



**MetroTex Association of REALTORS®**  
 8201 N. Stemmons Freeway Dallas, Texas 75247  
 Phone: 214-637-6660 Fax: 214-637-5951  
 or  
 1681 W. Northwest Hwy. Grapevine, TX 76051  
 Phone: 817-796-5400 Fax: 817-796-5421

2017

**Qualifications for Candidacy for  
 Non-Designated REALTOR® Membership**  
 (For use by sales licensees, broker associates and appraisers)

**Salesman/Non-Principal Broker:** For primary board membership: ACTIVE Texas Real Estate Salesman license, Broker license or Certified Appraiser License must be held by a Broker or State Certified Appraiser who is a Primary or Secondary Designated REALTOR® member of MetroTex.

**PLEASE NOTE: PORTIONS OF THIS APPLICATION REQUIRE THE DESIGNATED REALTOR® (or authorized signatory) SIGNATURE. APPLICATIONS AND REQUESTS FOR SERVICES CANNOT BE PROCESSED WITHOUT THE MANDATORY SIGNATURE.**

**Application Fee:** \$100.00. *Application fee must be included and attached for Membership consideration.*

If for any reason you withdraw your application prior to the first course offering after processing begins, there will be an administrative charge deducted from your application fee, \$35.00 plus Association expenses. If the application is withdrawn after the first course offering, no refund will be made.

Non-Designated REALTOR® (Salesman/Non-Principal Broker) applicants may have temporary Association services (Keycard & Keybox services) and/or MLS services prior to attending the new member orientation if the Designated REALTOR® (principal broker for the firm) is already a full Member. Temporary MLS services are contingent upon completion of the mandatory training course.

**ANNUAL DUES**

**Annual dues are payable at the time the application is submitted.**

Once annual dues are paid no refunds will be made.

If you activate your license :	TECHNOLOGY TAR ISSUES MOBILIZATION							YOUR 2017 DUES WILL BE
	MTAR	TAR	NAR	ASSESSMENT	POLITICAL ASSESS	TAR LEGAL	NAR ASSESS	
January, 2017	\$117.00	\$117.00	\$120.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$434.00</b>
February, 2017	\$107.25	\$107.25	\$110.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$404.50</b>
March, 2017	\$97.50	\$97.50	\$100.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$375.00</b>
April, 2017	\$87.75	\$87.75	\$90.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$345.50</b>
May, 2017	\$78.00	\$78.00	\$80.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$316.00</b>
June, 2017	\$68.25	\$68.25	\$70.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$286.50</b>
July, 2017	\$58.50	\$58.50	\$60.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$257.00</b>
August, 2017	\$48.75	\$48.75	\$50.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$227.50</b>
September, 2017	\$39.00	\$39.00	\$40.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$198.00</b>
October, 2017	\$29.25	\$29.25	\$30.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$168.50*</b>
November, 2017	\$19.50	\$19.50	\$20.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$139.00*</b>
December, 2017	\$9.75	\$9.75	\$10.00	\$10.00	\$30.00	\$5.00	\$35.00	<b>\$109.50*</b>

\*In addition to the above fees, any member joining after September 30, 2017 will also be required to pay 2018 annual dues at the time their application is submitted.



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2017

<b>MetroTex USE ONLY</b>		
DATE	_____	
MEM #	_____	
FIRM #	_____	
BY	_____	
Cash	Check	CC
_____	_____	_____

