



2025 MLS ONLY PARTICIPATION BROKER-FIRM PACKET

**Broker MLS Participation Information
MLS Only Service Rates, Firm & Agent
Application Forms**

WELCOME TO CAAR



HOW TO SUBMIT YOUR APPLICATION:

Please submit your paperwork by email to CAAR via email or mail and allow at least 24 to 48 hours to process your application. **A letter of good standing is required from your primary association,** please submit with application or have sent to membership@caar.com directly.

FORMS ARE ONLINE FILLABLE, TYPE IN FIELDS, SAVE AND EMAIL TO MEMBERSHIP@CAAR.COM

IMPORTANT: IF YOU ARE AN AGENT USING BRIGHT MLS and JOIN CAAR's MLS, YOU MAY ONLY ENTER A LISTING IN EITHER BRIGHT OR IN CAAR'S MLS, BUT NOT IN BOTH. Due to our data share agreement with Bright these listings may not be duplicated and marked sold twice. Bright agents can see all of CAAR agent listings and CAAR agents can see 7 counties of Bright MLS listings. Duplicate listings will be removed from our system if you also have it in Bright MLS.

- *If you place your listing in CAAR's MLS, then agents with Greater Augusta (GAAR) and Harrisonburg (HRAR) "will" be able to view them as we have a merged MLS with GAAR & HRAR. The listing will also disseminate out to our public facing MLS, MYCAAR.com.*
- *If you place your listing in Bright, GAAR & HRAR agents "will not" see it as they did not elect to participate in the Bright Data Share. The listing will not disseminate out to MYCAAR.com.*

Questions? Contact:

Tiffany Vann | Membership & Compliance Manager
E: Membership@caar.com
D: 434.817.2398 | C: 434.989.2623 | O: 434.817.2227



550 Hillsdale Drive Charlottesville VA 22901 ~ 434-817-2227 / Fax: 434.817.2836

MLS PARTICIPATION INFORMATION

MLS ONLY PARTICIPATION:

This type of membership applies only to those firms/brokers/agents that are primary with another REALTOR Association. The broker/firm must join as the responsible participant. Letter of good standing is required. As an MLS only participant and NOT a member of our Board you do not qualify to take new member orientation.

ASSOCIATION BILLING:

All Association billing is done via email. It is your responsibility to insure the Association has your current email address. Late fees will not be removed from your account due to the Association if you have not updated your email address either online or through staff communication to request a change.

Participation Requirements:

All applications must have a photocopy of the Real Estate Salesperson or Certified Residential Appraiser or Certified General real estate license. If an appraiser has a current salespersons license that take precedence.

REAL ESTATE LICENSE & CHANGES MADE WITH DEPARTMENT OF PROFESSIONAL AND OCCUPATIONAL REGULATION(DPOR):

CAAR has nothing to do with your real estate license and no connection with DPOR. (CAAR is connected to VR and NAR only.) All Virginia licensing is handled through DPOR. It is your responsibility to keep up with your continuing education (CE) and to know when your license expires. CAAR will maintain a record of the continuing education classes you complete at CAAR. CAAR will also assist you with any questions you have concerning your CE, however DPOR is the entity that regulates and controls your licensing. If your real estate or appraiser license becomes expired or inactive, you will be inactivated from CAAR and CAARMLS until it has been re-activated. Please fax or email CAAR a copy of any notification you send to DPOR (name change or other) along with the appropriate CAAR form. Once DPOR is showing the change on their web site, we can make the change in our database. Remember, we do not know of ANY of your changes unless you report them to us.

*Membership in CAAR is held by individuals, not companies.
Membership benefits therefore cannot be transferred to other individuals.*



550 Hillsdale Drive Charlottesville VA 22901 ~ 434-817-2227 / Fax: 434.817.2836

CAAR Staff Contacts

[Click Here to Meet CAAR Staff](#)

Support contact information for all CAAR platforms will be provided once membership is complete.

NOTIFICATIONS:

CAAR uses email as its primary notification tool. Information regarding your membership and any schedules mandatory classes will be sent to you via email once your membership application has been processed. You will receive notice regarding CAAR SSO Portal login information (from CAAR).

