

Charlotte Regional Realtor® Association

SPONSORSHIP/ADVERTISING OPPORTUNITIES

Thank you for your interest in being a sponsor of the Charlotte Regional Realtor® Association! As the account executive, it is my responsibility to ensure a valuable relationship both for your company and our members. Together we can decide which sponsorship avenues will be most beneficial. Here is a brief description of the association to help you decide the appropriate sponsorships for your company.

The Charlotte Regional Realtor® Association is a trade association that provides Realtors® with resources and services to conduct ethical, professional, successful and profitable businesses. The association is the parent entity for the following:

- **Carolina Multiple Listings Services, Inc. (CarolinaMLS)** is a wholly-owned subsidiary corporation of the association. CarolinaMLS Subscribers or Member Participants use CarolinaMLS to access tens of thousands of residential listings in the CarolinaMLS service area.
- **The Mingle School of Real Estate** is one of the oldest and most successful real estate pre-licensing schools in North Carolina. Its real estate and appraisal pre-licensing, post-licensing and continuing-education courses are approved by the North Carolina Real Estate Commission and the North Carolina Appraisal Board.
- **The Housing Opportunity Foundation** is the charitable arm of the association. The foundation provides support and funding on a charitable and educational basis for housing opportunities for all. Its focus areas are funding, education, advocacy and leadership.

Thanks again for your interest!



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Being a Realtor® means committing to the National Association of Realtors® Code of Ethics for conduct, which exemplifies the highest standards of the profession.





HOLIDAY AWARDS LUNCHEON & ANNUAL MEETING

Celebrate the holidays at this special end-of-the year award luncheon.

- Expose your company to more than 400 Realtors®.
- Participate in the silent auction by donating an item or placing a bid to support the Charlotte Regional Realtor® Association Housing Opportunity Foundation.
- Sponsorships from \$500 to \$2,000.

EVENTS

BROKER-IN-CHARGE BRIEFINGS

Get direct access to the brokers-in-charge and owners of brokerage firms so you can present directly to the decision-makers.

- Limited industry-exclusive sponsorships available.
- Networking and introductions before class, after class and during any breaks.
- \$250 to \$500 per class.

CONTINUING-EDUCATION (CE) CLASSES

Realtors® must take a minimum of eight CE hours per year to renew their licenses.

- Present your company before class and network after class.
- Distribute promotional materials after class.
- \$100 per class.

CANDIDATE FISH FRY

Realtor® members, candidates and sponsors network in an outdoor setting enhanced by great fish, other camp-style food, drinks, music and lots of fun!

- Expose your company to more than 700 Realtors®.
- Limited sponsorships available.
- Sponsorships from \$500 to \$2,000.

NEW MEMBER ORIENTATION

New Realtors® must attend an orientation class at the Charlotte Regional Realtor® Association.

- Limited industry-exclusive sponsorships available.
- Classes average 70+ new Realtors®.
- Networking and introductions before class and at the first break.
- One to two-minute speaking opportunity.
- \$250 per class.



REALTORS® CARE DAY®

Charlotte Regional Realtor® Association and its charitable arm, the Housing Opportunity Foundation, conduct a community-wide project: Realtors® Care Day. Realtors® assist homeowners with exterior home repairs, and provide adaptive and safety modifications for the elderly and disabled.

- **Donations/sponsorships are tax deductible (501(c)(3)).**
- **Donations from \$250.**

REALTOR® EXPO

Participants enjoy a day of education, networking, food, prizes, fun and discovering what businesses have to offer.

- **Compete for the Best Booth Award.**
- **Expose your company to more than 900 Realtors®.**
- **Sponsorships from \$600 to \$5,000.**

REALTOR® HOT TOPICS

National and local guest speakers present to enhance the livelihoods of our Realtor® members.

- **Limited industry-exclusive sponsorships available.**
- **Exposure to hundreds of Realtors® each year.**
- **Networking and introductions before class, after class and during break.**
- **One to two-minute speaking opportunity.**
- **\$250 per event.**

YOUNG PROFESSIONALS NETWORK (YPN)

YPN is a group of young, career-minded real-estate professionals who want to stay updated on the latest tools resources and networking opportunities.

- **YPN networking events take place at off-site locations throughout the Charlotte area.**
- **\$250 per event.**



In a tight economy, your advertising dollars must work harder than ever before.

We offer a wide range of options to fit any budget.



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CAROLINAREALTORS.COM

Target members of the Charlotte Regional Realtor® Association as they access information from the members-only site.

- Average of 13,775 visits per day.
- From April 1, 2014-April-30, 2014 the site had 413,261 page views for all visitors. For the same period, new visits increased 12.83%.
- \$450/month bottom rotating skyscraper ad, \$750/month top rotating skyscraper ad.



AFFILIATE HOTSHEET

Connect to our Realtor® members via email to showcase your latest communities, news and offerings.

- eBlast delivered directly to more than 8,000 Realtors®.
- 18% open rate.
- Includes graphic (2.5" w x 1/5" h).
- 475 characters in message (includes spaces).
- \$300 for exclusive feature spot.
- \$75 for all other messages or two times in one month for \$100.
- \$225 for all other messages.

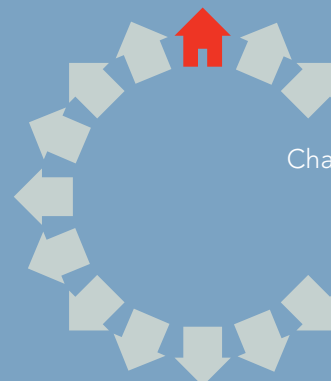


NEW HOME CONNECTION SITE

Information is broken down by price, subdivision and builder, and is easily accessible for Realtors® only.

- Featured Builder/Community logos link to current builder inventory in CarolinaMLS.
- \$1,200 per quarter for Feature Builder/Community spot, \$900 for second tier spot.

COMMUNICATIONS



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