

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 pre-licensing, post-licensing and continuing-education courses are approved by the North Carolina Real Estate Commission. a
- **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.



Charlotte Regional Realtor® Association



Carolina Multiple Listing Services, Inc.



Mingle School of Real Estate



Housing Opportunity Foundation



HOLIDAY AWARDS LUNCHEON & ANNUAL MEETING

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

- Expose your company to more than 450 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 \$650-\$3,000

NEW MEMBER ORIENTATION

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

- Limited industry-exclusive sponsorships available.
- Classes average 60+ new Realtors®
- Networking and introductions before class and at the first break
- One to two-minute speaking opportunity.
- \$250 per class

CONTINUING-EDUCATION (CE) CLASSES

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

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

CANDIDATE OKTOBERFEST

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

- Expose your company to more than 900 Realtors®
- Limited sponsorships available
- Networking with Realtors® and exhibitors
- List of attendees (no emails)
- Mention in member communications
- Sponsorships from \$650 to \$3,000



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 and in-kind trade opportunities available**

REALTOR® EXPO

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

- **National speakers.**
- **Expose your company to more than 1,000 Realtors®**
- **Networking cocktail hour**
- **Lunch with Realtors®**
- **List of attendees (no emails)**
- **Mention in member communications**
- **Sponsorships from \$650 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**

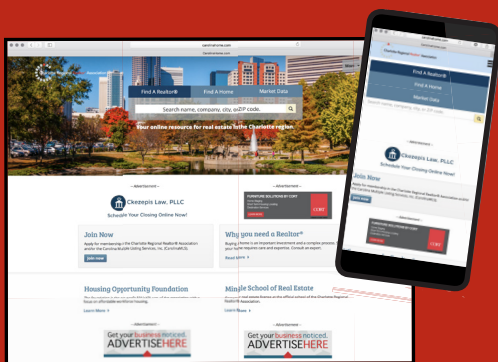


In a tight economy, your advertising dollars must work harder than ever before.

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



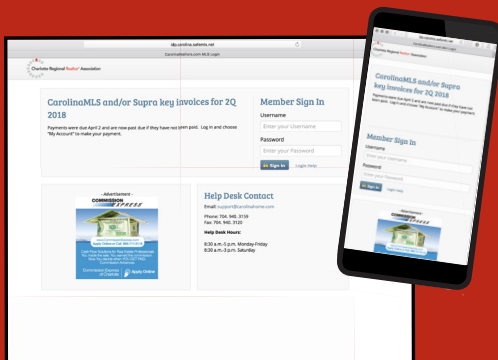
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CAROLINAHOME.COM

The public-facing website of the Charlotte Regional Realtor® Association. Provides property and Realtor® search tools.

- Average of 23,000 visits per month
- Average visitor spends four minutes per visit
- Ads range \$550-\$1,100
- Category exclusivities available
- Mobile-friendly site
- All ads 320px x 100 px



CAROLINAREALTORS.COM

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

- Average of 23,000 visits per day
- \$1,100/month login page ad
- \$750/month landing page ad
- Mobile-friendly site
- All ads 250px x 250px



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
- Easy access for Realtors®
- Info available to public

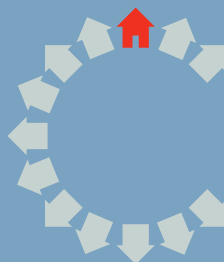


NEWS & NOTES

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

- eBlast delivered directly to more than 15,000 Realtors®
- 31% open rate
- Includes graphic and hyperlinks
- \$350 for exclusive feature spot with 550 characters/per message
- \$250 for all other messages with 350 characters/per message
- Sent twice a month

COMMUNICATIONS



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