



100 Years of Building Relationships



2025 CAAR Affiliate Membership:

- Expand Your Business Marketing Reach Through Member Targeted Emails & CAAR's Social Media Platforms.
- Elevate Your Visibility to the REALTOR® Community through Networking & Board Participation.
- Build Community Presence Through CAAR Volunteerism Programs.
- Enhance Your Brand with Unique Sponsorship Opportunities.



Who is CAAR?

The Charlottesville Area Assoc. of REALTORS® is a trade organization established in 1925 which proudly serves over 1000 REALTORS® in Central VA by offering a variety of services to our members allowing them to serve their customers in the most technically advanced and professional way possible.

Our affiliate members are trusted experts in our local community. As members of this association affiliate gain valuable exposure to the real estate community. They also provide specific product resources to REALTOR members, establish collaborative relationships, and help grow respective businesses through sponsorships of CAAR classes, meetings, and networking events.



Your Marketing Audience?

1013 Primary REALTOR Members

54 Secondary REALTOR Members

201 MLS Only Participants

68 Affiliate Firms

472 On-site class attendees (In 2024)

CAAR Facebook Private Group | 682 Members

Public CAAR Facebook Page | 1.6K Followers

1000 Twitter Followers | 250 Following

CAAR Young Professionals Network Facebook Group | 245 Members

CAAR YouTube Channel

6+ Community Partners

Fairhaven (Fair Housing) Challenge Statewide Leader



Benefits of Membership

- Course Instructor Opportunities
- Receive CAAR's Weekly e-Newsletter
- Access to member only VAR Help Techline
- Serve on a CAAR committees to help shape this organization
- Access to all General Membership Meetings, programs and events
- Company displayed on consumer and CAAR member website
- Community volunteerism opportunities (AHIP, Salvation Army, etc.)
- Sponsorships includes digital promotional display in CAAR lobby
- Event sponsorships include a marketing table and sponsor levels that include member direct speaking opportunities
- Inclusion in Award Honors – "Of the Year" Awards Program
- Discount on HCC (Hillsdale Conference Center) room rental
- Promotional logo display during any sponsored event/class
- Affiliates in Charge will receive a Quarterly CAAR REALTOR® roster to share with their marketing specialist
- Access to CAAR Facebook Group (Closed Group) and all other CAAR social media sites
- Inclusion in REALTOR® Political Committee (RPAC) events

Make the most of your membership!



Q: How do I get involved to lend my voice to this organization?

A: CAAR provides you with an opportunity to make your committee selections online annually.

- Public Affairs
- Operations
- Communications
- Emerging Technologies
- Professional Development
- YPN (Young Professionals Network)

Q: How can I get involved in the community volunteerism projects?

A: Every week the CAAR e-Newsletter and our private, members only CAAR FB Group offers postings regarding any upcoming opportunities to assist with AHIP, Angel Tree, Boys & Girls Club, food bank and more. This highlights in the forefront of the community in which you live and conduct business through news articles and social media postings. CAAR FB Group: <https://www.facebook.com/groups/18713063232/>

Q: How does sponsorship of an event, class or program help my business?

A: Sponsoring sets you apart from those who do not. It makes you visibly stand out, approachable and affords you the opportunity to engage, in some instances, as the premier sponsor addressing the audience directly.

Q: How can I properly use the CAAR REALTOR roster that will be sent to me quarterly once I join?

A: As part of your CAAR Affiliate membership benefits, this email provides you with our current CAAR REALTOR agent roster, including join dates, in an excel format. This roster is grouped by OFFICE alphabetically and contains names, email and mailing addresses, firm name, fluent languages, and join date for target marketing of your business services ONLY. Please share with your marketing department.

USE OF CAAR MEMBER ROSTERS: These rosters are **NOT** to be given or sold to an outside party, used for charitable event notifications, GoFundMe pages, solicitations, or anything other than your direct notices to members regarding how your services may benefit CAAR members.

Rules for Roster Use:

- *Real estate related only information
- *Specials being offered to REALTORS and/or their clients
- *If an agent requests you remove them, please do so.
- *Be sure your emails follow the guidelines of the [Can Spam Act](#).

