECAR USE ONLY: AGENT ID: \_\_\_\_\_ OFFICE ID: \_\_\_\_\_

**PLEASE PRINT CLEARLY**  
**INCOMPLETE APPLICATIONS WILL NOT BE PROCESSED**

### OFFICE INFORMATION

Office Name: \_\_\_\_\_

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

Office Phone: \_\_\_\_\_ Office Fax: \_\_\_\_\_

Office E-mail Address: \_\_\_\_\_

Name of Responsible Member: \_\_\_\_\_

### PERSONAL INFORMATION

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_  
*Do not put your office address*

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

Mailing Address: \_\_\_\_\_  
*Only if different from your home address*

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

Phone Numbers:

Home Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax (*only if personal, not your office*): \_\_\_\_\_

Other (*only if personal, not your office*): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Web Page Address (URL): \_\_\_\_\_

My title or position with the company is: \_\_\_\_\_

**I would like to include the following to be listed under my company as well:**

*Note: Should anyone leave or join the company, please notify the Association so that we can update your records. Each additional representative added is \$100 per person*

Name: \_\_\_\_\_

Cell: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Title or position with the company: \_\_\_\_\_

Name: \_\_\_\_\_

Cell: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Title or position with the company: \_\_\_\_\_

Name: \_\_\_\_\_

Cell: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Title or position with the company: \_\_\_\_\_

Name: \_\_\_\_\_

Cell: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Title or position with the company: \_\_\_\_\_

Name: \_\_\_\_\_

Cell: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Title or position with the company: \_\_\_\_\_

Name: \_\_\_\_\_

Cell: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Title or position with the company: \_\_\_\_\_

**Branch offices can be included in your membership; however you must be listed as the responsible member for all branch offices:**

*Note: Please notify the Association should any of the branch offices you have listed close or a new one opens that you would like to add.*

Branch Address: \_\_\_\_\_

Branch Phone: \_\_\_\_\_ Branch Fax: \_\_\_\_\_

Branch Address: \_\_\_\_\_

Branch Phone: \_\_\_\_\_ Branch Fax: \_\_\_\_\_

Branch Address: \_\_\_\_\_

Branch Phone: \_\_\_\_\_ Branch Fax: \_\_\_\_\_

Branch Address: \_\_\_\_\_

Branch Phone: \_\_\_\_\_ Branch Fax: \_\_\_\_\_



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## IMPORTANT – Please Read

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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.

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

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



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## **MLS TOURS**

### **AFFILIATE HOSTING OPPORTUNITIES**

The MLS tours are where our REALTOR® members come together at various locations to review the list of homes that are on tour for that particular day. They then go out and actually take a tour of the homes on the list.

As an affiliate member, we invite you to host one of our MLS tours. At the MLS tour, you are introduced as the “host” of the tour where you will have the opportunity to inform our REALTOR® members about the services that you and your company provide. We encourage you to pass out any information that will help promote you and your company such as business cards, brochures, handouts and other related materials.

Our affiliate members are a very important part of our Association: in addition to sponsoring events, they provide a variety of valuable services to our REALTOR® members. If you would be interested in hosting one of the MLS tours other than Fort Walton Beach, then please see the attached MLS Tour page for the area contact.