**APPLICATION AND AGREEMENT FOR  
 (NON-DESIGNATED) REALTOR® MEMBERSHIP**  
 (Broker Associate and/or Sales Associate)

THIS APPLICATION MUST BE FULLY COMPLETED AND LEGIBLE

**ATTACH: APPLICATION FEE OF \$100.00, MEMBERSHIP DUES, PHOTOCOPY OF REAL ESTATE LICENSE**

- Name of Applicant: \_\_\_\_\_  
 Mr./Mrs./Ms. (First) (Middle) (Last) (Nickname for MLS)  
 (State Name Exactly as it appears on your real estate license)
- Name of Real Estate Firm: \_\_\_\_\_
- Name of Sponsoring Broker: \_\_\_\_\_
- Office Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone \_\_\_\_\_
- Applicant's Residence Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Web Page: \_\_\_\_\_
- Check here if you wish to receive MetroTex mailings at your home address. (All bills will be sent via email to your email address.)
- Please complete all that apply and check **ONE** box to indicate the number that will be listed as your main contact number.  
 Home phone #: (\_\_\_\_) \_\_\_\_\_  Voice Mail #:(\_\_\_\_) \_\_\_\_\_  Mobile Phone #:(\_\_\_\_) \_\_\_\_\_  
 Personal Fax #:(\_\_\_\_) \_\_\_\_\_ (If you wish to receive faxes at your personal fax number and not the office fax.)
- E-mail Address\*** \_\_\_\_\_ / / \_\_\_\_\_  
 \*Required for Keycard, MLS and Annual Dues Billing Date of Birth
- Race/Ethnicity:  African American  Asian  American Indian or Alaskan Native  Hispanic or Latino  
 Native Hawaii or Pacific Islander  White or Caucasian  
 Answer to question 9 is optional. Failure to check a box has no adverse effect.
- Texas Real Estate License Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_
- Will the MetroTex Association of REALTORS® be your primary Association/Board?  Yes  No  
 If No, list Primary Association/Board name: \_\_\_\_\_
- Have you paid current year TAR and NAR dues to another Association/Board?  Yes  No  
 If yes, state name of Association/Board \_\_\_\_\_
- Do you now, or have you ever held membership in another Association /Board?  Yes  No  
 If yes, state name of Association/Board \_\_\_\_\_
- Do you have any unpaid financial obligation to any other association or association MLS?  Yes  No

15. Have there been any official sanctions against you or of your real estate license by a governmental agency or court of law within the last three years?  
 Yes  No If yes, describe the nature of each sanction, the agency or court issuing such sanction, and current status or resolution of such complaint. [Attach separate sheet(s) if necessary.]
- 
16. Within the past three years, have you been involved in any pending or recent bankruptcy or insolvency proceedings or adjudged bankrupt?  Yes  No  
 If yes, describe the nature of such proceedings, including the case number, court, and date of such proceedings. [Attach separate sheet(s) if necessary.]
- 
17. I do hereby request and authorize any person or persons to furnish any information and to answer all questions asked concerning my credit worthiness or moral character in connection with this application.

I hereby apply for Non-Designated REALTOR® Membership in the MetroTex Association of REALTORS®, Inc., ("MetroTex"). I certify that I hold a current, valid Texas real estate license and that I am actively engaged in the real estate business. I agree as a condition of my membership to complete the indoctrination courses(s) as prescribed by MetroTex. On my own initiative I will thoroughly familiarize myself with the Code of Ethics of the National Association of REALTORS®, Bylaws and Rules and Regulations, from time to time in effect, of MetroTex, the Texas Association of REALTORS® and the National Association of REALTORS®, and will also familiarize myself with my mandatory duty to arbitrate business disputes with other REALTORS® in accordance with the Code of Ethics and Arbitration Manual of the National Association of REALTORS®. I agree that my act of paying dues shall evidence my initial and continuing commitment to abide by the aforementioned Code of Ethics, Constitutions, Bylaws, Rules and Regulations and duty to arbitrate, all as from time to time amended, revised, supplemented or altered. I acknowledge and confirm that the Bylaws of MetroTex provides that I am required to arbitrate and I do hereby irrevocably agree to arbitrate, any dispute or controversy hereafter arising between me and one or more members of MetroTex in accordance with the rules and regulations governing such arbitration, from time to time in effect as adopted by MetroTex or its Board of Directors. I consent and authorize MetroTex to invite and receive information and comment about me from any member or other person and I agree that any information and comment furnished to MetroTex by any member or person in response to any such invitation shall be conclusively deemed to be privileged and not form the basis of any action by me for slander, libel, or defamation of character. I agree that my membership in MetroTex and/or the MLS will authorize me unlimited access to the MLS database and to personal information of other members of MetroTex. Accordingly, I especially promise to use such access and information only in pursuit of my real estate activities within the scope of my license and not to utilize such access or information for commercial ventures or endeavors that are not within the scope of my license.

