



Business Partners Program Highlights

Join Our Network of Trusted Industry Professionals

The Robertson County Association of REALTORS® represents a strong network of more than 2,000 members, including REALTORS® and Business Partners. While our jurisdiction is Robertson County, our reach extends across Middle Tennessee with members in Sumner, Cheatham, Montgomery, Davidson, Williamson, Wilson, Rutherford, Dickson and many more Counties.

Business Partner Membership

Business Partners are professionals and companies whose services support the real estate industry and homeowners. Business Partners play a vital role in strengthening the REALTOR® community, increasing visibility for their services, and supporting the mission of the Robertson County Association of REALTORS®.

Expand Your Reach. Build Lasting Relationships.

As a Business Partner, you gain direct access to residential and commercial real estate professionals and opportunities to grow your business through meaningful connections. Our partners represent a wide variety of specialties, including:

Technology Services • Home Inspections • Photography • Landscaping • Insurance • Home Warranties • Appraisers • Pest Control • Mold & Radon Remediation • Mortgage Lending • Title Companies • Legal Services • Home Improvement & Repair • Structural Specialists • Security Services • and more.

Membership Benefits

While Business Partners may not use the REALTOR® designation or the “R” symbol, nor hold elective office within the Association, they enjoy the many benefits of Association membership, including networking opportunities, increased exposure, and engagement with the local real estate community.

Membership Levels

Choose the level that best fits your business goals:

Silver

Gold

Platinum

Robertson County Association of Realtors®
2215 Memorial Blvd Springfield, TN 37172 Phone: 615-384-0816

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Revised January 1, 2026





Silver Business Partners Benefits

- Opportunities to network and grow your business through direct access to our 2,000+ REALTORS® and fellow Business Partner members
- Annual membership dues of **\$125**, billed on a calendar-year basis
- Invitations to all Association luncheons, providing you and members of your staff the opportunity to enjoy lunch and network with REALTORS® and Business Partners for a minimal fee
- Opportunities to sponsor and introduce your business at Association luncheons and educational programs held throughout the year
- Inclusion on the Association's Business Partner Directory webpage, featuring a listing with links to your company website and/or Facebook page. Members are encouraged to utilize Business Partners when services are needed
- Listing in the printed Business Partner Directory, which is available to the public and provided to all new REALTOR® members upon joining the Association
- Eligibility to obtain a SentiLock® Entry through Realtracs (our MLS system), available at an additional cost for Business Partners who meet Realtracs qualification requirements
- Membership requirements may include references, proof of general liability insurance, and applicable licenses or certifications
- Access to Association office resources, including printers, copiers, and the conference room. Business Partners are welcome to use these amenities when visiting the area or scheduling meetings
- Complimentary access to Association educational classes to support professional growth and industry knowledge

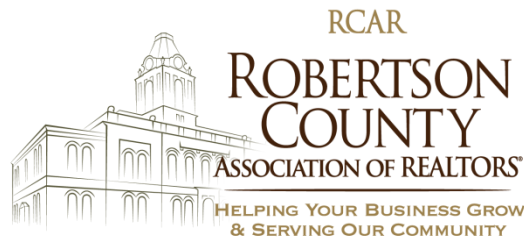
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Gold Business Partner Benefits

- Annual membership dues of \$300, billed on a calendar-year basis
- Inclusion of all Silver Membership benefits, plus the following enhanced advantages:
- Priority consideration, after Platinum Business Partners, for education class sponsorship opportunities
- Priority placement—after Platinum Business Partners—for table or booth selection at the Business Partner Expo
- Participation in the bi-monthly RCAR Business Partner Spotlight, including the opportunity to submit a short article of interest to members along with your logo and a link to your website
- For Sentrilock® users, supplemental dues for additional company employees, each of whom must hold a Business Partner membership, are \$50 per employee
- Opportunity to teach a business education class, providing direct exposure and promotion of your services to REALTORS® and Business Partner members

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Platinum Business Partner Benefits

- Annual membership dues of \$500, billed on a calendar-year basis
- Platinum membership is limited to 24 Business Partners, ensuring exclusivity and enhanced visibility
- Includes all benefits of the Silver and Gold Membership levels, plus the following premium advantages:
- Opportunity to host an Association luncheon or educational class at no cost, subject to availability
- Permanent featured placement on the Association website, including your company logo and a direct link to your website
- First priority in selecting education class sponsorship and participation opportunities
- Preferred placement for your table or booth at the Business Partner Expo
- One month of complimentary banner advertising on the Association website homepage. Banner placement will be assigned by random drawing and scheduled by calendar month

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APPLICATION FOR BUSINESS PARTNER MEMBERSHIP

Company Name: _____

Business Partner Representative: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Company Phone: _____ Fax: _____

E-mail: _____

Website: _____

Facebook page: _____ Twitter: _____

Level Membership Requested: _____ Silver \$125 _____ Gold \$300 _____ Platinum \$500

Who Referred You to the Business Partner program? _____

Business Reference/name/phone 1. _____

2. _____

3. _____

Copy of General Liability Insurance and Business License/Certification attached? _____

Signed _____ Date _____

We reserve the right to deny any membership application at Board of Director's discretion

I am applying for MEMBERSHIP as a Business Partner in the Robertson County Association of REALTORS®. I agree to pay membership dues in the amount of \$ _____.

I authorize the payment of my Dues by charging my

_____ Visa _____ Mastercard _____ American Express or _____ Discover Card

Card Number _____ Expiration Date _____ Security Code _____

I understand my dues will be returned in the event I am not accepted for membership.

Robertson County Association of Realtors®

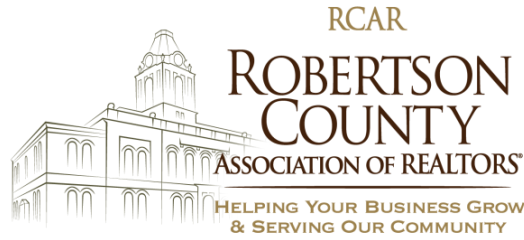
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Dear Prospective Business Partner,

Thank you for your interest in becoming a Business Partner with the Robertson County Association of REALTORS® (RCAR). We believe this partnership offers a valuable opportunity to expand your professional network, grow your business, and actively support both our members and the communities we serve.

Enclosed for your review are the Business Partner application, program highlights, and an overview of our three membership levels.

Please do not hesitate to contact us if you have any questions regarding membership or the application process. To begin, complete the application and submit it by email to support@rcar.net. Upon review and approval of your application, your membership will be processed and receipt of the payment of your dues will be sent to you.

We look forward to the opportunity to work with you and to welcome you as a valued Business Partner of RCAR.

Sincerely,

Denice P. O'Neil
Chief Executive Officer

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