

ARIZONA ASSOCIATION OF REALTORS®

# MEMBER RESOURCES GUIDE



ARIZONA  
association of  
REALTORS®

# When you joined your local association, you got more than you might have bargained for — in a good way.

Not only do you have access to the multiple listing service (MLS) through your local association and many other benefits, but you also belong to the National Association of REALTORS® (NAR) and the Arizona Association of REALTORS® (AAR).

As your state organization, AAR delivers many additional resources just for you. Before we delve into them all, here are some common misconceptions:

### MYTH #1: THE ARIZONA ASSOCIATION OF REALTORS® AND THE ARIZONA DEPARTMENT OF REAL ESTATE (ADRE) IS THE SAME THING.

**TRUTH:** The ADRE is responsible for licensure and recertification. AAR is responsible for providing you with standard forms, legal guidance, a voice at the legislature and much more.

### MYTH #2: THERE'S NO NEED FOR A STATE ORGANIZATION IF I ALREADY BELONG TO MY LOCAL AND NATIONAL ASSOCIATION OF REALTORS®.

**TRUTH:** AAR and your local association work together on many issues that affect Arizona REALTORS®. AAR is here to support your local association as well as provide you with standardized real estate transaction forms, access to legal advice to keep you out of trouble and dispute resolution programs.

## AAR BY THE NUMBERS

# Members:

**MORE THAN 38,000**

# Primary Committees:

**FOUR**

1. RISK MANAGEMENT
2. LEGISLATIVE & POLITICAL AFFAIRS
3. PROFESSIONAL & BUSINESS DEVELOPMENT
4. BUSINESS SERVICES & TECHNOLOGY

# REALTORS® on AAR's Executive Committee:

**14**

# Active REALTORS® That Serve as Volunteers on AAR Committees:

**200+**

If you're interested in becoming a more active volunteer, visit [www.aaronline.com](http://www.aaronline.com).

# Local Associations AAR Supports:

**21**

# REALTORS® on AAR's Board of Directors:

**112**



ARIZONA  
*association of*  
REALTORS®

REAL SOLUTIONS. REALTOR® SUCCESS.

AAR TIMELINE

1896 1918 1945 1953

Maricopa County  
Real Estate  
Association formed

Chartered as the  
Phoenix Real  
Estate Board

Chartered as  
Arizona Association  
of REALTORS®

Incorporated  
as a 501(c)(6)  
corporation

## WHY WE EXIST

The purpose of the Arizona Association of REALTORS® is to serve you, our members, by providing and promoting services to enhance your abilities to conduct business with integrity and competency and to promote the extension and preservation of private property rights.

THE AAR VISION IS

**REALTOR®...  
the best prepared  
real estate practitioner  
with the highest  
standards.**



# Voice at the Capitol

You're a business owner and don't have time to scrutinize every bill that comes before the legislature to see how it will affect your business. That's where we come in. As the largest trade organization in the state of Arizona, AAR works hard to protect the rights of REALTORS® and homeowners throughout our state.

Through non-dues investments from our members, AAR helps fund candidate campaigns and promote issues that affect our communities and our industry. We do so in the following ways:

## 1. REALTORS® OF ARIZONA POLITICAL ACTION COMMITTEE INVESTMENTS:

REALTORS® of Arizona Political Action Committee (RAPAC), is a voluntary PAC which allows REALTOR® members to collectively and effectively participate in political affairs. RAPAC is not affiliated with any political party and is non-partisan in its support of candidates. Protect your profession by supporting RAPAC—the greatest real estate investment you can make for your business.

## 2. REALTORS® ISSUES MOBILIZATION FUND:

Investments to the REALTORS® Issues Mobilization fund support or oppose federal, state and local issues that impact real property and real property owners. Examples include: postcard campaigns, local board issues, newspaper ads, educational materials or coalition participation fees.

## BE SEEN AND HEARD

Each year AAR hosts two major events geared towards furthering our message with our elected officials: REALTOR® Day at the Capitol and the REALTOR® Caucus. Both events connect members with our legislature to help form lasting relationships and bring a heightened awareness to issues that affect our industry.

## THE CAPITOL INSIDER

When real estate issues arise down at the legislature or regulatory agencies this online publication keeps you in-the-know.

