

# INDUSTRY PARTNERS GUIDE

As a **KCRAR Industry Partner**, you will have opportunities to grow your business and engage personally with local real estate professionals. As a part of the KCRAR community, you will have exclusive access to a wide array of benefits to help you advance professionally.

Our website, [kcrar.com](http://kcrar.com), will provide you with information, vital resources, important industry news and market updates. Consider it your main connection point to KCRAR.

We hope you take full advantage of your membership and explore all we have available to help grow your business. Your success is our mission! Thank you for your membership with the **Kansas City Regional Association of REALTORS®**.



# 13,000+

K C R A R M E M B E R S

The KCRAR Industry Partner program connects you and your business with over 13,000 real estate professionals in the Kansas City Metro covering 39 counties in Kansas and Missouri. As an Industry Partner, you'll have numerous opportunities throughout the year to reach our REALTOR® members and build valuable relationships to grow your business.

**Our Industry Partner membership is a special category of membership with KCRAR reserved for individuals or companies that have a direct interest in the activities of the association and its REALTOR® members. Industry Partners are further categorized into three areas – Property Service, Professional Service, and Marketing & Technology Service.**

### **Property Service Industry**

**Partners** work in services or companies that focus on the property. Whether that be home repair, painting, inspection, fencing or otherwise, our Property Service Industry Partners are our go-to resources for property support.



### **Professional Service**

**Industry Partners** work in services or companies that focus on the homeowner. If you are in insurance, warranty or financial services, you'd be considered a Professional Service Industry Partner.



### **Marketing & Technology Service Industry Partners**

work in services or companies that work with REALTORS® to further their brand or advance their listings. Industry Partners include, photographers, designers, web experts and more.



## **Industry Partner Benefits**

- Opportunities to network and build relationships with REALTOR® members
- Property service partners have the option to lease a limited function Supra Key
- Display your business information on our Industry Partner bulletin board in our all of our office locations.
- Featured in our monthly Industry Partner spotlight on KCRAR's social media outlets
- Company and contact information listed in our printed and online Membership Directory, plus the KCRAR Connect App
- Opportunities to serve on a variety of member committees, advisory groups and task forces
- KCRAR member pricing on KCRAR programs and events, including numerous complimentary continuing education classes
- Ability to nominate KCRAR members for annual awards, including Industry Partner of the Year
- Ability to maximize your visibility through KCRAR sponsorship opportunities for annual events and KCRAR classes
- KCRAR Industry Partner badge for use to show affiliation and enhance your brand on your website and marketing materials
- Opportunities to contribute consumer targeted guest columns for our news website ResourceKC
- Receive our news round-up, Resource Report, to your inbox each week to keep up-to-date on local real estate news and KCRAR activities
- Complimentary sponsorship for one CE class Meet & Greet within first calendar year of joining
- Member pricing available to rent KCRAR meeting spaces: Classroom, Boardroom, Large Conference Room, Small Conference Room

# SERVICES AND PROFESSIONAL DEVELOPMENT

As a member of KCRAR, you have access to many of the resources and tools our agents do, including education to keep your career on track.

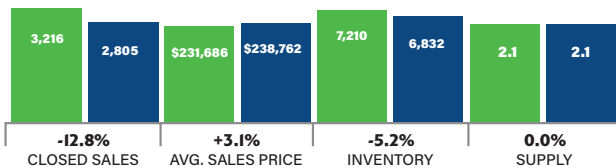
## LOCKBOXES & KEYS

Property Service partners who require access to listed properties, such as inspectors, have access to KCRAR's lockbox system. Supra iBoxes provide safety and security for homeowners and facilitate the convenient showing of listed properties.



PENDING SALES	4,071	3,931	-3.4%	9,840	9,194	-6.6%
INVENTORY	7,210	6,832	-5.2%	--	--	--
SUPPLY	2.1	2.1	0.0%	--	--	--

### MARCH



## MARKET REPORTS

Each month, KCRAR releases local real estate reports that track market activity across the region as well as within individual counties. KCRAR also releases a quarterly market update called The Skinny. Watch your inbox each month for these valuable resources or find them archived at [kcrar.com/statistics](https://kcrar.com/statistics).

