

# PARTNERS IN YOUR PROFESSION

## *A Pocket Guide to REALTOR® Membership Benefits*

*Invest in your future and experience the REALTOR® difference.*

With membership in the REALTOR® organization and Greater Boston Real Estate Board, you'll benefit from dozens of programs, services and resources designed to help you boost your business, professional reputation and bottom line.



Valuable Association Resources & Savings to Maximize Your Benefits all for less than \$2.00 a day.

Save money with these valuable REALTOR® and GBREB member benefits:

Enhance your professionalism and industry knowledge with these member resources:

Build your business and advance your career with these REALTOR® benefits:

- Complimentary registration and unlimited access to GBAR's Manageable Monday Webinars and the REALTOR® Online Learning Center at [marealtor.com](http://marealtor.com) where you can complete Massachusetts approved CE courses for free. **(Savings = Up to \$270)**
- Low-cost arbitration and free mediation services, enabling you to avoid expensive court costs and legal fees when resolving transaction disputes **(Savings = \$250)**
- Free and unlimited access to the GBREB Standard Forms Library, including e-signature technology via our E-forms product with ziplogix. **(Savings = \$390)**
- Reduced participant subscriber fees to MLS PIN for agents and brokers who affiliate with a REALTOR® firm **(Savings = \$156 per year)**
- Special reduced member rates on GBAR and GBREB professional development courses and seminars **(Savings = Up to \$50 per class)**
- Free registration and access to the SafeShowings app, an agent safety tool featuring GPS location tracking, 911 and emergency contact auto alerts and built-in solutions designed to keep agents safe at showings and open houses. **(Savings = \$50 per year)**
- Discounted member pricing at the [nar.realtor](http://nar.realtor) store, plus additional savings when you use the special GBAR member promotional code. **(Savings = 20%)**
- Create virtual home tours, 3D models and 2D floor plans for listings through benefit partner EyeSpy360 at a reduced subscription rate of \$14.99 per month, plus a 33% savings off the tour production fee. **(Savings = \$120+ per year)**
- Group rate pricing on medical and dental insurance, prescriptions and eye wear via Mass. REALTORS®. **(Savings = varies by member)**
- Take advantage of member discounts from over 50 retailers, including those providing office products and business tools, car care and auto insurance, IT support and web design. **(Savings = Limitless).**
- **Saving you an estimated cost of \$1100+**

- **REALTOR® designation and certificate courses** offer training in specialty areas of real estate practice to enhance your industry knowledge and business skills, while also providing credentials that give you a professional edge over the competition
- **Our Broker Counseling Services** provide interpretations of law, regulations and the REALTOR® Code of Ethics via legal hotlines administered by the Greater Boston and the Massachusetts Associations of REALTORS®. Additionally, GBAR Legal Live Webinars offer a forum to discuss licensing law and real estate industry best practices.
- **GBAR's monthly Market Insights reports** along with an interactive dashboard with custom search capability, provide comprehensive data on the single-family, condominium and multifamily housing markets in nearly 90 communities in Eastern Massachusetts.
- **GBAR's Agent Insider and Broker Briefing e-newsletters, and REALTOR® magazine** will keep you informed about new and innovative sales and marketing strategies, the business trends, and important laws, court decisions and industry issues affecting you and your real estate practice.
- Our **Agent EDU Video Training Library** features 10-15 minute videos that provide instruction and insights on best practices for over 60 topics essential to a successful real estate business. Whether you're an entry-level practitioner launching your career or an industry veteran looking to learn new skills or get a refresher on business basics, this online tool will provide you with the knowledge and practical advice every agent needs from marketing and lead generation and conversion to how to handle listing appointments, offers and negotiations.

- **REALTORS® Property Resource**, a national database of public records data and information for all homes, commercial property and land parcels in the U.S. that has been integrated with active and off-market data from participating MLSs and features a property valuation tool – all available exclusively to REALTORS®.
- Activate your complimentary **enhanced agent profile page** and the new RealRatings® & Reviews feature **on REALTOR.com** to build your brand and effectively manage your online reputation.
- **Exclusive use of the REALTOR® term and logo** a brand that allows you to distinguish yourself as a professional who adheres to the highest standards of ethics in the real estate industry.
- **Annual REALTOR® Conferences & Trade Expos** presented by the Greater Boston, the Massachusetts and National Associations of REALTORS®, plus dozens of additional meetings, seminars and networking events at which you can build your referral network.
- **Our free RealTour member meetings** Global Council programs, our Industry Affiliate social events and Young Professional Network activities, allow you the opportunity to learn from peers and also make new business connections that will help grow your referral network.



Find us on social media!



Questions?

[www.gbar.org](http://www.gbar.org)  
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