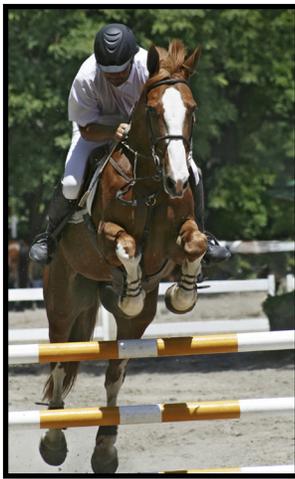




Prince George's County  
 Association of REALTORS®  
*The Voice for Real Estate*

# Member Resource Guide



REALTORS®  
 stop at nothing  
 for a home that  
 means *everything.*

THAT'S  
 WHO  
 WE



REALTOR®

Accokeek Adelphi Aquasco  
 Beltsville Berwyn Heights  
 Bladensburg Bowie Brentwood  
 Calverton Camp Springs Capitol  
 Heights Cheverly Clinton  
 College Park Colmar Manor  
 Cottage City District Heights  
 Eagle Harbor Edmonston  
 Fairmount Heights Forest  
 Heights Forestville Glenarden  
 Glenn Dale Greenbelt Hyattsville  
 Indian Head Landover Landover  
 Hills Langley Park Lanham  
 Largo Laurel Mitchellville  
 Morningside Mount Rainier New  
 Carrollton North Brentwood  
 Riverdale Park Seat Pleasant  
 Springdale University Park  
 Upper Marlboro Woodmore



*Your membership in the Prince George's County Association of REALTORS® is your gateway to exclusive member benefits and valuable tools and services that are essential to your business and your career as a real estate professional.*

*Get the most from your membership!*

# Why PGCAR ... ?

## ADVOCACY

*You're too busy selling houses to worry about transfer taxes, sales taxes on your commissions, restrictive sign ordinances and landlord tenant rules, and other regulatory issues. Let us do that for you!*



## EDUCATION

*Continuing education requirements, legislative, regulatory, and consumer protection guidelines, tech-tools, risk management, financial issues. PGCAR is your source for advanced industry education that gives you the competitive edge.*



## COMMUNITY

*You don't just sell houses, you sell communities. PGCAR strives to position its members as trusted stakeholders in Prince George's County through our extensive community involvement programs and legislative advocacy.*



# PGCAR...The Value Proposition

The PGCAR staff and I are frequently asked, “Hey, what do I get for my association dues anyway?” Of course we respond by rattling off the myriad of Association benefits one by one; it’s a long list! Even though we always miss a few key benefits, the answer sounds great and satisfies the inquiry. But that doesn’t relieve the concern we feel, when our dues paying members are not using everything available from their association membership.



To this concern, a few members, brokers and staff challenged ourselves to contemplate...*just for a moment*...“What would your business be like if there was no professional trade group like PGCAR looking out for YOUR best interest?”

- How would your business function without the state of the art MLS system, Bright™, which was created, in part, with the cooperation and capital investment of the metro region REALTOR® Associations, including PGCAR?
- Would people buy homes here, if Prince George’s County had passed the \$.15 property tax increase? Suppose PGCAR had been unsuccessful in their very public fight against that proposal, which resulted in only a \$.04 increase?
- Would home ownership here and nationwide be as attractive of an investment without the mortgage interest deduction, which the National Association of REALTORS® is fighting to preserve?
- Please think about the complex abundance of mandatory and necessary real estate contract forms offered by PGCAR and Maryland REALTORS®. What would your legal expense be if you or your firm had to hire an attorney to draft and develop those forms, and what would your liability exposure be without them?
- Consider your legal exposure. Without an organized dispute resolution mechanism like the Grievance and Professional Standards processes offered by PGCAR and Maryland REALTORS®, you would be on your own, most likely before a judge, to resolve brokerage disputes. Disputes with clients would be dealt with before the Real Estate Commission and possibly the court system. How much money and time would that cost you?

