

WELCOME TO

MAXIMIZING YOUR AFFILIATE BENEFITS & SPONSORSHIPS

Turn your affiliate membership into real business growth! Connect smarter, maximize how sponsorships and engagement drive visibility, practical ways to stay top-of-mind with members and get real value from your membership.



9.2.2026
Wednesday



9:00 - 10:00 AM



Build Connections

Learn how to build relationships with REALTOR® Members



Increase Visibility

Boost your exposure and showcase your business



Maximize Your Investment

Get the most value from your CAAR affiliate membership



CHARLOTTESVILLE AREA
ASSOCIATION OF REALTORS®



Connect.
Engage.
GROW.



Your Partner. Your Resource. Your Success.

**OUR ASSOCIATION ISN'T JUST A
MEMBERSHIP — IT'S A BUSINESS
COMMUNITY THAT SUPPORTS EACH
OTHER THROUGH EVERY MARKET CYCLE.**

A MESSAGE FROM CAAR PRESIDENT AMANDA SPIGONE

"Affiliate members who stay engaged with the association often find that the relationships built through CAAR lead to long-term partnerships and business opportunities.

Thank you for your support of CAAR."



INTRODUCTION TO YOUR BENEFITS

Understanding Your Membership

CAAR is here to help you fully understand your Affiliate membership and the benefits available to you, ensuring you get the most value from your involvement with the association. CAAR strives to add to your benefits to offer you more ways to engage!

Marketing Opportunities

- Utilize CAAR's social media platforms to share business information and announcements with members.
- Networking inclusion in events, meetings, and classes, all with sponsorship opportunities that help increase your visibility.
- Receive company logo placement on the association website with a hyperlink to your business.
- Access and utilize the CAAR REALTOR® roster to connect with members and build professional relationships.

Market Insight & Industry Awareness

We share market reports, trends, and industry updates to help keep your business informed and positioned to respond to changing market conditions.

Opportunities to Share Your Expertise

Affiliate members have opportunities to serve as panelists and instructors for educational courses, allowing you to showcase your knowledge and build credibility with Realtor members.

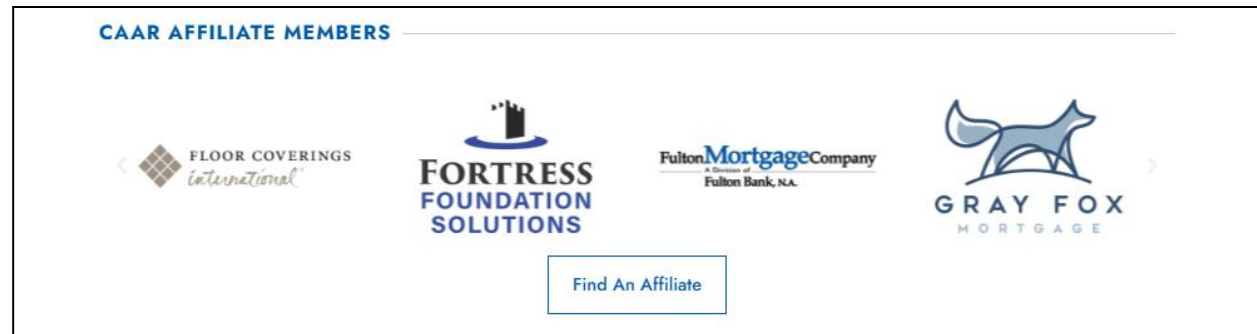
Visibility & Access

Whether you sponsor a specific event or not, CAAR has open door access to programs such as General Membership Meetings and events through YPN, WCR, and RPAC that increase your visibility among members helping you strengthen relationships and grow your network.

Online Presence & Member Promotion

CAAR provides a strong, front page facing affiliate presence on Charlottesville Area Association of REALTORS's website (www.caar.com) with hyperlinked company logo, dedicated affiliate webpage to filter by category directory and timely directory distribution to the membership.

**Affiliate Scrolling
Banner & Downloadable Guide**
www.CAAR.com



CAAR AFFILIATE



DISCOUNTS & DEALS

Q4-2026 NEW AFFILIATE MEMBER BENEFIT!

CAAR Affiliate Discounts & Deals gives you the opportunity to promote your products, services, or special offers directly to CAAR members through exclusive discounts and promotional codes for FREE.

Watch for your targeted email on how you can take advantage of this opportunity to market your business to members!

A low-angle shot looking up at numerous open umbrellas of various colors (yellow, teal, pink, grey, blue, orange) against a bright blue sky with scattered white clouds. The umbrellas are arranged in a way that creates a sense of depth and perspective, with some appearing larger and closer than others.

HOW DO WE ALL BENEFIT?

