



Platinum Affiliate Policy

Purpose: To recognize and promote affiliates that continually support the West Maricopa County Regional Association of REALTORS® and its members in multiple areas. Membership belongs to an individual, not to the company for which an individual works.

Platinum Affiliate Requirements

1. Miss no more than 3 Affiliate meetings from December 1-November 30.
2. Sponsor and/or volunteer at a minimum of 4 events and/or sponsor a minimum of 4 classes per calendar year.
3. Actively participate in at least six (6) council, forum, task force (other than the Affiliate Forum) or workgroup meetings per year or as a home tour coordinator for six (6) tour event dates.
4. Must maintain membership in good standing.
5. Platinum Affiliate Status is granted by the chief executive officer on behalf of the board of directors.

Benefits of being a Platinum Affiliate

1. Use of Platinum Affiliate Logo in marketing.
2. Recognition:
 - a. Announcement at the first Affiliate Forum after receiving Platinum Status.
 - b. Listed in quarterly email blasts promoting Platinum Affiliate.
 - c. Recognition at the West Valley REALTOR® Expo and WeMAR C.A.R.E.S Golf Tournament.
 - d. Announce as Platinum Affiliate if registered and attending installation and awards events.
 - e. List of Platinum Affiliates in the New Member Packet.
 - f. Listed as Platinum Affiliate on WeMAR website
3. Class and Event Sponsorship
 - Will have first pick of booth space for the West Valley REALTOR® Expo.
 - Will have first choice of hole sponsorship at WeMAR C.A.R.E.S. Golf Tournament.
 - Will have first opportunity to pick two (2) classes for sponsorship for following calendar year. Platinum Affiliates will be at the top of the Affiliate class picking list for each round.
4. Self-Promotion (Marketing)
 - Include logo (TBD) on flyers, brochures, business cards, etc.
 - When sponsoring or speaking at WeMAR tours, events, classes, etc.
 - Add the Platinum Affiliate logo to your digital signature.
5. Affiliates may achieve lifetime Platinum Affiliate status after 10 years (total) as a Platinum Affiliate member
 - Membership must remain in good standing
 - Lifetime Platinum Affiliates will be added to Lifetime Platinum Affiliate plaque.
 - Lifetime Platinum Affiliates will receive logo to add to their digital signature.

Submitting for Platinum Affiliate Status

To submit for Platinum Affiliate Status, a Platinum Affiliate application must be completed. A WeMAR staff member, or council, forum, task force, or workgroup chair, must sign next to each activity the affiliate participated in. Once all requirements have been met, the application may be submitted to WeMAR for verification.

Platinum Affiliate Status

1. Once Platinum Affiliate status is granted by the chief executive officer on behalf of the board of directors, benefits will be effective.
2. Platinum Affiliate must maintain active participation as described above.
3. Platinum Affiliate must submit completed "Platinum Affiliate Requirements & Application" by November 30 of each year.
4. Status remains through the following calendar year so long as member is in good standing.
5. Dues must be paid by January 31.
6. Platinum Affiliates who do not submit their application on time or are not members in good standing risk losing Platinum Affiliate status.
7. Platinum Affiliates at risk shall be notified in writing.
 - Platinum Affiliate will have 10 days of notification date to reconcile or status will be null and void automatically.
 - Late payments for dues, etc. will apply.

Amended and Adopted by the WeMAR Board of Directors on June 19, 2018 and is effective December 1, 2018