IMPORTANT - PLEASE READ:

CAAR DOES NOT MAIL PAPER STATEMENTS FOR DUES OR QUARTERLY FEES!

- You will receive email notice for all quarterly and annual billing.
- Quarterly fees ONLY may be setup for auto deduct and credit card info maintained by you.
- Dues and Service Fee information may be obtained on the Pay a Bill page on the Portal.
- Receipts for all paid balances may be obtained on the Pay a Bill page under PAID ORDER HISTORY.
- You may update your Profile information on the Portal, however, updates in the MLS will require support from CAAR staff.
- DPOR education information may be obtained at www.dpor.virginia.gov / License Lookup

It is the member's responsibility to notify CAAR in writing of ANY change to contact information or change of status within 48 hours of occurrence of changes.

INSTRUCTIONS:

- All forms must be filled out in their entirety.
- All **NON-REFUNDABLE** Fees and Dues must be paid before Membership will be granted.
- All applications must have correct Real Estate or Appraiser license entered.
- Applications must include a letter of good standing from your Primary Board.

To avoid possible violations and fines you must read the MLS rules and regulations within 60 days of participation. The MLS R&R and how to avoid a fine information will be located on the Paragon home page / upper right corner / MLS Documents link.

2025 CAAR MLS Only Participation Fees & Dues Schedule

MLS Only Participation requires a letter of good standing from primary REALTOR® board. MLS service fees are billed quarterly. **Billing notices sent by email only.** You may print a hard copy of your invoice or receipts from your Pay a Bill page on the CAAR portal.

CAAR MLS Application and 2025 Annual Fee (non-pro-ratable)	\$645
Choose Your MLS Platform - <i>MLS fees pro-rated based on month in which you join</i>	
Residential MLS Service - <i>Pro-rated as full quarter / 2 months / 1 month</i>	\$126 / \$84 / \$42
Commercial (Catalyst) MLS Service - <i>Pro-rated as full quarter / 2 months / 1 month</i>	\$162 / \$108 / \$54

Cost for New Firm or Additional Branch:

New Firm or Branch Fee to Join the MLS (one-time fee) - Billed to Broker \$350

2025 SentiLock Key Service Subscription Fees

Key subscription service is billed quarterly along with MLS service(s)

SentiKey Service Application (one-time) Fee	\$60
SentiKey Quarterly Service Fee (not prorated)	\$105

NOTE: If you currently hold SentiLock service with another Board, note that we reciprocate with Harrisonburg, Greater Piedmont, and Greater Augusta AOR only currently. You may include key service upon joining and toggle between boards when open lockboxes, as necessary.

Note: All service fee payments are due within 30 days of billing. Unpaid fees are subject to late fees.
 After 30 days \$10 late fee.
 After 45 days \$25 reinstatement fee and deactivation of participation of service(s).
 After 60 days \$50 final fee assessed before services are restored.

NOTE: Annual MLS Renewal is \$275, billed on or about Sept. 1st and due by Oct. 31st



CAAR: 550 Hillsdale Drive, Charlottesville, VA 22901
 O: 434-817-2227
 F: 434-817-2836
www.CAAR.com



Application for a Firm or Branch Office to Join CAAR and/or CAAR MLS Services

Email to: membership@caar.com or Fax to: 434-817-2836 / Phone: 434-817-2227

FORMS ARE ONLINE FILLABLE, TYPE IN FIELDS, SAVE AND EMAIL TO MEMBERSHIP@CAAR.COM.

Firm Name: _____ Branch, if applies _____

Physical Address: _____ City: _____ State: _____ Zip: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

County: _____ Phone: _____ Fax #: _____

Firm License #: 0226 _____ or AppraiserLic.#4001 _____

Firm Email Address _____ Website: _____ Firm

(NAR) M1 FIRM ID # (obtain from primary board or leave blank if new firm): _____ Firm/Branch

Principal*Managing Broker or Certified Appraiser: _____

* Authorized to register agents and support staff for the firm/ branch office and to handle administrative matters for this firm/ branch..