I agree, if my membership is approved as a (Non-Designated) REALTOR® of MetroTex, I will pay the prescribed dues and fees in accordance with the Bylaws of the Association, from time to time in effect. By signing this application, the undersigned sponsoring broker or other authorized signatory acknowledges responsibility for all financial obligations incurred by the Applicant, so long as the Applicant is affiliated with my firm for dues, fees, keybox lease access fees, MLS fees, and other expenses regularly billed by MetroTex to a sponsoring broker for Association services.

I acknowledge that if accepted as a member and I subsequently resign and/or am expelled from membership in MetroTex with an unpaid financial obligation, an ethics complaint or arbitration request pending, the Board of Directors of MetroTex may condition renewal of membership upon payment of the financial obligation owed, my verification that I will submit to the pending ethics or arbitration proceeding and will abide by the decision of the Hearing Panel; or if I resign or am expelled from membership without having complied with an award in arbitration, the said Board of Directors may condition renewal of my membership upon my payment of the award, plus any costs that have previously been established as due and payable in relation thereto, provided that the award and such costs have not, in the interim, been otherwise satisfied.

If this application is withdrawn prior to the first available orientation, a \$35.00 processing fee will be deducted from the \$100.00 application fee before a refund is made. If a withdrawal request is made after the first available orientation, no refund will be made of dues or application fee. All requests for withdrawals and/or refunds of application fees must be made in writing by the applicant.

**IMPORTANT ORIENTATION NOTICE:**

1. All REALTOR® member applicants are **required** to attend Orientation **within 60 days**.
2. By signing below, I acknowledge that if I fail to attend orientation within 60 days of my join date my membership will be inactivated and my services discontinued until I complete the new member orientation course.
3. In order to obtain active membership again, I agree to pay a \$50.00 reinstatement fee and register and attend the next Orientation being offered.

\_\_\_\_\_  
 (Applicant's Signature)

\_\_\_\_\_  
 (Date)

\_\_\_\_\_  
 (Sponsoring Broker OR AUTHORIZED SIGNATURE) \*REQUIRED

\_\_\_\_\_  
 (Date)

**\*\*THIS SECTION MUST BE COMPLETED BY THE SPONSORING BROKER OR AUTHORIZED SIGNATORY\*\***

**\*MLS ACCESS LEVEL:**  Agent/Load  Agent/No Load  Office Staff  Personal Assistant (requires Assigned Agent ID) \_\_\_\_\_  
ONLY COMPLETE IF APPLICABLE (Default MLS Access Level is Agent/Load if not specified)

Visa  MasterCard  Discover  American Express  
 Amount: \_\_\_\_\_ Expiration: \_\_\_\_\_  
 Card #: \_\_\_\_\_ Code: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Be sure to include the 3 or 4 digit security code found on your credit card

# MANDATORY NEW MEMBER ORIENTATION AND MLS TRAINING

All REALTOR® applicants will be required to complete the new member orientation **within 60 days** of their join date. The orientation class is only offered at the Association headquarters, and includes lunch. The cost of the course is included in your application fee.

**Classroom Time:** New Member Orientation is held from 9:30 AM to 3:30 PM. Registration is required. You are responsible for reserving your seat for the orientation you wish to attend. Reservations are on a first come first served basis. Registration for any scheduled orientation closes two business days prior to the class. If you have made a reservation and find you are unable to attend, email [membership@dfwre.com](mailto:membership@dfwre.com) at least 48 hours prior to the course for cancellation. **If you have made a reservation and do not attend or cancel your reservation, you will be charged a cancellation fee of \$25.00.**

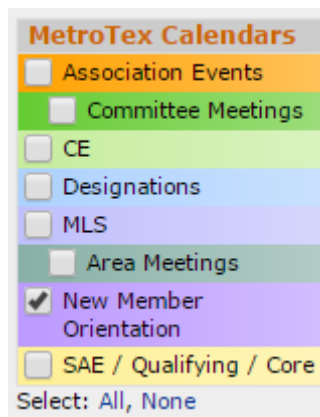
**Why must I attend?:** As a real estate professional, it is critical that you know about your professional trade organization and the many ways it can assist you in your business. Along with the many benefits, educational programs and resources that are available to members, the networking and business building that you can achieve by attending the orientation and other Association events more than pays for the cost of your annual membership.

Statistics show that early engagement leads to a higher level of knowledge and understanding about the industry, its practices, and the critical rules and regulations that govern your activities as a real estate professional. This in turn leads to fewer TREC and MLS complaints, and a more conscientious effort to practice in a professional and ethical manner.

