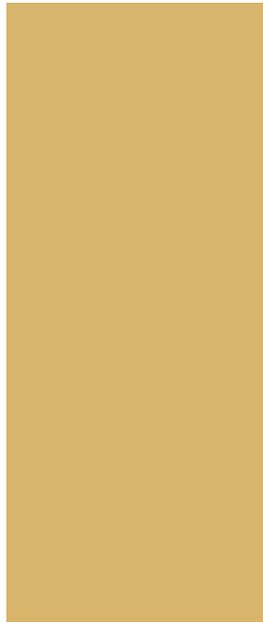


Committed to Excellence.  
Powered by You.



## MEMBER GUIDE



**MASSACHUSETTS**  
ASSOCIATION OF REALTORS®



As a member of MAR,  
you're part of something greater.



- Political Advocacy
- Community Engagement
- Professional Development Resources



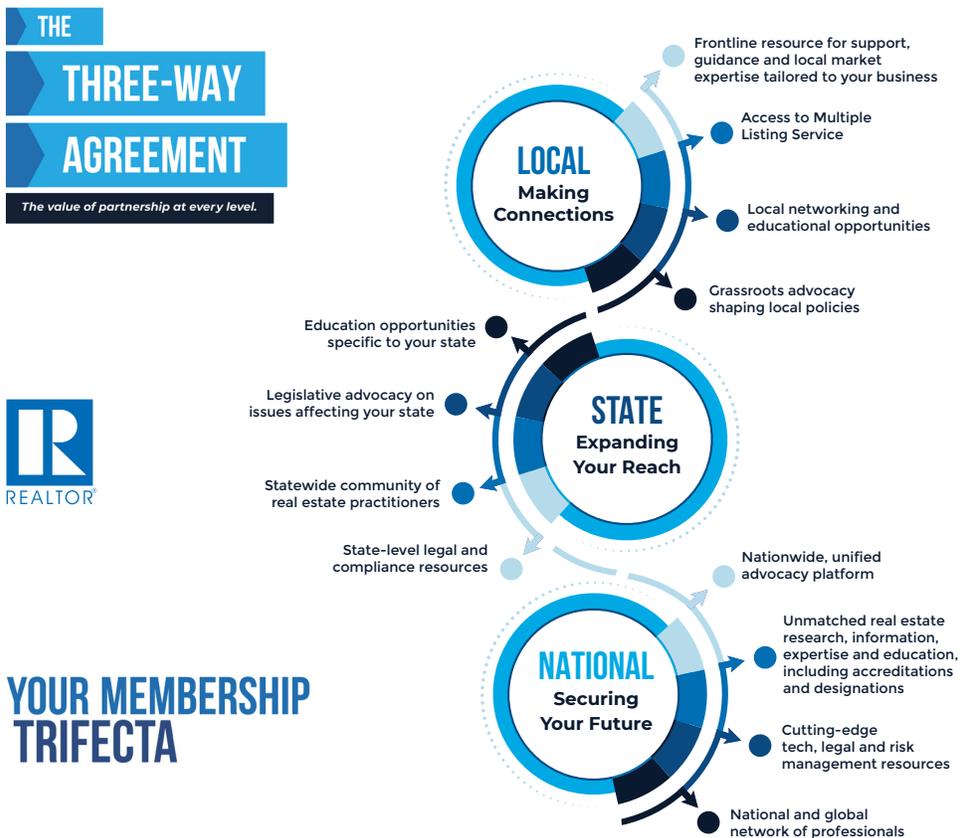
# WELCOME TO

## The Massachusetts Association of REALTORS® (MAR)

As a member of MAR, you're part of something greater—an organization focused on growth and opportunity for all. Since 1924, MAR has been the leading voice for real estate in Massachusetts, tirelessly advocating for members, property owners, and the betterment of the industry.

MAR's mission is to support you and the communities you serve by championing public policy initiatives and protecting private property rights. Through political advocacy, community engagement, and professional development, MAR empowers you with the tools and resources to propel your business forward.

