



Platinum Affiliate Policy

Purpose: To recognize and promote affiliates that continually support the West Maricopa Association of REALTORS® and its members in multiple areas.

Program Guidelines

• Platinum Affiliate Requirements

1. Membership pertains to the individual member, not the company of the individual
2. Miss no more than 3 Affiliate meetings in a calendar year
3. Sponsor and/or volunteer at 4 (minimum) events and/or sponsor 4 (minimum) classes per calendar year
4. Actively participate in at least one committee (other than Affiliate) or workgroup per year
5. ~~Purchase at least 1 marketing box at any WeMAR office/classroom~~ (Currently not available at this time)
6. Membership in good standing (dues paid timely)
7. Final approval of Platinum Affiliate Status is granted by the Board of Directors

• Benefits of being a Platinum Affiliate

1. Lapel pin given (PA logo)
2. Recognition
 - Announcement at Affiliate meeting when given pin and name card
 - in Affiliate and REALTOR® email blast
 - at sponsored events and classes – have first choice to pick classes/events
 1. Recognition at the West Valley REALTOR® Expo – have first choice of booth space
 2. General recognition if sponsoring Installation Breakfast, Awards Luncheon, etc
 - a. (i.e. company sponsor stand, Platinum Affiliates remain standing)
 - list of Platinum Affiliates given at New Member Orientation
 - on WeMAR website
3. Self promotion (marketing)
 - With logo (TBD) of flyers, brochures, business cards, etc.
 - When sponsoring or speaking at WeMAR tours, events, classes, etc.
4. Affiliates may achieve lifetime Platinum Affiliate status after 10 years (total) as a Platinum Affiliate member
 - Membership must remain in good standing
5. Affiliate Chairs may maintain Platinum Affiliate status for 2 years upon completion of their term as Chair
 - Years apply toward the years of Platinum Affiliate membership to earn lifetime status 2 years earlier
 - Membership must remain in good standing

• Program effective date to be January 1, 2009

1. Platinum Affiliate membership is yearly from January – December
 - Platinum status remains so long as requirements are met yearly
2. New Affiliate members may begin earning Platinum status once they join
 - New affiliates will have one calendar year to fulfill Platinum Affiliate requirements
 1. (I.e. June 2010 – May 2011)
 - In order to meet up with the January – December schedule, new Platinum Affiliates may use met requirements beginning January toward fulfilling their second year Platinum requirements
 1. (with I.e. above; January – May 2011)
 - Membership must remain in good standing

- **Current Affiliates to be grandfathered in beginning August 1, 2008**
 1. create eligibility sooner
 2. recognize those who have been active in the association from those who are new affiliate members in 2009
 3. allow preparation time for Platinum Row at expo

- **Submitting for Platinum Affiliate Status**
 1. Affiliates to submit a completed "Platinum Affiliate Requirements & Application"
 - WeMAR staff, committee or workgroup chairpersons sign next to activity affiliate participated in
 - Once requirements are fulfilled, submit to WeMAR for verification
 - Those grandfathered have until March 2009 Affiliate meeting to have August – December 2008 activities verified
 1. If not received by WeMAR, these activities will not count toward 2009
 2. Form will be emailed to affiliates once completed

- **Platinum Affiliate Status**
 1. Once Platinum Affiliate status is granted by 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 December 31st of each year
 4. Status remains through the following calendar year so long as member is in good standing
 - Validation made with dues collected for new year by the renewal due date in January
 5. Platinum Affiliates who do not submit "Platinum Affiliate Requirements & Application" timely or are not members in good standing are at risk of losing Platinum Affiliate status
 6. 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