Use the following subject line and introduction sentence when you email CAAR members (see below).

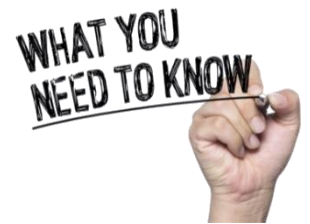
Do not use CAAR or the [Charlottesville Area Association of REALTORS®](#) in your subject line or in the email except for the introduction sentence. This will help distinguish that the email is coming from your company and not from CAAR.

Subject: Introduction <insert company name>

Template: Dear Sir or Madam,

As an affiliate member of the Charlottesville Area Association of REALTORS®, I would like to introduce my company,

ANNUAL AFFILIATE MEMBERSHIP RENEWAL



Annually, on the first business day in September, CAAR bills dues for membership renewal. Payment is due for affiliate members by December 30th to keep your benefits active into new calendar year. Once paid, dues are non-refundable.

The RPAC (REALTOR Political Action Committee) suggested contribution amount may be edited as desired BEFORE making payment. Instructions will be on the billing notice to affiliate in charge. Suggested contribution is \$100. The CAAR Foundation donation option is also editable.

Group memberships: Group membership will include only two (2) representatives. One affiliate in charge and one additional representative. Any additional representatives will be \$50.

Affiliates in charge will be billed and receive notice by email ONLY. CAAR does not mail paper statements or print receipts. All members can use their CAAR portal to view, pay and print invoices and receipts. Annual dues may be paid online using a Visa or M/C or alternatively print an invoice to submit to for payment to come by mail to: CAAR 550 Hillside Drive Charlottesville, VA 22901

CAAR STAFF AND CONTACT INFORMATION:

| | | |
|--|--|--------------|
| CAAR Main Office | info@caar.com | 434.817.2227 |
| Abby Tammen, CEO | abby@caar.com | 434.817.2397 |
| Darkita Hawkins, Office Manager | darkita@caar.com | 434.817.2399 |
| Ali DiGuardo, Chief Op. Officer | ali@caar.com | 434.817.2396 |
| Teresa Kirkhart, Prof. & Bus. Development | teresa@caar.com | 434.817.2395 |
| Tiffany Vann, Membership & Compliance | membership@caar.com | 434.817.2398 |
| Ian Desautel, Dir. of MLS | support@caar.com | 434.817.2393 |
| Lauren Graf, Ed. & Events Specialist | education@caar.com | 434.817.2389 |
| Brent Woodyard, Hillside Conference Center | brent@caar.com | 434.817.2383 |
| Dave Norris, Dir. CAAR Foundation | foundation@caar.com | 434.817.2391 |

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| CAAR website: | www.caar.com |
| CAAR Facebook Group [members only] | www.facebook.com/groups/18713063232 |
| CAAR Facebook Page: | www.facebook.com/CharlottesvilleAreaAssociationOfRealtors/ |
| CAAR YPN Facebook Page: | https://www.facebook.com/share/aZnu9Wtpg132nRGB/ |
| Hillside Conference Center | https://hillsideconferencecenter.com/ |
| CAAR Foundation | https://www.caar.com/community-information/caar-foundation |

Audio/Video Recording & Photo Release Statement:

From time to time, CAAR uses video, still photography, and/or audio recording taken at Association activities for marketing and communication purposes, both within the Association and for external publication. By attending the activity, you are agreeing to allow CAAR to use your image in these efforts.

Questions regarding this statement? Contact Ali DiGuardo communications@caar.com / 434-817-2396



CAAR Membership Rate Sheet

Complete & return along with application to membership@caar.com

Affiliate membership Rates. The quarter you join provides membership from that quarter through the remainder of the year. There is no quarterly charge. Payment due at time of joining. Annual renewal of affiliate membership will be billed on or about **September 1** and due **December 30th**.

******Notification is sent by email only to AIC (Affiliate in Charge) of firm. Instructions are provided on accessing your information for printing invoices as needed and all paid receipts.