I hope, after considering what it would be like to *NOT* have a real estate association, that you come to the conclusion that *thankfully* you have one, and you can rest easy knowing that you can turn to PGCAR for political advocacy, legal assistance, education, advice and more, *and* all for the relatively affordable price of about \$1.90 a day.

Listed throughout this brochure is a recap of the benefits included in your Association membership.

Michael A. Graziano  
Executive Vice President

## WELCOME

Thank you for choosing to join the Prince George's County Association of REALTORS®. PGCAR is the largest and one of the most respected trade groups in Prince George's County. PGCAR strives to be a valuable resource for real estate professionals and a trusted stakeholder in the community.

Together with the National Association of REALTORS® (NAR) and Maryland REALTORS®, PGCAR pledges to help protect your business and advocate for the REALTOR® brand in all of our communities.

## ABOUT PGCAR

The Prince George's County Association of REALTORS® (PGCAR) is a professional trade association representing over 3,000 REALTORS® and industry-related professionals in Prince George's County, Maryland and throughout the Washington, DC metropolitan area. PGCAR is "The Voice For Real Estate in Prince George's County," working to ensure public policy that encourages homeownership and keeps you, the REALTOR®, at the forefront of home sale transactions. The Association serves the business needs of its members by providing industry news, education, networking opportunities, promoting and enforcing ethical standards, and many more services that give REALTORS® the tools they need to flourish in this fast paced industry.

## REALTOR® MEMBERSHIP

In order to become a REALTOR® member, you must be a licensed real estate agent, broker or appraiser. Licensees must also be affiliated with a REALTOR® firm that is a member of PGCAR. Members of PGCAR belong to the National Association of REALTORS®, as well as Maryland REALTORS®, and also receive the benefits that these organizations offer.



## PGCAR MEMBER BENEFITS

The mission of PGCAR is to provide its members with resources that enable them to conduct business professionally while promoting and enforcing ethical standards. Your basic investment in joining PGCAR provides more opportunities to thrive in your profession than any other investment you will make: advocacy, education, community involvement, trade products, networking and more. PGCAR offers it all!

Keeping you informed ... Your monthly newsletter, *The REALTOR® Connection* offers the latest industry news, legislation and regulatory updates, real estate form updates, event details and more. Be sure to visit PGCAR.com for access to industry news, statistical data, membership information, events and all else REALTOR® related. You can also follow PGCAR on Facebook.

## COMMUNICATIONS

**Online Services** – PGCAR.com provides news and information on real estate, events, technology, legislation, education and more! Members can register online for classes, pay invoices, access valuable links, and download a variety of contracts and forms. The PGCAR public facing page keeps consumers informed of industry related news, home buying programs and promotes the use of a REALTOR®.

**E-mail Blasts** – Timely notices are sent to keep members up-to-date with happenings in the local real estate market and with PGCAR activities, classes, meetings, seminars and legislative notices.

**OPEN YOUR PGCAR.COM E-MAILS** – We can't stress enough how important it is to open and read e-mail communication that comes to you from PGCAR. E-mail is the only communication PGCAR has with you. Through e-mail notices you will be kept abreast of changes in real estate law, standard form revisions, membership renewal, education and networking opportunities and most "must know" information relative to your membership.

## GOVERNMENT RELATIONS

**Legislative Advocacy** – PGCAR has a highly developed and successful political affairs program with a proven track record of effectively advocating for the best interest of REALTOR® members and for the private property rights of the general public. PGCAR monitors and actively engages in public policy issues to protect and promote the right to own, use, and transfer real property. Because of these efforts REALTORS® have been successful in fighting excessive property taxes, streamlining mandatory disclosures, stopping restrictive rental unit policies and more. PGCAR's political affairs program works with members and legislators to develop solutions beneficial to not just REALTORS® but to the community in whole. Because of this work, legislators at the local, state, and national level understand and appreciate the vital role that REALTORS® play in the health of our economy. Members may participate by joining the Legislative Committee, participating in Calls-For-Action, and contributing to RPAC.

