



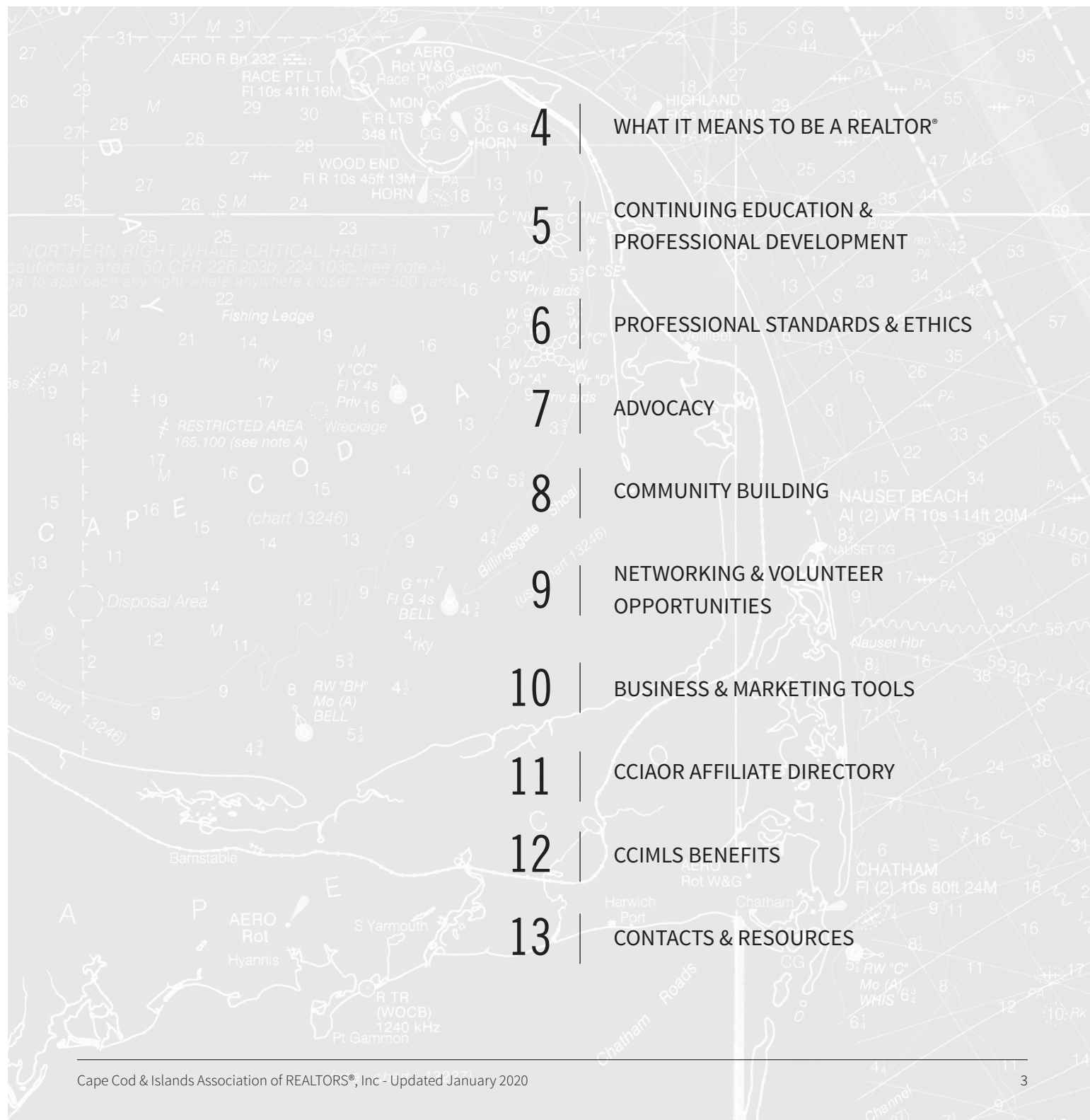
NEW MEMBER ORIENTATION



CAPE COD & ISLANDS
ASSOCIATION OF REALTORS®
& MULTIPLE LISTING SERVICE, INC

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CONTENTS



4

WHAT IT MEANS TO BE A REALTOR®

5

CONTINUING EDUCATION &
PROFESSIONAL DEVELOPMENT

6

PROFESSIONAL STANDARDS & ETHICS

7

ADVOCACY

8

COMMUNITY BUILDING

9

NETWORKING & VOLUNTEER
OPPORTUNITIES

10

BUSINESS & MARKETING TOOLS

11

CCIAOR AFFILIATE DIRECTORY

12

CCIMLS BENEFITS

13

CONTACTS & RESOURCES



WHAT IT MEANS TO BE A REALTOR®

REALTORS® are more than just real estate agents.

They belong to the National Association of REALTORS® — the world's largest professional association — and only members can call themselves REALTORS®.

