



# AFFILIATE MEMBER BENEFITS GUIDE



**SMDRA**  
SOUTH METRO DENVER  
REALTOR® ASSOCIATION

Your Guide to Affiliate Membership with  
the South Metro Denver REALTOR® Association



# GROW WITH SMDRA!

## JOIN THE SMDRA COMMUNITY



### ARE YOU A MEMBER OF THE SMDRA COMMUNITY?

Staying connected and plugged into your Community is so important! Did you know there are many ways to connect with SMDRA, to get the latest news and information from the Association? We would like to invite you to connect with SMDRA, so you are always informed about what's happening in your SMDRA Community!

### DID YOU KNOW?

The SMDRA Facebook Group is a CLOSED/PRIVATE group, that is only open to SMDRA Members?  
A place to connect with other Members to share real estate related topics and resources.



**BUSINESS PAGE**  
smdrarealtors

**MEMBER CLOSED FB GROUP**  
SMDRA Facebook Group



**INSTAGRAM**  
smdrarealtors



**YOUTUBE**  
South Metro Denver  
Realtor Association



**LINKEDIN**  
South Metro Denver  
Realtor Association



## WE ARE YOUR KEY TO CONNECT, GROW & THRIVE!

The South Metro Denver REALTOR® Association (SMDRA) is one of the premier local REALTOR® associations in the State of Colorado, with over 5500+ regional real estate professionals.

SMDRA members are supported by the local, state and national REALTOR® organizations – giving them unparalleled access in their communities and across the globe.

SMDRA promises its members that 'We Are Your Key to Connect, Grow and Thrive', by providing countless resources and opportunities to help them succeed. In collaboration with our Affiliate Business Partners, Corporate Sponsors and Strategic Partners, the South Metro Denver REALTOR® Association strengthens the real estate market, the region and their communities.

SMDRA provides programs, services and advocacy to empower the business success and professionalism of our REALTOR® and Affiliate Industry Partner Members.

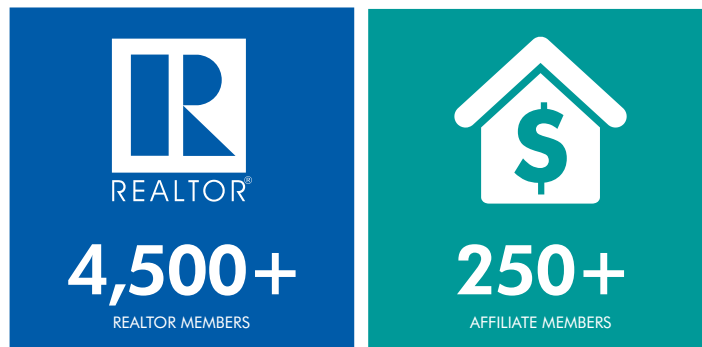
Associate with the best in the business. Discover opportunities for engagement. Grow your industry influence through impactful collaboration.



### SMDRA MEMBER VALUES



### JOIN OUR NETWORK OF:



### A WIDE VARIETY OF ACCESS POINTS:





# JOIN.

The South Metro Denver REALTOR® Association is the local chapter of the trade association known as the National Association of REALTORS®. The National, State and Local levels work together to provide membership services, education, advocacy, and resources to REALTORS®.

SMDRA REALTOR® and Affiliate Industry Partners Members aren't just in the South Metro Denver Area, they often work all over the Front Range and the State of Colorado.

SMDRA Affiliate Industry Partners have access to a dynamic membership network committed to improving the community and upholding the professionalism of the real estate industry. SMDRA's membership consists of REALTORS®, Brokers and Affiliate Industry Partners, who reflect the region's economic and cultural diversity. As a part of SMDRA's mission to elevate member success, SMDRA provides the resources, knowledge and networks that our stakeholders need to succeed and grow their business.

## ADVANTAGES OF MEMBERSHIP



### MEMBER DIRECTORY

Add your business to SMDRA's online network & be discovered. Find referrals or clients, digitally or through targeted mailings.



### NEW SMDRA APP COMING SOON!

A new and improved SMDRA App is coming soon! You can share with clients with endless home related businesses with services from A to Z, all SMDRA Affiliate Members.



### COMMITTEES

Join a committee to help bring the best programs and services to SMDRA. Keep up-to-date on issues affecting your business and network with other members. Our Member volunteers make things happen at SMDRA!



### NETWORKING

Connect and collaborate with real estate professionals, industry experts and elected officials through a wide array of weekly, monthly and annually scheduled events and classes.



