



Benefits of Membership

The Central Alberta REALTORS® Association (CARA) is a co-operative association of real estate professionals, which facilitates the marketing of real estate, and strives to enhance professional standards, ethics and education for the benefit of all.

Our members are extremely valued! CARA strives to provide its members with the best resources, information and tools available and is committed to ensuring that members understand the ever changing regulations in our industry. There is a wealth of information available to you as a member.

One of the many benefits of membership at CARA is access to our dedicated and highly trained staff who are available to assist you in area's such as your membership, the MLS® system, educational opportunities, association by-laws, professional standards, policies, liability insurance and Tri-Party access to the MLS® database.

Our staff make every effort to provide the support our members need to enhance their businesses and their careers. When you are successful, we are successful!

You are encouraged to attend meetings, educational seminars and charity events. These venues offer excellent opportunities to network with your peers and to stay current with industry trends and issues.

Here are some of the services and benefits that CARA members enjoy!

Software Systems Benefits

- Unlimited online access to the MLS® system.
- Free online forms via *WEBForms™*
- Free access to other boards databases: Lloydminster, Medicine Hat and Alberta West.
- Access to Edmonton and Calgary boards. *charges may apply.*
- Brokerload privileges to enter your own listings.
- Online Residential & Commercial hotsheets.
- MLS® in house support available during board hours.
- Exclusive access to *Interface® and Interfacexpress®*
- Access to ICX, the commercial component of REALTOR.ca

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Supra Electronic Key and Lock box System

State of the art system, making your client's property safer and provides you with info/tools that helps do your job:

- ActiveKey
- Ekey software available for iPhones, Blackberry, Windows 7 and Smartphones.
- Your own Supra account that manages key box activity, lockboxes and reports.



Education



CARA:

- Is a RECA and AREA approved mandatory and continuing education provider, serving a large geographical area and providing a wide range of courses.
- Hosts classroom RECA mandatory continuing education courses.
- Provides classroom session courses in a variety of AREA and continuing education courses.

- Holds informational Town Hall Meetings.
- Brings in expert speakers on a variety of industry related issues .
- Holds orientation and *Brokerload* training for new members.

Refer to *REALTORLink™* for current list of continuing education courses.



Technology & Communications



- Worldwide internet exposure for your listings via www.realtor.ca
- Ability to upload realtor.ca database and PCS services to your personal/brokerage websites.
- Association website with info about real estate and direct links to you!
- Regular state of the art technology upgrades to all member realty software including *Interface®* and *Interfacexpress®* and *REALTOR.ca*
- Access to REALTORLink™, the local, provincial and national association intranet which provides practise tools, advice, and information.
- Quarterly newsletters with a variety of industry related news, commentaries, and updates.
- Monthly real estate sales statistics to inform members, government and the public.

Political Action



Yes We Do!!

The association actively lobbies our local, provincial and national government leaders on a variety of housing, tax, business, environmental and safety issues.

At the national & provincial level we participate in a Political Action Committee Network that establishes and maintains con-

tacts with MLA's, MP's parliamentary committees and senior bureaucrats. Issues that have been addressed include the RRSP home buyers plan, designing a local grow-up registry, opening a condominium property act, mortgage renewability legislation and the integrity of the RRSP program as an effective pension plan for self

employed individuals.

Our PAC representative provides a mechanism whereby local issues or issues that impact our membership in the field are identified and forwarded to the appropriate level of organized real estate for lobbying.

Economic Development & Municipal Affairs

The association is a member of the Chamber of Commerce and The Central Alberta Home Builders Association and is actively involved in committees that help improve issues relating to the community and industry.

The association is hard at work forging stronger ties and enhancing the professional working relationship with the Central Alberta Home Builders Association and the Red Deer Construction Association.

council and mayoral candidates on a variety of real estate and industry related issues.

Recently, these three associations partnered together to hold a political forum at the last municipal election. This forum gave an opportunity for members of all three associations to meet and develop contacts with each other as well address city



REALTORS® and the Association helping build our community!



Professional Standards & Arbitration

As a professional trade association, CARA prides itself on the responsibility of promoting the professionalism of its members to the public and enforcing standards of competence and integrity through its Professional Standards Committee.

To ensure strict adherence to the association's bylaws, MLS® rules and regulations, CREA's code of ethics and policies, the association holds hearings for possible breaches of conduct and/or unethical behaviour.

The Professional Standards Committee deals with disputes on a member to member basis and also member to public.

The Arbitration Committee provides services to assist brokerages in resolving disputes over commissions.



REALTORS® must abide by a strict Code of Ethics.

Member Services

- Board room rental: members may rent our board room for meetings or conferences.
- Resource library with industry and sales books, informational and training videos, CD's and DVD's all available for lending.
- Purchase industry supplies including forms & stickers.
- Our service recognition program commemorates years of service from 5 to 50 years.
- We offer General Commercial Liability insurance at great group rates.
- Office support staff available to assist you with your listings, *Interface®* and *Interfacexpress®*, *ActiveKey* and *Ekey*.
- Member bursary program (\$500) for relatives of current members wanting a career in Real Estate.



There are tons of benefits to being a member of CARA!



Charitable Foundation

The Central Alberta REALTORS® Charitable Foundation is a committee of the association that holds various fundraising events to support local charities.

Their mandate is "*Commitment to Central Alberta Charities*"

The foundation holds several fundraising and social networking events every year to raise funds for Central Alberta Charities.

It is primarily through the support and generosity of members that the Foundation is able to operate and assist local charities in which we all live and work.

In 2010 the Foundation fulfilled it's three year pledge to Ronald McDonald house Central Alberta® to raise \$62,500 for the new facility in Red Deer.

These funds were combined with a matching grant from the Alberta Real Estate Foundation to donate a total of \$125,000.

These funds will be used specifically to build a family suite.



Being a member of our association allows you to contribute your time and support to the Charitable Foundation.

The events that the Foundation holds also provide an excellent opportunity to network with fellow Realtors and industry related professional. (lawyers, mortgage brokers, home inspectors, etc.)

Philanthropy and supporting your community are key elements in portraying all the wonderful things that our members do to support Central Alberta Charities.



**CENTRAL ALBERTA
REALTORS® ASSOCIATION**

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