REALTORS® are committed to promoting and maintaining high standards of conduct in the real estate profession as expressed in the Code of Ethics of the National Association of REALTORS®.

When you join the Cape Cod & Islands Association of REALTORS® (CCIAOR), you are also joining the Massachusetts Association of REALTORS® (MAR) and the National Association of REALTORS® (NAR). These organizations operate collaboratively and each has its own value proposition and services. Being a REALTOR® gives you access to services, education, tools and networks on the national, state and local levels that will help you succeed professionally.

CCIAOR Powers the R® Across Cape Cod, Martha's Vineyard and Nantucket.

We achieve our mission through a special emphasis on the two pillars of the REALTOR® community - professionalism and advocacy. Our organization is governed by a 13-member volunteer board of local REALTORS® who ensure that we stay true to our mission and offer relevant programming and services to our membership and the public. We hope you take full advantage of your membership and explore all we have available to help enhance your career.

Promoting the Power of the R® Your Associations — at all three levels — actively market the difference between being a REALTOR® and a non-member to encourage home buyers and sellers to work exclusively with a REALTOR®. The REALTOR® name signal to the public that you adhere to a strict code of ethics and that you have undergone the best real estate training and education in the country.

YOUR NRDS NUMBER

When you BECOME A REALTOR®, you are given a unique number identifier from the National Association called a NRDS number. This number will stay with you throughout your career as a REALTOR® and will give you access to various accounts and services at the state and national levels.

CONTINUING EDUCATION & PROFESSIONAL DEVELOPMENT

NO-COST CONTINUING EDUCATION

Massachusetts law requires 12 hours of continuing education every two years to renew your license. As part of your membership with CCIAOR, you have access to complimentary continuing education (CE) classes offered by knowledgeable and experienced instructors to keep you at the top of your game. We offer a comprehensive and diverse education program including more than 240 continuing education hours offered yearly — all free to our members! Classes are held at our Conference Center in West Yarmouth as well as at locations on the Lower Cape, Upper Cape, Martha's Vineyard and Nantucket.

Check our schedule online at www.cciaor.com/events/CE for upcoming classes and to sign up.

As a REALTOR® in Massachusetts, you can also take free CE classes online via the Massachusetts Association of REALTORS®'s Learning Library. You will need create an account using your NRDS number to have access to the online courses.

Visit www.learninglibrary.com/mar for more information.

DESIGNATIONS AND CERTIFICATIONS

CCIAOR members receive special pricing for certain designation courses and certifications, allowing you to become an expert in a specific area of real estate and stand out from your competition.

To see the full list of NAR designations and certifications, visit www.nar.realtor/designations-and-certifications



PROFESSIONAL DEVELOPMENT

CCIAOR helps its members grow with more than just continuing education. We regularly hold seminars and workshops on topics ranging from technology, to real estate trends, marketing, legal issues and more to help you add to your skill set and advance your business. We also offer leadership training programs that help to raise the bar in the REALTOR® community and ensure our industry has strong future leaders. Watch your email or check our calendar for upcoming professional development opportunities for you to tap into.

Check our schedule online at www.cciaor.com/events/PD for upcoming classes and to sign up.

HOW STAY OUT OF TROUBLE CLASS DAY

We highly recommend signing up for the CE classes offered on our 'How to Stay Out of Trouble' class day. These classes include Understanding Agency, Transactions Start to Finish, and Pathways to Professionalism. Check our education calendar to see when these classes are being offered and sign up today!

EDUCATION TIPS

- Make sure to sign in for each CE class so you get a certificate when you leave. You should always keep certificates from CE classes you've completed in case you get audited by the Mass Licensing Board. Note that CCIAOR can only track CE credits you take through our Association.
- Don't wait until the month before your license expires to get your CE done! We offer a variety of classes on different topics throughout the year so check our calendar early to sign up for the classes that will most interest and benefit you.
- Have questions about renewing your license? Our staff is a resource for licensing questions and is available to help members navigate the Massachusetts license renewal process. Give us a call at (508) 957.4311 or email education@cciaor.com.



PROFESSIONAL STANDARDS & ETHICS

CCIAOR and our members maintain the highest level of professionalism by following the NAR Code of Ethics (COE). CCIAOR holds your competition accountable to the Code of Ethics and provides guidance and assistance to work through and resolve disputes via our Professional Standards program. Membership in CCIAOR mandates mediation and arbitration among REALTOR® firms to resolve commission disputes in a professional, ethical manner outside of expensive court costs.

CODE OF ETHICS

The Code of Ethics is the basis of REALTOR® membership. With it, we can continue to treat our clients with the hallmark of service and professionalism that has made the REALTOR® organization one of the nation's most respected and recognized. **All REALTOR® members are required to complete 2 ½ hours of COE training every three years.** New members must complete their first COE training within 180 days of membership.

