

# REALTOR® MEMBER BENEFITS

*FIRST and FOREMOST, as a member, you have the right to use the term REALTOR® and the registered trademark indicating that you abide by the REALTOR® Code of Ethics.*

## **Professionalism**

REALTORS® distinguish themselves by abiding by a Code of Ethics that was first adopted by NAR in 1913. REALTORS® pledge to uphold these ethical and professional standards. Enforcement of the Code of Ethics is a service offered to ensure the integrity of your fellow REALTORS® and a positive experience for your customers and clients. Additionally, PSAAR offers annual educational courses in order for members to meet the NAR Quadrennial training on the REALTOR® Code of Ethics.

## **Awards & Recognition**

Awards are presented to members annually in recognition of outstanding achievement and service as listed below. Also, the Board works hard to publish photos and names of those involved with and/or attending meetings and events.

- REALTOR® of the Year
- REALTOR® Spirit Award
- Rookie of the Year

## **Education & Professional Development**

The Pagosa Springs Area Association of REALTORS® offers real estate professionals a full curriculum of continuing education, and professional designation programs online. Members receive discounted pricing on the cost of educational courses. We also offer Paragon Training course in many formats including one-on-one or group classes as well as office scheduled visits.

## **Networking Opportunities**

One of the best benefits of being a member is having the opportunity to get to know your fellow REALTORS®. Knowing that networking is a vital part of a successful career in real estate, The Pagosa Springs Area Association of REALTORS® provides you with numerous opportunities during the year to come together with other real estate and affiliate professionals in a fun and relaxed atmosphere, e.g., Tuesday Caravans (seasonal), Annual Board Installation, Charity Events and Broker Forums.

## **Public Relations**

We go above and beyond what national and state associations already publicize. Utilizing local resources like the newspaper, radio and websites we promote what our local REALTORS® do for our community, what they do for their clients and the benefits of using a local REALTOR®. We focus on our members and have been recognized by the Colorado Association of REALTORS® for our unique and successful efforts.

## **Communications & Information**

Our website [www.pagosaspringsrealtors.com](http://www.pagosaspringsrealtors.com) contains news articles, calendar of events, past publications from local and national media concerning our area, board updates and statistical data all geared towards the most up-to-date information possible.

## **Volunteer Opportunities**

Get involved by serving on a Committee! Caravan Tour, Education, Equal Opportunity/Diversity, Finance/Personnel, Membership Event, Nominating, MLS, PR/Community Development/Government Affairs – just to name a few. Serving others and your board has a value all its own. PSAAR also promotes volunteer opportunities through activities such as Habitat for Humanity and Bucks for Bikes.

## Member Roster

Membership roster available for the general membership (REALTORS® & AFFILIATES) are available on both the Paragon Website, as well as the PSAAR website.

## NAR & CAR

Membership in the local Board also provides you with automatic membership in the 20,000 member Colorado Association of REALTORS® and over 1 million National Association of REALTORS® members, the second largest trade organization in the country. See [www.realtor.org](http://www.realtor.org) and [www.coloradorealtors.com](http://www.coloradorealtors.com). CAR also sends out e-newsletters while the NAR REALTOR® magazine will come out every month.

## Useful Websites

- ✓ National Association of REALTORS – (312) 329-8200  
Website [www.realtor.org](http://www.realtor.org)
- ✓ Colorado Association of REALTORS – (800) 944-6550  
Website [www.coloradorealtors.com](http://www.coloradorealtors.com)
- ✓ Pagosa Springs Area Association of REALTORS – (970) 731-4015  
Website [www.pagosaspringsrealtors.com](http://www.pagosaspringsrealtors.com)
- ✓ The Division of Regulatory Agencies (also known as The Real Estate Commission or DORA) -  
<http://www.dora.state.co.us/real-estate/index.htm> - (303) 894-2166
- ✓ SentiLock - [www.sentrilock.com](http://www.sentrilock.com) – (877) 736-8745

## Member Benefits Unique to PSAAR

- Access to the Multiple Listing Service/customer support
- Lock Box System
- Weekly Caravan Tours (seasonal)
- Information from Lenders and other affiliate members
- Up-to-date educational opportunities
- Committee involvement
- Community service opportunities
- Information regarding technological advances in the industry
- Legislative updates and reports on industry happenings
- Ability to display IDX on website