### INDUSTRY NEWS & TRENDS

Gain exclusive access to real estate news and trends, market statistics and media opportunities.



### SPONSORS & ADVERTISING

There are endless opportunities to get your business in front of our members. Become a Corporate Sponsor, sponsor classes, sponsor events, advertise in our weekly newsletter or be the sponsor for our NEW Power Lunch Meetings.



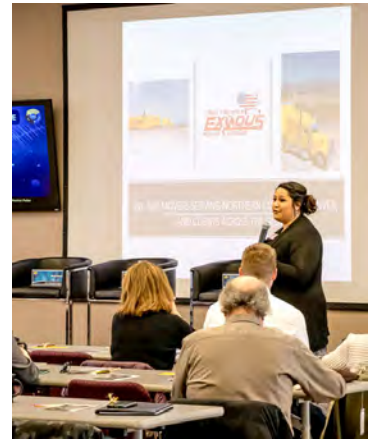
## SPONSOR.

SMDRA sponsors take their marketing and maximize their exposure to a targeted group of real estate professionals – all dedicated to elevating the industry and helping consumers achieve the dream of homeownership. SMDRA offers multiple channels for sponsors to showcase their businesses and deliver their messages to members.

### Advertising & Sponsorship Opportunities

- Power Lunch Meetings
- Friday 'Town Hall Talks' Meetings
- Connections & Cocktails
- Class Sponsorships
- SMDRA Events
- New Member Goodie Bags
- Digital Advertising
- Digital Signage
- Corporate Partnerships
- Event Sponsorships





## 'TOWN HALL TALKS' MEETINGS

Formerly Friday Fuze. First Friday of Each Month.

We are bringing back a Friday meeting, as a general membership meeting called Town Hall Talks. An opportunity for members to get together and network, as well as learn about current happenings at the Association and market properties, highlighting new properties, buyer/seller needs etc. A general meeting for Members to meet and keep informed with all things SMDRA!

## CONNECTIONS & COCKTAILS

Make Connections with Members to Grow Your Business

The second THURSDAY OF EACH MONTH (4:00pm-6:00pm), SMDRA hosts Cocktails & Connections. A networking opportunity complete with light appetizers and cocktails. Each session will have a focus to educate members about ways to get involved, make industry connections and of course an opportunity to meet and connect with other SMDRA REALTOR® and Affiliate Industry Partner Members.

## POWER LUNCH MEETINGS

Learn. Connect. Get Informed. Third Tuesday of Each Month

SMDRA is proud to offer Power Lunches throughout the year, that are being super charged and rolled into MORE educational offerings with an increased focus on content. These Power Lunches are great opportunities for SMDRA Members to:

- Industry expert speakers, topics relevant to your business
- Learn about SMDRA Events & Happenings
- Connect with other SMDRA Members, to help your business GROW!
- Trade referrals
- Exchange buyer/seller needs

# CLASS SPONSORSHIPS

To keep up with their license requirements our REALTOR® members need to take continuing Education classes throughout the year. Sponsoring a class simply means that you provide them the snacks, and we provide you the REALTORS® and recognition.

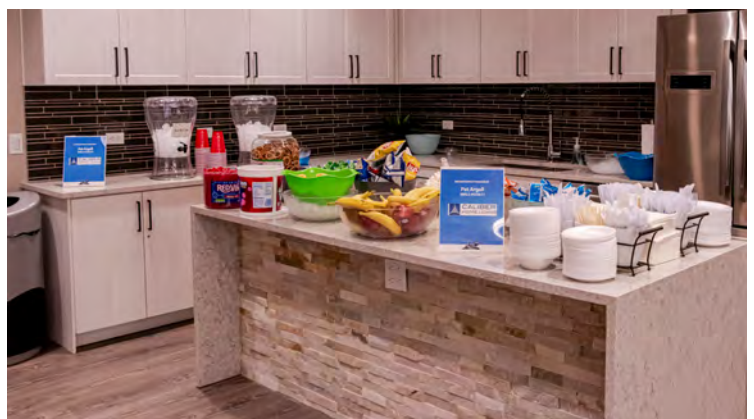
## WHAT YOUR BRING:

- Snack/refreshments
- Promotional/Informational materials
- 2-3 minute presentation at the beginning of the class

## WHAT YOU GET:

- A room full of REALTORS® or
- A class hosted on Zoom
- Signage with your name and company info
- A roster of attendees

Class Sponsorship opportunities pop up throughout the year, and there is no cost paid to SMDRA. You decide what and how many snacks/refreshments to buy based on the number of attendees! Average amount spent on snack items is \$6 per person (\$200 minimum), take into consideration the time of day, and length of class.





