

REALTOR® ADVANTAGE



colorado association of
REALTORS®

309 Inverness Way South
Englewood, CO 80112
303-790-7099 / 800-944-6550

Is your company looking for a way to effectively target Colorado REALTORS®?

Look no further! The Colorado Association of REALTORS® can help you achieve your goals with our new REALTOR® Advantage Program. As the voice for real estate in Colorado, our members often look to us for products and services that can help them with their business.

Through the REALTOR® Advantage Program our members will receive discounts on great products and services while your company will gain valuable repeated exposure to our members.

Becoming a REALTOR® Advantage Partner will save you time and money. To see if you qualify, please read the criteria in the shaded box and then fill out the application form enclosed.

REALTOR® ADVANTAGE

For **\$1500/year** you will be able to position your company in front of our members by receiving:

- Listing/Link on our Resource page on the CAR website (up to 50 words). This is where our members go to find out about special deals for REALTORS®.
- Rotating Link on Home page with other R.A. partners
- Listing in REALTOR benefits brochure. This brochure is printed once a year and distributed to members throughout the year through our local boards and at events we attend.
- Initial announcement of your program in the CAR newsletter and then a link throughout the year. This newsletter is emailed bi-weekly to all members (@21,000).
- Listing in Colorado REALTOR® magazine throughout the year. This is our association magazine that we mail 3 times a year to the entire membership (@21,000).
- Discount on purchase of CAR Membership Labels. (emails are not available to purchase)
- 10% Discount on advertising in Colorado REALTOR® Magazine or e-news.



HOW DO I BECOME A REALTOR® ADVANTAGE PARTNER?

If you answer yes to the following questions, then you are a potential REALTOR® Advantage partner:

1. Can you offer a product or service to CAR members that is at least 10% off the price that the general public will pay at all times?
2. Is your product or service easily available to members across the state of Colorado?

If you answered yes to the above questions, please fill out our REALTOR® Advantage proposal form and return it to Monica Panczer at CAR. The Colorado Association of REALTORS® reserves the right to deny or suspend any REALTOR® Advantage program.



To sign up today, please contact Monica Panczer at 303-790-7099 or 800-944-6550, or by email at mpanczer@ColoradoREALTORS.com.

www.ColoradoREALTORS.com - "Useful Info"

WE HAVE THE NUMBERS YOU'RE **LOOKING** FOR!

WE'VE GOT THE NUMBERS!

21,594 Total Members of the Colorado Association of REALTORS® (CAR).

REALTORS® EARN MORE!

Median Income for REALTORS®, 2006
Real Estate Brokers
\$73,700
Real Estate Sales Agents
\$34,600

- REALTORS® spend over \$456 Million on business closing gifts each year.
- REALTORS® purchase on average 2.8 software programs each year.
- REALTORS® charge over 21.9 Billion on credit cards per year.

DEMOGRAPHICS

- Gender = 41% Male, 59% Female
- Median age = 51 years old
- 1 in 10 are under the age of 35
- 72% are Married, 15% Divorced
- 87% are White, 6% Hispanic/Latino, 4% Black/African American
- 63% work 40 hours or more per week
- 95% are registered voters
- 90% were born in the U.S.

Source: National Association of REALTORS® 2007 Member Profile



MEMBERSHIP BY DISTRICT

Denver Metro: 9,887
(Aurora, Denver, Douglas/Elbert, Jefferson County, MountainMetro, North Metro Denver, South Metro Denver)
Mountain: 2,975
(Aspen, Glenwood Springs, Grand County, Gunnison area, Steamboat Springs, Summit County, Telluride, Vail)
Northeast: 3,152
(Boulder, Estes Park, Fort Collins, Greeley, Logan County, Longmont, Loveland, Morgan County)
Northwest: 940
(Craig, Delta County, Grand Junction, Montrose)
Southeast: 3,865
(Arkansas Valley, Chaffee County, Colorado Springs, Pueblo, Royal Gorge, Spanish Peaks)
Southwest: 537
(Cortez area, Durago area, Pagosa Springs area, San Luis Valley)

as of 4/1/09

REALTOR® **ADVANTAGE PARTNER PROPOSAL**

Company Name/Profile: _____

Address: _____

Website Address: _____

Contact Name: _____

Phone/Email: _____

Brief description of Product/Service and discount (50 words or less to be used on website):

REALTOR® Advantage, 309 Inverness Way South, Englewood, CO 80112-5818 | FAX (303)790-7299.
Questions? Call Monica Panczer at 303-790-7099 or email mpanczer@coloradorealtors.com.