- **Industry Expertise**

Affiliates bring specialized knowledge—such as lending, inspections, insurance, title services, and home services—that enhances education, events, and resources for Realtor members.

- **Sponsorship & Event Support**

Affiliate participation and sponsorships help fund association programs, networking events, and member initiatives that strengthen the organization.

- **Broader Industry Collaboration**

Affiliates help connect the association to the wider real estate ecosystem, creating a stronger, more informed professional community.

- **Business Visibility**

Affiliates gain exposure through the member directory, events, sponsorships, volunteerism and association communications.

- **Networking & Relationship Building**

Regularly attending meetings, serving on committees, attending events help affiliates develop long-term referral relationships.

- **Credibility & Trust**

Being associated with a professional organization like the Charlottesville Area Association of REALTORS adds credibility and signals commitment to the industry.



WHERE DO WE GROW FROM HERE?



Stay Visible

Affiliate members who attend events, sponsor programs, and maintain an active presence within the association often find that realtors remember them when opportunities arise.

Build Relationships

Taking time to meet new agents, reconnect with long-time members, and participate in networking opportunities can help affiliates strengthen partnerships that lead to future referrals.

Share Your Expertise

Participating in panels, educational sessions, or discussions allows you to demonstrate your expertise and position your business as a trusted resource for realtors and their clients.

Utilize Association Resources

- A presence in the member directory – keeping your membership, keeps you visible.
- Take advantage of opportunities to sponsor and participate in events. Find a budget friendly option.
- Volunteering is a great way to keep yourself in a face-to-face relationship with members and shows you share in shaping the organization.
- Communicate with members through the REALTOR® roster and social media to promote your business products and incentives.

Look Ahead

Real estate markets naturally go through cycles. Affiliates who remain active and engaged during challenging periods are often the ones who build stronger connections and see opportunities grow when the market improves. CAAR provides monthly & quarterly market reports to keep you in the know, visit: www.caar.com

VALUE, VISIBILITY & CONNECTION - THRIVING IN UNCERTAINTY

Membership Advantage

Membership keeps you in front of active Realtors® and connected to professionals who are closing deals.

Provide Product Insight & Education

Uncertainty decreases when people understand what's happening and how your services can help them. Keep members informed and position you as an expert ready to help them and their clients.

How do you accomplish this engagement?...



KEEPING AGENTS INFORMED & ENGAGED IN YOUR SERVICES

Strategy	What It Looks Like	Impact
Simplify Your Message	● Clear, ● benefit-driven explanations	● Builds understanding & confidence
Consistent Education	● Trainings, ● webinars, ● quick tips	● Keeps agents informed & prepared
Multiple Touchpoints	● Email, ● social, ● in-person	● Increases visibility & recall
Be a Resource	● Guidance, ● answers, ● consulting	● Positions you as a trusted expert
Client-Facing Value	● Shareable materials, ● client tools	● Elevates professionalism
Stay Relevant	● Timely updates, ● market insights	● Keeps you top-of-mind
Reinforce Expertise	● Testimonials, ● case studies, ● results	● Builds credibility & trust



CAAR AFFILIATE OF THE YEAR AWARD

The Affiliate of the Year is awarded to one affiliate company member of CAAR that has helped further the goals and objectives of CAAR.

CAAR is hosting two award information sessions on:

- Tues., June 30th from 1-2p.m.
- Fri., Sept. 25th from 10-11 a.m.

[Learn More](#) about this award.

VOLUNTEER ON A COMMUNITY ACTIVITY AND MAKE CONNECTIONS

CAAR is packing food for neighbors in need in the outlying counties on these dates.

Wed., Aug. 5th

- [A.M. Shift 9 a.m. – Noon](#)
- [P.M. Shift 1 p.m. – 3 p.m.](#)

Wed., Sept. 30th

- [Mid-Day Shift 10 a.m. – 2 p.m.](#)

Fri., Nov. 20th

- [A.M. Shift 9 a.m. – Noon](#)

Click links above or register on CAAR Calendar!





BUILDING A WINNING SPONSORSHIP PLAN

BEFORE THE EVENT

- Define one clear goal
- Know your audience
- Prepare a 30-second intro
- Assign booth roles

A hand is holding a white rectangular card. The card has the text 'BECOME A SPONSOR' in a bold, sans-serif font. 'BECOME A' is in black, and 'SPONSOR' is in red. The background of the entire image is a dark, out-of-focus bokeh of warm-colored lights (yellow, orange, blue).