## PROFESSIONAL DEVELOPMENT

KCRAR offers members the opportunity to receive high quality education, both in the classroom and online, at no additional cost. Our CE classes are taught by knowledgeable and accredited instructors for license renewal in both Kansas and Missouri. Check out the class schedule at [kcrar.com/education](https://kcrar.com/education).





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Stay Connected

No matter how you like to receive information, KCRAR is here to help you stay informed – in print, by email, or on our website and through social media. Stay connected with KCRAR for the latest news and resources.



KCRAR.com

KCRAR's website, **kcrar.com**, is your one-stop resource for REALTOR® and Industry Partner tools and information. There you will find current education and event schedules, Kansas City housing statistics, sponsorship opportunities, a REALTOR® search, committee rosters, legislative news, links to industry sites and more.

In our Member Portal, you can sign up for KCRAR classes and events, pay for services and fees, print receipts and view or update your membership record.



ResourceKC.com

ResourceKC is KCRAR's member news site. Visit **resourcekc.com** for all the news and latest information on KCRAR, Heartland MLS and the local real estate industry. And, each week, all the articles published that week to **resourcekc.com** are aggregated into an email delivered to your inbox to keep you up to date on the latest industry news.



Kansas City RealTalk Podcast

KCRAR's podcast, Kansas City RealTalk, takes a deep dive into the most relevant industry topics. You can find new episodes of the podcast added every other Wednesday to Apple Podcasts, Spotify, or wherever you get podcasts.



Social Media

We invite you to connect with us on Facebook. This is where you'll find any time-sensitive announcements, news updates and sharable content. Like our page at **facebook.com/kcrar**. And, follow us on Instagram for shareable consumer targeted content @kcrealtors.



# NETWORKING & COMMUNITY OUTREACH

*Get the most out of your KCRAR membership by networking with fellow industry partners and REALTOR® members.*

## Networking and Events

KCRAR offers a variety of events and networking opportunities throughout the year. Our annual Recharge Conference and Expo features educational sessions and industry leading keynote speakers to help real estate professionals stay up to date on the latest trends and news for the industry, while educating on proven real estate strategies. Other KCRAR events include REALTORS® Rock the Block, the annual Holiday Party and Awards event, and the annual American Dream Party and Auction benefiting RPAC. KCRAR will host other networking and volunteer activities throughout your real estate community, which are all sponsored by KCRAR Industry Partners.

## Volunteer Opportunities

KCRAR offers an abundance of volunteer opportunities for members to have a hand in shaping the association's programs, products and services. We encourage members to participate by joining a committee or advisory group. Whether you are passionate about government affairs, education, networking, professional standards, fundraising, technology or any other special interest, we'll help you find a committee where you can make a difference. Volunteering for a committee or advisory group is also a great way for our Industry Partners to network and build relationships with our REALTOR® members. Committee sign-ups occur each October. To see a list of our committees, visit [kcrar.com/volunteer](http://kcrar.com/volunteer).

## Young Professionals Network of Kansas City

KCRAR's Young Professionals Network (YPN/KC) is a network of career-minded real estate professionals who want to engage, empower and educate the next generation of REALTORS®. As advocates for young REALTORS®, YPN/KC strives to be ambassadors for the industry through leadership development, networking opportunities and community volunteerism. YPN/KC frequently host events available for all KCRAR members to attend, which are often sponsored by Industry Partners. Industry Partners may also be selected as speakers on expert panels at these events. Learn more at [kcrar.com/ypn](http://kcrar.com/ypn).

## KCRAR Commercial

KCRAR Commercial is one of the largest and most active local commercial real estate trade organizations. This growing network serves both REALTOR® and non-REALTOR® affiliated commercial brokers throughout the greater Kansas City region. Industry Partners whose businesses focus on commercial real estate are welcome to connect with this organization. For more information on becoming a commercial member, please visit [kcrar.com/commercial](http://kcrar.com/commercial).

