



ABOUT US

Eugene REALTORS® was founded in 1921, and is a not-for-profit trade association, serving over 1,100 real estate professionals with an additional 60 Affiliate members in Eugene, Oregon. Eugene REALTORS® is one of 1,200 local associations of the National Association of REALTORS® (NAR). The Association advances the professionalism and reputation of its members by effecting and promoting policies that preserve and expand real property rights and housing affordability, and by providing programs and services that enhance members' abilities to conduct their business successfully with integrity and competency.

Ethics, Integrity, and Knowledge...Your voice for local Real Estate.

OUR MISSION

The mission of the Eugene REALTORS® is to provide our members with superior tools and education to attain the highest level of ethical standards, be the leading advocate for private property rights, and enhance our community's quality of life.

ELEVATE ENGAGE EMPOWER

CORE VALUES

Eugene REALTORS® unites the area's most dedicated and skilled real estate professionals. Our Association helps members transact more business and provide to their clients the highest standards of ethics and expertise.



Here are the benefits of being an Affiliate member:

- **Welcome on Social Media** – Promote as a new Affiliate on social media.
- **Receive Monthly Association Newsletter** - Receive our monthly Association newsletter, keep up-to-date on education, events, and relevant Association news.
- **Affiliate Directory** – Affiliate office and Affiliate member contact information will be included on both the Eugene REALTORS® website and app.
- **Opportunity to Host Classes and Events** – With the opportunity to introduce yourself and the services your company offers. Distribute business cards and brochures to those in attendance. List of class attendees available upon request. (spots are limited)
- **Advertising Opportunities** - Have the opportunity to display brochures and business cards in office lobby.
- **Opportunities to Contribute** - Raffle Baskets at events to promote your business.
- **Listing on Association Website** - As an Affiliate member.
- **Opportunity to Submit Class Ideas to the Education Committee** - Presented by your company if applicable.
- **Opportunity to Participate on Committees** - Alongside with REALTOR® members to give input on Eugene REALTOR® activities.



Thank you for considering becoming an Affiliate Partner with Eugene REALTORS®. We believe in building strong relationships with businesses that share our commitment to excellence and community growth. As an Affiliate Partner, you play a crucial role in supporting our mission while enjoying numerous benefits for your business.

Why Affiliate Partners are Important:

- **Synergistic Growth:** Affiliates and Eugene REALTORS® can grow together by leveraging each other's networks and resources. Real estate is a collaborative industry, and through our Affiliate Program, partners can harness collective strengths for mutual business growth.
- **Community Impact:** Affiliates, through their collaboration with Eugene REALTORS®, actively contribute to the growth and enduring strength of the local community, nurturing a collective sense of responsibility.
- **Networking Opportunities:** Affiliates gain access to a vast network of real estate professionals, potential clients, and other Affiliates, fostering valuable connections.
- **Brand Exposure:** Our dynamic approach and expansive network will help generate your market presence, connecting you with opportunities and potential clients. Eugene REALTORS® is dedicated to the support and growth of your business.
- **Eugene REALTORS® Events:** Affiliates receive invitations to exclusive events, seminars, and networking functions, providing opportunities for collaboration and business development.



Eugene REALTORS® Affiliate Partners - Membership Types:

Standard Membership - \$165 Annual Dues

- Affiliate Directory
- Access to ER Events
- Association Newsletter
- Marketing Material at Association Office
- 1 Marketing Piece in New Member Orientation Binder
- Opportunity to Provide Raffle Baskets
- Qualify for the Affiliate of the Year Award

Premium Membership - \$250 Annual Dues

- Affiliate Directory
- Access to ER Events
- Association Newsletter
- Marketing Material at Association Office
- 1 Marketing Piece in New Member Orientation Binder
- Opportunity to Provide Raffle Baskets
- Qualify for the Affiliate of the Year Award
- Seat on Affiliate Committee (1 seat per company)
- Option to Serve on another Committee other than the Affiliate Committee
- Opportunity to submit class ideas. Present by your company if applicable.
- Add Company Classes to Eugene REALTORS® Calendar
- 1 Newsletter "Ask The Expert" Article Submission

The Eugene REALTORS® hopes that you will find benefit in being a member of the Association.
We look forward to working with you and building a successful relationship together.
In addition to annual dues, a new Affiliate member will be assessed a onetime application fee of \$100, due at the time you join. Dues are collected annually in January.
Call (541) 484-3043 or Memberservices@eugenerealtors.org

AUDIENCE REACH



1.8K FOLLOWERS



828 FOLLOWERS



EMAIL



WEBSITE



946 FACEBOOK FOLLOWERS
124 INSTAGRAM FOLLOWERS

*Numbers as of 11/27/2023

MARKETING



Exposure to More than 1,100 Eugene REALTORS®



Marketing Material at Office



Marketing Material Included in New Member Packets



Added to Eugene REALTORS® Affiliate Directory



Eugene REALTORS® Affiliate Members - Participating in quarterly Affiliate Committee Meetings can offer several advantages for your business. Our goal is to use this time to connect with one another, aiming to foster networking opportunities, share insights, and build stronger relationships with our valued Affiliates. We believe that by coming together, we can collectively enhance our knowledge, and as an Association, contribute to the growth and support of your business.

