

## PIEDMONT REGIONAL ASSOCIATION OF REALTORS®

The Piedmont Regional Association of REALTORS® (PRAR) is a trade association which was chartered in October 1946. PRAR is comprised of REALTORS® and other professionals in related industries united in purpose and dedicated to providing knowledgeable and ethical real estate services to consumers and fellow REALTORS®. The Piedmont Regional Association of REALTORS® strives to provide its members with programs and services which enhance the members' ability to successfully conduct their business in a competent and ethical manner, to promote cooperation among its members, and to promote the public's right to use and transfer real property.

The Piedmont Regional Association of REALTORS® participates in lobbying efforts of the NATIONAL ASSOCIATION OF REALTORS® on issues affecting homeownership and private property rights and the Real Estate industry in general.

### Vision

The Piedmont Regional Association of REALTORS® is the preferred resource for members and the public in the Tri-County area of York, Lancaster and Chester Counties of South Carolina.

### Our Goals are

- To strengthen member's bottom line
- To be responsive to member's needs
- To deliver valuable programs and services
- To enhance member's professionalism
- To be the clearing house for legal and ethical information
- To keep our members on the cutting edge of technology
- To maintain a positive business climate
- To be the source of education opportunities
- To continue to be a member friendly organization

THE MISSION OF PRAR IS  
TO CREATE SERVICES  
DESIGNED TO INCREASE  
MEMBER SUCCESS AND TO  
SUPPORT OUR  
COMMUNITIES WHILE  
PROMOTING THE  
REALTOR® BRAND.

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ROCK HILL SC 29732  
803-329-2030  
WWW.PRAR.COM  
MEMBERSERVICES@PRAR.COM

**Become a  
Affiliate  
TODAY!**

*Increase your Visibility,  
Spread your Message, and most  
important – increase your bottom  
line!*

Piedmont Regional  
ASSOCIATION OF REALTORS®



## Leave your mark – at PRAR!

The Piedmont Regional Association of REALTORS® (PRAR) serves as the voice of real estate for over 500 REALTOR® members in Lancaster, Chester, and York Counties of South Carolina. REALTORS® have awesome purchasing power and play a key role in referring both products and services to their clients, coworkers, friends and families.

There's no better way to get your company's name and products in front of Piedmont Regional real estate decision-makers than through a sponsorship with PRAR. When you partner with PRAR, you gain widespread exposure to our REALTOR® members and exclusive opportunities to market your company at REALTOR® only events. You'll increase your visibility, spread your message, and most important – increase your bottom line!

### Affiliate Membership \$100 Per Year

- Your Company on the PRAR.com Affiliate Directory and website link
- Receive Monthly Emails (Minimum) from PRAR of events
- Ability to sponsor Education Classes and speak for 5-10 minutes about your company
- Ability to Teach and/or Sponsor Monthly Lunch and Learns for REALTOR® Members
- List of all Members

***We Recommend you Become an Affiliate and CHOOSE A SPONSOR LEVEL of your CHOICE!***

## SPONSOR LEVELS

### SILVER - \$250 PER YEAR

- Company LOGO on PRAR.com website (Coming Soon)
- Company LOGO on PRAR newsletter sent at least monthly
- Recognition on all PRAR Social Media Channels, and Print advertisements

### GOLD - \$500 PER YEAR

- Company LOGO and LINK on PRAR.com (Coming Soon)
- Your Logo and Link on PRAR newsletter sent at least monthly
- Monthly Recognition on all of PRAR's social media channels
- LOGO displayed on any PRAR Print advertisements

### PLATINUM - \$1000 PER YEAR

- Company LOGO and LINK on PRAR.com (Coming Soon)
- Your LOGO and LINK on PRAR newsletter sent at least monthly
- Monthly Recognition on all of PRAR's social media channels
- LOGO displayed on any PRAR Print advertisements
- Opportunity to place (4) ADS per year (1 Per Calendar Quarter), 2 lines in the monthly PRAR Newsletter

### MEMBERSHIP MEETING OR SPECIAL EVENT SPONSOR - \$1000 PER EVENT

- Opportunity to speak or present (5) minutes to 75+ REALTORS® in audience\*
  - Reserved seating for (2) at VIP table
  - Opportunity to display materials at Membership Meeting with Display Table in Prime Traffic Location
  - Your Company Logo on all Event Advertisements, materials and on PRAR Social Media channels
  - Recognition from Master of Ceremonies during the Event
  - Company Logo included in Event PowerPoint
- \*Only (1) Speaking Engagement available and offered to the first to sign up and pay in full per event.**
- \*\*Limited to the First 4 Sponsors to sign-up and Pay in full!**

### WHAT IS AN ASSOCIATION?

An association of REALTORS® is a group of REALTORS® (agents and brokers) and interested representatives of the business community (affiliates) working cooperatively and harmoniously.

An association of REALTORS® is organized for the benefit of its members and the community.

An association of REALTORS® establishes opportunity in communications by providing a central forum for the exchange of ideas and information. It promotes a strong, conscientious and unified voice in local, state and national affairs.

The South Carolina Association of REALTORS® is the state's largest trade association. Being a member of the local and state associations also makes you a member of the National Association of REALTORS®, the country's largest trade association.

