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LEADERSHIP

DOWNERS GROVE  
6655 Main Street  
Downer's Grove, IL 60516

ROLLING MEADOWS  
3701 Algonquin Road, Ste. 650  
Rolling Meadows, IL 60008

LIBERTYVILLE  
1580 S. Milwaukee Ste. 312  
Libertyville, IL 60048

TINLEY PARK  
16345 S. Harlem St. Ste. 200  
Tinley Park, IL 60477

Phone: 630-324-8400

Fax: 630-324-8402

Dear Prospective Affiliate Member,

I'd like to thank you for choosing a membership with Mainstreet Organization of REALTORS® as an industry partner. We welcome Affiliate members whose business is in an allied field that provides products and services to the real estate industry. As a Mainstreet Affiliate member, you have the opportunity to take advantage of the numerous opportunities to reach local REALTORS®, create valuable business relationships, and increase your business.

We know how important building relationships are to your business. As an affiliate member, you can expand your market and make connections within our real estate community of nearly 20,000 members in DuPage County; Western, Southern and Northern Cook County; and Lake County. We strive to ensure each and every member has the best resources available to maximize success.

**A little bit about Mainstreet Membership...**

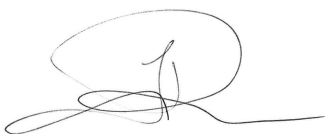
Real Estate Licensees that are referred to as REALTORS are members of the National, State and Local Association and subscribe to its strict Code of Ethics.

Affiliate members are those otherwise engaged in the real estate industry by way of products or services such as moving services, financing, law, inspections, insurance etc. As an Affiliate member, you have the ability to network and build relationships with our REALTOR® members.

**A little bit about your member benefits...**

The next few pages in your member packet give you additional detailed information regarding the numerous opportunities for you to receive exposure and build relationships with the REALTOR® community. Your level of involvement depends on your desire to make the most of your membership. Mainstreet's staff is also a resource for you and we encourage you to reach out to them whenever you have questions about the opportunities your membership provides.

We are looking forward to welcoming you as a new affiliate member of Mainstreet. If you have any further questions, feel free to contact Amy Robey, V.P. Marketing & Communications, she can answer questions regarding your affiliate membership, marketing opportunities and the Affiliate Committee at 630.324.8428.



**Tim Ryan**

President, Mainstreet Organization of REAL TORS®

# Mainstreet Organization of REALTORS®

# Affiliate Partners

## Who is Mainstreet Organization of REALTORS®?

Mainstreet Organization of REALTORS® has a long history of serving REALTORS® and the communities in which our members reside, work, and volunteer. With nearly 20,000 active members, our association covers more than 200 municipalities in DuPage, Lake, and Western and Southern Suburban Cook Counties. Our work on behalf of members includes advocacy, education, professional development and standards, events and networking opportunities, and community building.

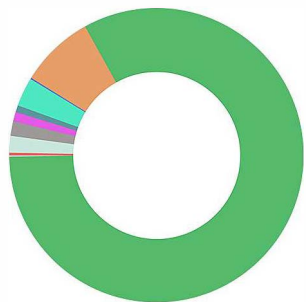
## Why Join?

When you join Mainstreet as an affiliate member, you gain access to a vibrant community. Through membership, you can access rich resources for your continued professional development, meet and network with local leaders in real estate and the communities we serve, and take advantage of the marketing vehicles Mainstreet has in place to gain some exposure for your business along the way.

Many local businesses and large, national chains have joined Mainstreet to access our resources and community. What you waiting for? Contact [Amy@succeedwithmore.com](mailto:Amy@succeedwithmore.com) to join today.

