

## **Business Partners Program Highlights**

Our Association membership consists of over 1800 members, both Realtors and Business Partners. In addition to Robertson County, we also represent several surrounding counties, including Sumner, Cheatham, Montgomery, Davidson and Williamson, Wilson, Rutherford and Dickson Counties.

Business Partners are individuals or companies which, while not engaged specifically in the real estate profession, have a distant correlation and have an interest in providing services to REALTORS® and homeowners and increasing customer awareness of their services and to support the purpose of the Robertson County Association of REALTORS®

As a Business Partner you can expand your market and connect with residential and commercial real estate practitioners. Build lasting relationships with specialists in the areas of technology services, home inspections, gift items, interior design and staging, photography, landscaping, insurance, home warranties, appraisers, pest control, mold and radon remediation, mortgage lending, title companies, law firms, furniture sales, moving and storage, home improvement and repair, structural specialists, security services and more!

While Business Partners may not use the term REALTOR® or the "R" symbol, or hold elective office in the Association, they do enjoy all the other benefits of the association.

There are 3 levels of membership available:

**Silver**

**Gold**

**Platinum**

**Robertson County Association of Realtors®**  
**2215 Memorial Blvd Springfield, TN 37172 615-384-0816 fax: 615-384-0117**

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Revised January 1, 2013





## ***Silver Business Partners Benefits***

- Ability to network and grow your business by accessing our 1800+ membership of REALTORS® and other Business Partners
- Yearly calendar dues in 2023 will be \$125
- Invitations to all our luncheons, where you and anyone on your staff can enjoy lunch, and the opportunity to network with REALTORS® and Business Partner members for a minimal charge
- Opportunity to sponsor and introduce yourself at any of our luncheons or education classes that are held throughout the year
- A position on our website Business Partner Directory page with links to your own website and or Facebook page. We encourage our members to call upon our Business Partners for services needed
- Listing in Business Partner Directory that is available for public distribution and given to each new REALTOR® member in the association
- Sentrilock Entry Card access from Realtracs (our MLS system) is available, at a separate cost, for any Business Partner who qualifies under the categories of Appraiser, Home Inspector, Pest Control, or Mold and Radon Remediation
- References, a general liability insurance policy and license/certification may be required for membership
- Access to our Association office printers, copier and conference room. If you are in our area and need to schedule a meeting, use a computer, or print something, please stop by
- You are welcome to attend any of our free education classes to expand your knowledge base
- Participation in our Business Partner Referral Program which is designed to reward you for referring and sponsoring new Business Partners

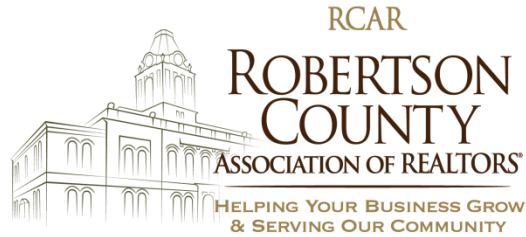
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## ***Gold Business Partner Benefits***

- Ability to network and grow your business by accessing the 1800+ membership of the Robertson County Association of REALTORS® and Business Partners
- Yearly calendar dues in 2023 will be \$300
- All provisions of the Silver Membership, **plus:**
- Access to National Association of REALTORS® website
- You will be given priority behind Platinum Business Partners in the choice of education class sponsorship opportunities
- You will be given priority behind Platinum Business Partners in placement of your table/booth at the Business Partner Expo
- Opportunity to participate in our bi-monthly RCAR Business Partner Spotlight. We encourage a small article that will be of interest to the readers and your logo with a link can be included
- For Sentricard holders, which requires each of your company employees to have their own Affiliate membership, your supplemental dues for each additional employee will be at \$50 each
- Regional MLS System Business Partnership access including email account, REALTOR® database, property tax records, statistical information access to closed property sales info, free training and technical support. Monthly fee to Realtracs (access and fee is through Realtracs) for this service \*Access to this is per Realtracs policy & guidelines
- Opportunity to teach a business education class to promote your business to both REALTORS® and Business Partners

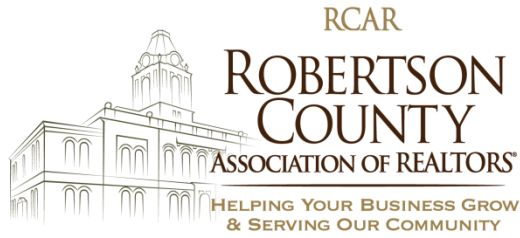
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## ***Platinum Business Partner Benefits***

