



2024 AFFILIATE BENEFITS



2024 Affiliate Director

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TAR AFFILIATE MEMBERSHIP INFORMATION AND BENEFITS

The Tucson Association of REALTORS® (TAR) is pleased to offer area businesses the opportunity to join the Association as Affiliate Members. Affiliate Membership is a special category of membership reserved for individuals who are not actively engaged in the real estate profession but who have an interest in the activities of the Association, including access to resources, programs, services, and information. Examples are, but not limited to, mortgage bankers/brokers, home inspectors, home warranty representatives, title and escrow representatives, insurance agents, pest control specialists, staging companies, social media, and web design companies, home services such as landscaping, painting, and plumbing companies. Your company must be an affiliate member to sponsor events, engage in member-only events and have co-affiliates participate on committees.

HOW DOES BECOMING A TAR AFFILIATE BENEFIT MY BUSINESS?

TAR works for you! As a member, you are entitled to member communications, "TAR Connect" bi-weekly newsletters, legislative advocacy on your industry's behalf, community service, and being part of a strong group of industry professionals.

Included orientations/events and advertising opportunities are on a per-company basis. It is recommended that companies with large memberships should represent all offices as a whole. Co-Affiliates may attend member-only events and sponsor paid events. Businesses who become Affiliate Members also receive the following benefits:

SPONSORSHIP OPPORTUNITIES

Advertising may be included with paid sponsorships: such as; website, event programs, slide shows, or signage at events.· Examples (subject to change) of places you can be a sponsor include:

- Installation & Awards
- "The Power of Real Estate" Summit
- YPN Events
- TRCF Events
- Housing Opportunity Events
- New Member Orientation
- Professional Development/CE Monday Extravanzas
- & More!

COMMUNICATION

AFFILIATE MEETINGS

Held bi-monthly

TAR CONNECT NEWSLETTER

Receive the "TAR Connect" with updates on all TAR events, notices, and more.

AFFILIATE CORNER MARKETING

Affiliates may submit marketing content to promote their business. Content will be included in the TAR CONNECT newsletter in the "Affiliate Corner" section.

See next page for details and instructions.

ADVOCACY

TAR is your voice for the state, national and local issues

SERVE ON A COMMITTEE

Help shape the Association's direction, meet others in the business and make friends!

AFFILIATE MARKETING

AFFILIATE CORNER MARKETING

Affiliates may submit marketing content to promote their business. Content will be included in the TAR CONNECT newsletter in the **"Affiliate Corner"** section. The TAR Connect newsletter is emailed out to our membership twice per month, usually on the 2nd and 4th Thursday of the month.

Marketing content can include a video up to 30 seconds, a photo, logo, and company/business description. TAR will not promote any event or class that conflicts with TAR's programming.

Content will be selected and included in the Affiliate Corner based on a first come first served basis. Affiliates will be promoted not more than once in a calendar year.

All content must be submitted through our "Affiliate Marketing Request" online platform. Use the button on the Affiliate Members Website page, <https://www.tucsonrealtors.org/affiliate-membership/> or scan the QR code here.



Content should be submitted at least 2 weeks in advance of a newsletter distribution date. Time sensitive promotions are not guaranteed. Email requests will not be considered.

RESOURCES

AFFILIATE OF THE YEAR AWARD

Build your business awareness

MARKET STATS

Be the expert and share with your clients

TAR ROOM RENTALS

Discounted member pricing

DISCOUNT PROGRAM

Members are entitled to special discounts from NAR, AAR and TAR

**As Southern Arizona's largest trade association,
the Tucson Association of REALTORS®
works hard to create and promote member-to-member
business opportunities.**

For questions, contact us at:

Events@tucsonrealtors.org or call (520) 382-8776.

**For Professional Development/CE Monday Extravaganzas Sponsorship Opportunities,
contact Education@tucsonrealtors.org.**

**Tucson Association of REALTORS®
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