## SMDRA EVENT SPONSORSHIPS

The is no shortage of events happening at SMDRA, and with that brings plenty of opportunities to get your business out in front of our Members and Guests.

- **DIAMOND CIRCLE TOP PRODUCERS AWARDS** – SMDRA's Biggest event of the year, we roll out the red carpet and honor the Association's top producing REALTORS®. This is the crowd you will want to be in front of, as most of Denver's biggest names, and nearly 650+ members and guests, all together!
- **INAUGURAL & AWARDS CELEBRATION** – This event is held to honor the SMDRA Board of Directors and to acknowledge special achievements and service to the association. We celebrate the outgoing Board leadership, and welcome the incoming while enjoying tasty appetizers and drinks.
- **BUSINESS AFTER HOURS** – Two times a year SMDRA hosts networking events based around having some seasonal fun! In the summer, enjoy the sunshine for the Summer Jam outside on the patio at a local restaurant/bar. In the fall, join us to cheer on the Broncos at the Bronco Watch Party & Chili Cookoff that brings the inner chef out of our members, crowning the best in several categories. Good friends. Good food. Good Music. Cold Drinks!
- **RPAC FUNDRAISERS** – Every summer SMDRA throws a fund-raiser for the REALTORS® Political Action Party (RPAC) to raise money for advocacy in our State. A fun evening with opportunities for Affiliate members to sponsor the event and display information about their businesses. A fun-filled evening with good food, drinks and TONS of networking!
- **YPN 9 & Dine Golf Tournament** – SMDRA's Young Professionals Network (YPN) hosts a Scramble Golf Tournament where Affiliate members can sponsor a hole, sponsor food for the event or just play golf. Teams compete for various prizes and enjoy dinner and drinks to cap off a fun day out on the greens!
- **YPN Mentor Luncheon** – SMDRA's Young Professionals Network (YPN) hosts a luncheon with seasoned real-estate industry veterans and peers to discuss career and professional development topics. In small groups young professionals have the opportunity to meet with multiple mentors and garner different perspectives. Complete with a catered lunch!
- **HOLIDAY BRUNCH & TOY DRIVE** – Tis the season for giving, and SMDRA is proud to partner with the Boys and Girls Club of Metro Denver to provide thousands of dollars in toys and donations for children in need. Along with the drive, there is fantastic brunch, mimosas, and pictures with Santa!



# OTHER ADVERTISING/SPONSORSHIP OPPORTUNITIES

## NEW REALTOR® MEMBER GOODIE BAGS

Ten times a year, SMDRA holds New REALTOR® Member Orientation classes. This class is required for all new REALTOR® members to attend. We invite all Affiliate members to bring promotional items to go into a Goodie Bag, given to the class attendees. This is the easiest way to get your company information in front of REALTORS® just starting out in their careers and looking to build their Real Estate Dream Team!

## REALTOR® APPRECIATION BREAKFAST & VENDOR FAIR

This event is great opportunity to let the SMDRA Community know who you are, what you do and how you can help their business. This is a very well attended event by REALTOR® Members, and a vendor table at this event includes tickets to breakfast, inclusion in event program and attendee contact list.

## DIGITAL ADVERTISING

5400+ website users and an average of 62,500 smdra.com page views a month in 2022. Education and Find a Business Partner are consistently top ranking pages among visitors to our website.

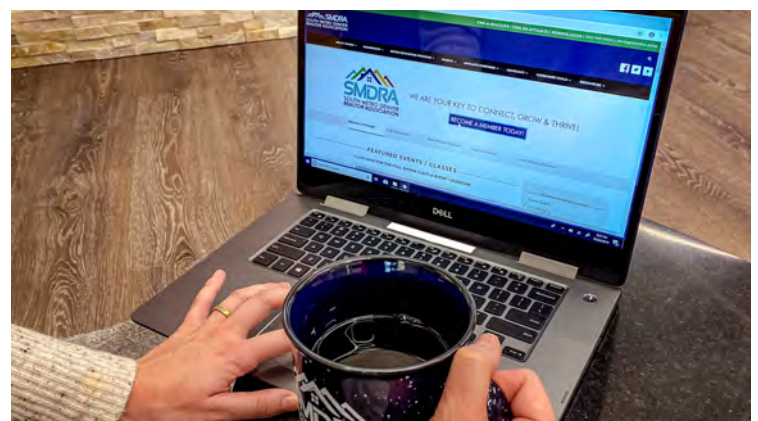
The SMDRA Scoop Weekly Newsletter is sent out to over 14,257+ subscribers with open rate of 46%-62% and click-through rate of 28%-40%, that far exceed industry averages. Our Affiliate Industry Partners can place an advertisement in this popular digital publication, with a wide variety of advertising options to meet your needs.

