



Santa Cruz County Board of REALTORS®

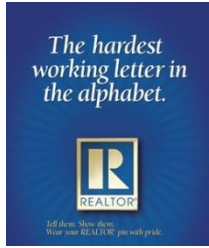
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2011 MEMBER BENEFITS GUIDE



Guide to the Services & Benefits Of YOUR Associations

President's Message



Dear Fellow REALTORS®,

The Santa Cruz County Board of REALTORS® is dedicated to serving you. Now more than ever, it's important for you to know what benefits you have as a result of being a member of this Association. I hope after reading over

this Guide, you will see your dues dollars provide you with outstanding benefits. Your benefits with the National Association of REALTORS® and the Arizona Association of REALTORS® range from discounts at major retailers on travel to medical and dental. NAR recently opened the first REALTORS® Federal Credit Union and now offer a REALTOR® Platinum Visa. AAR's newest 2011 benefit will be offering members the ability to electronically sign documents.

At the local level, your Association has many committees including, Membership Services, MLS Standards, Education, Public Relations, Fundraising, Legislative, and RPAC Committee that are filled with your peers and are hard at work. These committees, your Board of Directors and Executive Officer strive to meet the 5 strategic goals set forth several years ago:

1. Grow in our position as a leader and major voice in the improvement of our community.
2. Continue to implement and strengthen our leadership.
3. Strengthen your business and help you grow professionally.
4. Promote real estate ownership and housing.
5. Heighten member awareness of Association value.

Our Vision for our members is *Best Prepared REALTOR® with the Highest Standards...* It is our mission to provide education, programs and services which improve our members' ability to conduct their business professionally, successfully and in accordance with the REALTOR® Code of Ethics. We strive to enhance and promote the REALTOR® public image through community involvement; support diversity and equal housing opportunity; and act as a legislative force in the preservation of the public's right to own, transfer, and enjoy the use of real property.

We are delighted to announce to our members the flexibility of paying your 2011 Association Dues by going to Fees Schedule online and [Pay Membership Dues](#) with your credit card.

I encourage you to take full advantage of the benefits you see listed in this guide and be sure to stay involved in your Association!

Aracely Stout, REALTOR®
2011 SCCBR President

2011 ASSOCIATION/MLS BOARD OF DIRECTORS

Aracely Stout, President
Yvette Palmer, President-Elect
Nanci Pottinger, Immediate Past President
Lois Cooper, Treasure
Mindy Maddock, Secretary
Meg Flanders, MLS Vice President
Lori Adamson, Director
Dora Luz Dexter, Director
Fred Johnson, Director
Debbie Madrigal, Director
Lupita Mendoza, Director
Maria Esther Solis, Director
Karen Sykes, Director
Emily Wilson, Director
Mayra Valencia

SANTA CRUZ COUNTY BOARD OF REALTOR® COMMITTEES

The Finance Committee is made up of the Treasurer, President, President-Elect and Past President, and Executive Officer. The purpose of this committee is to formulate and make recommendations concerning strategic and financial planning, investment management control and budgeting and to monitor the Board's finances to provide efficient utilization of its resources.

The Membership Committee is responsible in coordinating and organizing our SCCBR Member Orientation Program, Affiliate Appreciation Luncheon, REALTOR® Store, governing documents, and seeking new SCCBR Members and services.

- Yvette Palmer, Chairperson
- Volunteers: Lupita Mendoza; Mayra Valencia

The MLS Standards Committee is responsible in reviewing complaints and appeals by members, new MLS system data fields, waiver applicants, governing documents, technological member services, form revisions, and SCCMLS New Member Orientation Program.

- Meg Flanders, Chairperson
- Volunteers: Lori Adamson; Laura Lomeli; Tina Totty; Natalie Jarmin; Donna Beedy; and Debbie Madrigal

The Education Committee coordinates our continuing education classes by hiring qualified instructors, program classes through our Calendar of Events and our Association's website to enable Members to register online.

- Donna Beedy, Chairperson
- Mindy Maddock, Co-Chairperson

The Fundraising Committee organizes our annual Golf Tournament Event and evaluates recipient requests for awarding proceeds by making recommendations to the Board of Directors for final approval.