**RPAC** – The REALTOR® Political Action Committee is dedicated to protecting private property rights and REALTOR® interests in the legislative arena. In addition, RPAC supports candidates at the local, state and national level who understand the issues most important to REALTORS®. Support of RPAC is voluntary.

## PROFESSIONAL DEVELOPMENT

**Continuing Education** – PGCAR offers, at very affordable prices, all of the continuing education courses that members need to fulfill Maryland license requirements and District of Columbia (Washington, DC) license requirements. In addition, PGCAR offers post license education classes and various learning opportunities that give members the competitive advantage. PGCAR also works closely with our corporate Affiliate partners to offer classes in short sales, property management, and commercial real estate.

**Lunch & Learns** – A wide variety of Lunch and Learn seminars are presented by Affiliate Members covering real estate topics and current trends in the industry.

**Designations** – Through partner organizations (NAR, Maryland REALTORS®, IREM, REBAC), members can obtain special designations to advance your career. Various designation courses are offered throughout the year such as GRI, CIPS, MRP, SFR.

**Online Education** – PGCAR has partnered with R.E. Campus and The CE Shop, both leaders in online real estate education, to help you conveniently meet your continuing education requirements. Look for 20% off discounts.

**E-Newsletter** – A monthly e-newsletter, **The REALTOR® Connection** is sent to notify members of upcoming education opportunities, legislation and regulatory issues, industry news and more.

**Committee Involvement** – PGCAR committees provide significant benefits to volunteers. Committee participation opens the door to becoming involved in PGCAR activities, to establishing professional relationships, and a greater engagement in the REALTOR® family.

**Awards and Recognition** – PGCAR recognizes members who have given exceptional service, and also recognizes those members who have reached exceptional sales production levels.

**Association Events, Outreach & Networking** – A host of events for members include: Installation of Officers & Directors, Legislative Breakfast, Holiday Party, Affiliate-Sponsored events, Bowling Fundraisers, 5K Fun Run and more.

**Community Outreach** – PGCAR feels strongly about its community, a passion reflected in the many charities PGCAR supports: The David and Juanita Maclin Scholarship Fund, The Prince George's County Public Safety Assistance Program Annual Food Drive, Christmas in April, The REALTOR® Relief Foundation and others. The Association also supports fair housing efforts through the Maryland REALTORS® Fair Housing Poster Contest.

**The David and Juanita Maclin Memorial Scholarship Fund** – In memory of former Association President, David Maclin, PGCAR offers significant college scholarships to County high school seniors based on their community involvement.



# WHAT'S IT WORTH?

**YOUR Membership = \$1,193+ in discounted services!**

## PRODUCTS AND SERVICES

**Professional Discounts** – Your membership entitles you to discounts on a variety of services and products through PGCAR, Maryland REALTORS® and NAR vendors. For the most up-to-date information about the NAR REALTOR® Benefits program, visit <https://www.nar.realtor/membership> or search for Maryland REALTOR® benefits at <https://mdrealtor.org>.

**Reduced MLS Fees** – Your membership in PGCAR is your pathway to discounted multiple listing access in the DC region's largest multiple listing service, **Bright™ MLS**. This state of the art MLS offers all that you will need to effectively service your client base.



**SmartCharts** – This **FREE** service uses the accuracy of MLS data to allow you to create simple, appealing, easy-to-read charts and graphs that will enhance your marketing ability with clients.

**SentriLock® and SentriCard® Services** – This code secure key box system is the *go to* lockbox of the DC metro area. Purchase lockboxes and keys at PGCAR and get assistance with replacements and warranties (an independent fee applies).

**Standardized Form Development** – Members have access to standardized industry forms that are vetted by legal counsel and in compliance with complex legislative and regulatory codes. Use these forms to lower your liability risk and help to protect your clients.

**Form Management** – ZipForm and DotLoop forms management software. Through both vendors, members have access to a technically advanced suite of products that can dramatically increase productivity and reduce the paperwork process. Forms can be personalized with your contact information and logo, and are available online.