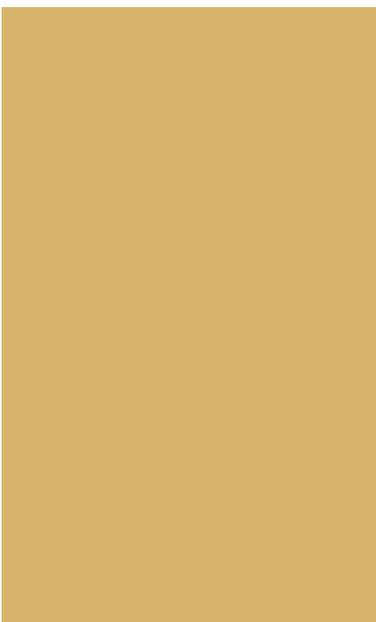
But we're not in this alone. The REALTOR® organization is a three-tier partnership —local, state, and national—united by one mission: **your success**. With a shared Code of Ethics, discounts and benefits, and aligned support at every level, your business is positioned to excel.



WELCOME



MAR volunteers stay on top of best practices and are even more connected to the pulse of the industry.



## Get Involved!

The more you engage with MAR, the greater your potential grows. Surrounded by a passionate network of professionals, you'll find endless opportunities to lead, learn, connect, and make a lasting impact.

Working alongside MAR staff, dedicated committees and task forces bring MAR's strategic plan to life. Volunteers meet throughout the year to stay on top of best practices and connected to the pulse of the industry.

## Find Your Niche

**MAR offers a variety of industry topics and committees to choose from:**

- Audit Committee
- Awards & Recognition Committee
- Charitable Foundation
- Diversity, Inclusion, and Member Engagement Task Force
- Education Committee
- Finance Committee
- Forms Content Advisory Committee
- Government Affairs Committee
- Grievance Committee
- Investment Committee
- Leadership Development Committee
- Member Benefits Committee
- Professional Standards Committee
- Young Professionals Network

And more!

Be on the lookout for the committee application process, which is open from May through September.



## MAR Offers Robust Resources To Serve You Better

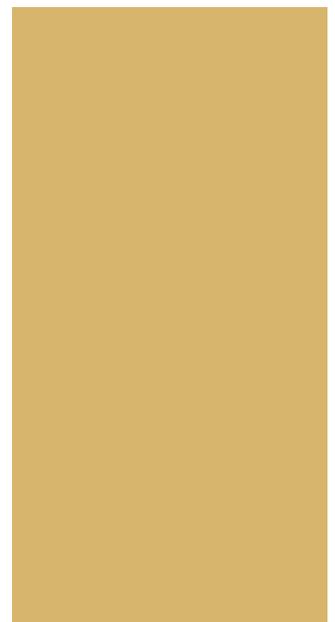
Your focus is on real estate transactions, but adverse legislation or regulation can derail even the best of us. MAR keeps you informed on the issues and advocates on your behalf, so you can concentrate on your clients. Explore the tools and programs working for you:

### Government Affairs

MAR Government Affairs protects the values of the REALTOR® Association by advocating for the rights of individuals to own and enjoy real property. We safeguard those rights through legislation, research, education, and advocacy.

### Legal Resources

MAR offers comprehensive legal information and resources to help you navigate issues affecting the real estate industry and your business at the state and federal levels. We offer regular, online newsletters and reference material that covers everything from the ADA and lead paint to radon and license law. MAR attorneys are available to assist all members with questions through the **MAR Legal Hotline**, available Monday through Friday from 9 AM to 4 PM. We've done the research for you, so you can quickly find the answers you need.



# The Massachusetts REALTOR® Party

## Massachusetts REALTOR® Political Action Committee

The Massachusetts REALTOR® Political Action Committee (RPAC) is a grassroots network of members working to protect and promote homeownership and property investment. We support and collaborate with lawmakers to advance beneficial legislation, educate members on the issues, lobby lawmakers, and mobilize voters.

## REALTOR® Day on Beacon Hill

Each year, REALTORS® from across the Commonwealth advocate for homeownership and private property rights during the Margaret C. Carlson REALTOR® Day on Beacon Hill. This is a great day to get involved and make your voice heard. Meet with your local legislators and hear about key legislative issues that will affect the real estate industry and private property. It's your chance to get directly involved at the grassroots level.