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## MLS TOUR SCHEDULE

MAIN AREA / SUB AREA	DAY	TIME	LOCATION	TOUR COORDINATOR
11 Navarre	Last Thursday of the month	Contact Tour Coordinator	Contact Tour Coordinator	Patricia Mankoff 850-501-3342
12 Fort Walton Beach	Wednesday	8:30 AM	ECAR Kathy Sublet Education Center	Joe Capelotti 850-217-8060 Kevin Krueger 850-585-7563
13 Niceville	Tuesday	8:30 AM	Niceville Valparaiso Bay Area Chamber of Commerce – 1055 East John Simms Parkway	Beth Little 850-543-8617
14 Destin	1 <sup>st</sup> & 3 <sup>rd</sup> Thursday	9:00 AM	Century 21 Blue Marlin Pelican, 42 Business Center Dr, Miramar Beach	Hana Hawkins 850-499-8102 Melissa Clements 850-699-9628
15 Miramar Beach (Sub areas 1, 2 & 4)	1 <sup>st</sup> Wednesday	8:30 AM	Aegean Restaurant – Miramar Beach	Jennifer Crawford 850-502-9859
15/03 Sandestin	Quarterly, on the last Thursday	9:00 AM	New Welcome Center – Adjacent to the North Gate	Bruce Fults 850-865-3010
15/03 Sandestin	2 <sup>nd</sup> Thursday	8:30 AM	First House on Tour	Cheryl Bateman cheryl@theppg.net 850-687-1673
16 North Santa Rosa Beach	4 <sup>th</sup> Thursday	9:00 AM	243 Churchill Oaks Drive, Santa Rosa Beach, Florida 32459	Jimmy Burgess JimmyBurgessrealtor@gmail.com
17 South Santa Rosa Beach	2 <sup>nd</sup> Wednesday	9:00 AM	First House on Tour	Steve Linahan 512-923-5400
18 South Walton East (West of Camp Creek)	3 <sup>rd</sup> Wednesday	9:00 AM	First House on Tour	Crystal Smith 850-714-4271
18 South Walton East (East of Camp Creek)	4 <sup>th</sup> Wednesday	9:00 AM	First House on Tour	Crystal Smith 850-714-4271
19 Point Washington	4 <sup>th</sup> Thursday	9:00 AM	243 Churchill Oaks Drive, Santa Rosa Beach, Florida 32459	Jimmy Burgess JimmyBurgessrealtor@gmail.com
20 Freeport	3 <sup>rd</sup> Thursday	8:30 AM	Palmetto Properties & Realty 18045 US Hwy 331 South Freeport, FL 32439	Sherry Nelson Paris 850-835-4153
23 North Walton	1 <sup>st</sup> Thursday	8:30 AM	682 Baldwin Ave., Defuniak Springs	Christa Merrifield 850-892-9650
25 Crestview	2nd & 4th Thursday	8:30 AM	Spence Properties office 919 W James Lee Blvd Crestview, FL 32536	Katie Morse 850-374-0552



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## **ORIENTATION CLASSES AFFILIATE HOSTING OPPORTUNITIES**

Orientation is a requirement for all new members joining the Association for the first time, former REALTORS® who have been out of the Association for more than 18 months, and REALTORS® transferring from another state.

As an affiliate member, we invite you to sponsor one of our orientation classes. This is a perfect opportunity for you to introduce your company to newcomers. You will have 15 minutes (8 a.m. to 8:15 a.m.) to introduce your company, pass out any information about the services your company provides, and answer any questions the attendees may have.

Our orientation class is held in person once per month (no orientation class is held in December). Commercial sponsorships are available for online orientation, which can be taken by a new member at any time within the month. Please see the a la carte menu for pricing.

If you are interested in sponsoring one of the orientation classes, then please email Farah Raschid at [farah@ecaor.com](mailto:farah@ecaor.com)



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## **EDUCATIONAL CLASSES AFFILIATE HOSTING OPPORTUNITIES**

Throughout the years, our affiliate members have been an integral part of our Association. Sponsoring educational events gives you the opportunity to introduce yourself and your services to more than 4,000 REALTOR® members. When you sponsor an event, your website will be linked to the educational event, and your company name and logo will be placed prominently on the flyer.

Sponsorship usually consists of breakfast items for a morning class and/ or lunch for an afternoon class. ECAR will provide the food and then invoice the cost to the responsible member. You will be allocated 3 to 5 minutes to talk about your company and the services you provide. You may collect business cards at educational events that you sponsor, and you may hand out promotional materials for your company.

Every affiliate is listed on the ECAR website with contact information and a link to the company's website. If you do not have a link on our website, then please contact our MLS Department at (850) 244-2411.

If you would like to be a sponsor for our educational events, then please contact Wendy Permenter at [wendy@ecaor.com](mailto:wendy@ecaor.com) or [customerservice@ecaor.com](mailto:customerservice@ecaor.com).



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## ECAR® Keybox Rules

The Emerald Coast Association of REALTORS® (the "Association") provides the Keybox System (the "System") in accordance with the policies and procedures of the National Association of REALTORS® ("NAR") as outlined in Statement 7.31 – Lock Box Security Requirements, current NAR Handbook on Multiple Listing Policy. The System is an activity of the Association and not its Multiple Listing Service, and every REALTOR® and every non-principal broker, sales licensee and licensed or certified appraiser affiliated with a REALTOR®, shall be eligible to hold a key ("System Users"). Participation in the System is voluntary, and nothing shall prevent the owner's right to refuse to have a lockbox on his or her property.

**1. The System.** The System includes lock boxes and keys provided by its vendor, currently GE Security ("Supra").

**2. Lockboxes.** Supra Infra-red (IBox) are provided for purchase to System Users by Association at the cost of the lockboxes to Association by Supra plus applicable sales and/or use taxes. Sales of lockboxes are final, but any defective lockbox may be returned for replacement within the one year manufacturer warranty. Lockboxes are coded by Supra for this Association's System and will not operate with keys other than those provided through this System or Systems of Cooperating Associations. Lockboxes will not be repurchased by the Association, but they may be sold to other System Users. Sales of AELL lockboxes or IBoxes from one System User to another System User are authorized provided the System User purchasing a lockbox registers the change of ownership with the Association. Alternative lockboxes may be provided by the Association based on availability.

