



Affiliate Member

Frequently Asked Questions

Q. What's the best tip you have for a new affiliate?

A. Be involved. It's great and appreciated that you sponsor an event but if you are not mingling with agents you likely won't get their business.

Q. What is the affiliate committee?

A. The Committee is known as the REALTOR® Resource Committee. It is a group of affiliate members, which includes, home inspectors, attorneys, lenders, radon inspectors, financial/insurance providers and so on, who gather every month to discuss what activities could be done to help the real estate agents and help the affiliates get in front of the agents. Sometimes leads are passed between the members of that committee as well. This group will discuss what types of events they may like to host for members.

Q. What is the best approach for me to get in front of REALTOR® members?

A. Attending events. Heartland hosts ten or so events annually that welcome affiliate members. The best way to get business is to meet the agents and show them you are a knowledgeable, warm human.

Q. Can affiliates sponsor events?

A. We welcome affiliate members to sponsor our events at a nominal cost. In fact, those who have joined under the "Best Option" plan have event sponsorship included in their membership. If an affiliate does not sponsor, he/she may attend but there may be an additional cost to do so. Each event is unique.

Q. What special benefit do I get for sponsoring an event?

A. Typically all sponsors will receive a 'sponsor' ribbon to add to their name badge. Also, Heartland regularly calls attention to the event sponsors and reminds agents to be sure to give business to those who are supporting them. Due to RESPA concerns this is handled delicately and in general terms.

Q. What kind of events does Heartland host?

A. Past events have included: Bowling fundraiser, Martini Mixer, huge Volleyball tournament, annual public informational session, Boat Tour, Dunk Tank fundraiser, Installation of Officers, Charity Bike Ride, Motorcycle Tour, Toys for Tots Pizza Party, Drive in Movie Night, and more. (Some events may not be held annually.)