## REALTOR® CODE OF ETHICS

The REALTOR® Code of Ethics includes numerous standards of practice that hold REALTORS® to a higher standard than Massachusetts license law. It's also a living document, requiring REALTORS® to attend training on the Code every three years including:

- Truthfulness in statements and advertising
- Loyalty and fiduciary (financial and legal) duties to clients
- Cooperation with competitors, including non-interference in exclusive relationships that other REALTORS® have with clients



# Membership Has Its Perks

There are many more resources and savings available to you through your MAR membership and the NAR REALTOR® Benefits Program.



## MAR LEGAL HOTLINE

**You have questions:**

Is a listing agent able to hold offers to present to the seller at a later date? Is a landlord required to accept a rental application from someone who receives Section 8? But you're a REALTOR®, not a lawyer. Here's where your most valuable benefit comes into play.

**Our attorneys are ready to assist you:**

With your questions about current laws and regulations, permissible business practices, and important court rulings affecting real estate professionals in Massachusetts.

MAR members can call **1-800-370-LEGAL (5342)** or **781-839-5599**, Monday-Friday, from 9 AM-4 PM, or email [Legal@MARealtor.com](mailto:Legal@MARealtor.com) anytime.

**YOUR FIRST LINE OF DEFENSE:  
A BENEFIT FOR ALL MAR MEMBERS**



## YOUR MEMBER BENEFITS ALSO INCLUDE:

**Insurance Savings:** Members enjoy discounts on health, prescriptions, dental, auto & home, real estate E&O, data breach & cyber liability, travel insurance, and even insurance for your pet.

**Business Resources:** While too numerous to list here, top benefits include:

- **Market Data** – Strengthen your housing market knowledge with monthly reports on sales, median prices, inventory, and more—all while building trust with your clients.
- **Mass Forms** – Save on products from the top three vendors in the electronic forms market.
- **Remine Docs+** – A collaborative, cloud-based transaction management tool featuring customizable, end-to-end document creation, clause kits, e-signature, multi-party collaboration, and document history tracking.
- **DocuSign®** – A complete, secure web-based eSign solution, essential in today's virtual business world.
- **REALTORS® Property Resource® (RPR®)** – The most powerful data platform available, offering analytics and custom reports at no additional cost.
- **FedEx Office®** – Save 10% to 20% on select FedEx printing and copy services. Plus, save up to 26% on select FedEx shipping services.

**Car Rental:** Whether you're traveling for business or pleasure, members enjoy saving at Avis, Budget, Hertz, SIXT, and more.

**Technology:** Get exclusive offers on hot brands like Dell, Lenovo, and SentiLock.

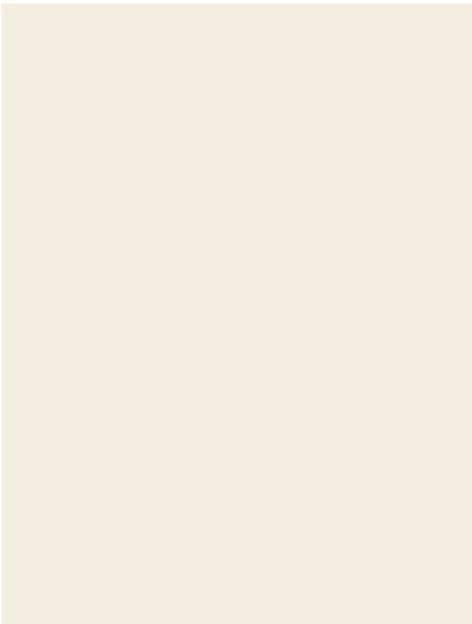
**Travel:** Benefit from hotel and vacation savings with TNT Vacations, Wyndham Hotels, and the NAR Travel Club—your one-stop shop for discounted hotels, resort condo stays, and Resort Vacation Certificates.



