

Committed to Excellence.
Powered by You.



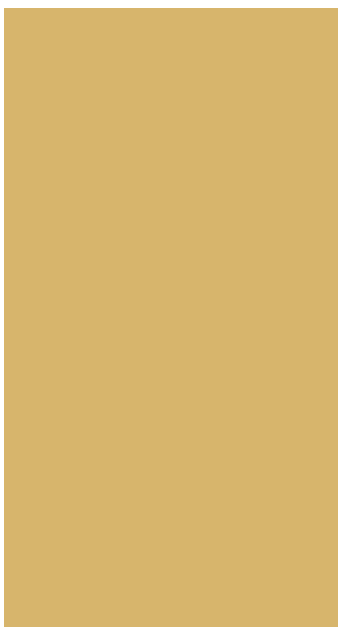
MEMBER GUIDE



MASSACHUSETTS
ASSOCIATION OF REALTORS®



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



- Political advocacy
- Community engagement
- Professional development resources



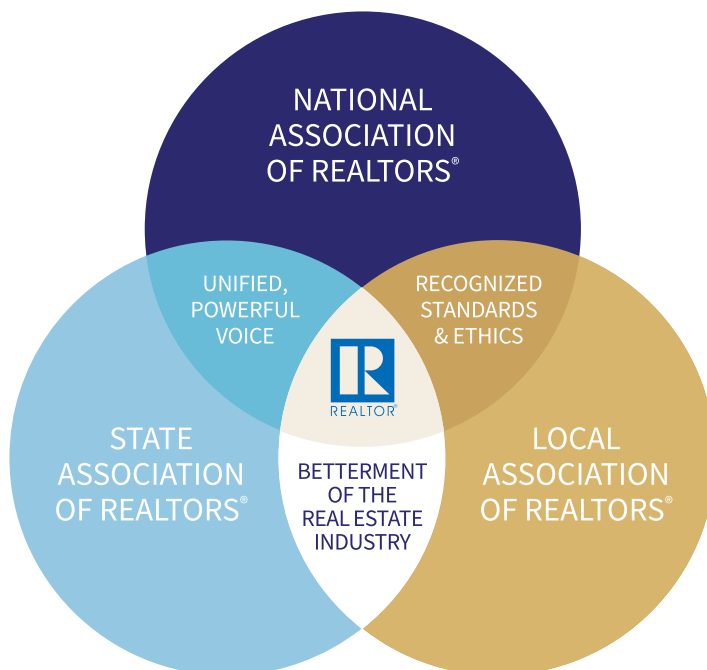
WELCOME

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.

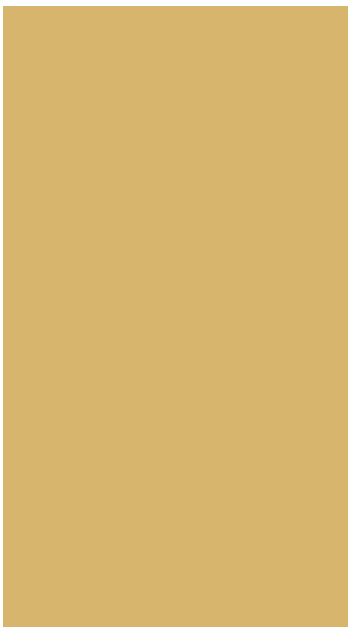
Our mission is to support you and the communities you serve, promoting public policy initiatives and private property rights. With our political advocacy, community engagement, and professional development resources, MAR propels you forward while giving you the resources you need.

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 are 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 MAR's:

- ☐ Charitable Foundation
 - ☐ Diversity, Inclusion, and Member Engagement Task Force
 - ☐ Education Committee
 - ☐ Finance Committee
 - ☐ Forms Content Advisory Committee
 - ☐ Government Affairs Committee
 - ☐ Grievance Committee
 - ☐ Investment Committee
 - ☐ Member Benefits Committee
 - ☐ Professional Standards Committee
 - ☐ Young Professionals Network
- And so many more!

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



Robust resources serve you better.

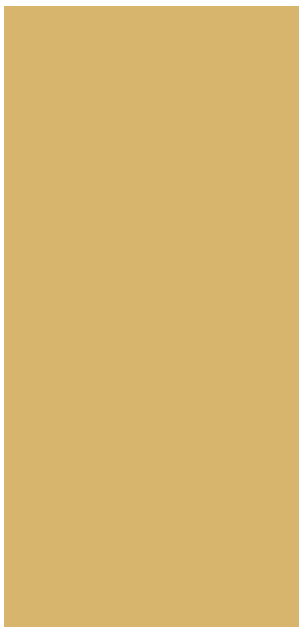
Your focus is on buying and selling real estate. But adverse legislation or regulation can derail even the best of us. MAR keeps you informed on the issues and acts on your behalf, so you can focus on your clients instead of worrying about staying on top of regulatory changes. **Take a look at all the 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 quickly find the answers you need.