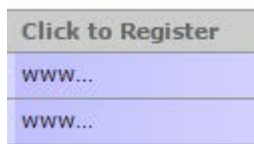
Class Location: **Dallas:** Training Room 1 (Second Floor) - 8201 N. Stemmons Freeway, Dallas, TX 75247  
Located on the West service road of Highway 35E between Empire Central and Mockingbird exit.

## New Member Orientation Registration Steps

- After submitting your application, please allow 48 hours for your member record to be set up in our system. At that time, you may schedule your Orientation.
- Register for New Member Orientation at <http://www.trumba.com/calendars/metrotex>
- Filter the calendar to display New Member Orientation only



- In the **Click to Register** column, click on the registration link next to your preferred date. Your Logon ID is your 7-digit license number and your initial password is metrotex.



- After you have successfully completed your registration, you will receive a confirmation email immediately; and a reminder email with course materials 2-5 days prior to your orientation date.

## MANDATORY MLS TRAINING INFORMATION

MLS services are contingent upon completion of the **Intro to Matrix MLS Course**.

This course can be completed in a hands on computer lab environment or it can be completed online. You are responsible for registering for the MLS training in one of the following two ways:

1. MLS training courses are scheduled regularly throughout the month, after you have applied for membership you can register for the hands on training using MetroTex ESERVICES at [www.mymetrotex.com](http://www.mymetrotex.com) OR by contacting the MLS Department at 214-540-2755 OR 817-796-5350.

**OR**

2. If you prefer to take the MLS Training Online, the 1 hour webinar: INTRODUCTION TO MATRIX is available for viewing at [www.mymetrotex.com](http://www.mymetrotex.com) . You can find this webinar by clicking on the Tools & Resources Link, then click on the Technical Support Link, scroll down to the video and press play.

For questions please contact us at: [membership@dfwre.com](mailto:membership@dfwre.com) 214-637-6660 (Dallas) or 817-796-5400 (Grapevine)

The following price sheet is for MLS and/or Keycard services. The forms necessary to activate these services are included for your convenience.

If your office receives MLS services from GMMLS, you will be required to pay MLS quarterly fees at the time you submit your application.



**GREATER METRO MULTIPLE LISTING SERVICE**  
(THE MLS PROVIDER OF THE METROTEX ASSOCIATION OF REALTORS®, INC.)

<b>2nd QUARTER 2017 (Pricing Subject to Change)</b>	<b>REALTOR® PRICE</b>	<b>NON-MEMBER BROKER AND NON-MEMBER PRICE</b>
<b>PARTICIPATION FEE</b> <i>This is a one time fee as long as membership is maintained. Only the MLS participant pays the participation fee. Non-principals subscribe through the MLS participant. To be the participant you must possess an active TX Brokers license or Texas State Certified Appraisal Certificate, cannot be involved in a current bankruptcy and agree to attend the orientation course.</i>	\$250.00-1 time fee	\$375.00-1 time fee
<b>SUBSCRIBER FEES</b> <i>Subscriber fees are per licensee, paid quarterly. Fees fluctuate each quarter-based on the overall number of subscribers to the MLS system. Subscriber fees for all users are billed via email to each individual MLS subscriber and are due 30 days from the invoice date. Make sure you provide a valid email address to our membership department. MLS refunds are not made after the quarter begins.</i>	\$109.00-quarterly	\$163.50-quarterly
<b>MLS ACCESS:</b> <b>NTREIS Matrix:</b> (Accessible from all popular web browsers, operating systems and platforms.) <i>The class for this access can be taken online, or in our computer lab.</i> Register online for the hands on training at <a href="http://www.mymetrotex.org">http://www.mymetrotex.org</a> <b>NTREIS Innovia:</b> <i>A secondary backup system that allows access to MLS listings and data for search and report purposes only.</i>	No Charge	No Charge
<b>COMPARABLE DATA (On-Line Sold Listings and Tax Data for Affiliate Members):</b> <i>CURRENT ACTIVE LISTINGS ARE NOT AVAILABLE ON THIS TYPE OF SERVICE.</i> <i>Comparable Data and the Tax Data services are MLS Services. You may subscribe to the MLS to obtain Comparable and Tax Service by attending mandatory training. Access options are the same as listed above; this serves as an option for Affiliate members of the Association</i>		
On-Line Sold Listings and Tax Data:	\$109.00-quarterly	Not Available

