colorado association of REALTORS®

# MEMBERSHIP BENEFITS GUIDE 2015

A reference guide to your CAR member benefits

YOUR MEMBERSHIP IS WORTH OVER

**$4,000**

## DISCOVER YOUR BENEFITS:

- Market Data: CAR Research Program
- Real Estate Political Advocacy
- Legal Resources: CAR Legal Hotline
- Member Discounts
- Professional Development

KNOWLEDGE *Happens Here*

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REALTOR®

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# IN THIS GUIDE:

## OUR MISSION:

Protecting the Real Estate Industry and Making REALTORS® More Successful!

## FEATURED PARTNERS:

1STBANK

CTMeContracts
Official Contract Software of the Colorado Association of REALTORS®

Heritage Title Company
Making Transactions Personal

Commonwealth Land Title Insurance Company

Land Title Guarantee Company
Since 1967

WUG
Williams Underwriting Group

EXODUS Moving & Storage

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Regional Quarterly Housing Statistics, State Housing Statistics, Colorado Real Estate Industry Snapshot, and Colorado Foreclosure Data.

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Provides members with direct access to a qualified real estate attorney who can offer information on real estate law and related matters. *Free for Colorado REALTORS®.*

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While less formal, faster, and less expensive than litigation, mediation and arbitration are not without cost in both time and money on the part of the parties.

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Professional development is essential to your career growth and viability in the marketplace. We're proud to offer a live webcast program, leadership academy, and multiple events throughout the year with face-to-face learning opportunities.

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CTMeContracts: Official Contract Software of the Colorado Association of REALTORS®. *New users receive over a 28% discount!*

E&O Insurance: Errors and Omissions Insurance that offers the best overall value to Colorado REALTORS®. *Free $40 endorsement for REALTORS®.*

Blue Ribbon Home Warranty: This warranty plan is a value-added buying and selling tool. REALTORS® receive a *$30 discount on single-family home warranty products.*

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Taxbot Expense Tracking: Turn expenses into deductions. *REALTORS® save 50% and pay only $9.99/month.*

Lowen Sign Company: *Save up to 10% off already low prices on thousands of products.*

Kaplan Prelicensing: Prelicensing packages or broker administration classes. *Future REALTORS® save 10%.*

UPS Shipping: CAR members can *save up to 30% on shipping needs*.

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A reliable source of information for you and your clients. We offer an array of publications to give you an advantage with market news, data and trends.

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Marketing tools to promote the advantage of working with a REALTOR®

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Effortlessly engage your clients with video, organized by you, ready to share.

Down Payment Assistance Program .....11

A free tool that helps your clients discover down payment programs that fit their personal situation.

TransUnion SmartMove.....11

SmartMove is your tenant screening answer.

Reach150 .....11

Build a stellar online reputation through client testimonials.



## CAR's Value Proposition:

**Our priority is to provide our Members:**

**Market Trends & Data, Neighborhood & Economic Stats**
Information to make you more confident & productive in the sales process.

**Political Decisions at the Capitol**
Actions that protect real estate and build a healthier market for members, buyers & sellers.

**Legal Trends & Information**
Lower your risk to ensure successful transactions and skilled business practices.

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# MARKET TRENDS AND RESEARCH:

Presenting Sponsor of the CAR Statistics Program:

Heritage Title Company
Making Transactions Personal

Commonwealth
LAND TITLE INSURANCE COMPANY

***Free, accurate industry reports that help YOU establish yourself as the market expert in your area.***

Our Statistics Program, fueled by 10K research -a nationally-recognized market research firm - closely monitors and analyzes trends in the state and local real estate industry. We publish monthly updates on facts and statistics that directly impact you and your clients.

**Research and Housing Statistics**

Through the CAR Statistics Program, we offer a variety of monthly reports about the real estate industry and more.

Your knowledge of housing data in your area is pivotal to your success as a REALTOR®.

