

Affiliate Etiquette and Affiliate Sponsorship Guidelines

Affiliate membership in ESAR is an excellent step in forming partnerships within the real estate sector. The best REALTOR®-Affiliate partnerships are based on mutual respect, open communication, and an understanding of one another's role. The key to your success is taking advantage of the benefits ESAR offers and participating within the established guidelines and practices set forth herein.

- Affiliates shall provide a competent service in keeping with the standards of practice of their industry and do business in accordance with the laws, governmental regulations, and public policies in the field in which the Affiliate customarily engages.
- Affiliates shall not undertake activities that compromise or interfere with the contractual business relationship REALTORS® and other Affiliate members have with their customers.
- Affiliates shall abide by all the rules and regulations contained in the Association Bylaws and Policies, as well as the ESAR MLS Rules & Regulations (if applicable.)
- Affiliate members are encouraged to abide by the principles established in the Code of Ethics of the National Association of REALTORS® and to conduct their business and professional practices accordingly. Examples of ethical conduct includes but is not limited to: (a) Promoting and protecting the client's best interests; (b) Being honest with all parties; (c) Avoiding misrepresentation or concealment of pertinent facts; (d) Cooperating with REALTORS® and other Affiliate members to advance the client's best interests; (e) Providing equal service to all clients and customers regardless of race, color, religion, sex, disability, familial status, national origin, creed, marital status, sexual orientation, and status with regard to public assistance or handicap, whether physical or mental; and (f) Communicating honestly and presenting a true picture in their advertising, marketing, and other public representations.
- Affiliates shall not denigrate competitors in an attempt to gain business. Affiliates shall not attempt to gain any unfair advantage over competitors by knowingly or recklessly making false or misleading statements about competitors, REALTOR® members, or other Affiliate members.

Furthermore, as part of ESAR membership, Affiliate members may attend, participate in, or sponsor Association education, events, or gatherings. Therefore, ESAR desires to set the guidelines for communication, selection, and participation of Affiliates at Affiliate-attended and/or sponsored events.

- There is no set schedule, or tiered plans for sponsorship or speaking opportunities. Given the small number of affiliates and small number of current options, ESAR desires to offer and select sponsors in the most fair and equitable way possible.
- Additionally, as the types of events can vary, there are various types of involvement that affiliates can have at these events.
- ESAR will offer sponsorship and speaking and other promotional opportunities to all affiliates regardless of industry, location, proximity, or past participation.
- Generally these offers will come via email. ESAR will attempt to provide ample advance notice of opportunities prior to their scheduled date. Email announcement of opportunities is limited to the business hours of the ESAR office and staff. (Mon-Thu, 830am-5pm)
- Selection of sponsors for all events will be on a first-come first-served basis. However, selection will also be performed in a round robin way. EX: If an affiliate has sponsored a recent event, and was first to claim a coming event, and another affiliate replied second, but hasn't sponsored a recent event, the second responding affiliate will be given the spot. The goal of this approach is to provide all affiliates opportunities to participate and allow ESAR members to acquaint themselves with the widest array of ESAR affiliates possible.
- As per the request of affiliates in the mortgage industry, when two or more affiliate spots are available for sponsoring or presenting at an event, only 1 affiliate from mortgage will be chosen.
- Affiliates must be members in good standing (fully paid on all Association dues and fees) to sponsor an event. Sponsorships must be paid in advance, in accordance with the terms set forth for each individual event. Failure to make timely payment may subject the Affiliate to loss of that sponsorship opportunity.
- For some ESAR events, like Meet & Greets, where there is no sponsor but affiliates are invited, there shall be no affiliate sponsored activities or promotions allowed. This includes but is not limited to: handouts, giveaways, door prizes, or the buying of food or drink for attendees. These events are designed to encourage all members and affiliates to network with no advantage given to any affiliate or attendee.