**3. Keys.** Keys are provided for lease to the System User directly from Supra through a Keyholder Lease Agreement. The Association, under separate agreements with Supra, will authorize and facilitate the leasing of keys but is not party to the Supra Keyholder Lease Agreement. Lease fees have been established through these agreements, and a portion of the lease fee is paid by Supra to the Association for the administration of the System. Keys may not be shared, exchanged, borrowed, subleased, or sold by the System User under any circumstances. Access Codes or PIN Codes must not be revealed to any person regardless of whether that person is a System User, and codes shall not be written on, displayed near, or affixed to any key or lockbox.

**4. Cooperative Agreements.** The Association has agreed with other area boards and associations ("Cooperating Associations") to provide access to System lockboxes for those users of Cooperating Associations' Keybox Systems wishing to do so. System Users may request similar access to Cooperating Association lockboxes by contacting the Cooperating Association.

**5. Termination of System Services.** A System User may terminate his or her participation in the System at any time before the end of the lease period (August 24 of each year). Agreements terminated after the lease period will still be subject to the full payment as per paragraph 11a of the Supra Keyholder Lease Agreement. Keys and lease fees are subject to the terms and conditions of the Supra Keyholder Lease Agreement, and the Association will access a fee for the activities required by the Association to assist Supra in retrieving leased keys or collecting overdue fees. The Association reserves the right to suspend or terminate access to the System for the following reasons:

- a. Failure to maintain keyholder eligibility.
- b. Non-payment of any fees owed to the Association.
- c. Misuse or abuse of the System.
- d. As requested by Supra as provided for in its agreements with the Association and the System User
- e. For reasons stated in other agreements between the Association and System User
- f. When the Association has reasonable suspicion the System security or integrity has been compromised.

**Note:** Suspension or termination of access the System does not relieve System User from any obligation under the Supra Keyholder Lease Agreement until leased equipment has been returned and any outstanding balance has been cleared.

**Fines:** The Association may impose fines for various infractions of these Keybox System Rules as described in the Schedule of Fines below.

<b>SCHEDULE OF FINES Offense</b>	<b>Fine</b>
Sharing, exchanging, borrowing, subleasing, or selling a key	\$1,000
Revealing an Access Code or PIN Code, or writing a code on, displaying a code near, or affixing a code to a key or lockbox	\$75
Failing to register with the Association the purchase of a lockbox from another system User	\$25
Causing the Association to assist Supra as required through the Association's agreement with Supra in the retrieval of a key or the collection of overdue fees resulting from circumstances related to System User's Keyholder Lease Agreement with Supra	\$100

I agree to abide by the Emerald Coast Association of REALTORS Keybox System Rules as stated above and as may be revised from time to time.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
MLS I.D.

\_\_\_\_\_  
Date





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## EMERALD COAST ASSOCIATION OF REALTORS® SUPRA ADVANTAGE KEY AND KEYBOX LEASE AGREEMENT FOR QUALIFYING AFFILIATE MEMBERS

NAME: \_\_\_\_\_ AGENT ID#: \_\_\_\_\_

OFFICE: \_\_\_\_\_ OFFICE ID#: \_\_\_\_\_

### RESPONSIBLE MEMBER APPROVAL:

\_\_\_\_\_  
(Signature of Responsible Member)

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

This agreement is entered into by the Emerald Coast Association of REALTORS® (the Association), the Responsible Member and office named above, and the Affiliate employee and office named above, and the Affiliate employee named above. The undersigned acknowledges and agrees:

- 1). That all Suprakeys provided by the Association for use in its Keybox System are and will remain the property of the Association and may not be sold, transferred, exchanged, or otherwise conveyed to any third party except by specific written authority of the Association.
- 2). That a copy of the Rules enacted by the Board of Directors of the Association has been received and the undersigned further agrees to abide by those Rules. Those Rules are incorporated by reference as a part of this lease agreement.
- 3). That the undersigned will maintain the key issued to them in their custody or in a safe place, not attach or store their PIN with the key, not allow their key to be used by any other person under any circumstances, and not attempt to manipulate or duplicate the key.
- 4). that the undersigned will pay such fees and charges as shall be enacted by the Association for use of the system.

Signed: \_\_\_\_\_  
(Affiliate employee)

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

**Note:** This form must be signed by the responsible member for the office. Keys are distributed by application only. Call (850) 244-2411 for more information.

