

## Value of Affiliate Membership

How can you be sure that your Affiliate members find value in belonging to your association? Many associations offer a category of Affiliate membership that is a matter of local discretion. There are two options in the former NAR *Model Bylaws for Local Member Boards*, provided below. (Note: The references to “paragraphs (a) or (b)” refer to the definitions of REALTOR® and Institute Affiliate members.)

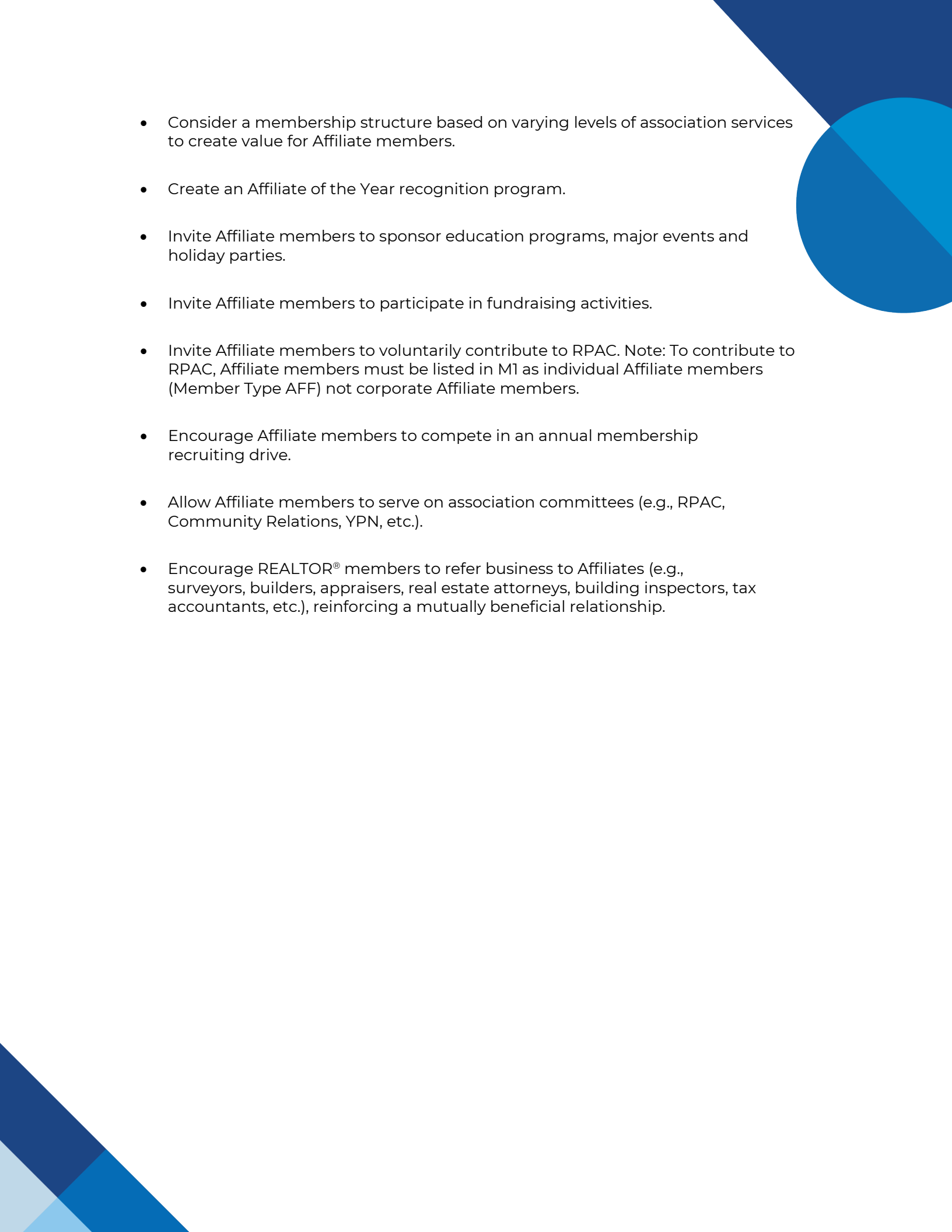
**(c) Affiliate Members.** Affiliate members shall be real estate owners and other individuals or firms who, while not engaged in the real estate profession as defined in paragraphs (a) or (b) of this section, have interests requiring information concerning real estate and are in sympathy with the objectives of the association.

**Optional language for 1(c), above:** The following may be adopted under Section 1(c) Affiliate Members at the discretion of the local association (provided it is not in conflict with the State Association's Bylaws):

*Affiliate membership shall also be granted to individuals licensed or certified to engage in real estate practice who, if otherwise eligible, do not elect to hold REALTOR® membership in the association, provided the applicant is engaged exclusively in a specialty of the real estate business other than brokerage of real property.*

While the qualifications, privileges and obligations of Affiliate membership are also a matter of local (or state) association determination, the following initiatives are suggestions your association may employ to ensure that your Affiliate members recognize the value of their membership. Adopting any of these initiatives may require changes to your association's Bylaws.

- Establish an Affiliate Committee to give your Affiliate members a voice, with the Affiliate Committee chair serving on the Board of Directors as a voting (or non-voting) member.
- Create a position on the Board of Directors for an Affiliate Director, elected by the other Affiliate members, with voting rights so that your Affiliates have a voice in association matters.
- Create a non-voting Affiliate Liaison position on the Board of Directors, selected by the Affiliate Committee.
- Offer Affiliate members access to purchase MLS comparable, sold and statistical information.
- Invite Affiliate members to membership meetings to share their business perspectives with REALTORS®, network with them, and describe the services they offer to REALTORS® clients.

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- Consider a membership structure based on varying levels of association services to create value for Affiliate members.
  - Create an Affiliate of the Year recognition program.
  - Invite Affiliate members to sponsor education programs, major events and holiday parties.
  - Invite Affiliate members to participate in fundraising activities.
  - Invite Affiliate members to voluntarily contribute to RPAC. Note: To contribute to RPAC, Affiliate members must be listed in M1 as individual Affiliate members (Member Type AFF) not corporate Affiliate members.
  - Encourage Affiliate members to compete in an annual membership recruiting drive.
  - Allow Affiliate members to serve on association committees (e.g., RPAC, Community Relations, YPN, etc.).
  - Encourage REALTOR® members to refer business to Affiliates (e.g., surveyors, builders, appraisers, real estate attorneys, building inspectors, tax accountants, etc.), reinforcing a mutually beneficial relationship.