Single affiliate membership is defined as hosting ONE representative only for CAAR programs.

Group affiliate membership is defined as at least two (2) representatives listed under firm who may participate in CAAR programs. **Additional group members are \$50 pp.**

| Quarter | 2025 Single Affiliate Membership | Membership Fee | App Fee | Total Due |
|--|----------------------------------|----------------|---------|-----------------|
| 1 st Quarter | January-December | \$310.00 | \$50 | \$360.00 |
| 2 nd Quarter | April-December | \$232.50 | \$50 | \$282.50 |
| 3 rd Quarter | July-December | \$155.00 | \$50 | \$205.00 |
| 4 th Quarter | October-December | \$77.50 | \$50 | \$127.50 |
| | | | | |
| Quarter | 2025 Group Affiliate Membership | Membership Fee | App Fee | Total Due |
| 1 st Quarter | January-December | \$450.00 | \$50 | \$500.00 |
| 2 nd Quarter | April-December | \$337.50 | \$50 | \$387.50 |
| 3 rd Quarter | July-December | \$225.00 | \$50 | \$275.00 |
| 4 th Quarter | October-December | \$112.50 | \$50 | \$162.50 |
| Additional group representatives, beyond two allotted | | \$50 pp | | |

Payment Information:

___ I am mailing a check for my membership to: CAAR 550 Hillsdale Dr., Charlottesville VA 22901

___ Apply payment to credit card (Visa or MasterCard accepted only)

Credit Card # _____ Expire Date: _____

CVV Code: _____ (3-digit code on back of card) Amount: \$ _____

Signature: _____ Date: _____

By signing, I authorize CAAR to charge the listed amount to the credit card annotated above.



CAAR Affiliate Application Form

Complete and return to membership@caar.com

FIRM INFORMATION:

Firm Name: _____

Firm Physical Address: _____ City/State _____ Zip: _____

Firm Mailing Address *if different*: _____ City/State _____ Zip: _____

Firm Phone: _____ Firm Website: _____

Firm Primary Service: _____ *(title company, builder, lender, etc...)*

Please send your company logo in a high-resolution jpg format to membership@caar.com.

CONTACT INFORMATION:

FIRST REPRESENTATIVE (Affiliate in Charge)

Affiliate in Charge (AIC) Name: _____ (Will receive billing & roster emails)

AIC Email: _____ AIC Website: _____

Direct Phone: _____ Mobile #: _____ Text Yes No

Text messaging sent only for important CAAR communications, as needed.

Preferred Phone of Contact : Office #: _____ Direct#: _____ Mobile #: _____

Date of Birth: _____ Fluent Language, *other than English* _____

Are you joining as: Single Affiliate (*one representative*) Group Affiliation (*up to two*)

SECOND REPRESENTATIVE (GROUP AFFILIATION ONLY)

Name: _____ Email: _____

Phone: _____ Direct #: _____ Mobile #: _____

Text: Yes No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____

Date of Birth: _____ Fluent Language, *other than English* _____



CAAR Affiliate Application Form

Complete and return to membership@caar.com

ADDITIONAL REPRESENTATIVES (additional cost \$50) (GROUP AFFILIATION ONLY)

Name: _____ Email: _____

Phone: _____ Direct #: _____ Mobile #: _____

Text: Yes No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____

Date of Birth: _____ Fluent Language, other than English _____

ADDITIONAL REPRESENTATIVES (additional cost \$50) (GROUP AFFILIATION ONLY)

Name: _____ Email: _____

Phone: _____ Direct #: _____ Mobile #: _____

Text: Yes No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____

Date of Birth: _____ Fluent Language, other than English _____

ADDITIONAL REPRESENTATIVES (additional cost \$50) (GROUP AFFILIATION ONLY)

Name: _____ Email: _____

Phone: _____ Direct #: _____ Mobile #: _____

Text: Yes No

Preferred Method of Contact : _____ Office # _____ Direct #: _____ Mobile # _____

Date of Birth: _____ Fluent Language, other than English _____