## DIGITAL SIGNAGE

Be the first thing members see when they enter our office, as they visit the building, participate in classes and events. Our digital board runs 24/7 and keeps members up-to-date on things that are happening in the Association. An estimated 67,000+ members and guests visit the SMDRA building annually.

## NEW COMMUNITY DIRECTORY & APP COMING SOON!

The SMDRA Community Directory and SMDRA Connect App is a publication you can give to you clients with endless home related businesses with services from Appraisals to Trash Removals. Print copies are available at the SMDRA Office and you find the SMDRA Connect App in the Apple or Google Play Stores.





## PARTNER.

SMDRA Corporate Partners invest and collaborate with SMDRA to provide value, innovation and impact to members, their clients and the industry. Corporate Partners gain exclusive access to networking and branding opportunities including entry to premier events, prominent brand recognition and so much more.

Corporate Partnerships offer a unique way for Affiliate Business Partners to reach thousands of active real estate professionals, through a variety of educational classes, unique events, digital advertising and quality networking opportunities. These offerings offer members

- Brand Recognition
- Preferred Advertising Options
- Exclusive Networking Opportunities
- Market Access

Each year, our educational, networking and fundraising events grow at the Association and this translates to more opportunities to recognize our Affiliate Business Partners. Each level of Corporate Sponsorship offers a list of benefits and exclusive offers for that level.

There are a limited number of packages, and are available on a first come, first served basis.

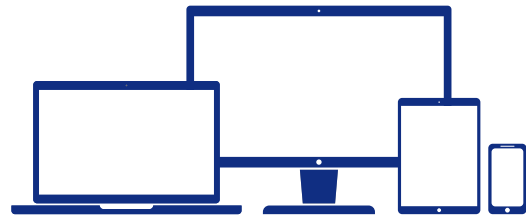
To learn more about each Corporate Sponsorship package level, visit [smdra.com/membership/become-a-corporate-sponsor/](http://smdra.com/membership/become-a-corporate-sponsor/)

## BEYOND SPONSORSHIP

SMDRA Corporate Partners consists of multiple avenues of exposure based on each Partner's business goals. Our Corporate Partnership Program expands our Sponsor's targeted reach, to thousands of active real estate professionals. SMDRA's on-staff marketing, event planning and programs teams assist in tailor-made B2B engagement opportunities for each Sponsor.



### BRAND RECOGNITION



### PREFERRED ADVERTISING OPTIONS



### EXCLUSIVE NETWORKING OPPORTUNITIES



### MARKET ACCESS



## AFFILIATE INDUSTRY PARTNER MEMBER CODE OF ETHICS

Affiliate Industry Partner Members are individuals representing a firm or acting individually in a business related to the real estate profession, such as but not limited to, title insurance and lending institutions that have interests requiring information concerning real estate, and are in sympathy with the objectives of the South Metro Denver REALTOR® Association. Affiliate Membership allows access to build relationships with REALTOR® members through sponsorships, networking and SMDRA committee service.

1. Affiliate Industry Partners shall be informed of and do business in accordance with laws, governmental regulations and public policies in the field in which the Affiliate customarily engages.
2. Affiliate Industry Partners pledge to provide quality service by responding to customer concerns and inquiries in a timely manner.
3. Affiliate Industry Partners shall not announce nor advertise any terms, prices and conditions not available and not likely to be made available.
4. Affiliate Industry Partners will attempt to put all agreements into written form, if and when applicable; and abide by all written agreements made by him/her.
5. Affiliate Industry Partners shall promote their business in a positive and professional manner based on their merits and those of their company.
6. Affiliate Industry Partners shall not make false or misleading statements about competitors, REALTOR® members or other Affiliate Members, their businesses or their business practices.
7. Affiliate Industry Partners shall avoid exaggeration, misrepresentation, and concealment of pertinent facts and not reveal facts considered confidential in the scope of their field of practice.
8. Affiliate Industry Partners shall abide by the Bylaws and policies of the Association and aspire to abide by the REALTOR® Code of Ethics.



WE ARE YOUR KEY TO CONNECT, GROW & THRIVE!



Follow the QR Code to Fill Out Your Application!

For more information about getting involved at SMDRA, contact:  
**[smdrasupport@smdra.com](mailto:smdrasupport@smdra.com)**