# ADVOCATING ON YOUR BEHALF

## Legislative Advocacy

KCRAR members believe that REALTORS® and our Industry Partners have a role to play in every community. We also believe that homeownership and the ownership of commercial properties positively impacts neighborhoods, communities and the economic stability of the greater Kansas City region.

KCRAR has designated staff who oversee legislative advocacy for Kansas and Missouri as well as committees made up of well-informed REALTOR® and Industry Partner members who work locally to protect your business and ensure your voice is heard. Through the work of these individuals, we are able stay on top of an industry that sees constant legislative and regulatory changes that can negatively impact your success. By going to bat for you, we help prevent rising costs of doing business and tear down barriers to property ownership.

## How We Are Working For You

In addition to KCRAR's local legislative work, we also team with KAR, MR and NAR to achieve even greater results. By taking on an active role in public policy, building relationships with elected officials and raising funds through the REALTORS® Political Action Committee (RPAC), we are able to advocate for REALTOR®, and home owner rights at the local, state and national levels. By protecting REALTORS® businesses, we're helping to protect the businesses of our Industry Partners and the real estate industry as a whole.

The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to advance public policies and candidates that build strong communities, protect property interests and promote a vibrant business environment.



## REALTOR® Action Center

As the voice for real estate in the Kansas City region, it is the responsibility of KCRAR and our members to remain vigilant in the affairs of the government. When informed REALTORS® and Industry Partners speak their minds, lawmakers listen. Join us as we continue to protect your livelihood and the rights of home owners.

Join the REALTOR® Action Center online and download the mobile app to stay up to date on issues that affect your business and your clients at [realtoractioncenter.com](http://realtoractioncenter.com).

Also, watch your inbox for special Call for Action requests, which allow you to easily make your voice heard by local legislators.

## REALTORS® Political Action Committee

The REALTORS® Political Action Committee (RPAC) is dedicated to protecting private property rights and REALTORS® and Industry Partners' interests in the legislative arena. In addition, RPAC supports political candidates at the local, state and national levels who understand the issues important to REALTORS®. Choose to invest in RPAC. Consider it an investment in your business.

*Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.*



# SPONSORSHIP PLAYS A VITAL ROLE

Our sponsors are an integral part of our Association, as their contributions allow us to host annual events at affordable costs to all members. Our sponsors gain peak exposure to our 13,000+ members through marketing and promotion at those events as well as KCRAR classes throughout the year.

There are four different levels of annual sponsorship: bronze, silver, gold and platinum. Each level receives year-round recognition on [kcrar.com](http://kcrar.com) and has access to individual sponsorship opportunities at our events and classes.



## REALTORS® Rock the Block

Each fall, 300+ KCRAR members come together to restore homes in our community. Our partnership with Habitat for Humanity of Kansas City makes it possible for these REALTORS® to come together for the cause, but it's our sponsors who provide lunch, beverages, and much more for our volunteers.



## American Dream Party and Auction

This event brings REALTORS® together each year to raise funds for the REALTORS® Political Action Committee, which is a cause very close to many of our members. Our sponsors provide dinner, drinks, desserts, and more at this event.



## YPN Kansas City

*"Young is an Attitude, Not an Age".*

Our Young Professionals Network hosts several small-scale events throughout the year, each featuring speakers and panels that discuss important and relevant topics facing the real estate industry. The purpose of this group is to network, engage, and help each other grow in their careers.

## Recharge Conference & Expo

As one of our biggest events of the year, the Recharge Conference brings in upwards of 500 members eager to learn about the newest strategies in our industry. Sponsorship opportunities for this event are designed to enhance the attendee experience.



## Holiday Party and Awards Ceremony

Our last event of the year is a big one. It's where our awards winners for the year are announced and our incoming leadership is welcomed. Our sponsors provide attendees with dinner, drinks, and more.

Get more detailed information on sponsorship opportunities at [kcrar.com/sponsorship](http://kcrar.com/sponsorship).