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MEMBER GUIDE



MASSACHUSETTS
ASSOCIATION OF REALTORS®



As a member of MAR,
you're a part of
something greater.



- Political advocacy
- Community engagement
- Professional development resources



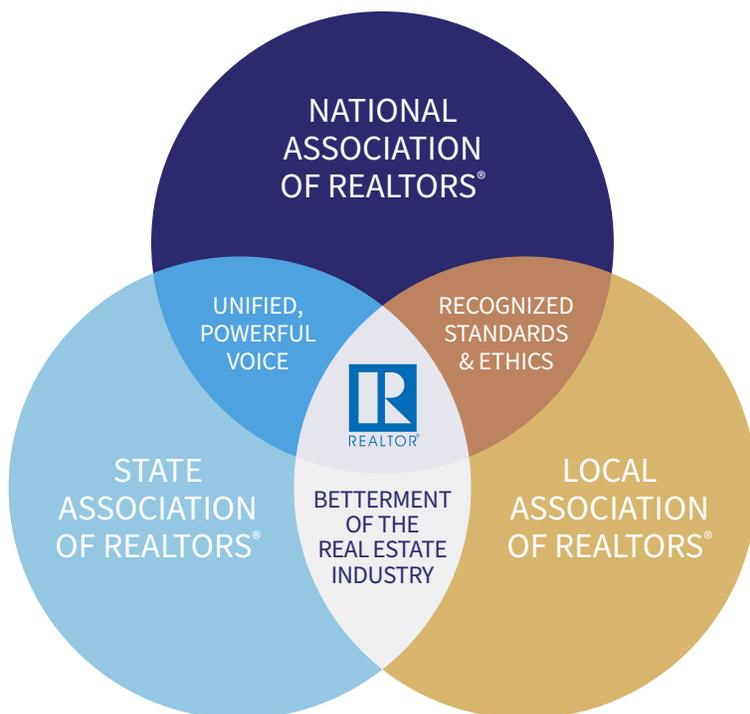
WELCOME

to the Massachusetts Association of REALTORS® (MAR)

As a member, you're part of something greater — something that creates a better path forward. MAR is the leading voice in Massachusetts real estate, working tirelessly since 1924 to advocate for our members, property owners, and our industry.

Our mission is to support you and the communities you serve, promoting public policy initiatives and private property rights. With our political advocacy, community engagement, and professional development resources, MAR propels you forward while giving you the resources you need.

But we're not acting alone. The REALTOR® organization is comprised of a **THREE-WAY AGREEMENT** between Local Associations, State Associations, and the National Association of REALTORS®. You benefit from all three:



MAR volunteers stay on top of best practices and even more connected to the pulse of the industry.



Get involved!

Like many organizations, the more you put *into* MAR, the more you get out of it. We have an active membership of like-minded professionals who meet throughout the year and focus on advocacy, education, networking opportunities, and so much more.

Working with MAR staff, our committees and task forces bring our strategic plan to life and bring you more resources. Volunteers stay connected to the pulse of the industry and on top of best practices.

Find your niche.

Choose from a range of industry topics and committees, such as:

- Consumer Awareness Task Force
 - Diversity, Inclusion, and Member Engagement Task Force
 - Education Committee
 - Forms Content Advisory Committee
 - Government Affairs Committee
 - Gratitude Task Force
 - Leadership Development Committee
 - Member Benefits Committee
 - Professional Standards Committee
 - Special Events Task Force
 - Young Professionals Network
- And so many more!

Keep an eye out for the committee application process, open from May–October.

GET INVOLVED WITH MAR



Robust resources serve you better.

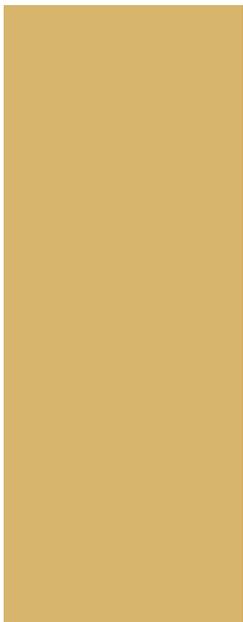
Your focus is on buying and selling real estate. But adverse legislation or regulation can derail even the best of us. MAR keeps you informed on the issues and acts on your behalf, so you can focus on your clients instead of worrying about staying on top of regulatory changes. Take a look at all the tools and programs that are working for you:

Government Affairs

MAR Government Affairs protects the values of the REALTOR® Association. We fight for the rights of individuals to own and enjoy real property and safeguard those rights through legislation, research, education, and advocacy.

