

The *VALUE* of REALTOR® Membership

The term “Three-way Agreement” refers to the structure of the REALTOR® organization. This agreement was established among the National Association, the state associations, and local boards/associations. The three work together to support the REALTOR® profession.

Two of the most important values of membership are:

CODE OF ETHICS: as a REALTOR®, you are held to a code of ethics that supports you and guides you in working with the public and each other.

ADVOCACY: your profession works hard to advocate for federal, state and local policy initiatives that strengthen the ability of Americans to own, buy and sell real property.



REALTOR® TRADEMARK AND BRANDING:

- Only members can use the REALTOR® trademarks with limitations.
- Design standards for REALTOR® marks must be followed.
- The REALTOR® marks can be used on the internet and in marketing.

REALTOR® vs. Licensee (non-REALTOR®)

- REALTOR® = **member** of the National Association of REALTORS®, the REALTOR® prescribes to the Code of Ethics and is held to this code.

The National Association of REALTORS® is the largest Trade Association in North America with over 1 Million Members

- Brokerage principals (owners/managers) are REALTORS® thus you are offered the opportunity to become a REALTOR® too.
- The principal REALTOR® or “Managing Broker” of an office determines whether they wish to hold membership in the REALTOR® Association. When he/she elects to hold membership, all agents of that office are also required to have REALTOR® membership.

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Members have access to:

- [REALTOR Benefits Program](#)
- [Sales and Marketing Tools](#)
- [Political Advocacy](#)
- [Monthly Housing Reports](#)
- [Leadership Academy](#)
- [Online CE Approved Courses](#)
- [Current Industry News](#)
- [Consumer Outreach](#)
- [REALTOR Store](#)
- [Legal Education](#)
- [Professional Development](#)
- [Market Research & Statistics](#)
- [Awards and Grants](#)
- [Sentrilock Lockboxes](#)
- [Arbitration and Mediation](#)
- [Code of Ethics Training](#)
- [Conferences and Events](#)
- [Committees](#)
- [Member Service & Support](#)
- [Legal Hotline](#)

How to become a REALTOR®

- Choose a local association in Colorado (32 locals). Our Association is FCBR – Fort Collins Board of REALTORS® www.FCBR.org
- Annual dues covers Local, State and National fees. Annual dues are paid in full (one payment) by October 1st.
- Choose a local association within 30 days of joining the member brokerage.
- Attend new member orientation and complete the new member code of ethics to obtain REALTOR® membership.
- For new agents who have questions about joining, please call Carrie Bethurum, Membership & Finance Manager at 970.223.2900 ext. 1