**FIND OUT MORE BY VISITING:**  
[www.aaronline.com/voice-at-the-capitol](http://www.aaronline.com/voice-at-the-capitol)



# Manage Risk

AAR provides tools and resources to make sure that you're not at risk to be sued, lose your license — or worse.

## STANDARD FORMS AND ADVISORIES

Utilizing the collective expertise of our membership and legal team, AAR creates standard forms that are fair, effective and enforceable. To date, AAR has introduced more than 60 standard forms to streamline transactions and protect everyone involved: the real estate professional, buyer, seller and/or lease holder. Forms are typically introduced several times a year and help ensure compliance with applicable laws and government regulations.

### TO VIEW SAMPLE FORMS VISIT:

[www.aaronline.com/manage-risk/sample-forms](http://www.aaronline.com/manage-risk/sample-forms)

### BONUS: AAR ALSO PRODUCES MANY FORMS THAT HAVE BEEN TRANSLATED INTO SPANISH. TO SEE THEM VISIT:

[www.aaronline.com/manage-risk/sample-forms/forms-spanish-translations](http://www.aaronline.com/manage-risk/sample-forms/forms-spanish-translations)

Not only does AAR provide you with standard forms, but we also help your clients. Download the many advisories that AAR has prepared including the Buyer Advisory, Short Sale Advisory, Tenant Advisory and more.

## LEGAL HOTLINE

The AAR Legal Hotline delivers fast and accurate information to assist broker, and designated broker, members with day-to-day legal questions that arise in the real estate business.

Several questions are published monthly and the archives are searchable on AAR's website:

[www.aaronline.com/manage-risk/legal-hotline](http://www.aaronline.com/manage-risk/legal-hotline)

## RISK MANAGEMENT ARTICLES

AAR has an extensive library of articles on the practice of real estate. These are available to members on our website, [www.aaronline.com/manage-risk/legalarticles](http://www.aaronline.com/manage-risk/legalarticles), and can be accessed 24-7.

### FIND OUT MORE BY VISITING:

[www.aaronline.com/manage-risk](http://www.aaronline.com/manage-risk)



**60** MORE THAN SIXTY STANDARD FORMS CRAFTED BY EXPERTS

# Increase Knowledge

Taking time to develop new skills, sharpen existing skills and stay current on real estate trends can lead to more opportunities and increase your earning potential. Many REALTORS® attribute quality real estate education as a key to success.



## COMMITMENT TO QUALITY

AAR-sponsored courses employ the expertise of top real estate practitioners to share real-world expertise in the topics covered in class.

## CURRICULUM COUNTS

The curriculum in nationally recognized designations and certifications delves deep into a wide variety of topics and concentrates on teaching you how to apply proven techniques to build your business. These courses range from how to work with buyers and sellers to finding new ways to integrate today's technology into your business.

## GRADUATE, REALTOR® INSTITUTE (GRI)

The GRI designation is recognized nationwide as a fundamental training program in the critical skills and knowledge areas of the real estate business. REALTORS® with the GRI designation are given a well-rounded education on ways to manage clients, risk and technology. More information can be found at [www.azgri.com](http://www.azgri.com)

## DON'T PUT YOUR CAREER AT RISK

The Certified Risk Management Specialist (rCRMS) program provides members with the education to successfully manage real estate transactions for clients while reducing exposure to risk. Taught by Arizona real estate attorneys and real estate practitioners, this professional development program helps you understand how to avoid potential pitfalls that can lead to serious legal consequences. [www.aaronline.com/increase-knowledge/certified-risk-management-specialist-rcrms](http://www.aaronline.com/increase-knowledge/certified-risk-management-specialist-rcrms)

## PEACE OF MIND FROM YOUR PEERS

Most people check reviews before making any investment and real estate courses are no exception. REteach.us is a site where you can write and read reviews about real estate education classes and instructors. This site offers peace of mind, ensuring that you invest your time and money into courses and instructors that meet the highest standards. [www.reteach.us](http://www.reteach.us)

## AAR SPRING CONVENTION

This annual event brings together local and national experts in real estate, technology, business and more for a few jam-packed days of learning, networking and fun!

