

# **Commercial Alliance of REALTORS®**

## **AFFILIATES MATTER!**

### **Why Join CARWM?**

#### **Networking & Sponsorship Opportunities to target market of nearly 500 members**

**Annual Golf Outing** - Held in July, attendance averages 160, includes golf teams and a variety of sponsorship opportunities.

**Annual Awards Reception** - CAR's evening to honor member's achievements. This event, held each February, attracts an average attendance of 125.

**West Michigan Summit** - More than 85% of attendees are commercial practitioners, providing a prime audience for sponsors. Average attendance is 150

**Community Outreach: Annual "CAR Contributes a Car Campaign"** - Each year a designated recipient is selected to receive contributions from CAR members.

2016 Campaign: Playground Equipment for Baxter Community Center.

**Informal Networking Events** - March Madness and Oktoberfest provide occasions for practitioners and affiliates to gather for food, fun and great conversations.

#### **CARWM Website Benefits/Newsletter Email Blasts**

**Affiliate Member Directory & Search (Public & Private)** – Promotion by name, company or business type

**CAR Member Directory Access & Search on carwm.com** - Access to search all CAR members

**Member Roster** - Available to Affiliate members in a variety of formats

**Local Commercial Real Estate Market Information**—Via the CAR Connection E-newsletter

**Industry Trends** - Via the CAR Connection E-newsletter

#### **Guest Speaker Opportunities**

**Educational courses focused on the industry related issues** - CAR Affiliate members are often called upon to share areas of expertise as part of special seminars or lunch-n-learn segments.

#### **Networking through Committee Participation**

**Affiliate members are invited to volunteer to serve on a variety of CAR Committees: Education Committee Marketing Committee, Networking/Events Committee, Political Affairs/Government Committee, serving with commercial practitioners. Appointments are made and approved by the Board of Directors each August. Committee terms: September through May of each year.**

#### **CAR Logo**

**Use of CAR logo on your website and promotional materials.**  
**Add CAR's Membership pages on LinkedIn and Facebook to your profile.**



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