## Membership/Engagement Snapshot

### Membership Breakdown



- Designated REALTORS® - 2,007
- REALTORS® - 16,429
- Leasing Agents - 24
- Licensed Appraisers - DR - 332
- Licensed Appraisers - R - 112
- Honorary/Distinguished/Emeritus - 191
- Affiliates - 170
- Secondary SDR/SAD/SM - 436
- Non Members - 34

### Member Growth



## Affiliate Participation and Resources

Mainstreet affiliate members are invited to join the committees that are of interest, giving you a stronger voice in Mainstreet, while connecting you with our REALTOR® member leaders in a meaningful way.

Access to Contracts & Forms is a benefit of membership, as are participating in our Affiliate Member Directory and being visible to local area consumers who may be searching for your services.

Please visit the [Affiliate Partner Benefits](#) section of our website, or contact [Amy@succeedwithmore.com](mailto:Amy@succeedwithmore.com) for more information about the resources available to you as an Affiliate Member.



## Website Stats

Users per month: **17,829**

Sessions per month: **37,200**

"Find an Affiliate" page visits: **1,443**



## Mainstreet Social Media

Facebook Page: **9,695 followers**

Instagram Page: **2,253 follows**



## Education

Mainstreet hosted **220** education courses with **5,649** attendees and **76** events with **2,921** attendees

## Marketing & Sponsorship Opportunities

With nearly 20,000 members, we've established a number of channels and touch-points to connect with and communicate with our REALTOR® members. Below are a number of ways to get your messages to the Mainstreet member community.

**MAINSTREET Website** - an intuitive website with capabilities to target content based on member-type.

Many local businesses and large, national chains have joined Mainstreet to access our resources and community. What you waiting for? Contact [Amy@succeedwithmore.com](mailto:Amy@succeedwithmore.com) to join today.

### Advertising

Many new advertising opportunities coming soon!

**Events and Education** - Mainstreet hosts more than 76 events and education/professional development courses and classes throughout the year.

### Sponsorship Opportunities include:

- Event sponsorship, varying levels
- Speaking opportunities
- Advertising opportunities
- Food and beverage sponsorships
- And, much more...

Please contact [Amy Robey](mailto:Amy Robey) at [Amy@succeedwithmore.com](mailto:Amy@succeedwithmore.com) for a list of events and specific information on opportunities for each marketing, sponsorship, end event opportunity.



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### FEES FOR AFFILIATE MEMBERSHIP

**ASSOCIATION DUES (Membership)** ASSOCIATION DUES are subject to change and are billed YEARLY in OCTOBER and due December 31st. **When joining, dues are pro-rated.** They are not refundable. Your invoices from Mainstreet will come via e-billing (email) from [accounting@succeedwithmore.com](mailto:accounting@succeedwithmore.com). **Please add [accounting@succeedwithmore.com](mailto:accounting@succeedwithmore.com) to your email contacts/address book to ensure your invoice doesn't go into your junk mail/spam folder.**

#### Affiliate Membership Fees

Date Joined	Association Dues	Total Due: \$130.00
May - December 2024	2024 Local	\$130.00

Please be aware that this type of Affiliate membership is an INDIVIDUAL membership, not a Corporate membership, and is non-transferable. Each person interested in applying for Affiliate membership must be approved by the Board of Directors individually.

As an Affiliate member, you will receive all Association communications. As an affiliate member you can also have the ability to attend Mainstreet educational classes and events and volunteer for committees during the online open enrollment every spring.

#### FORMS AND FEES NEEDED FOR AFFILIATE MEMBERSHIP:

- Affiliate Application for Membership.
- Copy of your state issued license (if applicable).
- Check made out to Mainstreet for: Local Dues and optional state fees. (See above fee schedule.) We accept: American Express, Discover, MasterCard and Visa. **IF YOUR CHECK COMES FROM YOUR CORPORATE OFFICE, PLEASE ATTACH TO YOUR APPLICATION.**
- Please contact Caci at 630.324.8400 Ext. 8454 to make your payment via cc over the phone.
- Email your completed application to [Caci@succeedwithmore.com](mailto:Caci@succeedwithmore.com)