## OPENING AN OFFICE IS NO EASY TASK

Through resources available in the MyBrokerCoach program, AAR provides you with the foundational knowledge needed to successfully open a real estate office. This program offers a blended learning experience, as well as a series of videos that cover topics to help you successfully build your real estate team. [www.aaronline.com/increase-knowledge/new-broker-programs/my-broker-coach](http://www.aaronline.com/increase-knowledge/new-broker-programs/my-broker-coach)

## JUST STARTING OUT?

Experienced REALTORS® share their advice for success in our Start Smart video series program when you need it. While you're at it, check out some of the articles designed for new members.

## TO FIND OUT MORE VISIT:

[www.aaronline.com/increase-knowledge](http://www.aaronline.com/increase-knowledge)





# Do Business Efficiently

AAR regularly adds new technology tools and resources to help you succeed. Here are a few:



AAR members have unlimited access to all AAR forms through zipForm® Plus, zipForm® Standard desktop and ZipForm® Mobile Web Edition. These electronic forms systems simplify contract writing and allow you to create documents from your desktop, smartphone or tablet. Use templates to feed transaction data to multiple documents and save forms online for easy access. View online training videos 24/7.



eSign is the electronic signature system powered by GoPaperless. This member benefit is available at no extra cost to our members. Forms in the AAR zipForm® library are pre-mapped when imported into eSign with signatures automatically assigned to the correct position. The printer driver, along with a companion instruction sheet, can be downloaded to your computer.



RoboForm makes logging in to your favorite websites and applications effortless by automatically saving, and entering your usernames and passwords. Note: AAR offers members a significant discount on this service.

## TECHNICAL TRAINING

In addition to the tools listed above, AAR provides members with live, technical support for eSign and zipForm® products. Veteran, licensed real estate agents can quickly address member questions with regards to these products. We also offer live & online training monthly. To reach the technical support team call (480) 304-8930 or (866) 833-7357 or send an email to support@aaronline.com.

## TECHNOLOGY ADVICE


Are you a broker wondering which transaction management system to choose? Are you an agent comparing e-signature platforms? Call us and we can provide useful information that can guide you through the decision process.

**TO FIND OUT MORE VISIT:**  
[www.aaronline.com/efficient-business-tools](http://www.aaronline.com/efficient-business-tools)





# Stay Informed



Quality, timely information is critical to your business success. The Arizona Association of REALTORS® provides you with multiple points of access to information that will help you grow your business and keep you updated on the latest issues that impact you.

## AAR ONLINE

The AAR website, [www.aaronline.com](http://www.aaronline.com), is the go-to resource for members to find credible, reliable information that you can use to answer questions, share with clients and help determine the right course of action to take.

## ARIZONA REALTOR® MAGAZINE

Each month, this online publication features timely articles on topics that are important to you. Included is legal insight from Mack, Watson & Stratman via published Legal Hotline Q&As.

## ARIZONA BROKER/MANAGER QUARTERLY

This digital publication is emailed to brokers and managers on a quarterly basis and features legal updates from AAR General Counsel, Legal Hotline Q&As, forms updates and broker-specific content that can easily be shared in staff meetings.

## AAR BLOG

Our regularly updated blog highlights real estate topics that have the industry abuzz. Contributors include practicing agents, educators, association staff and others sharing information and ideas that will help you do your job better. [Blog.aaronline.com](http://Blog.aaronline.com)

## BUILD SOCIAL CONNECTIONS

Today, information moves fast. Stay up-to-date by connecting to the Arizona Association of REALTORS® social media channels:



**FACEBOOK**

[www.facebook.com/azrealtors](http://www.facebook.com/azrealtors)



**GOOGLE+**

[plus.google.com/+Aaronline](http://plus.google.com/+Aaronline)



**LINKEDIN**

[www.linkedin.com/company/arizona-association-of-realtors](http://www.linkedin.com/company/arizona-association-of-realtors)



**TWITTER**

[twitter.com/aarsuccess](http://twitter.com/aarsuccess)



**YOUTUBE**

[www.youtube.com/azrealtors](http://www.youtube.com/azrealtors)



**FLICKR**

[www.flickr.com/photos/aar\\_eventwind](http://www.flickr.com/photos/aar_eventwind)

## TO FIND OUT MORE VISIT:

[www.aaronline.com/stay-informed](http://www.aaronline.com/stay-informed)



# Resolve Disputes

Whether you have an ethical complaint or a commission dispute, Arizona Association of REALTORS® is here to assist. Our compliance team of staff and volunteers work to resolve disputes.

