



AFFILIATES

Your Partners for Success



Affiliate Membership Guide



ORANGE COUNTY
REALTORS®
Association of Professionals

Welcome, New Affiliate Member

Dear Affiliate Member:

Thank You for your membership with the Orange County REALTORS®.

We always strive to provide the best services, events and industry information to our Affiliate and REALTOR® members.

Becoming an OC REALTORS® Affiliate member is an excellent first-step in forming partnerships within the real estate sector. The best REALTOR®-Affiliate partnerships are based on mutual respect, open communication and an understanding of one another's role.

Make the commitment to get involved and you will meet the people who can have a positive effect on your business growth.

In this package, you will find out all there is to know about OC REALTORS® Affiliate Membership, including:

- General Benefits of OC REALTORS® Affiliate Membership
- OC REALTORS® and Affiliate-related events and sponsorships
- Calendar of Monthly Affiliate Meetings
- Weekly Marketing Meetings and Preview Schedules

Please plan on attending the monthly Affiliate meetings, as they are your primary source of information regarding the Association's activities and your participation.

We look forward to working with you, and please know that we are here to assist you.

Orange County REALTORS®, Laguna Hills Office

25552 La Paz Road
Laguna Hills, CA 92653
Phone: (949) 586-6800
Fax: (949) 586-0382

Orange County REALTORS®, Fountain Valley Office

10540 Talbert Avenue, Ste. 225 West
Fountain Valley, CA 92708
(714) 375-9313
Fax: (714) 375-9322

Office Hours:

8:00 AM - 6:00 PM (Monday - Friday), 9:00 AM - 1:00 PM (Select Saturdays in Laguna Hills)

Please log in, add your bio and upload a photo. We have a member directory online at www.ocar.org with a category labeled "Affiliate Services." Our members will be able to access your contact information, bio and services.

ocar.org
(My Account)

Logon ID

Password

General Benefits of OC REALTORS® Affiliate Membership

Affiliate members are a very important part of the OC REALTORS® community. Your membership with OC REALTORS® will enhance your marketing and networking abilities towards REALTORS® and other real estate professionals. The key to your success is taking advantage of the following benefits we offer to you!

Seven Weekly Marketing Meetings and Preview Sessions

Marketing meetings afford excellent opportunities to:

- network with Brokers and REALTORS®
- introduce yourself and provide promotional materials
- sponsor refreshments and provide a speaking commercial

For more information, contact the Meeting Facilitator (listed on page 6).

New REALTOR® Orientation Table Networking Opportunities

Selected Affiliates are invited to provide marketing materials to REALTOR® members attending our New REALTOR® Orientation sessions. Affiliates are able to make short introductions about their services and their company. This is a great opportunity to educate REALTORS® on the value that Affiliates bring to the real estate transaction--from initial marketing to closing. You must attend the monthly Affiliate meetings to be eligible. Orientation is held at both office locations.

Advertise in OC REALTORS'® magazine, the OC REALTOR®

Exclusive opportunity to advertise in our bimonthly printed publication, which reaches over 14,500 REALTOR® and Affiliate members, and additional viewers for our online format. Advertising information and rates can be found online at www.ocar.org/magazine.



Affiliate Directory on www.ocar.org and Resource Guide

Your name, company, contact information, and the type of service you offer is searchable on our website. You can add your photo, bio, languages you speak, and a preferred number to your profile via My Account (<https://ims.ocar.org>). Once logged in, click the "Change Your Personal Information," link.

Affiliate Logo

Affiliate members have access to OC REALTORS® Affiliate Logo. Use this logo on your marketing materials to identify your OC REALTORS® membership!

General Benefits of OC REALTORS® Affiliate Membership

Class and Event Sponsorships / Networking Opportunities

Affiliates have the opportunity to sponsor OC REALTORS® education classes and participate in several prominent OC REALTORS®-sponsored events throughout the year. Please review the OC REALTORS®/Affiliate-Related Events page in this packet to learn how you can get involved.

Insurance and C.A.R. Affiliation

Affiliates may enroll in health, dental, and vision insurance through OC REALTORS® endorsed benefit administrator, The Benefits Store. For information about insurance offerings, plans, and eligibility, visit: www.benefitsstore.com. If applicable, OC REALTORS® Affiliates also have the option of joining the California Association of REALTORS® as C.A.R. Affiliates for additional fees. Benefits such as access to C.A.R.'s legal hotline or zipForm® Plus are not available to Affiliates.

Discounts

Affiliates have access to a variety of retail, travel and entertainment discounts through OC REALTORS® Affinity Program. OC REALTORS® members can receive discounts at Office Depot, OfficeMax, Avis and Budget Car Rentals, Hotel Engine, Constant Contact and much more! To view the full list of discounts, visit www.ocar.org/benefits.