Participating in quarterly Affiliate Committee meetings organized by Eugene REALTORS® can offer several advantages for your business. Here are some potential benefits:

Networking Opportunities: Regular committee meetings provide a structured platform for networking with other Affiliates. Building relationships within the real estate community can lead to referrals, collaborations, and expanded business opportunities.

Stay Informed: These meetings likely include updates on industry trends, market conditions, and regulatory changes. Staying informed can be crucial for adapting your business strategies and offerings to align with the evolving real estate landscape.

Visibility and Recognition: Regular attendance at Affiliate Committee meetings can contribute to increased visibility for your business. Being an active participant can lead to increased recognition among real estate professionals, potentially translating into more business opportunities.

Access to Industry Leaders: Committee meetings often attract key decision-makers within the Association. Establishing connections with these individuals can be beneficial for your business, opening doors to potential collaborations or partnerships.

Contribution to the Real Estate Community: Active involvement in committee meetings allows you to contribute to the real estate community. Sharing your expertise, insights, and perspectives can position you as a valuable resource within the industry.

Advance Notice of Opportunities: Being part of the committee provides you with early access to information about upcoming events, sponsorships, or promotional opportunities within the Association. This can give you a competitive advantage in planning your marketing strategies.

Participation in Planning and Decision-Making: Depending on the structure of the meetings, you may have the opportunity to participate in the planning and decision-making processes of the Affiliate Committee. This involvement can give you a voice in shaping the direction of Affiliate activities.

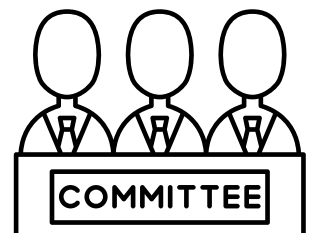
It's essential to actively engage in these meetings, contribute to discussions, and take advantage of the networking opportunities presented. Consider these meetings as a valuable investment in building relationships and staying connected with the local real estate community.



Eugene REALTORS® Committees

Our Affiliates Partners can serve on several
Eugene REALTORS® Committees

- Affiliate Committee
- Young Professionals Network (YPN) Committee
- Special Events Committee
- Golf Tournament Committee
- Food 4 Lane County Committee





Advocacy

As an Affiliate member, you have the opportunity to make a difference protecting the future of real estate by contributing to RPAC. For more than 50 years, the REALTORS® Political Action Committee (RPAC) has been one of the strongest and most successful advocacy organizations in the nation. RPAC recognizes that an industry that shies away from politics is an industry whose future is unstable and uncertain. Your voluntary investments in RPAC earn us a seat at the table with legislative and policy decision makers on Capitol Hill, statehouses, and city halls across the country. Your continued support and engagement allow us to shape the size, scope, and success of real estate industry for REALTORS® businesses, property, and homeowners alike. Together, we're protecting the future of real estate in America.



I want to invest in my business...
I want to invest in RPAC!



I choose to invest: ☐ \$1,000 ☐ \$500 ☐ \$250
☐ \$100 ☐ \$50 ☐ \$15 ☐ Other _____

Name: _____ REALTOR® #: _____

Payment Option: ☐ Card ☐ Check ☐ Bill Me Online

Card #: _____ Exp. Date _____ CVV: _____

Card Billing Address: _____

Signature: _____ Date: _____

Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National, Oregon, or local associations of REALTORS® will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by Oregon REALTOR® PAC to support state and local political candidates. Until Oregon REALTOR® PAC reaches its RPAC goal, 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the Oregon REALTOR® PAC reaches its RPAC goal, your entire contribution will be used to support state and local candidates. Contributions are not deductible for income tax purposes. ORS 316.102 provides for a credit against state taxes of up to \$50 per individual or \$100 per joint return for contributions to political committees.



Eugene REALTORS® Affiliate of the Year

AFFILIATE OF THE YEAR AWARD POLICIES AND CRITERIA:

- a. While Affiliate memberships are by firm rather than an individual, any Primary Contact or Roster Affiliate of an Affiliate member firm is eligible to receive the award.
- b. No member's nomination shall be considered if that member has received the Affiliate of the Year Award in the past.
- c. Nominations are selected by the Board of Directors.

CRITERIA:

- i. Ethics and Cooperation (50%) – Honesty and integrity in ethical standards, professionalism in business practices, promoting the image of the real estate industry and Eugene REALTORS® in relations with the public, proper business etiquette, and helpfulness and cooperation with others in the business should be beyond reproach.
- ii. Association Participation (20%) – Participation with Eugene REALTORS® by serving on Committees, special assignments, seminar and educational attendance or teaching, sponsored functions, engagement with membership.
- iii. Activity in Community Affairs (15%) – Local, state, and/or national participation in civic and service clubs and charitable activities.
- iv. Continuing Education (10%) – Advances skill level with the industry through seminar and educational attendance or teaching and freely shares knowledge with others.
- v. Business Accomplishments (5%) – Public recognition of business conduct and achievements; service to clients and customers; imaginative and creative advertising programs; etc.