**ASSOCIATION SERVICES**

**SUPRA SERVICES**

**REALTOR®/Affiliate Member of Participating Associations**

Display Key (refunds are made on a quarterly basis); OR	\$100.00 setup+annual fee of \$184.03	<b>Not eligible for Service</b>
Ekey Basic (requires Supra approved SmartPhone device); OR	\$50.00 setup+annual fee of \$204.59	<b>Not eligible for Service</b>
Electronic iBox	\$96.34 ea.(tax included)	<b>Not eligible for Service</b>

**REALTOR®/Affiliate Members of NON Participating Associations**

Display Key (refunds are made on a quarterly basis); OR	\$100.00 setup+annual fee of \$184.03	<b>Not eligible for Service</b>
Ekey Basic (requires Supra approved SmartPhone device); OR	\$50.00 setup+annual fee of \$204.59	<b>Not eligible for Service</b>
Electronic iBox (available for purchase only if you are a MetroTex Keycard Holder)	\$96.34 ea.(tax included)	<b>Not eligible for Service</b>

- Supra services are Association services. \$50.00 of the keycard activation fee will be refunded upon return of your KeyCard, subject to account status and condition of the equipment.
- Ekey requires an iPhone adaptor or an Android fob that is purchased separately for \$59.48.
- Participating Associations are: MetroTex, and Stephenville Associations of REALTORS®. KeyCard access fees are billed separately based on a July 1 through June 30 service year. Fees are prorated monthly when service begins, and refunds are calculated on a quarterly basis from date of termination of service.
- Service indicated is only available to REALTOR® members. REALTOR® pricing applies to all REALTOR® members of an Association or Board.

[PRICING SUBJECT TO CHANGE

# What Choices Do I Have When it Comes to KeyCard Services?

## [Supra Key Lease Agreement](#)

### **DisplayKEY**

- You are issued a separate device that is used to access Keyboxes
- You will receive a cradle that serves as the DisplayKEY charger
- The DisplayKEY cradle provides access through a phone line or USB connection
- You must cradle your Display key weekly in order to receive update codes
- The number of showings at your listings are delivered to your DisplayKEY
- 100 KeyBox entries from a single KeyBox can be retrieved and read

DisplayKEY Cost:

\$100.00 – one-time setup fee (includes a \$50 refundable deposit)

\$184.03 – Annual Key Service Fee (July1 through June 30 annually)

### **EKEY**

- Your iPhone or Android is your KeyCard
- Your phone is updated wirelessly on a nightly basis
- Allows you to keep track of all your boxes from your phone
- Manage and program your boxes from your phone
- Easily place and remove keyboxes from listings using your phone
- Change your own shackle codes using your phone

EKEY Cost:

\$50.00 - one-time setup fee

\$59.48 - cost for the Fob

\$204.59 – Annual Key Service Fee (July1 through June30 annually)



**WE KNOW YOU'RE BUSY. AVOID LATE FEES AND NEVER WORRY ABOUT MISSING A PAYMENT DUE DATE. SIGN UP FOR METROTEX AUTO-PAY TODAY.**

Pre-Authorized Payment Agreement

Fax Completed Form To:  
214-637-5951

For Office Use Only

M# \_\_\_\_\_

Date Entered \_\_\_/\_\_\_/\_\_\_

**The following account information is to be used for:**

Name \_\_\_\_\_ Real Estate License # \_\_\_\_\_  
(Please Print)

- Please enroll me in the Automatic Debit Service
- Please update my:  Selections AND/OR  Credit Card
- Please cancel my enrollment in this service: Signature \_\_\_\_\_

**Please select the items below that you are requesting to be included in this service:**

- Enroll me in all four of the items described below.**
- Annual Voluntary TREPAC Contribution of \$45** (Fair Share) or \$ \_\_\_\_\_
- Quarterly MLS Subscriber Fees** and applicable tax.  
*(Debited quarterly in advance on the following dates: 2/28, 5/31, 8/31, and 11/30)*
- Annual Keycard Fees** and applicable tax.  
*(dKey & eKey Basic debited annually 5/31, )*
- Annual Board Dues** (includes local, state, and national association dues)  
*(Debited Annually 10/31)*
- Charge My Credit Card**

