

2021

FIRST QUARTER




Marketing opportunities are first come, first serve.

Affiliate Marketing Opportunities

at the Scottsdale Area Association of REALTORS®

Welcome to the 2021 **First Quarter** Affiliate Marketing Opportunities guide. We will be presenting affiliate marketing opportunities each quarter in 2021. You have the option to invest your budget into a single class/event or choose multiple classes/events “a la carte”. By planning in advance, you will receive additional marketing exposure in each of the classes/events that you choose!


There are both live and virtual class options now available. If you see this icon  the class is being offered virtually. Simply make your choices from the options below, then contact us at marketing@scottsdalerealtors.org.


NEW MEMBER ORIENTATION (NMO) – Zoom Class (8:30 – 10:30 AM)


\$250 per marketing partner/per selected date | Up to four marketing partners sharing recognition

What you each receive as a SAAR Marketing Partner:

- A few minutes to introduce your business, and the added value it brings to the members
- A complete roster of attendees.

01/13/21 

02/03/21 

03/03/21 

DESIGNATION/CERTIFICATION CLASSES

\$250 per marketing partner/per selected date | Up to two marketing partners sharing recognition

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GRADUATE REALTOR® INSTITUTE (GRI) DESIGNATION

- Jan 13 GRI Financing from Preparation to Closing
- Mar 16 GRI Agency

REAL ESTATE BUYER’S AGENT COUNCIL (REBAC) CERTIFICATION/DESIGNATION

- Feb 18 REBAC SRES – Seniors Real Estate Specialist (Day 1 of 2)
- Feb 19 REBAC SRES – Seniors Real Estate Specialist (Day 2 of 2)
- Mar 11 REBAC Marketing Strategies & Lead Generation

FREE Continued Education Classes

- Jan 26 WHAT? That is a Violation? 
- Jan 28 Code of Ethics 

REALTOR® MARKETING SESSIONS (RMS)

RMS MARKETING PARTNER

SAAR is pleased to be the only association in the Valley to offer nine different home tours to represent our diverse housing and geographic areas in the Scottsdale, Cave Creek and Fountain Hills areas.

Please visit www.ScottsdaleRealtors.org for advertising opportunities.

OTHER ADVERTISING

SAAR HOME SERVICES GUIDE



The SAAR Home Services Guide is an effective marketing program for local individuals, businesses and organizations. We create a custom, high quality publication that is available to our members and their clients.

The guide is available both in print and digital versions, making it readily accessible to our audience. Our members will pass it along to their clients before and after real estate transactions. That helps us achieve our goal of our publication - and your business information - ending up in the hands of homeowners across the Valley.

The SAAR Home Services Guide is a unique and memorable way to connect you to our members and their clients, and there are exclusive opportunities for enhancement options to increase your visibility.

Reach out to Marianna Heon for more information | Marianna@Scottsdalerealtors.org

- LISTING AD – AFFILIATE MEMBER: \$0
- QUARTER PAGE AD – AFFILIATE MEMBER: \$300
- HALF PAGE AD – AFFILIATE MEMBER: \$600
- FULL PAGE AD – AFFILIATE MEMBER: \$1000
- BACK COVER AD – AFFILIATE MEMBER: \$1400

SAAR NEWS/DIGITAL SIGNAGE AD

Distributed to approximately 6,500 SAAR members (weekly)

- \$100: single month promotion
- \$500: six-month promotion

NEW MEMBER ORIENTATION GUIDE

Distributed to approximately 1,200 new SAAR members

- \$500 half page ad
- \$1,000 full page ad

FLAG SPONSOR: 8600 East Anderson Drive
Outdoor flags | \$500 Individual Sponsor

- United States flag
- State of Arizona flag