



North Central Massachusetts Association of REALTORS®, Inc.

*"Bringing homes and families together in the heart of Massachusetts"*

40 Summer St. Fitchburg, MA 01420 Ph. 978-345-2531 Fx. 978-345-2286 [www.ncmar.com](http://www.ncmar.com)

## Your REALTOR Membership Benefits

### Size and strength

**Professional Organization** — The REALTOR® organization is the largest trade association in the U.S., providing political representation, lobbying, and public education on issues affecting future business and homeownership. The REALTORS® Political Action Committee — RPAC — is the largest PAC in the U.S.

**Large geographic membership coverage** — NCMAR officially cover 23 cities and towns but has members from 30 cities and towns, providing great networking and referral opportunities for members from Orange to Harvard.

**Member discounts on products and services through NAR, MAR, and NCMAR** — Affiliate members and alliance programs — national, state, and local — provide members with discounts on products and services such as computers, office supplies, errors & omission (E&O) insurance, local newspaper advertising, and more! Go to [www.realtor.org](http://www.realtor.org) for a current list of national discounts.

**National image campaign** — NAR's primetime television advertising campaign promoting the benefits of using a REALTOR® are supplemented by radio advertising from MAR, and ads in local print media from NCMAR.

### Networking

**Networking with fellow members** — A wide variety of networking opportunities are available to help members generate business and create referrals and smoother transactions. Examples of networking events include local membership meetings and social events, state and local education events and conventions, and national conventions and trade shows.

**Member rosters** Members have access to national, state, and local online member records with contact information to enhance networking and referrals.

**Awards Event** Recognition for a variety of achievements is provided annually at the two NCMAR Awards Events. Awards are publicized by area daily newspapers for the general public and promoted widely among members for peer acknowledgement.

### Professional Standards

**NAR Code of Ethics** — The National Association of REALTORS® Code of Ethics ensures consistency and professional conduct within a changing industry environment. All REALTORS® are required to take ongoing Code of Ethics training to maintain their REALTOR® status.

**Dispute Resolution Services** — Code of Ethics enforcement and Arbitration services provide REALTORS® with the ability to mediate and settle business disputes in a less costly manner than through the courts.

**Professional Standards Training** - Training in the Code of Ethics and Arbitration process is provided at no cost through the Massachusetts Association of REALTORS®.

### Education

**Locally-provided, high-quality training** — The NCMAR Real Estate School and Education Committee offers peer-chosen education providers and programs, including continuing education to maintain your MA and NH real estate licenses, as well as designation courses such as GRI (Graduate REALTOR® Institute).

**Volunteer & elected leadership** — Leadership training opportunities are available to members appointed or elected to a leadership role. Training is provided to volunteer leaders, ensuring a diverse, vibrant, fiscally responsible, and relevant association for members.

**New Member Orientation** — New REALTOR® Education taught by veteran REALTORS® providing an understanding of the Code of Ethic, Agency, Antitrust, Chapter 93A and more

**Education partnership locally** — NCMAR partners with the Massachusetts Association of REALTORS to locally provide the GRI (Graduate REALTOR® Institute) designation courses in the region for the convenience of members.

### Resources

**Partnership with MLS-PIN** — NCMAR serves as the local member problem-solver and provides convenient service for members' MLS-PIN needs, including d key distribution.

**NCMAR products and services** — NCMAR REALTORS® have access to a wide variety of products and services via NCMAR Business Partner members as well as networking opportunities to get to know these valuable business partners. Business Partner member firms include lenders, attorneys, newspapers, computer specialists, insurance providers, area Chambers of Commerce, and many more! Business Partner firms are encouraged to provide discounts and free seminars for NCMAR members.

### Full-time, Professional Staff

NCMAR's friendly, helpful staff is available to answer member questions and provide resources, products, publications, and legal forms, which aid in business development, productivity, and risk management.

NCMAR's staff serves as a conduit for members to MAR and NAR services.

Staff supports volunteer REALTOR® leaders at all three levels — local, state, and national.

Our Premier Sponsor:



The North Central Massachusetts Association of REALTORS® mission is to strengthen the REALTOR® image and value to the community, maintain the highest standards of ethics and professionalism, provide benefits to assist members in achieving professional goals and advocate for the preservation of private property rights.