Legal Resources

MAR offers comprehensive legal information and resources to help you navigate topics affecting the real estate industry and your business, at both the state and federal level. We offer a monthly newsletter and online reference material that covers everything from the ADA and lead paint to radon and license law. We've done the research for you so you can find the answers you need, quickly.



The Massachusetts REALTOR® Party (RPAC)

The Massachusetts REALTOR® Political Action Committee (RPAC) is a grassroots network of members working to protect and promote homeownership and property investment. We support and collaborate with lawmakers to advance beneficial legislation, educate members on the issues, lobby lawmakers, and mobilize voters.

REALTOR® Day on Beacon Hill

Each year, REALTORS® from across the Commonwealth advocate for homeownership and private property rights during MAR's REALTOR® Day on Beacon Hill. Whether in-person or virtually, this is the day to get involved and make your voice heard.

REALTOR® CODE OF ETHICS



The REALTOR® Code of Ethics includes numerous standards of practice that hold REALTORS® to a higher standard than Massachusetts license law. It's also a living document, requiring REALTORS® to attend training on the Code every three years including:

- Truthfulness in statements and advertising
- Loyalty to and fiduciary (financial and legal) duty to clients
- Cooperation with competitors, including non-interference in exclusive relationships that other REALTORS® have with clients



Membership has its perks!

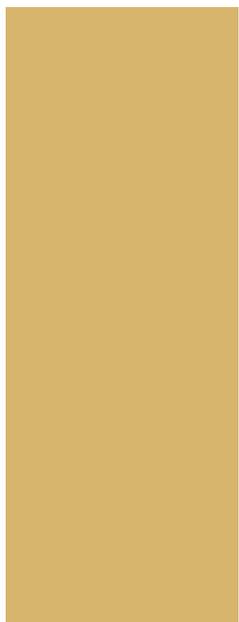
MAR gives you access to a variety of services and products for free or at a discounted rate, from health insurance to cyber security.

MAR LEGAL HOTLINE: Your first line of defense



You have questions: Is a listing agent able to hold offers to present to the seller at a later date? Is a landlord required to accept a rental application from someone who receives Section 8? But you're a REALTOR®, not a lawyer. And lawyers can be expensive. Here's where your most valuable benefit comes in to play. Our attorneys are ready to assist you with your questions about current laws and regulations, permissible business practices, and important court rulings affecting real estate professionals in Massachusetts.

MAR members can call 1-800-370-LEGAL (5342) or 781-839-5599, Monday-Friday, 9 AM to 4 PM or email LegalHotline@MARealtor.com anytime.



Your Member Benefits also include:

- **Insurance** – including discounts on health and dental, auto and home insurance, real estate E&O, data breach and cyber liability, travel insurance, and pet insurance.
- **Business resources** too numerous to list here, but some top benefits are:
 - **REALTORS® Property Resource® (RPR®)**
The most powerful data platform available with analytics and custom reports, at no additional cost.
 - **Remine Docs+**
A collaborative, cloud-based transaction management tool featuring customizable, end-to-end document creation, clause kits, e-signature, multi-party collaboration, and document history tracking.
 - **FedEx Office®**
Save up to 26% on FedEx Express®, up to 12% on select FedEx Ground® services, and up to 20% on select FedEx international services.
 - **DocuSign®**
A complete, secure web-based eSign solution, essential in today's virtual business world.
 - **Plus, lots more**
So many resources are available through the National Association of REALTORS® Benefit Program.
- **Car rental** – valuable savings at Hertz, Budget and Avis, whether you're traveling for business or pleasure.
- **Technology** – get exclusive offers on hot brands like Dell and Lenovo™
- **Travel** – enjoy hotel savings up to 60% and book your travel from start to finish with NAR Travel Club.