**BECOME A
SPONSOR**

DURING THE EVENT

- Stand in front of the table
- Start conversations
- Listen more than you talk
- Capture contact info



*The BEST Sponsors don't wait to be noticed-
they create conversations*



BOOTH ESSENTIALS

- ✓ Clear signage
- ✓ Branded table set up
- ✓ Useful giveaways
- ✓ Lead capture method



AFTER THE EVENT

- Follow up within 48-hours
- Reference the conversation
- Offer value
- Track results



SPONSORSHIP BENEFITS & OPPORTUNITIES

3RD QUARTER
July - September

In-person Sponsorship Benefits

Face-to-face engagement; marketing table; company logo placement on digital media; logo on handouts and event PowerPoint presentation; logo table signage; attendee roster upon request; 2-minute presentation at the beginning of any class.

Jun. 25

Broker forum & class
15-30/attendance – \$150

Sept. 10

Annual Economic Summit
90-110/attendance
\$300 Supporting
\$200 Exhibitor

Sept. 29

Train-the-Trainer
10-20/attendance – \$400



Aug. 17

Property Rights Luncheon
50-75/attendance – \$150

Sept. 24

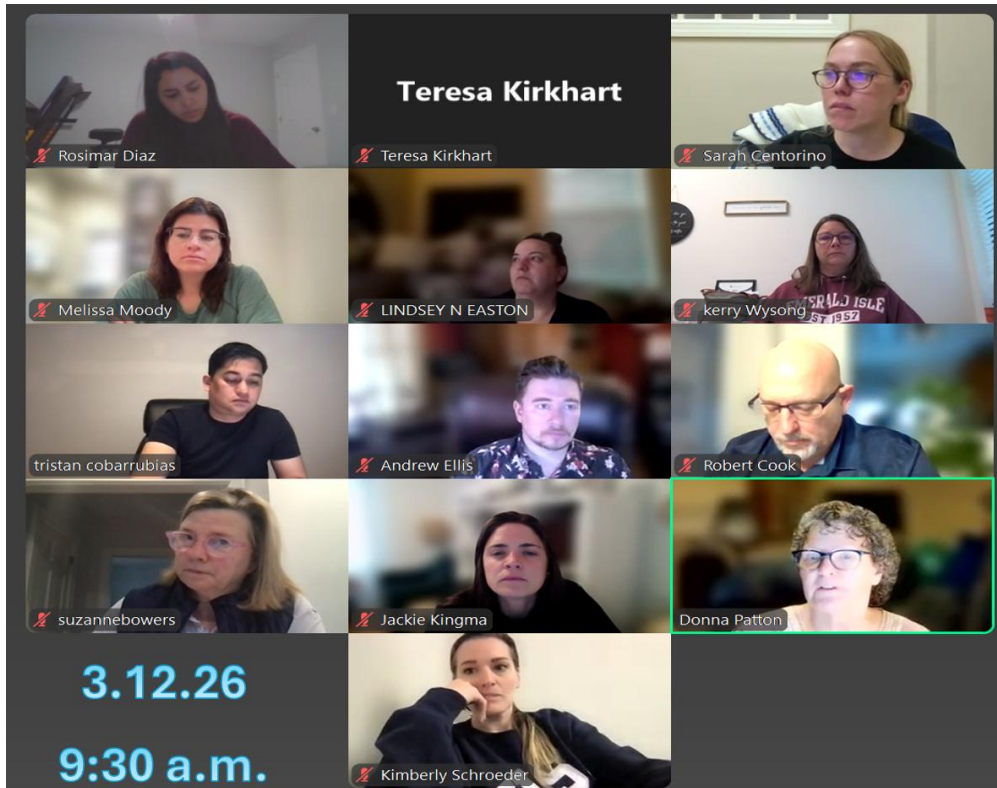
Broker CE Day
10-20/attendance – \$600

Quarterly

Committee coffee sponsor
\$50

Virtual Sponsorship Benefits

2-minute presentation to attendees; logo inclusion on handouts; company informational slide on any PPT; attendee roster upon request; virtual engagement.



Jun/Jul/Aug/Sept
New Member Orientation
10-25 – \$75

Sept 4
Latte & Learn
30-50 – \$75

Aug 27
GRI 509 At Home with
Diversity, 14-20 – \$250

Sept. 22
GRI 506 Risk Management
14-20 – \$250

E-Communication/Digital Advertising Benefits

Promotion of company hyperlinked in digital marketing. Website advertising to host company information (information form will be provided). Coffee beverage station signage to include company logo and representative name/contact information.

Jul. - Sept.
Professional Development e-Newsletter
\$150

Annually
Affiliate Directory
Half page – \$50/Full page – \$75

Quarterly
Website digital ad
Public page (3 available) – \$500
Member page (3 available) – \$500

Thank You to Our News Group Sponsor



Hal Johnson

HAVE QUESTIONS OR NEED ASSISTANCE WITH YOUR MESSAGE TO MEMBERS?

CAAR Contacts:

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