Website and Social Media Resources

As an Affiliate Member you have access to the password-protected content on www.ocar.org and **My Account** (<https://ims.ocar.org>), which hosts OC REALTORS® event and committee calendar, class registration feature, and payment platform. You are provided with a unique username and password at the time of joining. OC REALTORS® has a presence on several social media sites, including Facebook and Twitter, where alerts, news updates, and resources are posted regularly.

OC REALTORS® and Affiliate-Related Events

For the latest event details and sponsorship opportunities, please visit www.ocar.org.

Marketing Meetings and Previews (weekly)

Held weekly, these meetings are a great place to network with active REALTOR® members. Currently, there are seven OC REALTORS®-sponsored meetings in Orange County. See page 6 for additional information.

General Events (daily, weekly)

As an OC REALTORS® member, Affiliates can attend a variety of classes. You'll receive our *What's Up* and *Education Central* emails in your inbox; they are your source for OC REALTORS® news, events, and classes.

Annual Membership Meeting (Spring)

Orange County REALTORS® Annual Membership Meeting updates members on industry developments and the state of the housing market.

Golf Tournament (May)

Affiliates may sponsor the event, donate auction items, or golf. Event proceeds support the OCAR Cares Foundation.

RExpo (September)

This is a one-day education and networking event for Real Estate Professionals.

Bowling Tournaments (Fall)

OC REALTORS® Bowling Tournaments are held in Mission Viejo and Fountain Valley. Affiliates provide door prizes as well as lane sponsorships.

Affiliate Appreciation Parties (December)

Come out for a night of fun, food, door prizes, and music. Our REALTOR® members show their thanks for your support throughout the year!

Affiliate of the Year and Association Representation (Dec)

Awards for Affiliate of the Year are presented annually to acknowledge an Affiliate member's services to the Association, profession, and community. In addition, two Affiliate members representing North and South areas are appointed to serve on OC REALTORS® Board of Directors.

For information about event sponsorships, visit www.ocar.org/sponsor or contact Zhipi McDougald: (949) 586-6800 ext. 102 or zhipi@ocar.org.

Calendar of 2020 Affiliate Meetings

All OC REALTORS® Affiliate members are allowed and encouraged to attend these monthly meetings, where you can find out about how you can participate in upcoming OC REALTORS® events, local Marketing Meetings and Previews, and enter your business card in the “Opportunity Drawings” for the Marketing Flyer Rack and participation in an upcoming New REALTOR® Orientation.

2020 Affiliate North Committee Meetings

North Committee Chair: Kerri Finch

Phone: 714-604-9372 | Email: kerri.mortgages@gmail.com

North Committee Co-Chair: Mike Grambow

Phone: 714-794-7668 | Email: mike@mikegrambowmortgage.com

North Affiliate Director: Jessica Siguenza

Phone: 714-689-9869 | Email: jsiguenza@financeofamerica.com

- Held at the OC REALTORS® Fountain Valley office at 10540 Talbert Avenue, Ste. 225 West
- Meeting generally runs from 9:00 a.m. to 10:00 a.m.
- Bring business cards to enter the Opportunity Drawings

January 7

February 4

March 3

April 7

May 5

June 2

July 7

August - No Meeting

September 8

October 6

November 3

December - No Meeting

2020 Affiliate South Committee Meetings

South Committee Chair: Joe Pierce

Phone: 949-563-7114 | Email: joe@ironkeyescrow.com

South Committee Co-Chair: Reem Kurdmisto

Phone: 714-293-1600 | Email: Reem@NationalPacificLending.com

South Affiliate Director: Joe Pierce

- Held at the OC REALTORS® Laguna Hills office at 25552 La Paz Road
- Meeting generally runs from 8:30 a.m. to 9:30 a.m.
- Bring business cards to enter the Opportunity Drawings

January 6

February 3

March 2

April 6

May 11

June 1

July 6

August 31

September - No Meeting

October 5

November 2

December - No Meeting



MARKETING MEETING & PREVIEW

NETWORK AND PROMOTE

Marketing meetings afford excellent opportunities to:

- network with Brokers and REALTORS®
- introduce yourself and provide promotional materials
- sponsor refreshments and provide a speaking commercial

For sponsorship opportunities or more information, contact the Meeting Facilitator.



SOUTH

Dana Point | San Clemente | San Juan Capistrano

Wednesdays at 8:00 a.m.

Fratello's Restaurant

647 Camino de los Mares, San Clemente

Contact: **Gary Bridge** | 949.285.7378

Joey Leisz | 949.573.0143

WEST

Laguna Niguel | Aliso Viejo | Dana Point

Thursdays at 8:00 a.m.

Ball Park Pizza

30120 Town Center, Laguna Niguel

Contact: **Bob Fox** | 949.322.5036

NORTH

Irvine | Santa Ana | Tustin | Tustin Ranch

Wednesdays at 9:00 a.m.