For a full list of your member benefits, please visit:

MARealtor.com/member-benefits



Grow your career and
reputation with numerous
MAR programs.



Learn more, earn more!

Grow your career and your reputation with numerous programs — both in-person and virtual — geared toward making you an expert in your field. As a member of MAR, you have access to free online continuing education, free webinars and podcasts on a variety of real estate topics, plus educational events.

Graduate REALTOR® Institute (GRI)

Earn continuing education (CE) credits while you build your confidence and credibility through a two-day, six-course designation program that builds in-depth knowledge of our competitive and changing industry.

Real Estate Instructor Training

Learn how to be an outstanding instructor in an engaging two-and-a-half-day course that will guide you through the intricacies of teaching formats, training tools, and platform skills.

Free Webinars

Stay in-the-know with insights and expert tips on a variety of real estate topics, from housing court to website compliance. You can also view all our recorded webinars in our archives, so you can dig into a topic whenever you have time.

MAR Podcasts

The most convenient way to learn, you can listen to the latest in real estate news, current events, and topics surrounding the industry. Get market updates while driving, learn more about smart homes while jogging — you get the idea.

Online Learning Center

Our updated platform makes it easier than ever before to earn continuing education (CE) credits through our free online continuing education platform.

Commitment to Excellence (C2EX)

Showcase your highest levels of professionalism with the C2EX endorsement. In addition, we have a number of webinars to help you understand the C2EX platform.

MAR Conference

Each year, MAR hosts our premier conference where you get to network with hundreds of fellow real estate professionals and learn from national speakers and local educators.

ENHANCE YOUR EDUCATION



We have all the data and
tools you need to gain
client trust and strengthen
your knowledge.



Stay in-the-know: MAREaltor.com

Every task we undertake is geared to support you and your career, and that includes our newly updated website. It has more information than ever, is easier to use, and supports all browsers. We're really excited about its mobile-friendly functions, easy navigation, and content based on member feedback. Best of all, you can seamlessly transition from our website to your member portal to find important information, all with single sign-on functionality.

Market Data

In today's data-driven world, MAREaltor.com also serves as your home base for all the data and tools you need to gain client trust and strengthen your knowledge. Check out our monthly reports on pending and closed sales, median prices, inventory, homebuyer profiles and more. Browse through town-by-town data or get the statewide perspective — it's all here.

MAR Blog

Get fresh insight on real estate industry news and trends, from our experts directly to you. Private property rights, new legislation, safety, technology, Notes from the Legal Hotline — no matter the topic, it's all covered in our blog archive.

E-Communication

MAR sends members an e-mail newsletter twice a month that highlights important industry news and shares information on upcoming courses, events, and benefits.

Get Social

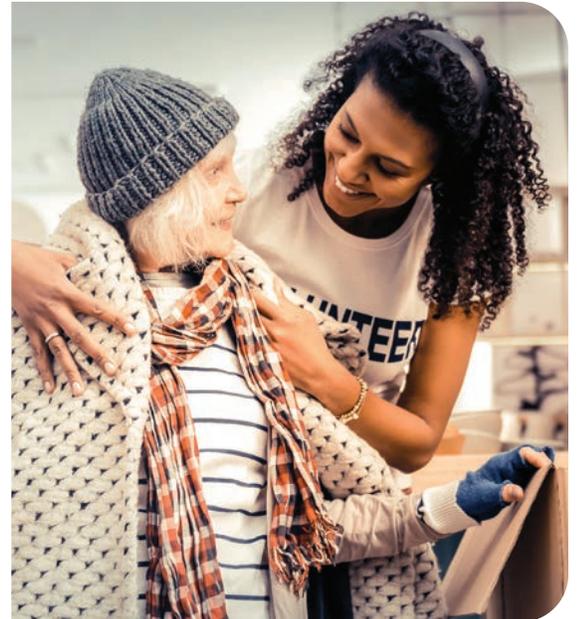
There are more ways than ever to enhance your profile and stay connected with your MAR colleagues. Engage with us on Facebook, Instagram, LinkedIn, YouTube, and Twitter to stay on top of industry happenings.