That's why we offer:

- Regional Monthly Housing Statistics
- State Housing Statistics
- Colorado Real Estate Industry Snapshot
- Colorado Foreclosure Data

***coloradorealtors.com/housingstatistics/***

# POLITICAL DECISIONS AT THE CAPITOL:

***What would happen to your career if suddenly the mortgage interest tax deduction was no longer available to homeowners?***

CAR's Government Affairs team works at the local, state and federal levels to help protect the industry and homeowner's rights. CAR actively monitors legislation affecting the real estate industry, and promotes or defeats related initiatives. The Government Affairs Team educates REALTORS® and lawmakers about the issues impacting the Colorado real estate industry, with a focus on protecting homeownership, private property rights, free enterprise, and staying vigilant to hold our legislators accountable.

**Priority Legislation**

We give you a detailed look at the current year's priority legislation, including legislative tracking sheets to keep you informed of legislation affecting the real estate industry.

**Calls for Action**

We work diligently to keep you informed about Calls for Action which are sent out when key legislation is being considered. Make sure your REALTOR® voice is heard and be looking for the next Call for Action to contact elected officials.

**RPAC**

RPAC consists of invested funds from REALTOR® members interested in protecting real estate interests and property rights.

***coloradorealtors.com/government-affairs/***

## CAR's Legislative Policy Statements:

**REALTORS ® will support legislative policies that:**

- Ensure economic vitality
- Provide jobs and housing opportunities
- Preserve our environment
- Protect real property owners' rights
- Build better communities

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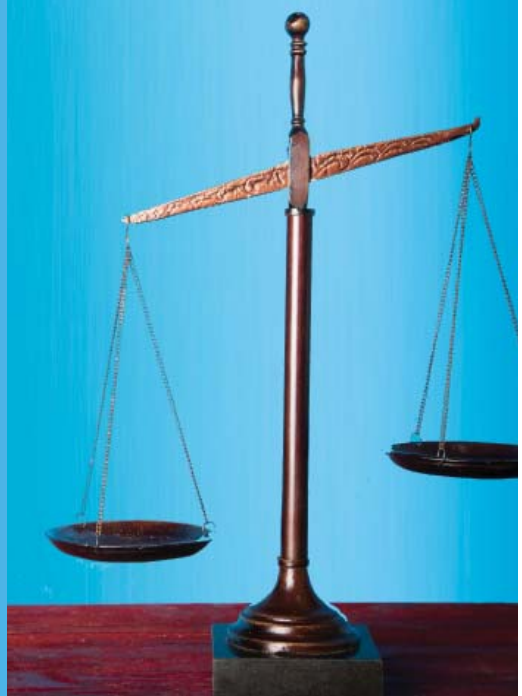
# LEGAL HOTLINE:

**Legal Hotline Hours:**

*Monday – Friday*
9:00 am – 12:00 pm
and 1:00 pm – 4:00 pm



***A call to a real estate lawyer costs an average of $250 per hour. In just one hotline call, you've paid for your CAR dues.***

The REALTORS® Legal Hotline is a service that provides members of the Colorado Association of REALTORS® direct access to a qualified real estate attorney who can offer information on real estate law and related matters. The Hotline provides legal information, not legal representation.

**How do I use the Legal Hotline?**
The principal broker and one additional designee from each REALTOR® office are allowed free access to the Hotline. Each user will be assigned a unique Hotline Identification Number. Your name and ID number will provide verification that you are an authorized caller. Be prepared to give your name and ID number to the attorney when you call.

***coloradorealtors.com/legal-hotline/***

**Mediation & Arbitration**
Despite the best efforts of well-intentioned REALTORS®, disagreements still occur. While less formal, faster, and less expensive than litigation, mediation and arbitration are not without cost in both time and money on the part of the parties.