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AFFILIATE MEMBERSHIP APPLICATION

I hereby make application for Affiliate Membership in the Mainstreet Organization of REALTORS®

- 1. Name:
2. Home Address:
3. Cell Phone:
4. E-mail address:
5. Web site:
6. Office Name:
7. Office Address:
8. Office Phone:
9. Your invoices from Mainstreet will come via ebilling (email) from accounting@succeedwithmore.com. Please add accounting@succeedwithmore.com to your email contacts/address book to ensure your invoice doesn't go into your junk mail/spam folder. Mainstreet does not give out e-mail addresses. ACTIVE e-mail address (REQUIRED):

10. REQUIRED FIELD-APPLICATION CANNOT BE PROCESSED WITHOUT THIS INFORMATION

Please describe in great detail the operation of your company (Please use back of application if needed):

11. Services you provide: (Examples: Catering, Cleaning Services, Photography, Mortgages):

12. Please choose your area(s) of interest:

- Affiliate Committee
Attending Events
Sponsorship Packages
Advertising Online

SIGNED: DATE:



## **AFFILIATE MEMBER CODE OF CONDUCT 2024**

As an Affiliate Member of Mainstreet Organization of REALTORS®, I will abide by the “Affiliate Member Code of Conduct.” I pledge to demonstrate to REALTORS® and Affiliates that I am a professional and strive to do my best in serving my clients.

An Affiliate Member shall not deny equal professional services or shall not be party to any plan or agreement to discriminate against any person on account of race, age, color, religion, sex, ancestry, order of protection status, gender identity, marital status, physical or mental disability, familial status, national origin, sexual orientation, military status, dishonorable discharge from the military service, or any other class protected by the Illinois Human Rights Act.

An Affiliate Member shall not disparage competitors or other Affiliates for any reason. An Affiliate Member shall not knowingly or recklessly make or publish false or misleading statements about competitors or Mainstreet Members, whether or not such statements are intended to gain unfair advantage over competitors.

An Affiliate Member is required to use professional courtesy and consideration at all Mainstreet events in which you are not a paid sponsor, including, but not limited to, refraining from actively marketing their business, distributing marketing materials or business cards, or otherwise encroaching on the benefits allotted to paid sponsors, except as may be specifically permitted by Mainstreet.

An Affiliate Member shall be informed and do business in accordance with all laws, governmental regulations, and public policies, if any, in the field in which the Affiliate Member customarily engages. Affiliate Members shall maintain proper insurance and licensure(s), where applicable.

An Affiliate Member shall provide a level of proficient service in keeping with the standards of practice in the field in which the Affiliate Member customarily engages.

An Affiliate Member should adhere to the CAN-SPAM act when using a Mainstreet member list provided to them through a sponsorship opportunity.

An Affiliate Member shall not undertake activities that compromise or interfere with the contractual business relationship which REALTOR® and Affiliate Members may have with their customers and clients.

An Affiliate Member shall abide by the bylaws of the association.

Violation of the Affiliate Code of Conduct will result in one or more of the following actions, in the exercise of the reasonable discretion of the Board of Directors of the Mainstreet Organization of REALTORS®:

- Written warning;
- Revocation, for a period not to exceed six (6) months, of the right to attend or to sponsor Mainstreet events;
- Termination of affiliate membership without refund of individual or corporate affiliate membership dues

Any Affiliate member accused of a violation of the Affiliate Code of Conduct shall have the following rights:

- The right to receive a copy of the full complaint, including the name of the complainant;
- The opportunity to respond in writing to the complainant;
- The opportunity to present evidence in the presence of the Complainant and to cross-examine the Complainant during a hearing with the Executive Committee, Board of Directors, or a panel thereof.

The undersigned acknowledges the intention to abide by the Mainstreet Organization of REALTORS® Affiliate Code of Conduct and further acknowledges that violations of the Code of Conduct may provide for such disciplinary actions described above.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_