VISA     MasterCard     AMEX     Discover

Account Number: \_\_\_\_\_ Expiration Date \_\_\_/\_\_\_

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_/\_\_\_  
(Please print name exactly as it appears on your credit card)

I authorize MetroTex Association of Realtors to keep my signature on file and to charge my VISA/MasterCard/American Express/Discover, or debit my checking/savings account for the fees selected above on an ongoing basis. I understand that this voluntary form is valid as long as I am a member of MetroTex Association of Realtors, or until I cancel this voluntary authorization with written notice to MetroTex Association of Realtors. To prevent service interruption and reinstatement fees, please notify MetroTex Association of Realtors of ANY CHANGE in your VISA/MasterCard/American Express/Discover, or Checking/Savings account. All fees & charges are non-refundable. **ALL CHANGES MUST BE SUBMITTED IN WRITING ON THIS FORM.**

## AN EXPLANATION OF YOUR 2017 REALTOR DUES

**2017 MetroTex Local Dues** – The annual dues of each REALTOR member as established annually in advance by the Board of Directors in accordance with Article X, Section 8(a) of the Association Bylaws. It funds all Association member benefits and services.

**MetroTex Technology Assessment** – This assessment funds the MetroTex Technology Reserve Fund, which was established in 2016. It allows for the designation of restricted reserves that can be used solely for new technology initiatives for the Association. It will allow for upgrades to current Association technology, the investment in new technology equipment, and/or for the installation of new technology systems for the benefit of the membership. This fund is reviewed annually by the MetroTex Budget & Finance Committee, and voted on annually by the MetroTex Board of Directors.

**2017 TAR Dues** – The annual dues of each REALTOR member as established annually in advance by the Board of Directors in accordance with Article III, Section 1(A) of the Association Bylaws. It funds all Association member benefits and services.

**TAR Legal Fund Assessment** – The Legal Fund was created and approved annually by the TAR Board of Directors for the express purpose of:

- Helping Texas REALTORS® understand their legal rights and duties under law.
- Providing legal assistance for matters pending in court or governmental agencies.
- Defraying all or a portion of legal expenses for pending litigation in which a member is a party.
- Defraying legal expenses for cases in which the association intervenes or files briefs as a friend of the court.
- Monitoring and participating in the actions of governmental agencies.
- Reimbursing travel expenses of Texas REALTORS® who participate in form-development task forces.

**TAR Issues Mobilization/Political Advocacy Assessment** – The Issues Mobilization Program was created and approved by the TAR Board of Directors to help local REALTOR Associations who've identified local ordinances that could affect all Texas REALTORS or property owners. If a local Association identifies such a proposal, it applies for assistance. Help may come in the form of political expertise, strategic guidance, marketing, and/or funding.

**2017 NAR Dues** – The annual dues of each REALTOR member as established annually in advance by the Board of Directors in accordance with Article II, Section 1(A) of the Association Constitution and Bylaws. It funds all Association member benefits and services.

**NAR Consumer Advertising Campaign** – This funds the NAR Public Awareness Campaign that includes TV ads highlighting the value a REALTOR brings to a transaction.

- The funds allow the campaign to support NAR's strategic objective of reaching and engaging consumers, increasing the association's reach and impact to the public by driving home the value of home ownership and importance of hiring a REALTOR®.
- Research shows that NAR's national advertising is accomplishing its goals of persuading consumers of the value of homeownership and real estate investment and assuring them of the value REALTORS® bring to the real estate transaction. In our most recent tracking study, 70 percent of consumers surveyed said the ads made them want to contact a REALTOR® for more information, and 82 percent said that the ads made them feel more positive about homeownership.
- The Consumer Advertising Campaign is also one of NAR's most popular membership services. According to the latest membership survey, 96 percent of all members like the ad program and 91 percent would like to see even more advertising than is currently run, a number unchanged through the past three years.
- The National Association of REALTORS®' Board of Directors voted to maintain the assessment level of \$35 for 2014-2016 when it approved the current 3-year budget during the Midyear Meetings in May 2013. The assessment has remained at this level since 2009.