

THE BENEFITS OF *joining* MCAR

Immediate Engagement

- Request MCAR rosters
- Social media Affiliate spotlight
- Your business added to the MCAR Affiliate rosters
- Your logo added to the MCAR website's Affiliate Page
- Receive the MCAR Tour list by email
- Receive MCAR newsletters
- Attend MCAR meetings & events
- Rent the MCAR Community Room
- Rent the MCAR Director's Room

Speaking Opportunities

- Monthly Marketing Meetings (Carmel, Salinas, & Monterey)

Sponsorship Opportunities

- Tour email newsletter
- MCAR Events
- Legal Updates
- Charitable Fundraisers
- Annual Membership Meeting
- Board Installation Luncheon (TBD)
- Government Affairs luncheon (TBD)
- New Member Orientation
- New Member Contract Class
- Marketing Meetings
- Socials

Volunteer Opportunities

- Be part of the Events/Professional Development & Charitable Trust Committees

WE LOOK FORWARD TO PARTNERING WITH YOU.

MCAR AFFILIATES

Logos include: LB, First American, TREEHOUSE MORTGAGE GROUP, THE WORK, CUTCO, KASAVAN CONSTRUCTION, CHOICE Home Warranty, MOLD-CLEARANCE.com, Guild mortgage, mod MOVERS, Bay Federal CREDIT UNION, stewart TITLE, NHORA MONTEREY COUNTY NATIONAL HISTORIC ORGANIZATION OF REAL ESTATE ASSOCIATES, MONTEREY HERALD, HRC Housing Resource Center of Monterey County, SyncMyHome.com, RDD RENOVATION DRAFTING DESIGN, OLD REPUBLIC TITLE, Jane's ANSWERING SERVICE, vylla title, NARPM National Association of Residential Property Managers, Salinas Valley CHAMBER OF COMMERCE, Women's Council of REALTORS Monterey Peninsula, MONTEREY BAY VIRTUAL TOURS, straightdeal MORTGAGE, us bank, Franklin Loan Center, ACADEMY MORTGAGE CORPORATION, RAPID SIGN SERVICE, FARMERS INSURANCE, JCP & LGS HAZARD DISCLOSURES, Dawn Edwards PAINTS, WIN HOME INSPECTION, HCS Equity, BRADFORD TAX SOLUTIONS, MONTEREY COUNTY WEEKLY, Pacaso, FIDELITY NATIONAL HOME WARRANTY, BESTX, CHICAGO TITLE, TEAM MCMULLEN CROSSCOUNTRY MORTGAGE, MONTEREY COUNTY REAL PRODUCERS, BLUE ADOBE MORTGAGE, PILLAR TOPOST HOME INSPECTIONS, Team Andrew Cumpston 831-884-6160, CAPITOL MORTGAGE, Synergy One Lending, and SLS Philip J. Daunt, Attorney at Law.

IMMEDIATE *engagement*

MCAR MEMBER ROSTERS

- Updated the first week of every month.
- Available by request for MCAR members only.
- Formats include: Excel, PDF, by Service, Office & Last Name.

YOUR BUSINESS ADDED TO THE MCAR AFFILIATE ROSTER

- An example of our Affiliate roster is included with this packet.
- Create a new service category or be added to a category already listed.

SOCIAL MEDIA SPOTLIGHT

- Provide MCAR with a 60 second video sharing information about your business in a fun and creative way.
- MCAR will promote your video on Instagram Reels, Stories & Facebook.
- Affiliates are welcome to be featured on our Social Media twice per year (every 6 months).

YOUR LOGO ADDED TO THE MCAR WEBSITE AFFILIATE PAGE

- Have a logo you want promoted on our website? Send it over to us and we will add it to our Affiliate page!

RECEIVE THE MCAR TOUR LIST BY EMAIL

- Visiting REALTORS® at their Broker's Tour is a great way to show support. By request, MCAR emails the Tour list every Monday, Tuesday and Wednesday afternoon at 4pm to REALTOR® & Affiliate members.

IMMEDIATE *engagement*

RECEIVE MCAR NEWSLETTERS

- Email newsletters are our primary form of communication to our members that you and your staff can subscribe to.

ATTEND MCAR MEETINGS & EVENTS

- Attending MCAR meetings and events offers valuable networking opportunities with industry professionals, access to insights from experts, education, skill development, and up-to-date market updates and analysis. It's a valuable platform to connect, learn, and stay informed in the dynamic world of real estate.

MCAR COMMUNITY & DIRECTOR'S ROOM

- Need a space to host a meeting? Need space to meet with clients?
- MCAR offers the possibility to rent our MCAR Community Room or Director's Room. Give us a call for more details.

PROMOTE MARKETING MEETINGS ON SOCIAL MEDIA

- All Affiliate members are invited to help promote the Carmel, Salinas and Monterey Marketing meetings in a fun and informative way.
- The meeting date, time and guest speaker information will be provided.

NETWORKING

opportunities

Speaking Opportunities

- MCAR hosts three monthly marketing meetings that allow for speakers to present their Real Estate related business and share valuable information with our members. As the speaker, you will be included on our flyers that are included in our email newsletters and are promoted on our social media.
 - **Carmel Marketing Meeting**
 - Second Tuesday of every month at Mad Dogs & Englishmen
 - SW Corner of Ocean Ave and, Mission St, Carmel-By-The-Sea
 - 8:30am-9:15am
 - **Salinas Marketing Meeting**
 - Third Thursday of every month at The Digital Nest
 - 210 Salinas St, Salinas
 - 10am - 11am
 - **Monterey Marketing Meeting**
 - Last Wednesday of every month at The Pearl Works
 - 288 Pearl St, Monterey
 - 8:30am -9:15am

Volunteer Opportunities

- Joining the Events/Professional Development Committee or Charitable Trust Committee is a great way to meet other members, share your ideas and support MCAR.

SPONSORSHIP *opportunities*

Tour Email Newsletter **\$350 (1 Month), or \$750 (3 Months)**

- Your Business Logo, Contact information & Link to website promoted on the MCAR Tour email.
- Tour email sent every Monday, Tuesday & Wednesday to MCAR members.

Annual Meeting 2026 **Cost: TBD**

- Event and Reception sponsorships available. (Approximately 200 attendees.)
- Event location TBD.

Board Installation 2027 **Cost: TBD**

- Event, Reception and Supporting sponsorships available. (Approximately 200 attendees.)
- Event location TBD
- Logo added to program & online marketing.

Government Affairs Luncheon 2026 **Cost: TBD**

- Event and Reception sponsorships available. (Approximately 150 attendees.)
- Event location TBD

New Member Orientations **Cost: Up to Sponsor**

- Provide breakfast for approximately 40-50 members new to MCAR.
- Includes (5) minutes to present at the beginning of the class and during the break.
- Opportunity to distribute your marketing materials to all members in attendance.
- Receive social media promotion.
- Date & location TBD.

New Member Contract Classes (Breakfast and/or Lunch)..... **Cost: Up to Sponsor**

- Option to provide breakfast and/or lunch for approximately 50 members new to MCAR.
- Includes (5) minutes to present at the beginning of the class and during any breaks.
- Opportunity to distribute your marketing materials to all members in attendance.
- Receive social media promotion.
- Date & location TBD.

New Member Contract Classes (Packet)..... **Cost: \$500**

- Have your business logo, contact information, and website included in the Contract Class Packet.
- Receive social media promotion.

Carmel, Salinas & Monterey Marketing Meetings **Cost: Up to Sponsor**

- Provide coffee & light breakfast for approximately 40-60 MCAR members.
- Receive social media promotion.