- Ability to network and grow your business by accessing the 1800+ membership of the Robertson County Association of Realtors® and Business Affiliates
- Yearly calendar dues in 2023 will be \$500
- Platinum members will be restricted to a total of 24 participants.
- All provisions of the Silver and Gold Memberships, **plus:**
- Opportunity to host, at no cost to you, any luncheon or education class when available
- Permanent placement on our Association website with your logo and corresponding link
- You will be given first priority in choosing what education classes you would like
- Priority in placement of your table/booth at the Business Partner Expo
- One-month free banner advertising on the home page of the Association website. Calendar month placement will be determined by random drawing

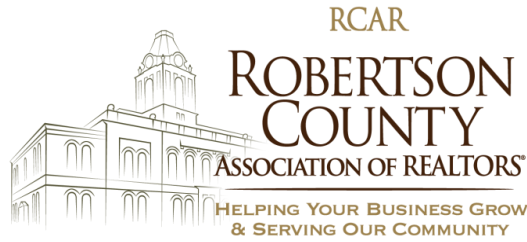
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## Business Partner Referral Program

The theme of our Association is to Help Your Business Grow. In turn, our goal is to grow the membership of the Association

This program is designed to reward members, both REALTORS® and Business Partners for their assistance in growing our membership. Ultimately, this will create more quality member benefits

When considering a local business for potential membership, you will essentially become their sponsor and will want to ensure that they are a quality business. The new business partner membership process does include a requirement for at least 3 references, a general liability insurance policy, business license and/or certification in their field

After you refer a minimum of 5 new business partner members, within a calendar year, and they successfully join our association, you will receive ½ of your RCAR portion of dues **free**, for the following calendar year. For Realtors® this means your local dues will be discounted by 50%. The TAR/ NAR portion is not included in this offer and is still applicable in full. For Business Partners, this means you will receive the equivalent of ½ of a Silver level membership which can also be applied towards a gold or platinum membership

For any REALTOR® or Business Partner member who wishes to refer an additional 5 business partner members minimum, for a total of 10, you will receive the remaining 50% discount which equates to a **free** full year local or Silver membership per the terms above.

Your participation in this program is greatly appreciated by all. *Thank you for your support!*

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

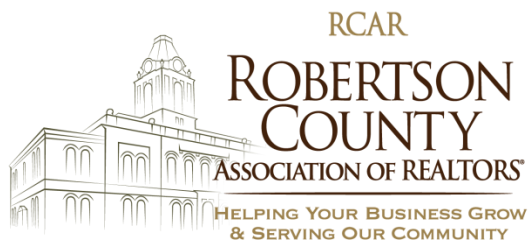
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## **APPLICATION FOR BUSINESS PARTNER MEMBERSHIP**

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

Affiliate Representative: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Website: \_\_\_\_\_

Facebook page: \_\_\_\_\_ Twitter: \_\_\_\_\_

Level Membership Requested: \_\_\_\_\_ Silver \$125 \_\_\_\_\_ Gold \$300 \_\_\_\_\_ Platinum \$650/\$500

Who Referred You to the Affiliate program? \_\_\_\_\_

Business Reference/name/phone 1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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

Requesting Sentrilock access? (per categories allowed) \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_ or Please invoice \$ \_\_\_\_\_

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### **FOR OFFICE USE ONLY**

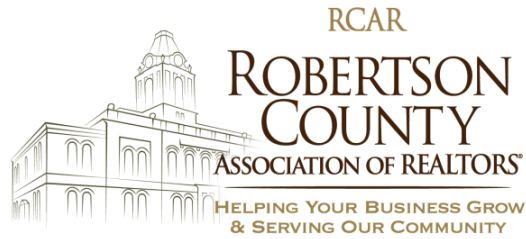
DATE RECEIVED: \_\_\_\_\_ COMPANY ID: \_\_\_\_\_

AMOUNT RECEIVED: \$ \_\_\_\_\_ INDIVIDUAL ID: \_\_\_\_\_ NERDS # \_\_\_\_\_

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January 1, 2023

Dear Potential New Business Partner:

Thank you for your consideration in becoming a Business Partner with RCAR. It will be a great opportunity for you to network and grow your business while serving the community and our members.

I have attached an application, the Business Partner Program Highlights and the 3 levels of membership for your review. Additionally, I have included our Business Partner Referral Program which is designed to benefit you, while increasing our Association membership.

Please feel free to call at any time if you have any questions about Membership or the application process.

To get your membership application started, please fill it out and fax it to 615-384-0117 or email it to [support@rcar.net](mailto:support@rcar.net). Once your application has been reviewed and accepted, we will invoice you for your membership dues.

We look forward to serving you and working with you!

Sincerely,

Denice P. O'Neil  
Executive Director

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