**Housing Market Reports** – Prepared by Showingtime subsidiary Real Estate Business Intelligence (RBI), PGCAR’s monthly Market Statistics report provides an analysis of key existing housing sales trends in Prince George’s County. PGCAR members also get **FREE** access to SmartCharts! <https://www.getsmartcharts.com>

**REALTOR® Store** – Your one-stop shop for all of your real estate products at PGCAR’s retail store; REALTOR® logo items, signs and sign riders, brochure boxes, magnets, cups, hats, planners, books and more to aide and promote your business.



**Member Online Resources** – PGCAR’s website is chock full of helpful and relevant resources for your business such as sign ordinances, publications, and links as well as consumer related information.

**Media Relations** – PGCAR is continually working with local media outlets to highlight the valuable work that REALTORS® put forth in the community and to share the positive story of real estate activity in Prince George’s County.

**Ombuds Services** – A team of knowledgeable REALTORS® has been assembled to quickly respond to and resolve consumer and peer-to-peer complaints.

**Professional Standards** – PGCAR promotes and enforces ethical business practices through multiple forums that address complaint and dispute resolution. This unique process is used to settle disputes between REALTORS® or between REALTORS® and their clients. This in-house process allows members to arbitrate disputes fairly and objectively without paying high court costs and legal fees. In the mind of the consumer, abiding by a Code of Ethics is a prominent reason for using the services of a REALTOR® instead of a Real Estate salesperson.

**Education Trust Fund** – Promotes and encourages licensees to seek further education which will improve and enhance their ability to better serve the public. Members interested in obtaining a NAR recognized Designation, such as, GRI, CRS, CRB, CCIM and others may apply for reimbursement of certain tuition costs toward receiving the designation.



**Maryland REALTORS® Legal Hotline** – One of the most valuable benefits of your Maryland REALTORS® membership is access to the Legal Hotline. This **FREE** service is staffed by attorneys who will respond to inquiries on a host of real estate, legal and ethical matters. Call them at 800-888-1272.

## PARENT ORGANIZATIONS

**Affiliation with the National Association of REALTORS® (NAR)** – As previously indicated, when joining PGCAR you automatically become a member of NAR and you are allowed to use the REALTOR® mark, which is your way of letting prospective clients know that you strive for a higher level of professionalism. You also have access to a plethora of NAR benefits like insurance, travel and automotive discounts, conferences, education, FREE real estate library, risk management assistance, education tools and a whole lot more. For a full listing of NAR benefits please visit <https://www.nar.realtor/membership>.

REALTOR.org is the member driven site that offers news and information to make your day-to-day business activities easier and more successful. You can glean details on federal legal and legislative updates, access blogs and real estate discussion groups, see daily real estate news and obtain conference information, view product information and much, much more. Be sure to visit the NAR Member Center where you can track your designations and customize your NAR membership card. <https://membercenter.nar.realtor>

Also, be sure to visit REALTOR.com. Here you will find a public facing site that offers property ads, home buying and selling tips, real estate news, and promotes the use of a REALTOR® and more. REALTOR.com is the most widely used real estate site on the internet with the most accurate property information and with the most “hits” to property listings.

**NAR New REALTOR® Success Kit** – Access tools, training and support from REALTOR.com to begin engaging potential clients and building your business. <https://hub.realtor.com/toolkit>

**NAR Advertising Campaign** – Perhaps you have seen the “It’s Who We R” ads on television and in print media? These professionally produced promotions encourage buyers and sellers to seek out the use of a REALTOR®. <https://www.nar.realtor/thats-who-we-r>

**Northwest Federal Credit Union** – Financial professionals that know your business. Join and gain access to affordable checking, credit cards, loans and saving programs, and access to over 5,100 shared branch service centers nationwide. <https://www.nwfcu.org>

**REALTORS® Property Resource (RPR)** – RPR offers valuable home data research and resources; data, tools and reports that help position REALTORS® as real estate data experts. <https://www.narrpr.com>

**Affiliation with Maryland REALTORS®** – Even more benefits are available to you through your automatic membership in Maryland REALTORS®: professional support through the Maryland REALTORS® legal hotline, RX program, E&O insurance, Maryland REALTOR® license plates and more. For a full listing of Maryland REALTORS® member benefits please visit <https://mdrealtor.org>.