- Carlos Ramos, Chairperson
- Dora Luz Dexter, Co-Chairperson

The Public Relations Committee coordinates our monthly magazine Ad publication by educating the public about current real estate issues, our local fundraising efforts and donations, and the benefits of using a REALTOR®.

- Emily Wilson, Chairperson
- Yvette Palmer, Co-Chairperson

The Legislative Committee monitors and protects public issues and helps maintain contact with our local city and county elected officials to help shape public policy that will best protect Private Property Rights.

- Nanci Pottinger, Chairperson
- Fred Johnson, Co-Chairperson

The RAPAC Committee educates our Members on the importance of what RAPAC does and solicits contributions.

- Tina Totty, Co-Chairperson
- Kathy Campana, Co-Chairperson

SCCBR task forces are work groups of members appointed by a President or a committee chairperson to do in-depth analysis and come up with ideas on a specific issue(s) to resolve, revise, and/or implement a procedure. Following topics may fall under these task forces.

- REALTOR® Trademark Protection
- Equal Housing Opportunity
- Risk Management

Membership Dues Breakdown

2011 Annual Dues for local, state and national Associations:

SCCBR REALTOR® Dues	\$196.00
AAR REALTOR® Dues	\$155.00
NAR REALTOR® Dues	\$ 80.00
NAR Public Image Investment	\$ 35.00
TOTAL DUES	\$466.00

How Does My National Membership Benefit Me?



The National Association of REALTORS® (NAR), makes sure that your membership dollars work for you in many ways, particularly in the following key areas:

- Advocating for issues that matter to REALTORS®
- Economic and market research
- Helping REALTORS® understand their industry and improve their business
- Helping the public understand the value of working with a REALTOR®
- Supporting REALTORS at the state and local level

Here is a complete breakdown showing how your \$80 NAR membership dues are used:

- \$30 - Legislative/Regulatory Advocacy
- \$6 - Economic and Technological Research
- \$6 - Publications (REALTOR® Magazine and ORG.)
- \$15 - Consumer and Member Relationship Building
- \$4 - Code of Ethics/Legal Policy, Enforcement
- \$5 - Commercial/International Alliance Partnerships
- \$10 - State/Local Association Services and Support
- \$4 - Customer Service and Product Suite

USE OF THE REALTOR® TRADEMARK

The REALTOR® brand name results in approximately \$4,650 per year in additional income for members. *Source: NAR*

NAR BENEFITS REFERENCE GUIDE

NAR provides you with a wide array of tools to navigate the current real estate market. To make the most of your membership go to: [Member Reference Guide](#)

REALTOR BENEFITS® PROGRAM

The REALTOR Benefits® Program is *your* member benefits program. NAR has partnered with industry leaders to provide you with value-added offers and significant savings on products and services you use on a daily basis. To learn more go to: [REALTOR BENEFITS®](#)

As part of the REALTOR® family and the NAR, you receive incredible benefits for your business. But you also gain something even more valuable – the support and guidance of more than one million other real estate professionals and world-class staff who understand your needs and are working every day to help you succeed.

Along those lines, NAR has many ongoing initiatives, tools, social medias, and conventions to help your business:

- [Public Awareness Campaign](#)
- [Government Advocacy](#)
- [Real Estate Today](#)
- [HouseLogic.com](#)
- [REALTORS Property Resource™ \(RPR\)](#)
- [RIGHT TOOLS, RIGHT NOW](#)
- [Speaking of Real Estate Blog](#)
- [Voices of Real Estate Blog](#)
- [Info Central Blog](#)
- [Center for REALTOR® Technology Blog](#)
- [YPN Lounge Blog](#)
- [Housing and Economic Indicators](#)
- [Housing and Sales Statistics](#)
- [Meetings and Expos](#)
- [REALTOR® TV](#)
- [REALTOR® Action Center](#)
- [Real Estate Connections TV](#)
- [NAR Web Feeds](#)
- [NAR Webinars](#)
- [NAR and Facebook](#)
- [NAR and LinkedIn](#)
- [NAR and Twitter](#)

How Does My State Membership Benefit Me?