## OMBUDSMAN

Trained REALTOR® Ombudsmen help to identify and clear up any miscommunication between a party and their agent, explain customary Arizona real estate business practices, and discuss available options without judgment.

Ombudsmen do not determine whether ethical violations have occurred. Rather, they anticipate, identify and resolve misunderstandings and disagreements before matters ripen into disputes and possible charges of unethical conduct.

## MEDIATION

AAR's Mediation Program offers an opportunity for parties involved in an ethics complaint or arbitration dispute to settle the matter with the aid of a neutral third-party REALTOR® mediator.

Resolving ethics complaints or arbitration disputes through mediation is more expedient, less costly and more amicable than a hearing. Both parties have an opportunity to be heard, discuss the issues and mutually agree on a settlement.

## ARBITRATION

When mediation efforts are not successful, or you know that mediation will not be effective in your pursuit, you may be obligated to file a formal request for arbitration.

Note: Arizona Association of REALTORS® cannot affect an Arizona Real Estate License. If your pursuit is to affect an Arizona real estate agent's license, refer to the Arizona Department of Real Estate (ADRE).

**TO FIND OUT  
MORE VISIT:**  
[www.aaronline.com/  
resolve-disputes](http://www.aaronline.com/resolve-disputes)

## AAR Charities



### ARIZONA REALTORS® DISASTER ASSISTANCE FOUNDATION (ARDAF)

AAR has established a fund to collect and distribute tax-deductible donations from members and the general public to assist those who have suffered from a personal or natural disaster.

AAR established the Arizona Association of REALTORS® Disaster Assistance Foundation (ARDAF) in November 2002. ARDAF is a 501(C)(3) publicly supported organization.

The purpose of ARDAF is to raise funds to provide charitable support to individuals or entities that have suffered a traumatic event leaving them in need of financial assistance.

**FIND OUT MORE ONLINE:**

[www.aaronline.com/about-us/assistance/arizona-association-of-realtors-disaster-assistance-foundation](http://www.aaronline.com/about-us/assistance/arizona-association-of-realtors-disaster-assistance-foundation)



### ARIZONA REALTORS® FOUNDATION FOR HOUSING & COMMUNITY OUTREACH (ARFHCO)

This organization was established to provide charitable support to Arizona communities in need of housing projects. Past projects included a lockboxes for seniors program that enabled first-responders to gain entrance into a home should the homeowner be unable to open the door during an emergency.

**FIND OUT MORE ONLINE:**

<http://azworkforcehousing.com>

## MANAGE RISK

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Standard Real Estate Forms | Legal Hotline  
Arizona Real Estate: A Professional's Guide to Law & Practice

## INCREASE YOUR KNOWLEDGE

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GRI | MRE Society | rCRMS | Broker University  
Conferences | Designations & Certifications

## DO BUSINESS EFFICIENTLY

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zipForm® | eSign® | RoboForm®

## VOICE AT THE CAPITOL

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Oversight | Advocacy | RAPAC  
Issues Mobilization | Capitol Insider e-Newsletter

## STAY INFORMED

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Arizona REALTOR® Magazine & Arizona Broker/Manager Quarterly  
blog.aaronline.com | Videos | Social Media | Industry Events

## RESOLVE DISPUTES

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Code of Ethics Enforcement | Ombudsman Program  
Mediation | Arbitration | Hearings



### FOLLOW AAR:

Facebook [facebook.com/azrealtors](https://facebook.com/azrealtors)

Twitter [twitter.com/aarsuccess](https://twitter.com/aarsuccess)

Google+ [plus.google.com/+Aaronline](https://plus.google.com/+Aaronline)

YouTube [youtube.com/azrealtors](https://youtube.com/azrealtors)

LinkedIn [linkedin.com/company/arizona-association-of-realtors](https://linkedin.com/company/arizona-association-of-realtors)

Flickr [flickr.com/aar\\_eventwind](https://flickr.com/aar_eventwind)

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