

# DAAR

EMPOWER. EDUCATE. ELEVATE

## AFFILIATE MEMBERSHIP BENEFIT MENU

2020



21720 RED RUM DRIVE #177  
ASHBURN, VA 20147  
WWW.DULLESAREA.COM

## PROMOTION

### ELEVATE YOUR BUSINESS

#### Service Directory Listing

COMPANY LOGO, PHONE NUMBER  
AND EMAIL INCLUDED ON THE  
DAAR RESOURCES PAGE

#### Company Brochures and Business Cards

DISPLAY TRI-FOLD BROCHURES  
AND BUSINESS CARDS IN THE  
DAAR STORE

#### Marketing Opportunities

CLASSROOM POSTER OR POP-UP  
BANNERS, DAAR LOUNGE VIDEO,  
PROGRAM BOOK ADS, WEEKLY  
NEWSLETTER DAAR CLASSROOM  
& REALTOR STORE SPONSOR

## SPONSORSHIPS

### EMPOWER YOUR BUSINESS

#### REALTOR® Recharge

ANNUAL EVENT ATTRACTS  
250+ ATTENDEES

#### Economic Summit

HOUSING MARKET AND  
ECONOMIC TRENDS EVENT  
WITH 175+ ATTENDEES

#### Holiday Party & BOD Installation

CELEBRATE THE HOLIDAYS  
WITH THE NEW BOD

#### Class Sponsorship

CE / PLE, BROKER CE, NEW  
MEMBER ORIENTATIONS,  
INDUSTRY FORUMS

#### Networking Events

SPRING & FALL EVENTS,  
COMMUNITY EVENTS

## STRATEGIC PARTNERSHIPS

### EMPOWER YOUR PARTNERSHIP

#### Presidential Partnerships

#### Preferred Partnerships

#### Premier Partnerships

#### Gold, Silver & Bronze Partnerships

DAAR OFFERS AN  
ENVIRONMENT IN WHICH YOU  
CAN DEVELOP ENDURING  
RELATIONSHIPS THAT CAN  
HAVE A POSITIVE IMPACT ON  
THE GROWTH OF YOUR  
COMPANY

- INCREASE EXPOSURE
- NEW PARTNERSHIPS
- RECOGNITION AT EVENTS
- PUBLICATION ADVERTISEMENT
- SIGNAGE AT EVENTS

## COMMUNICATION

### EDUCATE THROUGH KNOWLEDGE

#### Weekly Newsletter

DAAR ENEWS WITH UPDATES,  
ACTIVITIES & NOTICES

#### New Laws and Policy Updates

DAAR IS YOUR VOICE IN LOCAL,  
STATE & NATIONAL RE ISSUES

#### Serve on a DAAR Committee

HAVE A HAND IN SHAPING THE  
ASSOCIATION'S DIRECTION

#### Instructor Opportunities at our education events

TAKES EVERY DAAR INSTRUCTOR  
TO BUILD EXCELLENCE

## RESOURCES

### ELEVATE THROUGH SUCCESS TOOLS

#### REALTOR® Directory

SEARCH ONLINE

#### SentriLock Service

SUBSCRIPTION AND ONE-  
DAY CODES PROVIDED BY  
REALTORS

#### Awards & Recognition

BUILD BUSINESS  
AWARENESS

#### Market Statistics

SHARE WITH YOUR  
CLIENTS

#### DAAR Room Rentals

DISCOUNTED ROOM  
RENTALS