FIRM'S SPECIALTIES:

- Residential Sales (Existing Homes) Farms & Estates Land Sales
- Residential Sales (New Construction) Appraisal Property Management
- Commercial Sales/Leasing/Development Other (Please explain): _____

SECTION I – CAAR Membership

I hereby apply for membership in the Charlottesville Area Association of REALTORS®. In the event my application is approved, I agree as a condition of membership to complete the orientation courses. I further agree that I will pay dues when due and will abide by the Code of Ethics, Bylaws, Association Policies, and duty to arbitrate, all as from time to time amended. Finally, I consent and authorize CAAR to invite and receive information and comment about me and my firm from any Member or other person, and I agree that any information and comment furnished to CAAR by any Member or other person in response to any such invitation shall be conclusively deemed to be privileged and not form the basis of any action by me for slander, libel, or defamation of character.

Principal or Authorized Managing Broker's or Appraiser Signature: _____ Date: _____

SECTION II: CAAR MLS Membership

I agree as a condition of subscription to CAAR and participation in the CAAR Multiple Listing Service to abide by all relevant Rules, Regulations, Policies, and other obligations of participation including payment of fees. I further agree to be bound by the Code of Ethics including the obligation to submit to ethics hearings and the duty to arbitrate contractual disputes with other REALTORS in accordance with the established procedures of the CAAR. I understand that a violation of the Code of Ethics may result in termination of my CAAR MLS privileges and that I may be assessed an administrative fee which may be in addition to any discipline, including fines, that may be imposed.

Principal or Authorized Managing Broker's or Appraiser Signature: _____ Date: _____



CAAR REALTOR® Application for MLS Only Participation

Salesperson or Appraiser

ALL APPLICABLE INFORMATION ON FORMS MUST BE FILLED IN PRIOR TO APPLYING

Your name must be entered exactly as it appears on your license for education credit purposes, please review your license if you are unsure.

You may obtain your license information from www.dpor.virginia.gov/licenselookup

**Denotes required sections to be completed*

***Contact Information: FORMS ARE ONLINE FILLABLE, TYPE IN FIELDS, SAVE AND EMAIL TO MEMBERSHIP@CAAR.COM.**

First: _____ Middle: _____ Last: _____ Suffix: _____

Nickname, if any: _____ DBA Agent Name: (on license), if any: _____

Firm Name: _____ Branch Location of Firm, if applies: _____

Email Address: _____ You will receive all billing and member notices to this address.

VA Salesperson License # 0225 _____ *Required field* or Appraiser License #4001 _____ *Required Field*

Preferred Phone: _____ Mobile _____ Office _____ Home _____ *(You must have a mobile number for lockbox key service)*

Mobile Phone: _____ Home: _____ **Text:** _____ Yes _____ No

***Preferred Address in MLS:** _____ Show preferred in MLS as *Home Mailing* _____ Show preferred in MLS as *Office Street*

***Home Mailing Address:**

Street / PO Box: _____ Apt/Suite: _____

City: _____ State: _____ Zip: _____ County: _____

***Select a Type of Membership:** REALTOR® is a Brand that identifies a real estate professional and not a status of licenser. Salespersons and Appraisers become REALTOR's® when joining a local association, which includes the State and National Boards.

_____ MLS Only Broker Participation with New Firm

_____ MLS Only Participation, primary elsewhere

_____ MLS Only Appraiser, with New Firm

_____ MLS Only Appraiser, primary elsewhere

*Have you ever been a REALTOR® through another association? _____ Yes _____ No

*If YES, list your current or previous primary association, if other than CAAR: _____

*NAR NRDS ID issued by previous or current association: _____

***Demographic information:**

Gender: _____ Male _____ Female Date of Birth: _____ Active Military: _____ Yes _____ No

Languages, other than English, that you speak fluently: _____

*Salesperson Type: _____ Residential _____ Commercial _____ Commercial & Residential

***License Information:** You may obtain your license information from www.dpor.virginia.gov/licenselookup

License Type: _____ Salesperson _____ Broker _____ Appraiser

VA Real Estate License # 0225 _____ or Appraiser License #: 4001 _____
Required field *Required Field*

License Issue Date: _____ License Expiration Date: _____
Required field *Required Field*

*If currently a REALTOR®, do you currently have any pending Code of Ethics violations? _____ Yes _____ No

*If YES, have you been in violation of the REALTOR® Code of Ethics in the last three years? _____ Yes _____ No

*Have you ever been convicted of a felony? _____ Yes _____ No

As a licensee applicant, have you had a judgement against you within the past three year for:

_____ Civil Rights Laws _____ Real Estate Laws _____ Other laws prohibiting conduct rendered by courts or other authorities

If you checked any above, please include a narrative of the issue and attach to this application.