## MEMBER SUPPORT

The Association staff is available from 9:00 am – 5:00 pm, Monday – Friday. Our friendly staff is happy to answer questions, conduct research, and generally assist members in a variety of ways. We hope that you will look to the Association staff as a resource to effectively help your business. You can reach PGCAR by phone at 301-306-7900, by fax at 301-306-8273, at [info@pgcar.com](mailto:info@pgcar.com) or stop by our office. Please refer to the list below to contact us by e-mail:

Michael Graziano, Executive Vice President – [MikeG@pgcar.com](mailto:MikeG@pgcar.com)

Erica Kaleda, Executive Assistant – [Erica@pgcar.com](mailto:Erica@pgcar.com)

Dwayne Mingo, Government Affairs Director – [DMingo@pgcar.com](mailto:DMingo@pgcar.com)

Craig Barton, Membership Supervisor – [CraigBarton@pgcar.com](mailto:CraigBarton@pgcar.com)

Shirley Clayton, SentiLock® Administrator – [SHClayton@pgcar.com](mailto:SHClayton@pgcar.com)

Janet Ffrench, Receptionist – [Janet@pgcar.com](mailto:Janet@pgcar.com)

Renada Johnson, Education Manager – [Renada@pgcar.com](mailto:Renada@pgcar.com)

Nathalie Solomon, Accounts Receivable Clerk – [Nathalie@pgcar.com](mailto:Nathalie@pgcar.com)

## PGCAR - 8300 CORPORATE DRIVE



# FREQUENTLY ASKED QUESTIONS

## Do I have to belong to a local association?

Yes. Once your broker or the principal decides to join the REALTOR® association, then all agents, associate brokers and appraisers that are licensed or affiliated with him or her have the option of also joining as members of the Association.

## What's the difference between a REALTOR® and a real estate agent?

The term REALTOR® is a registered trademark that can only be used by members of the National Association of REALTORS®. Upon joining a local association, you will have the exclusive use of the term REALTOR®.

## Do I have to pay Maryland REALTORS® & NAR dues?

Yes. When you join PGCAR, you will also pay dues to the National and Maryland associations.

## Can I join PGCAR as a secondary member?

Yes. REALTORS® and Designated REALTORS® may choose to belong to PGCAR as secondary members to access member benefits such as education programs, events, forms and more. Depending on their membership status, they may pay local dues only. A letter of good standing from the REALTORS® primary Association is required.

## Can I pay my dues in installments?

Not technically. PGCAR collects dues for the local, state and national associations and is responsible for dispersing the monies to the proper organizations by a certain date. For this reason, we require payment in full upon joining.

## Can I pay my SentiLock® fee through PGCAR?

PGCAR handles your initial application and fee for SentiLock® when your new key is set-up. Each year following, your payment must be made directly to SentiLock® through their website.

## How do I sign up for Bright™ MLS?

PGCAR recommends that you sign up for Bright™ after your PGCAR membership has been processed. Contact Bright™ directly at 1.800.833.8138 or <https://www.brightmls.com> once your membership has been approved and processed.

## What is RPAC and do I have to contribute?

RPAC (REALTORS® Political Action Committee) ensures that your interests are represented when laws, ordinances and regulations are being considered. Through the voluntary monetary contributions of REALTORS®, RPAC supports the campaigns of candidates whose point of view, decisions and stances are compatible with those of REALTORS® and property owners. RPAC is a voluntary contribution and is not required for membership at PGCAR.

## How do I get started?

Visit <https://PGCAR.com>, call 301-306-7900, or e-mail Member Services Supervisor Craig Barton at [CraigBarton@pgcar.com](mailto:CraigBarton@pgcar.com). New members are also required to complete a New Member Orientation within 90 days of application submission.



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**PGCAR.com  
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Fax: 301-306-8273**