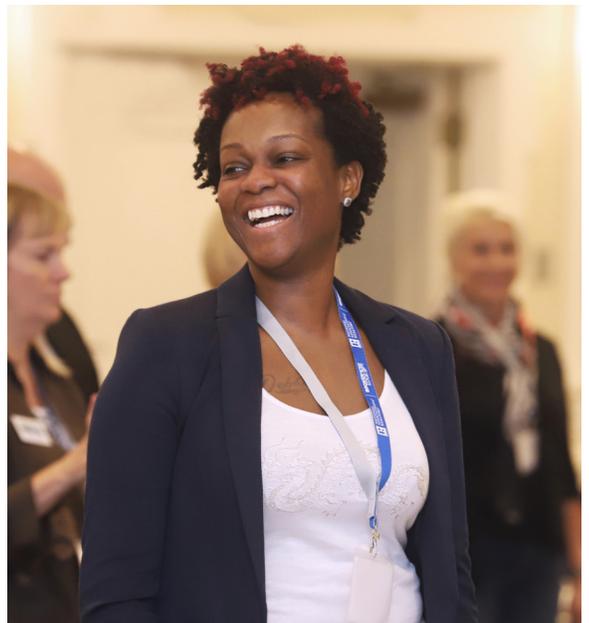
### REALTOR® DIRECTORY

MAR's invaluable REALTOR® Directory helps buyers and sellers across Massachusetts find and connect with REALTORS® like you. Log in to your MAR portal to review your preferences.

**VISIT [MAREALTOR.COM/ALL-MEMBER-BENEFITS](https://www.marealtor.com/all-member-benefits)  
FOR YOUR FULL BENEFITS LIST**



Grow your career and reputation with numerous MAR programs.



## Learn More and Earn More

MAR has numerous programs—virtual and in-person—geared toward making you an expert in your field. As a member, you have access to FREE online continuing education, FREE webinars and podcasts on a variety of real estate topics, monthly emails to keep you in the know, and educational events.

### Online Learning Center

Our updated and robust platform makes it easier than ever before to earn continuing education (CE) credits through our FREE online continuing education platform.

### Graduate REALTOR® Institute (GRI)

Earn continuing education (CE) credits while building confidence and credibility through a six-course designation program that builds in-depth knowledge of our competitive and changing industry.

### Real Estate Instructor Training

Learn how to be an outstanding instructor in an engaging two-and-a-half-day course that will guide you through the intricacies of teaching formats, training tools, and platform skills.

### MAR Leadership Academy

Become a leader in business, in your personal life, and within the REALTOR® organization. This dynamic learning experience is designed to train, nurture, and inspire tomorrow's industry leaders.

### MAR Conference

MAR hosts a premier REALTOR® conference where hundreds of real estate professionals come together to network and learn from national speakers and local educators.

### Commitment to Excellence (C2EX)

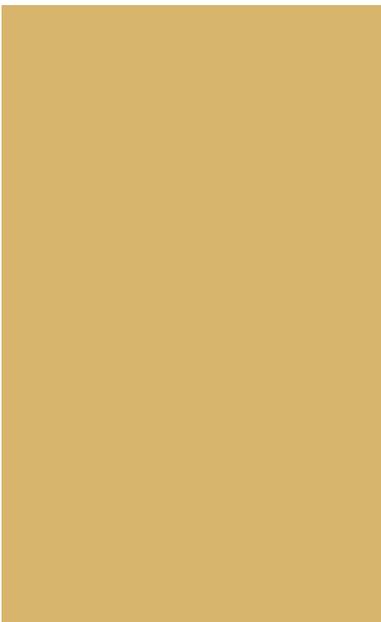
Members showcase their highest levels of professionalism with a C2EX endorsement. Additionally, MAR has a number of webinars to help you better understand the platform.

### FREE Webinars

Stay in the know with insights and expert tips on a variety of real estate topics—from housing court to website compliance. You can also browse our recorded webinars in the archives and explore topics whenever it's convenient for you.



MAR has a range of tools, resources, and services to help you support your clients and advance your career.



# Stay Informed With MAREaltor.com

Every task we undertake is geared to support you and your career, and that includes our website. It's mobile-friendly, easy to navigate, and has more information than ever. Best of all, you can seamlessly transition from our website to your member portal to find important information, all with single sign-on functionality.