The Arizona Association of REALTORS® (AAR), have been advocates for several legislative initiatives at our state level and “fights” over the years have saved each member, based on a conservative estimate, **\$5,412** annually. These activities include:

- Drafted and passed a state constitutional amendment ballot measure that allows real estate licensees to draft or fill out and complete contracts related to a real-estate transaction without being an attorney.
- Drafted and passed a state constitutional amendment ballot measure that prohibits governments from charging a transfer tax on real property transfers.
- Repealed the poorly drafted and bankruptcy-causing anti-deficiency legislation (SB 1271).
- Required municipalities to provide water status in rural or non-active management areas of our state.
- Maintain continuing opposition to a state-imposed sales tax on services.
- Advocate reasonable water rights disclosure and availability.
- Said NO to SPAM. Prevented outside organizations from obtaining licensee email addresses from the ADRE.
- Got clarifications to the employer sanction law effecting independent contractors.
- Advocated against proposed unreasonable disclosure requirements outside the REALTORS® expertise requirements and expectations.
- Defend statewide right to display for-sale signs in HOAs.
- Achieved mandatory licensing of loan originators.
- Defeated onerous water legislation.

AAR HELPING YOU MANAGE RISK

- Legal Hotline. If used just once in a year, the valuable Legal Hotline service provides an estimated savings of \$475. Learn More: [Legal Hotline](#)
- Standard Forms. These real estate forms represent an estimated savings of \$428 per member per year based on the development and production costs if done on a company-by-company basis.
- ZipForms. The ability to access standard forms in an electronic format provides an average savings of \$99 annually. Learn More: [ZipForms](#)
- Transaction Management. AAR offers the leading TM solution, powered by SureClose, as a cost-saving member benefit. AAR has negotiated down the usual \$2,500 per broker fee to just \$500—a savings of \$2,000! In addition, there is no per-transaction fee

(usually \$15-25 per file), and members receive seven years FREE online file storage (usually \$1.50 per file). Learn More: [Transaction Management](#)

- In 2010 AAR negotiated an agreement for a new member benefit called MLS Connect. This new benefit provides integration of information from the MLS directly to ZipForms. Learn More: [MLS Connect](#)
- MongoFAX empowers all Arizona REALTORS® to instantly fax paper-based documents (disclosure packages, signed contracts, etc.) directly to any email address in the world. All you need is an ordinary fax machine and AAR’s designated MongoFAX Cover Page to enjoy Unlimited, Toll Free Usage! Learn More: [MongoFAX](#)
- For 2011 E-Sign (electronic signatures) as a web based solution. Learn More: [zipLogic Digital Ink™](#)

Much of what the REALTOR® Association does is quietly carried out and without much fanfare. The return, in many instances, is intangible: friendships gained, leadership training received, education and information obtained. These all contribute to a member’s “bottom line.” AAR has many, tools, social medias, and events to help you succeed:

- [AAR BLOG](#)
- [RALLINOW](#)
- [AAR on Facebook](#)
- [AAR on Twitter](#)
- [Events and Classes](#)
- [Road to Professionalism](#)
- [Arizona REALTOR® Magazine](#)
- [AZ Graduate REALTOR® Institute](#)
- [Real Estate From A to Z Radio Show](#)

How Does My Local Membership Benefit Me?



Board of REALTORS®

The Santa Cruz County Board of REALTORS® is the *Voice of Real Estate®* in Santa Cruz County, Arizona. As a member of SCCBR, you are automatically a member of the Arizona Association of REALTORS® and the National Association of REALTORS®. All three organizations are devoted to serving your interests and needs at the local, state and national levels. You are entitled to a number of great services, discounts and benefits including: publications, education, communications, political advocacy, networking, and volunteer opportunities.

We work every day to infuse our membership with as much value and as many benefits as possible. About 42% of your annual dues go to SCCBR - the rest go to your membership at the state and national level. For your \$196 annual dues, your membership provides tremendous value.

