

# Greater Fort Worth Association of REALTORS®



# Member Benefits

*What's in it for you?*



Greater Fort Worth Association of REALTORS®  
2650 Parkview Drive, Fort Worth, Texas 76102  
Phone: 817-336-5165; Fax: 817-870-2863  
[www.gfwar.org](http://www.gfwar.org)

## Education

**We know our members are looking for educational opportunities...but that's not all. They want education that applies specifically to them and helps them put money in the bank. GFWAR strives to achieve this membership need through the following:**

Providing courses that pertain to "hot topic" items that members want to know about such as:

- Short sales and foreclosures
- Economic forecasts
- The Barnett Shale
- Mortgage fraud
- Appraisal issues
- Green building
- Title policies
- REALTOR® safety

Intriguing MCE course offerings that apply to you

- Nationally recognized instructors
- Interesting, applicable topics
- Convenient Fort Worth location
- MCE course offerings available year-round
- Legal and ethics courses provided monthly
- Online MCE classes available on the GFWAR site

Professional enhancement to help our members grow in their precise areas of expertise

- NAR-approved designation courses that are informative and applicable
- On the forefront of providing new NAR / TAR certifications, such as SFR and TAHS
- Nationally recognized instructors
- Convenient Fort Worth location

Educational resource for new members

- NAR Code of Ethics training for new members
- Appealing, relevant SAE training for newly-licensed members
- Online SAE classes available on GFWAR site

Free technology training available to all members

- Hands-on MLS training provided by knowledgeable GFWAR staff members
- Extensive training on new functions within NTREIS Listings
- Free training on programs such as ZipForms or Innovia
- Online marketing and Web site classes taught by Web-savvy instructors

Specific educational-offerings tailored to membership needs

- Property Management Forums - free to attendees
- Society of Commercial REALTORS® classes, breakfasts and meetings
- Affordable housing seminars & classes
- Historic neighborhoods classes & programs
- Monthly Starbucks Sessions that encompass a variety of pertinent topics available for free
- Additional specialty courses booked by member requests



## Networking

**Most things in life revolve around who you know. Real estate is no exception. GFWAR works tirelessly to provide a forum to connect its members, so relationships can develop into business leads. Networking opportunities at GFWAR include the following:**

Providing platforms to promote listing information to others

- NTREIS MLS, which covers an area of 48,000 square miles in North Texas and includes 25,000 subscribers
- Monthly MLS Networking Group meetings for residential members to promote listings and share property information

Social activities that furnish opportunities to share information and make deals

- Free Business After Hours events
- Monthly Starbucks Sessions that encompass a variety of pertinent topics available for free
- Quarterly luncheons with informative speakers
- Installation banquets
- Casino Night and other TREPAC functions
- Golf tournament
- Society of Commercial REALTORS® events, such as breakfasts, the Installation and deal making sessions
- Networking and business opportunities with other community organizations, including the Chamber of Commerce, FWISD, NARPM, etc.

Connecting members-to-members

- Over 350 fans subscribe to GFWAR's FaceBook page, in which members can communicate with one another, receive information on news and upcoming events or view photos from past events
- Obtain contact information for any GFWAR member with a click of a button on the GFWAR Web site

Develop deeper relationships with others through service

- Service on committees that enhance GFWAR's purpose
- Texas REALTORS® Leadership Program offered by GFWAR, in which selected member applicants are groomed for future leadership positions
- Service opportunities available through GFWAR, such as mentoring at Greenbriar Elementary School and Neighborhood Revitalization projects

## Governmental Affairs

**Whether you like it or not...if you're in real estate, politics is your business. The REALTOR® Association works hard to protect its members from legislation that could be detrimental to the industry, and GFWAR takes the reins locally to fight for its members' businesses at City Hall. This includes the following:**

An advocate for Fort Worth REALTORS® in the city

- Monitor issues that affect Fort Worth area real estate and implement grassroots initiatives to counter any harmful proposals that might have a negative impact on the way local REALTORS® do business
- Represent REALTOR® interests at City Council meetings
- Communicate and lobby our own and area Association positions to appropriate governing entities
- Serve on Boards and Commissions that impact real estate such as the City Plan Commission, City Zoning Commission, Community Development Council, Historic and Cultural Landmark Commission and Housing Authority of the City of Fort Worth
- Develop coalitions with community groups (i.e. Builders Association, Apartment Association, business leaders, Chamber of Commerce, etc.)
- Form impactful relationships with elected and regulatory officials as a means to develop a forum to present real estate viewpoints
- Have brought to successful conclusions numerous recent city issues, which include the sign ordinance, development standards, conservation districts, and rental registration

Support of local elected officials who share REALTOR® views on private property rights

- Interviews with candidates
- Financial support to candidates from PAC contributions
- Endorsement of candidates to Association members, so that the REALTOR® vote can make a difference in elections

Raising funds for TREPAC

- Actively promote member pledging
- Plan events to raise money for TREPAC, including Casino Night, the Chili Cook Off, GFWAR Golf Classic and various other events
- Plan and promote a silent auction to raise TREPAC funds
- Provide recognition to members based on levels of giving (Golden R, Crystal R, Sterling R, Capitol Club, Lone Star Statesman, 99 Club.) This includes recognition in the newsletter, certificates, pins, plaques, etc.
- Coordinate annual TREPAC Recognition Reception with elected officials honoring 99 Club and above investors

The power of the REALTOR® voice

- The largest national and state PACs, giving legislative and political strength to REALTORS®
- Numerous insidious state taxes have been neutralized because of the efforts of the REALTOR® Association, including mixed-use vehicle tax, professional fees, tax on services and transfer taxes.