## Market Data

In today's data-driven world, MAREaltor.com also serves as your home base for all the data and tools you need to gain client trust and strengthen your knowledge. You'll see monthly reports on pending and closed sales, median prices, inventory, homebuyer profiles, and more. Browse through town-by-town data or get the statewide perspective—it's always all here for you.

## Broker Tools & Resources

Your go-to resource for industry insights, housing market data, and tools to help you set and achieve your goals for success. Regular monthly emails include timely videos that brokers can use in trainings to stay current and empower their brokerage.

## MAR Blog

Get fresh insight on real estate industry news and trends, from our experts directly to you. Private property rights, new legislation, safety, technology, Notes from the Legal Hotline—no matter the topic, it's all covered in MAR's extensive blog archive.

## E-Communication

MAR sends members regular email newsletters that highlight important industry news and shares information on upcoming courses, events, and benefits.

## Get Social

There are more ways than ever to enhance your profile and stay connected with your MAR colleagues. Engage with us on Facebook, Instagram, LinkedIn, YouTube, and X to stay on top of industry happenings.

## Advertising

NAR runs a national consumer advertising campaign to communicate the REALTOR® message in print, on television, and online. MAR supplements that with our own consumer awareness advertising, reinforcing our message of commitment to excellence and advanced capabilities.



## The MAR Charitable Foundation

With a mission to support those in need across the Commonwealth, the MAR Charitable Foundation has given over \$750,000 in grants to Massachusetts 501(c)(3) charitable organizations that address housing, hunger, homelessness, and disaster relief.

There are **THREE KEY WAYS** you can help support the Foundation's mission:

### Donations

All donations help award funds to local charitable organizations every year.

### Welcome Home License Plate Program

*Welcome Home* plate purchases are a great way to support local charities and show your state pride.



### Annual Silent Auction

The Foundation's Silent Auction is an annual tradition and a fun way to get fabulous items while supporting Massachusetts-based non-profit charities.

MAR

CHARITABLE FOUNDATION

LEARN MORE AT: [MARCHARITABLE.ORG](http://MARCHARITABLE.ORG)



## Giving Back

The MAR Gratitude Project celebrates the unsung heroes of the REALTOR® community with this recognition award and a personally signed card from MAR's president.

# MAR Awards & Recognition

Every day, our members amaze us—and every year, MAR proudly recognizes and celebrates those who demonstrate outstanding dedication, participation, leadership, advocacy, and volunteerism. Our awards are selected after thoughtful deliberation. Award recipients can enjoy their much deserved honor within the industry and gain positive exposure with both new and existing clients. We appreciate our members.

## OUR AWARDS INCLUDE:

### ★ REALTOR® of the Year

This award is given to the REALTOR® that best exemplifies professionalism and service to the industry, based on volunteerism, civic engagement, and outstanding achievements on the local and national levels.

### ★ Good Neighbor Award

This award recognizes a REALTOR® who has made an extraordinary impact on their community through volunteer work.

### ★ Milton H. Shaw Distinguished Service Award

This award is presented to a REALTOR® who has demonstrated outstanding leadership abilities and volunteered countless hours to serve on MAR committees and participate in state and local activities.

### ★ Private Property Rights Award

This award honors a REALTOR® who has shown continuous advocacy efforts through involvement in government affairs and the REALTOR® Political Action Committee.



**MAR IS COMMITTED TO RECOGNIZING MEMBERS' HARD WORK AND DEDICATION TO THE INDUSTRY.**



**GIVING BACK**

MARealtor.com



# MASSACHUSETTS ASSOCIATION OF REALTORS®

124 Washington Street, Suite 302, Foxborough, MA 02035

**Member Service Line:**

(800) 725-6272

**Email:**

MAR@MARealtor.com

**Legal Hotline:**

(800) 370-LEGAL (5342)

**MAR Office Hours:**

Monday–Friday, 8:45 AM–4:45 PM

For a full list of your member benefits visit:

[MARealtor.com/all-member-benefits](https://www.marealtor.com/all-member-benefits)

