



EAST METRO ASSOCIATION OF REALTORS®

1217 NE Burnside, Suite 603

Gresham, OR 97030-5770

Phone 503-667-1211

Fax 503-492-2323

Dear EMAR Member:

2009 was a difficult for a number of **REALTORS®**, and certainly for the public in general. Our friends, clients, and associates have struggled in ways just a few years ago we thought were firmly part of history and not anything that could once again happen in a country so blessed with resources and resilience. Still, no one that I have talked to has been untouched by these economic times. We have all had to cut corners, trim expenses, re-evaluate where our marketing dollars are being spent.

In that respect, membership to the Multi-Million Dollar Club may seem like an "extravagance." But I would submit for your consideration that it is just the opposite. If trimming expenses means less contact, less mailers, fewer luncheon dates with our clients, then the advertisements that the MMDC provides in the spring might just be the ticket to reach out and let those folks know that you're still around (as "in the business") and still a TOP producer.

The main purpose of the MMDC in the past has been to promote top-producing agents, mainly through local print advertising, and to provide a network of communication to share ideas, listings, and other valuable information to keep us at the forefront of our industry. While attendance at the educational and business meetings has been low (compared to the number of members), we have decided that to include the cost of a luncheon in the dues amount seems to be wasted if the member doesn't attend.

This coming year, the majority of membership dues will be used to provide better print advertising. Local newspapers are negotiating better positioning, size of ads, etc., so that we may continue working with them. Of course, that said, the more members the better and bigger opportunity to have a visible presence in the papers.

And then there's nothing like the end of the year, when we're strapped financially after the holidays and all our annual renewals come due. With that in mind, and since applications are just going out to you, the due date for the MMDC will be February 15, 2010.

In addition, a few people have been concerned that they won't make the \$2,000,000 minimum to qualify for membership. But please note that on the application, **the qualifying amount may be an average of the last three years**. I spaced this myself last year but am remembering it for 2010!

Membership to the MMDC can be valuable and in these tougher times, its \$125 fee ensures good placement advertising in the Oregonian, the Outlook, and likely another publication.

In addition, we will be organizing at least one luncheon to allow for business and elections. In the past, the dues have covered this, but with low meeting turn out, we would rather charge members who are interested in attending versus bill all for only those few who show up.

And just so you know, in addition to the advertising, you will get the use of the MMDC logo (see above) to use on your correspondence or individual marketing materials. You'll also be provided with the contact information of other members, so that you can market directly to them via e-mail or other means. You will also be provided a gold-embossed Certificate of Membership that may be framed and displayed as you see fit.

But mostly, you'll be exposed to those who might only wonder if you're still around after the fall out.

Attached is the 2010 application! I hope you choose to join. Please contact me via phone or e-mail or in person if you have any questions!

Thank you,

Leslie Newberry
2010 EMAR MMDC Chairman

Scroll down for 2010 application



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MULTI-MILLION DOLLAR CLUB - 2010 MEMBERSHIP APPLICATION (per PERSON)

Name _____ Date _____
Firm _____ Phone _____
Business address _____

Bylaw Article II, Objectives: The objectives of MMDC shall be:
(a) To create an organization through which brokers, who are members of EMAR, may receive and be given recognition for extraordinary attainment in the field of listing and selling of real property; and
(b) To foster and encourage a closer relationship for the purpose of networking and cooperation between members.

E-Mail _____ Fax _____

I am a REALTOR® member in good standing of the East Metro Association and (circle one):

- A. I am applying for new membership in the Multi-Million Dollar Club. I certify that I have generated a closed volume in 2009 that qualifies me for the category noted. (Closed volume is defined to include both listings sold and actual sales by the applicant.)
B. I am applying for renewal of current membership. I certify that I have at least the required amount in closed listings and sales in 2009, or a yearly average of at least that amount over the preceding 3 years.

Membership Categories: (check one)

- Bronze _____ \$2,000,000 to 2,999,999
Silver _____ \$3,000,000 to 4,999,999
Gold _____ \$5,000,000 and over
Diamond _____ \$5,000,000 and over for 3 consecutive years or more

Have you ever previously been a member of EMAR's Multi-Million Dollar Club? _____ Yes _____ No

Designated REALTOR®'s Affidavit

I, (please print name) _____, hereby certify that the applicant's volume in closed sales and transactions in 2009, figured according to EMAR guidelines, is \$_____.

Principal Broker's signature _____ Date _____

Membership fee enclosed:

_____ \$125 Per Individual (Must be received by the association office on or before February 15, 2010.)

Payment: ___Check ___Visa ___M/C Card # _____ Exp. _____

Signature _____ Amount _____

IMPORTANT PHOTO INFORMATION: If you are a new member or if you are a previous member and would like to replace the photo we have on file, please submit your photo by emailing it to om@emaroregon.com