Advertising

NAR runs a national consumer advertising campaign to communicate the REALTOR® message in print, on television, and online. MAR supplements that with our own consumer awareness advertising, reinforcing our message of commitment to excellence and advanced capabilities. The result: consumers understand the value of the REALTOR® brand.



The MAR Charitable Foundation has given over \$600,000 in grants to victims of natural disasters, non-profits, homebuyer counseling groups, and emergency services.



The MAR Charitable Foundation awards grants to 501(c)(3) organizations that work with REALTOR® members to help those in need across Massachusetts.



MAR CHARITABLE FOUNDATION



With a mission to support those in need across the Commonwealth, the Massachusetts Association of REALTORS® Charitable Foundation has given over \$600,000 in grants to Massachusetts-based 501(c)(3) charitable organizations that address the needs of victims of natural disasters, homebuyer counseling groups, and shelter and emergency services for people transitioning into permanent housing. We are proud to continue supporting our fellow Bay Staters and hope you will join us in our efforts.

How You Can Help

Housing and Disaster Relief Grants

The MAR Charitable Foundation awards grants to 501(c)(3) organizations that work with REALTOR® members to help those in need across Massachusetts and to support temporary relief for victims of natural disasters and major events.

Contact your local association for more information.

Visit our website below to see a list of all the grants that have been awarded since the start of the program.

OVER
\$600,000
awarded to charitable organizations across the Commonwealth so far!

Welcome Home License Plates

Show you're proud to call Massachusetts home with your own *Welcome Home* license plate—your purchase helps support local charities! To learn more or to purchase your plate, visit MARealtor.com/Charitable-Foundation.



Helping Those in Need Is Our Mission

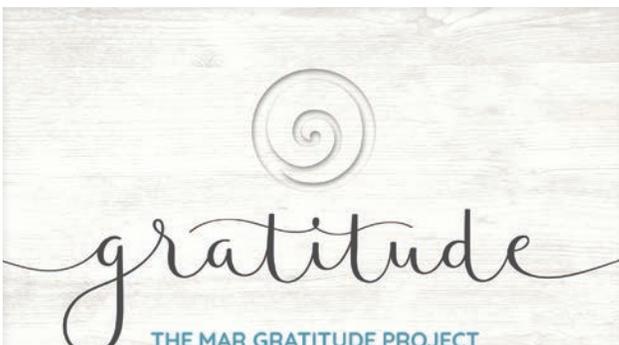
Please visit the website below to learn more about how you can help support the mission of the MAR Charitable Foundation. Thank you for your support.

MARealtor.com/Charitable-Foundation

GIVING BACK



MAR is committed to recognizing our members' outstanding hard work and dedication to the industry.



THE MAR GRATITUDE PROJECT
was created by the 2017-2018 Leadership Academy as a means to recognize the unsung heroes of the REALTOR® community.

THANK YOU FOR ALL YOU DO!



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The MAR Gratitude Project celebrates the unsung heroes of the REALTOR® community with this “Thank You” recognition award and personally signed card from the MAR president.

MAR awards & recognition

Every day, our members amaze us. And every year, MAR is proud to recognize and celebrate those members who show outstanding dedication, participation, leadership, advocacy, and volunteerism. Our awards are selected after thoughtful deliberation. Award recipients can enjoy their much-deserved honor within the industry — plus, achieve positive exposure with new and existing clients.

OUR AWARDS INCLUDE:

★ REALTOR® of the Year



This award is given to the REALTOR® that best exemplifies professionalism and service to the industry, based on volunteerism, civic engagement, and outstanding achievements on the local and national levels.

★ Good Neighbor Award

This award recognizes a REALTOR® who has made an extraordinary impact on their community through volunteer work.

★ Milton H. Shaw Distinguished Service Award

This award is presented to a REALTOR® who has demonstrated outstanding leadership abilities and volunteered countless hours to serve on MAR committees and participate in state and local activities.

★ Private Property Rights Award

This award honors a REALTOR® who has shown continuous advocacy efforts through involvement in government affairs and the REALTOR® Political Action Committee.

We appreciate our members every day.



MASSACHUSETTS
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