

Let's Talk 2026 REALTOR® Benefits



REALTOR® Services/Products

- Complimentary services/products include TransactionDesk - Autehtisign, CRSData, ShowingTime for MLS, Single Sign On (SSO) Dashboard, CAAR Member Portal, CVCMLS.COM (commercial public search), dedicated customer support for services/products on Paragon homepage (e.g., Paragon, SentiLock, TransactionDesk, etc.)
- Fees apply for services/products such as Paragon residential MLS (includes the Bright MLS data share and Harrisonburg-Rockingham Association of REALTORS® & Greater Augusta Association of REALTORS® partnership), Catylist commercial MLS, SentiLock, and data feeds for websites



Hillsdale Conference Center

- Complimentary 2-hour rental of member offices, where you can work or meet with clients
- Discounts for 2-hour, half-day, and full-day rentals for CAAR members - meetings, seminars, trainings, holiday parties, etc.
- Learn more: hccevent.com



CAAR Office

- Professional staff available (appointments recommended)
- REALTOR® Store offers sign riders, lockboxes, gifts, REALTOR® branded gear, and more (available on-site & online via SSO Dashboard)
- Complimentary Shred Day - a convenient and secure way to tackle spring cleaning – perfect timing after tax season.



Professional Development

- Post-Licensure Education (PLE), Continuing Education (CE), and Broker Management Continuing Education (BM CE) classes - CAAR is offering at no cost: Four Sweet Sixteen series (Jan., Apr., July, & Oct.), where we offer 16 continuing education credits, or CE, on license renewal, Two Broker CE days (Mar. & Sept.), and CE classes following three General Membership Meetings (Feb., May, & Nov.).
- National Association of REALTORS® certification and designations
- Discounts on PLE, CE, and BM CE courses through The CE Shop - caar.theceshop.com
- Complimentary training on REALTOR® services/products (i.e., TransactionDesk, etc.)
- Complimentary Latte and Learns with subject matter experts
- New REALTOR® Incentive Program - includes a rebate!
- Pat Jensen Leadership Academy - turn your participation into leadership!



Advocacy

- Protect property rights and homeownership opportunities by participating in Public Affair events/activities and call for actions (CFAs)
- Support the REALTORS® Political Action Committee (RPAC) and protect your business
- Promote a fair, equitable market place
- Advocate for fair housing
- Follow the Free Enterprise Forum - inspiring positive public policy

Check the CAAR Education & Events Calendar for upcoming classes, meetings, & events!

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Communications



- Weekly e-newsletter (News Group)
- Complimentary Monthly Market Indicator Reports
- Complimentary Quarterly Sales Reports
- Promote the value of the REALTOR® via social media, advertising, etc.
- Promote the REALTOR® in the community via social media, advertising, etc.

Volunteer



- Lend your time and expertise on a Committee (long-term), Project Team (short-term), or Council and shape the Association
- Expand your sphere of influence and create long-lasting connections with REALTORS®, affiliates, and community partners
- The CAAR Foundation was created to address the pressing affordable housing challenges in our community

Ethical Environment



- REALTORS® abide and act by the REALTOR® Code of Ethics and Standards of Practice
- If a complaint is filed, you will be heard by a Grievance review, Ethics, & Arbitration hearing panel

Networking



- Over 200 affiliates members available to you and your clients
- Complimentary General Membership Meetings (GMMs)
- Charlottesville Young Professional Network (YPN) - professional development and socials
- Community partner volunteer events/days (e.g., build days, bell ringing, etc.)
- Connect and follow CAAR's social media channels - Facebook, LinkedIn, Instagram, X, and YouTube

Awards Program



- Real Estate Awards (i.e., Good Neighbor Award, Rising Star of the Year, REALTOR® Ethics in Action of the Year, Sales Associate of the Year, REALTOR® of the Year)
- Professional Honor Society

Contact Us Today

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Questions?

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