***coloradorealtors.com/legal-professional-standards/***

# PROFESSIONAL DEVELOPMENT:

***Professional development is essential to your career growth. What are you doing to be a better REALTOR®?***

We understand that professional development is essential to your career growth as a REALTOR® and viability in the marketplace. Our motto: Building Better Brokers.

**CAR's Webcast Program**

We've developed a convenient way for you to access and receive important industry updates, as well as a variety of education classes utilizing a state-of-the-art live webcast broadcast system. We broadcast and record these webcasts directly from our studio at CAR and Livestream to REALTOR® members across the state.

***The best part: many of these webcasts are free and you can access them on your own time.***

**CAR Leadership Academy**

Effective REALTOR® Associations require visionary leaders who can anticipate the existing and future needs of the Association. The CAR Leadership Academy provides Colorado REALTORS® the insight and tools needed to lead our associations to new heights.

**Face-to-face CE Opportunities at our Events**

CAR organizes several events each year that provide you with continuing education credit opportunities in the form of career-building education sessions.

***coloradorealtors.com/professional-development/***

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# MEMBER DISCOUNTS:

We leverage the purchasing power of our 21,000+ members to get you discounts on the products and services you need most.

***With your discounts and benefits, your membership is worth over $4,000.***

**Blue Ribbon Home Warranty**: A warranty plan from Blue Ribbon is a value-added buying and selling tool. REALTORS® receive a $30 discount on single-family home warranty products.

***coloradorealtors.com/home-warranty/***

**CTMeContracts Forms and Contract Software:** The Official Contract Software of the Colorado Association of REALTORS®. New users receive a **28% discount**!

***coloradorealtors.com/forms-contract-software/***

**Errors and Omissions Insurance: Williams Underwriting Group** provides a superior E&O product that offers the best overall value to Colorado REALTORS®, including six exclusive coverage, regulatory complaints coverage, increased limits and a $40 endorsement at no cost to REALTORS ®.

***coloradorealtors.com/errors-omissions/***

# MEMBER DISCOUNTS:

**Kaplan Prelicensing:** Kaplan is offering an exclusive discount through the CAR program. Receive a 10% discount on prelicensing packages or broker administration classes.

*coloradorealtors.com/kaplan-real-estate-education/*

**Lowen Sign Company Signage**: Save up to 10% off already low prices to the thousands of products from Lowen Sign Company.

*coloradorealtors.com/signage/*

**Taxbot Expense Tracking:** Taxbot is the easiest way for small business owners and 1099 contractors to turn expenses into deductions. Colorado REALTORS® save 50% and pay only $9.99/month.

*coloradorealtors.com/taxbot/*

**UPS Shipping:** CAR members save up to 30% on shipping needs.

*savewithups.com/coar/*

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# NEWS RESOURCES:

***A REALTOR® who is "in the know" is more valuable to their clients. See what CAR publications and information resources has to offer.***

**Colorado REALTOR ® Magazine**
A quarterly magazine (plus a bonus issue for our Annual Convention) that highlights in-depth industry information and helpful articles written by industry experts.

**eNews: CAR's Email Newsletter**
A bi-weekly email-based newsletter that offers the most important, timely news from the real-estate perspective. Includes information on upcoming events and webcasts.

**Capitol Connections**
Updates and news about political advocacy and efforts to protect homeownership at the Capitol.

**Events - CAR Convention**
The Annual CAR Convention takes place every Fall, and is a fun and interactive way to give you, our member, access to resources and professional development opportunities that will help you in your business.

**CAR Website**
Designed with our members in mind, the CAR website delivers the most important news via our news Blog, updated daily.

***coloradorealtors.com***

# MEMBER PRODUCTIVITY TOOLS:

***CAR is committed to providing members with the tools they need to be successful in business.***

**Why Use a REALTOR® Campaign**
CAR facilitates several multi-media campaigns designed to educate consumers about the numerous benefits and advantages of working with a REALTOR®. Don't forget to identify yourself as a REALTOR® when meeting with clients. Get your REALTOR® pin at our next event.