Applying for CAAR MLS Participation, Please Read and Sign Below.

I hereby apply for MLS participation in the Charlottesville Area Association of REALTORS® (CAAR). In the event my application is approved, I agree as a condition of membership to complete to, **read the MLS Rules & Regulations within 30 days of joining.** I further agree that I will pay dues when due and will abide by the National Association of REALTORS® Code of Ethics, Local, State & National Bylaws, Association Policies, and duty to arbitrate, all as from time to time amended. Finally, I consent and authorize CAAR to invite and receive information and comment about me from any Member or other person, and I agree that any information and comment furnished to CAAR by any Member or other person in response to any such invitation shall be conclusively deemed to be privileged and not form the basis of any action by me for slander, libel, or defamation of character. If elected to membership I agree to pay (when due) the established fees, dues, assessments and fines in effect as long as I am a member of this Association.

I understand and agree that all billings and communications from CAAR are delivered electronically to my email address.

I understand that if I no longer wish to maintain my participation, the Association must be notified in writing with the proper form provided. I further understand there will be no refund of dues paid should I terminate my participation in CAAR's MLS.

"By signing below, the applicant agrees not to use any CAAR logos or marks (including but not limited to CAAR, CAAR.com, and CAAR Work Force Housing Fund logos or marks) without the express written consent of CAAR. Notwithstanding the foregoing, the applicant's website may create and maintain a hypertext link using the CAAR.com logo, provided that the applicant shall comply in all respects with CAAR's Website Linking Policy, as such policies and regulations are amended from time to time."

"By signing below, the applicant agrees not to use any CAAR logos or marks (including but not limited to CAAR, CAAR.com, and CAAR Work Force Housing Fund logos or marks) without the express written consent of CAAR. Notwithstanding the foregoing, the applicant's website may create and maintain a hypertext link using the CAAR.com logo, provided that the applicant shall comply in all respects with CAAR's Website Linking Policy, as such policies and regulations are amended from time to time."

*Applicant Signature

*Date



CAAR MLS Registration Agreement

Please complete with signatures to register for MLS participation

Each REALTOR in the firm who will utilize the MLS must submit this registration form signed by the principal or authorized managing broker and pay the appropriate fees before using any CAAR Information Services.

Your Name: _____ Nickname, if any: _____

Firm Name: _____ Branch, if applies: _____

*I wish to subscribe to: (Please check one of the following)

_____ Residential MLS (Paragon) _____ Commercial MLS (Catalyst) _____ Both Paragon & Catalyst MLS Platforms

Quarterly fees for each MLS platform: \$117 a quarter for residential and \$150 a quarter for commercial MLS

___ Add this agent under my Firm or Office Support Staff to assume identity, if applicable. Add support staff name(s) below.

Staff Name: _____ Staff Name: _____

Principal or Authorized Managing Broker / Licensed Appraiser Complete Information Below:

I, _____, the principal or authorized managing broker/appraiser of the above-named firm/branch office, hereby register the REALTOR listed above as an authorized user of CAAR MLS Services under my membership. I understand the following:

1. My firm is responsible for CAAR MLS fees and fines incurred by this user.
2. I am responsible for ensuring that this user complies with CAAR MLS policies and the CAAR MLS Rules and Regulations.
3. The CAAR Board of Directors reserves the right to deny or revoke CAAR MLS Services for any person.
4. The user will continue to be able to use CAAR MLS and incur fees until and unless I cancel their registration or the CAAR Board of Directors revokes their CAAR MLS usage privileges.
5. Non-registered licensees and support staff may not use CAAR MLS in any way unless properly registered with CAAR as support staff, and they must use if solely to assist their employer.
6. If any non-registered person uses CAAR in any way through my membership, my firm is responsible for fees applied retroactively from the date of first use by the person (or from the beginning of the year of first use if the exact date of first use cannot be established). My firm is also subject to penalties including, but not limited to, a fine not to exceed \$1,000.00 as determined by the CAAR Board of Directors.
7. **All participants of CAAR MLS are required to read MLS Rules and Regulations within the 30 days of membership.**