Lamppost Pizza

14450 Culver Dr., Irvine

Contact: **Bryan Ahn** | 714.724.0900

LADERA RANCH

Ladera Ranch | Rancho Mission Viejo

San Juan Capistrano

Thursdays at 9:15 a.m.

Selma's Chicago Pizzeria,

27702 Crown Valley Parkway, Ladera Ranch

Contact: **James Tullio** | 714.600.4801

HUNTINGTON BEACH

Huntington Beach | Fountain Valley

Costa Mesa | Newport Beach

Fridays at 8:30 a.m.

Meadowlark Golf Club

16782 Graham Street

Huntington Beach

Contact: **Lori Jones** | 714.698.9982

CENTRAL

Laguna Hills | Laguna Woods

Lake Forest | Mission Viejo

Every Thursday at 9:15 a.m.

OC REALTORS® Laguna Hills

25552 La Paz Road, Laguna Hills

Contact: **Christy Coffey** | 949.887.0338

CANYON AREAS

RSM | CDC | Trabuco | Modjeska

Silverado

Fridays at 9:00 a.m.

Daily Sports Grill

29881 Aventura, Suite J

Rancho Santa Margarita

Contact: **John Alesi** | 949.510.2154

Amy Nieto | 949.291.1448

(An entry fee of \$1 - \$3 is required)

OC REALTORS[®] Affiliate Code of Conduct



Article 1

The Affiliate Member (Affiliate) shall provide equal professional service to any person regardless of race, color, religion, sex, disability, familial status, national origin, creed, marital status, sexual orientation, status with regard to public assistance or handicap, whether physical or mental. I understand further that local ordinance may include other protected classes.

Article 2

The Affiliate shall be informed and do business in accordance with laws, governmental regulations and public policies in the field in which the Affiliate customarily engages.

Article 3

The Affiliate shall provide a level of competent service in keeping with the standards of practice in the field in which the Affiliate customarily engages.

Article 4

The Affiliate shall promote business in a positive and professional manner based on individual merit and those of the Affiliate Company.

Article 5

The Affiliate shall not denigrate competitors in an attempt to gain business. The Affiliate shall not attempt to gain any unfair advantage over competitors by knowingly or recklessly making false or misleading statements about competitors, REALTOR[®] members, or Affiliate members.

Article 6

The Affiliate shall interact with all Affiliate members within the guidelines of this Code of Conduct.

Article 7

The Affiliate shall adhere to all event rules, guidelines, policies and procedures.

Article 8

The Affiliate shall not undertake activities that compromise or interfere with the contractual business relationship REALTOR[®] and Affiliate members have with their customers and clients.

Article 9

Affiliates shall cooperate with and not intentionally impede any investigative or disciplinary proceedings conducted by the Association.

Article 10

The Affiliate shall abide by the Bylaws, Guidelines, and Policies of the Association and aspire to abide by the REALTOR[®] Code of Ethics.

OC REALTORS® Affiliate Logo Use Agreement



Policy and Permission Guidelines on Use of the Orange County REALTORS® Brand Name in Conjunction with the Affiliate Logo

Usage of the OC REALTORS® Affiliate logo is intended for an **active, individual Affiliate member** of the Orange County REALTORS®. Dues and fees must be paid in full for the current year. The logo is for Affiliate members' use only to show membership with the Association, and it is not as an endorsement for the individual or the company. The OC REALTORS® Affiliate logo may not be used in any manner that expresses or might imply OC REALTORS® affiliation, sponsorship, endorsement, certification, or approval of a specific Affiliate or any of their products or services. **The Association's main logo may not be used without OC REALTORS® written permission.**

By using the OC REALTORS® Affiliate Logo, you agree to comply with and be bound by the following terms of use:

- Use of logo is by permission only.
- Only active, individual Affiliate members of the Orange County REALTORS®, in good standing, are allowed to use the logo. NOTE: When used, it must be used in a way that is clear that the membership belongs to the individual, and it is not for general company overall usage.
- You must immediately remove or dispose of any marketing materials that include the OC REALTORS® Affiliate logo when you are no longer an Affiliate member with OC REALTORS®.
- Report to OC REALTORS® anyone you believe is not adhering to logo usage guidelines.
- The logo may be used only on business cards, marketing flyers, and the Affiliate member's website. All other instances require review and approval.
- Any modifications to the Affiliate logo are strictly prohibited.
- The user cannot assign rights for the use of the Logo to another entity.
- Logo is not transferable if the Affiliate member should change companies. A new Logo Use Agreement is required if you change company affiliation.
- OC REALTORS® may withhold approval at its sole discretion. OC REALTORS® reserves the right, in its sole discretion, to terminate or modify permission to display Affiliate logo at any time.