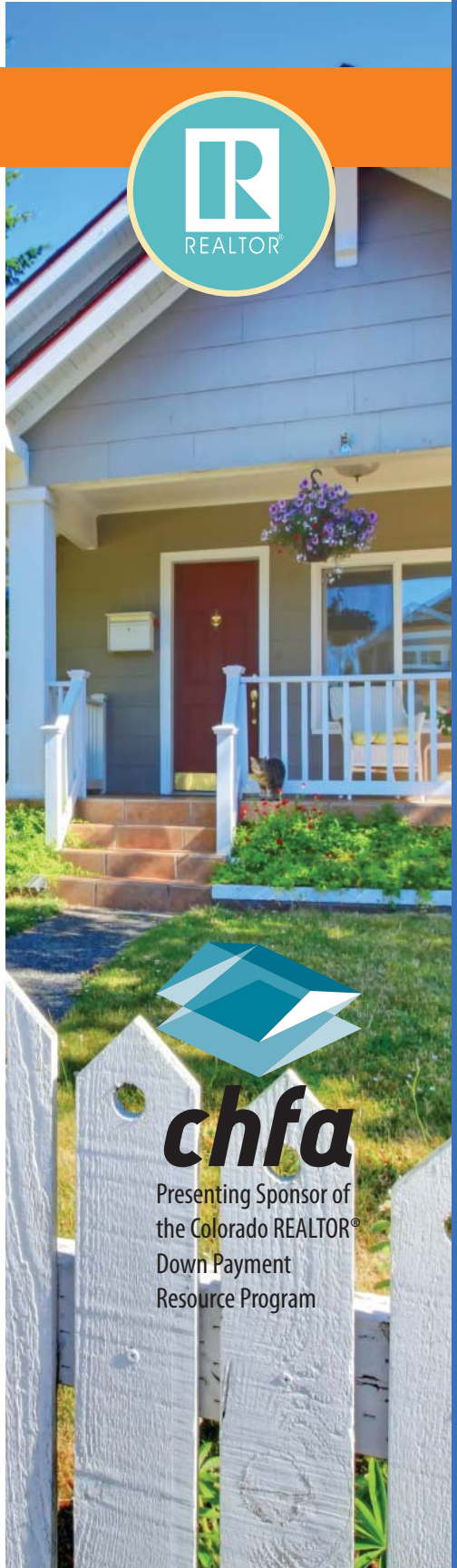
**Member Toolkit**
We routinely produce and distribute collateral materials designed to highlight the value of being a REALTOR® and the benefits to consumers when working with a REALTOR®. We've put together these materials for you to use as tools when meeting with prospective clients. Download today and promote your brand.
***coloradorealtors.com/membertools/***

**Tagible Video Platform**
Effortlessly engage your clients with real estate videos, organized by you, ready to share. Tagible for local associations have been provided by CAR. Tagible for individual members is also available.
***coloradorealtors.com/real-estate-videos/***

**Down Payment Resource Program**
The Colorado REALTOR® Down Payment Program is a free tool that helps you and your clients discover down payment programs that fit a client's personal situation.
***helpwithdownpayment.com***

**Transunion SmartMove:**
Whether you're helping your rental clients, or managing your own investment properties, SmartMove is your tenant screening answer.
***coloradorealtors.com/mysmartmove/***

**Reach150:**
Build a stellar online reputation through client testimonials.
***coloradorealtors.com/reach150/***

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# KNOWLEDGE
*Happens Here*

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## MARKET TRENDS
*& Data*

CAR provides a variety of neighborhood and economic stats. Information to make you more confident and productive in the sales process.

## POLITICAL DECISIONS
*at the Capitol*

Actions that protect real estate and build a healthier market for members, buyers and sellers.

## LEGAL TRENDS
*& Information*

Helping you lower your risk to ensure successful transactions and skilled business practices.

www.ColoradoREALTORS.com