So What's New For 2011

As a new service SCCBR will provide members the ability to pay online with a credit card, create a private Members access to a SCCBR blog, and will add Member's social medias through [FIND A REALTOR®](#) plus connect with the public and our members through our new [SCCBBR's YouTube Channel!](#)

- [Pay Your Membership Dues](#)
- [SCC AZ REALTOR® Blog](#)
- [Update My SCCBR Profile](#)

REALTOR® CENTER

Your centralized place for all you real estate tools, continuing education class, updating profile, risk management, and field guides by SCCBR, AAR and NAR! Take full advantage of these valuable resources and bookmark this link: [REALTOR® Center](#)

NETWORKING OPPORTUNITIES

SCCBBR offers many networking opportunities for our Members such as the MLS Marketing Sessions & Home Tours, General Membership Meeting, Golf Tournament Fundraiser, Election Luncheon, Installation & Awards Banquet, Affiliate Appreciation Luncheon, Broker Meetings, and Education Classes.

COMMUNICATIONS AND MEDIAS

SCCBBR primary method of communication is through e-mail. Our website at www.sccazrealtor.com is also an important method of communication. It encompass social medias to keep you up-to-date on industry news and a Calendar of Events where you will find info about Association and MLS meetings, educational courses, and community events.

- [Calendars-of-Events](#)
- [Real Estate News](#)
- [Real Estate Blogs](#)
- [Facebook Forums](#)

VOLUNTEER OPPORTUNITIES

Looking to get involved? Then we are looking for you too! Joining a committee helps you to become better acquainted with YOUR Association and gives you the opportunity to help keep the association a leader in the Industry. To get involved go to: [Join a SCCBR Committee](#).

PROFESSIONAL DEVELOPEMENT

The market continually evolves and as REALTORS®, we must remain connected and educate ourselves in the changing market place. Your clients depend on you as REALTORS® to protect and promote their best interests. SCCBR provides at least twelve classes (36 hours) of FREE continuing education to help you succeed and valued at \$300 per year! To register for an upcoming class go to: [Continuing Educational Courses](#)

GOVERNMENT AFFAIRS

SCCBBR has a Legislative Committee to keep us informed on local government. The committee monitors and protects

public issues and helps maintain contact and opens the door for interaction and communication with our local city and county elected officials to help shape public policy that will best protect Private Property Rights. To stay up-to-date with legislative initiative go to: [Government Affairs](#)

PUBLIC RELATIONS

The SCCBBR is continually building the REALTOR® image through our public relations effort. By educating the local media and the public about current real estate issues, our local fundraising efforts and donations, and the benefits of using a real estate professional for all of their real estate needs, the REALTOR® image and logo are enhanced thus garnering more exposure for our REALTOR® members! Check out our publications by going to: [Community Outreach Ads](#)

COMMUNITY INVOLVEMENT

Since 1997, Our Members have dedicated countless hours in organizing our annual Golf Tournament. All proceeds are given back to noble causes throughout our community and our Youth Scholarship Program. Members also participate in our Back to School Drive where students are provided with school supplies and backpacks to start their school year! To learn more about our community programs go to: [Community Involvement](#)

AFFILIATE MEMBERSHIP

YOUR Affiliate Membership consists of companies and services who are very involved in serving our members needs, presenting educational programs, and sponsoring Association events. We encourage you to consider using the services of all of our Affiliate members as often as possible in YOUR business relationships. Go to: [Find an Affiliate](#)

MEMBER ORIENTATION

Our all day orientation class is provided at no charge to all new REALTOR® members to ensure their success. It is used to inform our new members and to encourage them to be active participants in SCCBBR. The class also includes real estate field guides and all the benefits provided by all three Associations.

REALTOR® STORE

The REALTOR® Store at our Board office is designed to help support and market our member's businesses; banners, flyer boxes, lockboxes and other REALTOR® products can be found.

SANTA CRUZ COUNTY MULTIPLE LISTING SERVICE, INC.

SCCMLS is a subsidiary of SCCBBR and is a computerized network of participating real estate offices throughout Santa Cruz County. As a new membership benefit SCCMLS has created a public website! To explore just go to: [SCCAZMLS](#)

Total Saving Benefits

For an annual dues payment of \$466.00, the average member receives over **\$10,000** in benefits and savings!