*Principal or Authorized Managing Broker's Signature

Date

CAAR MLS Subscribers Agreement

I agree as a condition of participation in the MLS to abide by all relevant bylaws, rules and regulations and other obligations of participation, including payment of fees when they are due. I agree as a condition of participation to thoroughly familiarize myself with the MLS Rules and Regulations within 30 days of access to the MLS. I agree to be bound by the Code of Ethics on the same terms and conditions as board/association members as established in the Code of Ethics and Arbitration Manual, including the obligation to submit to ethics hearings and the duty to arbitrate contractual disputes with other REALTORS® in accordance with the established procedures of the board/association. I understand that a violation of the Code of Ethics may result in suspension or termination of MLS rights and privileges and that I may be assessed an administrative processing fee not to exceed \$500 which may be in addition to any discipline, including fines that may be imposed. I agree to prohibit access to the MLS by those not authorized to use the MLS and agree to keep any security features, including but not limited to passwords, confidential, to maintain listing information in a complete, accurate and timely manner and take full responsibility for the information entered into the MLS.

*Applicant/Subscriber Signature

Date



CAAR SentiLock Subscription Form

Email to: membership@caar.com

Please complete the following to register for SentiKey service through CAAR. Payment must be made at time of application.

First Name: _____ Last Name: _____

Firm Name: _____ Branch, if applies: _____

Phone: _____ Email: _____

Once processed you will receive an activation email notice from SentiLock. This will bring you to your user agreement which you will review and click "accept" at the bottom of the page for your activation to be complete. *Currently CAAR fully reciprocates to auto open lockboxes with GPAR and HRAR only.*

Download the app on your smartphone device:

1. Apple users, navigate to the App Store on your mobile device. *(Version: Apple iOS 13)*
2. Android users should navigate to the Google Play store. *(Version: Android 10)*

The SentiKey Real Estate App is not compatible with Windows Mobile or Blackberry operating systems.

3. Search for "SentiKey™ Real Estate". Choose to download & install the app onto your device.

Quarterly Fee:

- Quarterly Service fee: \$108 (not pro-ratable)
- We accept: Check / Visa or MasterCard
- Payment may be included on credit card remittance form included in this packet.

Subscriber Signature: _____ Date: _____

By signing this form you agree to abide by the rules of Lockbox Policy 10. This policy is found under the SentiLock folder in Paragon under MLS Document section (upper right of screen).

Need SentiLock Support? Call: 513.618.5800 or log into your SentiKey website at www.sentrilock.com





CREDIT CARD REMITTANCE FORM

550 Hillsdale Dr., Charlottesville, VA 22901
O: 434-817-2227 | F: 434-817-2836
Email: Tiffany@caar.com

PAYMENT FOR ALL CAAR SERVICES MUST BE MADE AT TIME OF JOINING.

Type in your information below and submit by fax or email, or mail to CAAR (options at top of page).

DATE: _____

CHOOSE CREDIT CARD TYPE FROM LIST:

_____ VISA

_____ M/C

_____ Please save to my payment profile (*this does not confirm quarterly auto pay authorization*)

We do not accept AMEX or Discover.

NAME ON CARD: _____

CARD NUMBER: _____

EXPIRATION DATE: _____ C V V CODE (3 digits on back) _____ Amount: \$ _____

Cardholder acknowledges receipt of good and/or services in the amount of the total shown heron and agrees to perform the obligations set forth in the Cardholder's agreement with the issuer. The typed signature of Cardholder is acceptable for the processing of this form.

CARD HOLDER SIGNATURE: _____ DATE: _____

To setup auto pay for quarterly fees you must answer authorization questions under your member Profile:

Login to your SSO Dashboard / Select Profile icon / Update Your Profile / Auto Pay Authorization.

Please complete payment profile information unless you selected the box above to have it added to your payment profile