

Sarasota Association of Realtors®: An Overview

Since 1923, the Sarasota Association of REALTORS® Inc. has provided members with the resources they need to enhance professionalism and ensure their continued growth and success.

SAR is committed to providing quality programs and services for our members, enhancing the image of our members in the community, upholding the REALTORS® Code of Ethics, planning for the future needs of the organization, and protecting private property rights.

Professional Development – Seminars and classes are tailored to the real estate professional and cover a wide range of topics. Hands-on technology training classes are held in our in-house computer lab. We also offer required Continuing Education courses, as well as various designation courses throughout the year.

MLS – There have been many changes in MLS, from a new system (MLXchange) to more ways to access data. MLS Advantage is now a member benefit through FAR and many new MLS systems will be added. The Florida Gulf Coast MLS Alliance offers MLS subscribers access to data from eight MLSs from Naples to Sarasota.

Communications – SAR has developed a comprehensive communications package for its members which includes our 44-page monthly news magazine, *Sarasota REALTOR®*, as well as our e-newsletter, the *Weekly Update*. The e-newsletter provides convenient links to our web site content. In addition, numerous e-blasts are sent each week, covering individual events and topics.

Networking – From the weekly Thursday morning MLS Power Marketing sessions to the Quarterly Membership meetings, SAR provides ample opportunity for its members to meet and become acquainted with colleagues. Additional networking events are held throughout the year, including REALTOR® Day, the Commercial Investment Division's (CID) annual golf outing, and the annual Installation Banquet & Celebration held during the holiday season.

Commercial Investment Division – SAR's Commercial Investment Division (CID) is a special interest organization affiliated with the Association. CID provides its members an important opportunity for gaining professional knowledge and expertise in the marketing of commercial and investment properties. CID offers Suncoast CIX, a commercial information exchange powered by Catylist, the nation's leading online commercial property marketing network. CID's monthly meetings feature presentations by qualified specialists, providing overviews and updates on relevant topics.

International Council: SAR members can also participate in the International Council, which provides international marketing tools and resources designed to help facilitate interaction with real estate professionals from around the world. In September 2007, the group will stage its first International Congress in Sarasota, uniting more than 200 real estate professionals interested in international business. SAR is the official Ambassador Association to AEGI in Spain, and in October 2005, a cooperative agreement was inked

at the NAR conference between SAR, the Paris real estate organization, and Ile de France, a French real estate trade association.

Governmental Affairs: SAR works on behalf of area REALTORS® at the local, state, and national levels on issues impacting the real estate industry, private property rights, and your ability to sell real estate effectively. Recent initiatives have included support of creating legislative solutions to the property insurance crisis; calls for modifying the state's property tax system; backing for a new health care bill to assist local REALTORS® to attain affordable health coverage; support of the creation of workforce and attainable housing; and opposition to attempts to increase government interference in the real estate marketplace.

Sarasota Young REALTORS® - This new group, formed in 2007, provides local real estate professionals under the age of 40 with networking, brainstorming and socializing opportunities. The group represents the next generation of residential and commercial real estate professionals in Sarasota, and is dedicated to preserving and expanding upon a long history of community involvement and service.

Discounted REALTOR® business supplies - Visit the SAR REALTOR® Store for discounted products you need to run a successful business. Watch for expanded discounts on services such as cell phone service in 2007.