



TUCSON ASSOCIATION OF
REALTORS®

2023 AFFILIATE BENEFITS



2023 Affiliate Director

Michael Bock

Staff Contact

Jennifer Bailey,

Director of Communication & Marketing

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" 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:

PROMOTION

Advertise once a month in the "TAR Connect" weekly newsletter, website, or Facebook with an ad, flyer, or video. (you will need to send information to jennifer@tucsonrealtors.org) for it to be submitted.

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
- Membership Meetings
- "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

WEEKLY NEWSLETTER

Receive the "TAR Connect" every Thursday-updates on all TAR events, notices, and more.

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!

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 or interest in joining contact:
Jennifer Bailey, Director of Communication & Marketing
jennifer@tucsonrealtors.org or call (520) 382-8786**