



Charlotte Regional Realtor® Association



Carolina Multiple Listing Services, Inc.

Sponsorship and Advertising Opportunities

Events

Reach Realtors® at these well-attended events and meet your target market face-to-face.

Charlotte Regional Realtor® Association

Candidate Fish Fry

September

Realtor® members mingle with candidates and elected officials in an outdoor setting enhanced by great fish, camp-style food, drinks, lots of fun and networking. Sponsorships include a booth and the opportunity to enjoy the relaxed atmosphere while networking with more than 900 Realtors®.

Charlotte Regional Realtor® Association/

Carolina Multiple Listing Services, Inc.

Annual Meeting & Holiday Luncheon

December

Celebrate the holidays with more than 400 Realtors®. Sponsor a table and network with Realtors® at this special end-of-the year luncheon where the Realtor® of the Year is announced. Participate in the silent auction by donating an item or placing a bid to support the Charlotte Regional Realtor® Association Housing Opportunity Foundation.

Charlotte Regional Realtor® Association/

Carolina Multiple Listing Services, Inc.

Installation & Awards Luncheon

January

This event installs the new Charlotte Regional Realtor® Association and Carolina Multiple Listing Services, Inc. board president, boards of directors and Executive Committee for the upcoming year. The Rookie of the Year and the President's Award are also presented. This function attracts 500-600 Realtors®.

Realtor® EXPO

This one-of-a-kind event brings builders, industry-related businesses and Realtors® together. Participants enjoy a day of education, networking, food, prizes, fun, and discovering what local builders and businesses have to offer. Booth displays capture the attention of more than 1,100 Realtors®. Develop a creative and innovative booth display and win the Best Booth Award.

Realtors® Care Day

Charlotte Regional Realtor® Association and its charitable arm, the Housing Opportunity Foundation, collaborate on a community-wide project: Realtors® Care Day. The purpose of the day is to assist homeowners with exterior home repairs, and to provide adaptive and safety modifications for the elderly and disabled. As a sponsor, you will help to tackle some of the most pressing housing needs in our community. Through affiliation with the foundation, a 501(c)(3) nonprofit, you are demonstrating a commitment to safe, affordable and sustainable homeownership, giving your company an advantage among the Realtor® community.

Realtor® Hot Topics

National and local guest speakers present ten or more programs each year to enhance the lives and livelihoods of our Realtor® members. Annually, more than 2,000 Realtors® take advantage of this free member benefit. Due to space restrictions, limited exhibit sponsorships are available.

New-Member Orientation

New Realtors® must attend an orientation class at the Charlotte Regional Realtor® Association/Carolina Multiple Listing Services, Inc. Sponsorships are limited to three per orientation. Sponsors are provided tables in the orientation room to display their information. Networking time is available during registration, breaks and lunch. This is the perfect time to meet new Realtors® and establish relationships as they begin developing their businesses.

Diversity Council

The Diversity Council's mission is to strengthen association involvement and encourage participation and leadership by diverse members. The Diversity Council hosts networking events throughout the year. Sponsorship will bring well-deserved industry recognition as a diversity advocate. Networking time is available during the event, which will provide an opportunity to build relationships with all Charlotte Regional Realtor® Association members.

Publications/Communications

Realtor® Reflections

This magazine is the only publication that reaches 9,000 Realtors® in a 10-county area, and is distributed to public officials and local decision makers. It is specially created for members of the Charlotte Regional Realtor® Association and Carolina Multiple Listing Services, Inc. From the rookie to the veteran, Realtor® Reflections serves as a business tool for Realtors® who want to know about your services. Realtors® depend on the magazine for the latest industry news, outlines of legislative issues, educational opportunities and descriptions of upcoming events. Not only do Realtors® use this information as they go about their daily activities, but they also are in a position to pass along this information to their clients.

CarolinaRealtors.com, CarolinaHome.com Advertising

Target members of the Charlotte Regional Realtor® Association as they access information from the members-only or public Web sites. Tell members about your product or service by advertising on the Web site where members go every day to conduct their business.

Cyber Café

The Cyber Café is specially designed to serve the hundreds of association members, students and guests who visit the Charlotte Regional Realtor® Association each week. Café guests enjoy free coffee service, a casual atmosphere, comfortable couches and wireless Internet capabilities. While Café visitors are doing business, why not tell them about yours? Your advertisement will be displayed on the Café wall to capture the attention of your target audience.