## North Central Massachusetts Association of REALTORS®, Inc.

*"Bringing homes and families together in the heart of Massachusetts"*

40 Summer St. Fitchburg, MA 01420 Ph. 978-345-2531 Fx. 978-345-2286 [www.ncmar.com](http://www.ncmar.com)

**NAR Research on housing issues & economic trends** — The National Association of REALTORS® conducts extensive and sophisticated research for members on key business trends and opportunities. Examples of current research available include the Future of Real Estate Brokerage, the Relocation Report, Annual Profile of Home Buyers and Sellers, Dollars and Sense to Buying Condominiums, and many more!

**MAR Legal Hotline** — The Massachusetts Association of REALTORS® provides the extremely popular "Legal Hotline" whereby MAR Staff Attorneys provide legal information and analysis to member firms. This toll-free service is available to member office principals Monday through Friday from 9:00 a.m. to 4:00 p.m. (800) 370-5342.

**Technology Helpline** - The Massachusetts Association of REALTORS® provides free to all members access to a staff of trained technology counselors who can assist in resolving problems with computer hardware and software operations. The helpline is available 9 am to 5 pm via a toll free phone line (866) 232-1837.

**Consumer brochures** — The National Association of REALTORS® and the Massachusetts Association of REALTORS® produce a wide variety of brochures to educate consumers on important topics such as: Why Choose a REALTOR®, Fair Housing, Mold, the Pro's and Con's of Specialty Mortgages, Title V, Landlord Rights & Responsibilities, and many others. Many of these brochures are also available in the NCMAR REALTOR® Store.

**Members-only real estate library** — The National Association of REALTORS® has the largest real estate library in the world and has been working to put as much of it as possible onto the members' website: [Realtor.org](http://Realtor.org). Additionally, NAR will do quick reference research at no cost, and will loan books, magazine, and longer articles to members for a nominal fee.

**NCMAR REALTOR® Store** — Marketing tools readily available at the NCMAR REALTOR® Store such as standard forms, lockboxes, listing folders, marketing brochures, pins, decals, office supplies, and more!

### **Periodical publications** —

NCMAR's newsletter, News & Views, which is published 8 times per year, features events, happenings, member recognition and reports.

NAR's monthly REALTOR® Magazine provides cutting-edge information to build business acumen and enhance profitability.

MAR's Baystate REALTOR® Magazine, published six times per year, offers legal updates, announcements, and business enhancing ideas.

**Broadcast emails** — Timely information — such as safety alerts, legislative calls to action, and member news — is received quickly by members.

**Realtor.com** — NAR's consumer real estate website is the tenth busiest website in the U.S., which is instrumental in keeping REALTORS® as the first point of contact with consumers in a real estate transaction.

### **Members only websites at NAR, MAR, NCMAR**

**Realtor.org** — NAR's member website includes features such as real estate research reports, marketing tools and strategies, federal legislative and regulatory information, information on law and ethics, and much more!

**MAREALTOR.COM** — MAR's member website offers features such as legal and regulatory information on real estate in Massachusetts, government affairs information, MAR's calendar of events including education and professional designation programs and on-line registration, statewide and regional sales statistics and research reports, and much more!

**NCMAR.COM** — NCMAR's member website provides features such as calendar of events, many links to useful real estate sites, directories of members and Business Partner member products and services, information on events and programs, continuing education offerings, and much more!

**Regional Meetings** — Regional Directors hold regular meetings to gather feedback from the members on market conditions, industry issues, problems, solutions and suggestions. The directors give reports to the Board of Directors, trends are researched and resolutions to issues are developed to assist the member in the real estate business.

## **Community Involvement & Political Advocacy**

**Civic and charitable activities** — The REALTOR® association at all three levels provides members with opportunities to participate in and donate to community service and charitable activities, which demonstrate REALTORS® giving back to their communities. NCMAR has numerous opportunities throughout the year for members to be involved in helping those less fortunate.

**National and state legislative issues** — The National Association of REALTORS® and the Massachusetts Association of REALTORS® have strong teams to gather information and lobby on current and proposed legislation at the federal and state levels. These efforts include advocacy for private property rights and a REALTOR®'s ability to successfully conduct business, and are funded via dues and contributions to the REALTORS® Political Action Committee.

Our Premier Sponsor:



The North Central Massachusetts Association of REALTORS® mission is to strengthen the REALTOR® image and value to the community, maintain the highest standards of ethics and professionalism, provide benefits to assist members in achieving professional goals and advocate for the preservation of private property rights.