HOW TO COMPLETE THE COE REQUIREMENT

- CCIAOR offers in-person COE classes on a regular basis throughout the year. Visit our website or give us a call to check when the next course is being offered.
- You can complete COE online through the MAR Learning Library. If you complete the course online, make sure you send your certificate to education@cciaor.com so we can send your updated record to NAR.

LEGAL QUESTIONS?

Your membership gives you access to the MAR Legal Hotline which provides free legal guidance and risk management practices devoted to protecting you and your business. Brokers can call 800-370-5342 or email legalhotline@marealtor.com to get legal questions answered.

ADVOCACY

Stay Informed & Make Your Voice Heard

- Join the REALTOR® Action Center online and download the mobile app to stay up to date on issues that affect your business and your clients at www.realtoractioncenter.com
- Watch your inbox for special Call to Action requests which allow you to easily make your voice heard by local legislators
- Don't miss REALTOR® Day on Beacon Hill every June — an opportunity to get up close and personal with local and state legislators and make an impact on the legislative process
- Become an RPAC donor today!



★ VOTE ★ ACT ★ INVEST ★

Real estate is one of the most important industries in the United States — it provides people with a place to live and businesses with the space they need to grow and thrive. As a REALTOR®, you help homeowners and business owners on the Cape & Islands achieve their dreams and build communities that people want to live and work in. By protecting homeownership and forging partnerships for positive changes and developments in our local communities, REALTOR® advocacy & community building ensures that the Cape & Islands continue to be sustainable, vibrant and diverse. As an organization, CCAOR works to promote housing opportunities on the Cape & Islands and is an important voice on quality of life issues such as transportation, the local economy and education.

LEGISLATIVE ADVOCACY TO PROTECT PROPERTY RIGHTS

Real Estate is the most heavily regulated industry in the United States when you factor in town, state and federal laws affecting a real estate transaction and regulations on land use and taxes. As the 'Voice of Real Estate' on the Cape & Islands, CCAOR's advocacy efforts and community partnerships ensure REALTORS® have a voice in their local government and that homeownership opportunities are protected and promoted.

REALTORS® POLITICAL ACTION COMMITTEE (RPAC)

On the state and national level, our participation in RPAC ensures that the REALTOR® voice is heard loud and clear on Beacon Hill, Capitol Hill and beyond. RPAC is dedicated to protecting property rights and REALTORS® interests in the legislative arena. In addition, RPAC supports political candidates on the local, state and national level who understand the issues of importance to REALTORS®, especially property rights. RPAC is not about supporting political parties. It is about advocating for issues and candidates, regardless of party affiliation, that impact your business. Choosing to invest in RPAC is choosing to invest in the future of real estate.



COMMUNITY BUILDING

Our Community Partners



CAPE COD HEALTHCARE

REALTORS® don't just sell houses; they sell a lifestyle and the American dream of home ownership. As such, community involvement is one of the pillars of the CCIAOR mission. CCIAOR works to promote the local community, invests in its residents through charitable giving and provides volunteer opportunities for our Members to help enhance the quality of life in our region. We partner with community organizations, nonprofits and local regional governments to address important issues affecting the community and to promote and drive positive change.

We also work to expand local housing opportunities by coordinating community groups and developing solutions to make Cape Cod and the Islands more accessible. We pride ourselves on being a leader in the community and work hard to ensure that REALTORS® are a positive force on the Cape and Islands.



NETWORKING & VOLUNTEER OPPORTUNITIES

Being a CCIAOR Member affords you the opportunity to branch outside of your office and connect with fellow REALTORS® and other industry veterans to create a wide network of colleagues. Our goal is to bring those licensed in real estate together for information sharing, exposure through lively networking events, MLS Tours, and other in-person and online opportunities. Between our REALTOR® socials, Young Professional Network events and annual signature celebrations, there are countless opportunities to get involved and meet other REALTORS®.

NETWORKING AND SOCIAL EVENTS

CCIAOR networking events are a great, low-pressure way to meet others involved in the real estate industry on the Cape and Islands, expanding your personal and professional network that will sustain your business for years to come. We hope you'll join us at our next event!

MLS TOURS

MLS Tours give REALTORS® the opportunity to see the newest listings to the market in-person. Attending a tour gives you in-depth knowledge of the local real estate market, allowing you to be a more informed listing agent by gauging your client's listing against the competition, or to be an active and knowledgeable scout for your buyer client.

GETTING INVOLVED

Joining a committee or task force is a great way to get more out of your membership, network with other REALTORS® and to help shape the future of our organization! REALTORS® have diverse experiences and interests that bring value to our Association and we depend on our volunteer leaders to help us move forward and continue to succeed.

