

# What do I get for My Dues?



## MISSION STATEMENT:

The Hampton Roads REALTORS® Association (HRRRA) shall enhance the ability of REALTORS® to achieve business success in an ethical and professional manner, and shall protect and preserve private property rights.

## A LA CARTE PHILOSOPHY:

Members can pick and choose the programs and services that make the most sense for their business. Paying individually and allowing programs to be self-sufficient saves members money in the long run by preventing the need for dues to be raised to support programs they may not be interested in.

Dues revenue funds core services like governmental affairs, ethics enforcement, specialty councils, and publications. It is also used for research and development of new programs, products, and services that enhance members' success. In fact, dues only make up a fraction of the total HRRRA budget, far lower than the national average.

## YOU ASK:

**Why do my dues keep going up?** Over the past 20 years, local Association dues have risen less than the cost-of-living. We offer an abundance of services that help you in your career!

**What is HRRPAC?** Hampton Roads REALTORS® Political Action Committee (HRRPAC) is your voice in politics! As a HRRRA REALTOR®, you have a strong, unified presence among city councils and legislators. In Hampton Roads, we have an advantage in that we have a local political action committee supporting and electing REALTOR®-friendly candidates. What you contribute to HRRPAC is divided between the National Association of REALTORS® (NAR), the Virginia Association of REALTORS® (VAR), and HRRRA's REALTOR® Political Action Committee.

**What is RIM?** HRRRA created the Rea Estate Issues Mobilization Fund (RIM) to primarily support or oppose national, state, and local issues that impact real property and the sale, lease, exchange, option, brokerage, use, and development of property. Issues which could have had a negative impact on your business have been defeated in the past through the coordinating efforts of RIM. This would not be possible without contributions from members of the Hampton Roads REALTORS® Association.

**What is the REALTOR® Foundation?** The HRRRA Foundation is a tax-exempt, 501(C)(3) non-profit organization sponsored by the Hampton Roads REALTORS® Association. It is a channel for the charitable and community service energies of the professional real estate industry.

## DUES BREAKDOWN

Total Dues = \$578

HRRRA Dues = \$303

VAR Dues = \$120

NAR Dues = \$120

NAR Consumer Advocacy Campaign = \$35

Optional/Recommended:

HRRPAC = \$35

RIM = \$10

REALTOR® Foundation = \$10

The Benefits of Membership.

HAMPTON ROADS  
REALTORS®  
ASSOCIATION



# Core Services

Dues cover Core Services. These are services that benefit all REALTORS®.

## GOVERNMENT AFFAIRS

HRRRA has a well-respected Government Affairs program, active with the local municipalities, as well as a strong presence with the state General Assembly delegation and federal representatives.

## ARBITRATION, MEDIATION, ETHICS, AND PROFESSIONAL STANDARDS

HRRRA promotes ethical business practices with a forum for complaints and recourse for satisfaction, if justified. This service saves members thousands of dollars in legal costs arbitrating business disputes. In the minds of the consumers, abiding by a Code of Ethics is a prominent reason for using the services of a REALTOR® instead of a non-member agent.

## ONLINE SERVICES

HRRRA's website, [www.HRRRA.com](http://www.HRRRA.com), is loaded with information on events and other Association news as well as the many services provided by HRRRA, with a Members Only section. HRRRA also maintains a presence at popular social media sites, including Facebook, Twitter, LinkedIn and YouTube.

## I am one® CAMPAIGN

HRRRA continuously promotes awareness to the public that all real estate agents are not REALTORS®, and works with the news media to encourage positive and informative reporting about the real estate industry and the fact that REALTORS® adhere to a Code of Ethics. Many HRRRA members report being asked by clients if they are, in fact, REALTORS®. In the mind of the consumer, the REALTOR® logo has come to mean professionalism and excellence in real estate services. In addition, many professional designations can only be used by REALTOR® members. Statistics and studies prove that REALTORS® with professional designations earn more income over those without. Materials at [www.iamone.com](http://www.iamone.com) are available for all HRRRA members to use in their own marketing and promotions.

# I am one.®

## MEMBER SUPPORT

HRRRA staff are available from 9 am - 5 pm, Monday - Friday, to answer questions, conduct research, and generally assist members in a variety of ways. These professional individuals are also available on call to present items of interest to members through sales meetings and other gatherings.

## FORMS DEVELOPMENT

Through the Property Management and Leasing Council and the REALTOR®/Lawyer Committee, HRRRA members have access to standard forms which are kept up-to-date in the changing world of real estate. These forms are developed for the resale market as well as property management, and are only available to HRRRA members through a password-protected website. Member firms can license them for a custom digital library at no charge.

