



Mid-Coast Board of REALTORS®

Affiliate Member Value & Best Practice Guide

Thank you for supporting the Midcoast Board of REALTORS® as an affiliate member! This Value and Best Practice Guide will help you leverage your membership to the fullest and grow your business.

Membership Benefits:

Your membership includes the following benefits.

- Membership into a 560+ member organization representing more than 2000 transactions and more than \$1 billion In annual real estate sales.
- REALTOR® members from Rockland to Mount Desert Island.
- Featured Ad Listing with your logo on MidcoastRealtors.com our official website.
- Access to member contact information.
- Admittance and access to Board and Council events
- Access to the Maine Association of REALTORS® Conference. Registration fee required.
- Board and committee opportunities.
- Receive Board, Council and industry news, updates and advocacy.
- Amazing Networking Opportunities + MORE.

Sponsorship Opportunities:

Sponsor member events to create awareness, connect and meet clients and showcase your business and services!

REALTOR of the Year & Holiday Parties: Each council has its own REALTOR of the Year and Holiday Party event and with sponsorship opportunities for 3-4 affiliate members. Premium and Title sponsorships are available.

Live & Livestream Continuing Education Classes: Throughout the year there are sponsorship opportunities for continuing education events. There are also opportunities for affiliate members certified to teach classes.

Social Events & Meet Ups: Our board and councils are a social group! Throughout the year we have (25+) less formal social events for our members. These are great events for affiliates to attend and connect with members in a casual atmosphere to build relationships. The Pen Bay Council holds monthly Meet Ups, Waldo County hosts a roundtable "Chat" every month, and Acadia Council hosts Cocktails & Conversations every quarter.

The Midcoast Annual Meeting & Class: This well attended September event for the entire Midcoast is open to affiliate members to attend and sponsor. Premium and Title sponsorships are available.

Best Practices for Affiliate Members:

Your membership and marketing creates awareness with members - your relationships will create more business. Use your membership to develop more (and stronger) relationships. Members work with affiliates they know, like and trust - and who provides the best service and value!

Here are some best practices that our most successful affiliates use.

- Attend as many of the 25+ events as possible.
- Sponsor Midcoast Board of REALTORS® events.
- Use events to make connections and meet members.
- Reach out to individual members - invite to coffee, lunch, etc.
- Have meaningful conversations every week with members.
- Send handwritten notecards to members.
- Reach out to brokerage owners - offer to sponsor office and sales meetings (breakfast, lunch, socials, goodies)
- Partner and participate w/ Agents for community events ● Deliver "Pop-By" gifts to members.
- Stay in touch with your agent clients and prospects
- Think quality over quantity. Grow your relationships with members.

Thank you for your support of the Midcoast Board of REALTORS®