The Massachusetts REALTOR® Party

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!

There are many more resources and savings available to you through your MAR membership and the NAR Benefit Program.

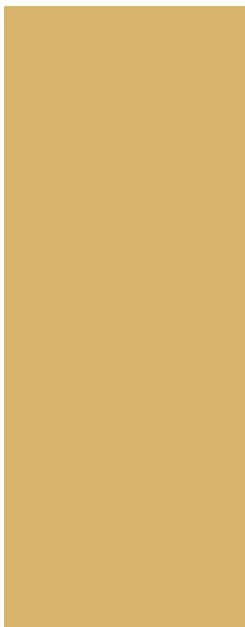
AVAILABLE TO ALL OUR MEMBERS



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. 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 Savings – Members enjoy discounts on **health** and **prescriptions**, **dental**, **auto** and **home**, **real estate E&O**, **data breach** and **cyber liability**, **travel insurance**, and even **insurance for your pet**.

Business Resources too numerous to list here, but some top benefits are:

- **Market Data** – Strengthen your housing market knowledge with monthly reports on sales, median prices, inventory, and more, while securing the trust of your clients.
- **Mass Forms** – Save on products from the top three vendors in the electronic forms market.
- **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.
- **DocuSign®** – A complete, secure web-based eSign solution, essential in today's virtual business world.
- **REALTORS® Property Resource® (RPR®)** – The most powerful data platform available with analytics and custom reports, at no additional cost.
- **FedEx Office®** – Save 10% to 20% off select FedEx printing and copy services, including business cards, flyers, signs, binding, and more. Also save up to 26% on select FedEx shipping services.

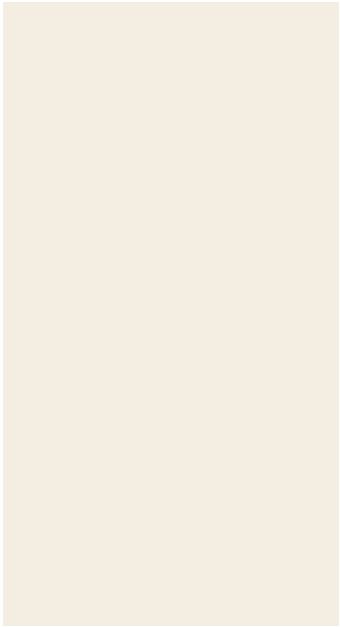
Car Rental – Valuable savings at Hertz, Budget, and Avis, whether you're traveling for business or pleasure.

Technology – Get exclusive offers on hot brands like Dell and Lenovo.

Travel – Enjoy hotel and vacation savings up to 60% — *plus*, the convenience of booking 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!

MAR has numerous programs — *virtual and in-person* — geared toward making you an expert in your field. As a member, you have access to FREE online continuing education, FREE webinars and podcasts on a variety of real estate topics, monthly emails to keep you in the know, and educational events.

Online Learning Center

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

Graduate REALTOR® Institute (GRI)

Earn continuing education (CE) credits while building confidence and credibility through a 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.

MAR Leadership Academy

Become a leader in business, your personal life, and the REALTOR® organization. This year-long learning experience is designed to train, nurture and inspire tomorrow's leaders.

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.

Commitment to Excellence (C2EX)

Members showcase their highest levels of professionalism with a C2EX endorsement. In addition, we have a number of webinars to help you better understand the platform.

MAR Conference

MAR hosts our premier conference where you can 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 informed with MAREaltor.com

Every task we undertake is geared to support you and your career, and that includes our website. It's mobile-friendly, easy to navigate, and has more information than ever. 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 always all here for you.

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 regular e-mail newsletters that highlight 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

With a mission to support those in need across the Commonwealth, the MAR Charitable Foundation has given over \$700,000 in grants to Massachusetts 501(c)(3) charitable organizations that address housing, hunger, homelessness, and disaster relief.

There are **THREE KEY WAYS** you can help support the Foundation's mission:

Donations

All donations help award funds to local charitable organizations every year.

Welcome Home License Plate Program

Welcome Home plate purchases are a great way to support local charities and show your state pride.



Annual Silent Auction

The Foundation's silent auction is an annual tradition and a fun way to get fabulous items while supporting Massachusetts-based non-profit charities.

MAR

CHARITABLE FOUNDATION

Learn more at: MARealtor.com/Charitable-Foundation



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. We appreciate our members.

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.



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



MASSACHUSETTS
ASSOCIATION OF REALTORS®

MARealtor.com



MASSACHUSETTS ASSOCIATION OF REALTORS®

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Legal Hotline:
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MAR Office Hours:
Mon.-Fri. 8:45 AM-4:45 PM