## COUNCILS

HRRRA's structure reflects the current diversity that exists in the real estate marketplace. By dividing into specialty councils, HRRRA is better equipped to build programs and services that specifically meet the various needs of specialty members. These councils offer regular meetings with education and networking opportunities.

### Councils:

- Affiliates (*Circle of Experts*)
- Appraisers
- Commercial Alliance
- New Homes
- Owners/Managers
- Property Management & Leasing
- Resale

### Advisory Groups:

- Circle of Excellence<sup>sm</sup> Awards
- Common Interest Community
- Educate 4 Success
- Global Real Estate
- YPN

### Committees:

- Government Affairs
- Grievance
- Professional Standards
- REALTOR®/Lawyer



# Other Benefits and Services

HRRRA works for you. Many services are available at no cost.

**Networking:** The networking and education provided through council meetings, advisory groups and other events are valuable assets for many members. (Many members report that the value of the FREE legal advice received at just one REALTOR®/Lawyer committee meeting far exceeds the annual dues amount!)

**REALTOR® Day on the Hill:** Every year, busloads of REALTORS® travel to Richmond during the General Assembly session to meet with legislators on the importance of real estate issues.

**Government Affairs Accomplishments:** Work done on behalf of HRRRA includes the defeat of numerous anti-growth measures and proposals to increase transfer taxes. Our assist helped to protect Oceana in the last BRAC review. In 2014, we were successful at the General Assembly in protecting agents from unreasonable accusations of misconduct and in improving the VRLTA. We worked with NAR to maintain and extend the Mortgage Interest Deduction and the Mortgage Forgiveness Tax Relief Act. We've participated in legislative discussions about flood insurance, FIRM revision, and recurrent flooding. We continue to monitor City Councils, Planning Commissions, and the General Assembly to protect the real estate industry.

**Education:** HRRRA has a first-class real estate school, Alpha College of Real Estate, with over 29 years experience in real estate education. Alpha has developed a number of continuing education programs, legal liability, risk reduction classes, Principles, and broker licensing courses. Rookies benefit from the new agent training program, QUICKSTART©, and all HRRRA members have access to 3 hours of Ethics CE/PL at no cost. A great benefit of membership is the access to great education in your own backyard, no travel required. Due to HRRRA's size, Alpha offers designation courses that other, smaller associations cannot afford to offer. Education is the key to success in real estate and HRRRA has made sure its members have access to the best.

**Public Relations:** HRRRA is featured regularly in local print (and sometimes broadcast) media. HRRRA has partnered with the *Virginian-Pilot* to feature an article once each month in the Saturday *Home* section. This "Realtors on Call" column is open to any HRRRA REALTOR® member who wishes to submit an article for consideration. Contact [vhecht@hrra.com](mailto:vhecht@hrra.com) for more details.

**Events:** HRRRA has events for members throughout the year which offer a chance to relax, meet colleagues, mingle with Affiliate Members, and have fun, including the Circle of Excellence<sup>sm</sup> Awards Gala, YPN Socials and the annual Installation Luncheon.

**Recognition:** Each year, HRRRA recognizes professionals who have given exceptional service to the Association at the Installation Luncheon. HRRRA also recognizes those members who have reached exceptional production levels with the Circle of Excellence<sup>sm</sup> Awards. These awards are recognized by the home buying public as a measure of success.

HRRRA  
communicates  
with you  
through...

## Magazine

Every month the *Hampton Roads REALTOR®* is sent out to the homes and offices of our members. An archive of past issues is also available online.

## Website

This invaluable resource lists *everything* HRRRA does! [www.HRRRA.com](http://www.HRRRA.com)

## eREALTOR®

A weekly email sent out to all subscribing members, eREALTOR® outlines upcoming events, classes and meetings for HRRRA.

## Social Media

HRRRA maintains multiple vehicles for online interaction, including Facebook, Twitter and LinkedIn. Join the conversation! (Follow the links from our homepage at [www.HRRRA.com](http://www.HRRRA.com))

## Center for Real Estate

Our central location in Chesapeake's Battlefield Corporate Center, housing HRRRA, Alpha College of Real Estate, and other related businesses, as well as offering classrooms and office facilities for rent.

Don't forget these other resources!

Virginia Association of REALTORS® (VAR) [www.varealtor.com](http://www.varealtor.com) National Association of REALTORS® (NAR) [www.realtor.org](http://www.realtor.org)



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