Sign up and see opportunities at www.cciaor.com/get-involved

BUSINESS & MARKETING TOOLS

CCIAOR enhances marketing for your listings and helps the closing process flow smoothly by giving you access to a suite of business and marketing tools. Over time, we have researched and invested in industry leading tools and technology with the goal of making your marketing and transactions as effective as possible. CCIAOR selects the most user-friendly and powerful tools available, and offers friendly and efficient training and support to our members on our entire suite of tools.

These tools are included in the cost of your membership, saving you thousands of dollars a year.



MASS FORMS

Mass Forms are standard real estate forms created, maintained and updated by MAR that ensure all brokerages use valid legal forms and documents.



ZIP FORMS

ZipForms shares data between electronic documents, allowing for paperless transactions and easier management of your documents and records.



DIGITAL INK

Digital Ink is a digital signature solution directly integrated with ZipForms, allowing seamless e-signatures for closing packets and more.



REALTORS PROPERTY RESOURCE (RPR®)

RPR® is a national database with extensive information on every property in the country providing you with powerful reports and easy access to detailed property and market information.



LOCAL MARKET REPORTS

CCIAOR & CCIMLS together produces the most research on the Cape Cod & Islands real estate market, providing actionable and marketable data on the local real estate market and highlight the value a REALTOR® can bring to the process. Check out CapeCodRealEstateStats.com for up-to-date, town-specific market statistics.

CCIMLS MEMBER BENEFITS

REAL ESTATE IS COMPLICATED. CCIMLS MAKES IT SIMPLER.

The Cape Cod & Islands Multiple Listing Service (CCIMLS) is the only locally-based multiple listing service for Cape Cod, Martha's Vineyard and Nantucket that offers the following benefits:

- Connects REALTORS® across a single platform to cooperate in a simple, organized way
- Puts in-depth, aggregated and validated property information and market data at your fingertips
- Provides reliable customer service and concierge training on the suite of tools
- Offers powerful tools to collaborate with your clients in every stage of the transaction
- Gives you the power to deliver your listings where and how you want — and nowhere else

CCIMLS is a REALTOR® — only MLS and is wholly owned by the Cape Cod & Islands Association of REALTORS®. Because of this, CCIMLS is responsive to your unique needs as a Cape & Islands REALTOR®, and you as a member have a voice in decision making. Your access fees work for you by supporting and improving our operations.

SIMPLE TOOLS. POWERFUL RESULTS.



REALTY INSITE



CONTACTS & RESOURCES

CCIAOR & MLS RESOURCES

Reception & General Inquiries

(508) 957.4300

Education & Professional Development

(508) 957.4311

education@cciaor.com

Membership & Accounting

(508) 957.4320

membership@cciaor.com

accounting@cciaor.com

MLS Support

(508) 957.4312

mlssupport@cciaor.com

Ethics & Professional Standards

(508) 957.4313

ethics@cciaor.com

Website

www.cciaor.com

Facebook

www.facebook.com/

capeandislandsrealtors

Instagram

@cciaor

LinkedIn

www.linkedin.com/

cape-cod-and-islands-

association-of-realtors

OTHER RESOURCES

Massachusetts Board of Registration of Real Estate Brokers & Salespersons

(617) 727.2373

www.mass.gov/ocabr/

licensee/dpl-boards/re

Massachusetts Association of REALTORS®

(781) 890.3700

www.marrealtor.com

MAR Legal Hotline

(800) 370.5342

legalhotline@marealtor.com

MAR Online Learning Library

(877) 762.9322

www.learninglibrary.com/mar

National Association of REALTORS®

(800) 874.6500

www.realtor.org

REALTOR® Action Center

www.realtoractioncenter.com

New Agent Success Kit

www.marketing.realtor.com/

agents.php

REALTOR® Benefits Program

www.nar.realtor/programs/

realtor-benefits-program

CCIAOR & CCIMLS STAFF DIRECTORY

Main Line (508) 957.4300

Phone directory options listed below

Executive

Ryan Castle

Chief Executive Officer

Option #5

rcastle@cciaor.com

Marcia Stirling

MLS Director

Option #1

mstirling@cciaor.com

Marissa Cyr

Chief Operating Officer

Option #5

mcyr@cciaor.com

MLS Support

Nicholas Blair

Data & Research Manager

Option #1

mlssupport@cciaor.com

Mary Allen

MLS Customer Support

Specialist &

Compliance Manager

Option #1

mlssupport@cciaor.com

Member Services

Patricia Pry

Events & Programs

Director

Option #5

ppry@cciaor.com

Whitney McNamara

Education Programs

Director

Option #3

education@cciaor.com

Nicole LaCroix

Membership

& Accounting Manager

Option #2

support@cciaor.com

Julie Robillard

Member Services &

Facilities Coordinator

Option #5

conferencecenter

@cciaor.com

Craig Orsi

Communications &

Marketing Director

communications

@cciaor.com