## Customer Service

**Nothing compares to top-notch customer service. At GFWAR, staff strives to provide the most efficient, courteous and accommodating customer service in the area. Our members are number one, and we're proud of that. Examples include:**

Providing tools to better assist our members in their business endeavors

- MLS
- Supra keys
- Smart phone (eKey) support
- Lockboxes
- REALTOR® Store
- Legal Hotline, furnished by TAR
- NAR's new HouseLogic Web site
- NAR's "Right Tools, Right Now" program
- REALTORS® Property Resource
- Computer room for members' use
- ZipForms (free TAR member benefit)
- Mailing labels and rosters

Members are not just a number

- Friendly, knowledgeable staff who seek to meet your needs
- Receptionist that answers the phone. No teleprompts or "dial 0 for the operator."
- Quick answers to your questions by phone or e-mail
- Central Fort Worth location makes it easy for members to drop by...and parking is free and easy

First-rate Communications

- Members are notified via e-mail and FaceBook of all upcoming events or any news that's pertinent to them
- User-friendly Web site
- Easy online dues payment option and event registration module
- Mailed quarterly newsletter for those who are not as computer savvy as others
- Delivery of upcoming event flyers to offices

Going above and beyond

- Notary services
- On the spot MLS or ZipForms consultation
- Answering questions regarding TREC education requirements

## Member Development

**The success of our members is GFWAR's number one priority. It is our goal to help our members thrive not only in their businesses, but as community leaders as well. We take this mission seriously and work hard to accommodate our members in their business and leadership endeavors. This is achieved through the following:**

Promoting the Fort Worth real estate industry and the REALTOR® identity to the local community, ensuring exposure for Fort Worth REALTORS®

- Thank Goodness It's Fort Worth! PR Campaign that disseminates the facts about Fort Worth real estate and shows the community that now is the time to buy
- President's Columns in the Star-Telegram each Sunday that focus on why consumers should use REALTORS® when buying or selling real estate
- Working with the press to place stories in the Star-Telegram and Business Press that shed a positive light on Fort Worth real estate
- Promoting members' awards / recognitions to the Star-Telegram and Business Press
- Referring reporters to certain members who specialize in areas of interest in which the reporter is seeking information about to write a story
- Enhancing the image of REALTORS® through charitable involvement and goodwill in the community

Providing leadership development opportunities within GFWAR

- Texas REALTORS® Leadership Program offered by GFWAR, in which selected member applicants are groomed for future leadership positions
- Service in leadership positions on GFWAR committees
- Opportunity to serve in a leadership role as a director / officer of the Association

Providing member recognition and honors through the following:

- REALTOR® of the Year Award
- Affiliate of the Year Award
- Marie & Dayton Sheridan REALTOR® Spirit Award
- Charles D. Tandy Commercial REALTOR® of the Year Award
- Distinguished Service Award
- REALTOR® Emeritus Award / Life Member Award

Endorsing members for various leadership roles within the REALTOR® organization and the community

- Actively nominating members for certain committees / offices within the Texas Association of REALTORS® and the National Association of REALTORS®
- Working to nominate members for awards / recognitions within the state and national REALTOR® Associations
- Endorsing members who run for local, state or national office



## Additional Benefits

**We want to make your job easier...and save you money. It's that simple. The REALTOR® Association has worked to bring its members fantastic resources, essential tools and discounted savings to do just that. These opportunities include:**

The latest-and-greatest tools at your fingertips for free or discounted pricing

- The NAR "Right Tools. Right Now." campaign offers over 300 products, services and resources for free or at significantly reduced prices to NAR members
- www.houselogic.com, which is a Web site established by NAR for consumers to obtain information about improving and maintaining their homes. The site provides a free feature for REALTORS® to download consumer articles that can be formatted to any type of marketing platform.
- MongoFax, which is a free fax-to-e-mail service that lets agents send documents via e-mail using any fax machine
- The TAR Legal Hotline allows members to call and speak with an attorney for free about any pressing real estate matter
- ZipForms allows members to access any TREC or TAR form and distribute them to clients for free

GFWAR discounts provided on the following to members:

- Merchandise purchased at the REALTOR® Store
- GFWAR room rental
- SCR member discounts at certain SCR events

REALTOR® resources to personally assist members:

- REALTORS® Federal Credit Union
- REALTORS® Core Health Insurance

REALTOR® Benefits Program, in which NAR has partnered with industry leaders to provide value-added offers and significant savings on products and services used daily.

Some of these industry leaders include:

- Lowe's
- Dell
- Hewlett Packard
- American Home Shield
- FedEx & Xerox
- Budget & Hertz