



The Value of Membership

The Florida Gulfcoast Commercial Association of REALTORS® (FGCAR) is a commercial overlay board within the national network of the National Association of REALTORS® (NAR). We are committed to providing members with opportunities and resources to enhance professional skills and maximize earnings. Whether you're a new broker or agent seeking support in all things commercial real estate, an experienced broker searching for the answer to a client's question, or somewhere in between, as a member of FGCAR and therefore National Association of REALTORS®, you have access to a wide array of resources designed to help you succeed in today's market.

Joining FGCAR as a Primary or Secondary member means that you will be a member of NAR, which gives you access to many business tools such as **Form Simplicity Professional Edition**, which is designed to create transactions efficiently, while mitigating risks. Create time-saving templates and more. Membership offers a major discount for Ultimate Edition, which includes eSign.

RPR Commercial helps Commercial real estate pros generate persuasive, decision-making data and reports for all types of clients. RPR Commercial is **your benefit, incorporated into your FGCAR dues**, which truly makes it your one-stop-shop for comprehensive market data and analysis. Determining fit is the biggest benefit any commercial practitioner can bring to a client's business plan. RPR's dynamic reports help agents and business owners match the best location with the most suitable target audience using demographic, psychographic and spending data information – **FREE to you**.

FGCAR membership also includes BASE level access to the **Catylist Commercial Listing Service**, which is the only national platform with a local focus. Over 18 years, they have grown to serve as the primary source of commercial real estate data in over 50 markets across North America. They are trusted by hundreds of economic development communities, thousands of CRE brokerages, and tens of thousands of commercial professionals. You can upgrade to FULL access for the member discount of \$50 a month, which will place you on the public site **Commercial Exchange** the national marketplace that will bring your lists to millions of investors and tenants each year.

Navigating the commercial real estate landscape requires deft knowledge and skill. Broker-owners wear many hats in managing their companies—large and small. As a broker, you need to **learn strategies for growing and maintaining a successful, ethical, and resilient real estate business** from content created for brokers you will gain that from FGCAR.

FGCAR brings the knowledge to you through regular **luncheons** where you will hear business leaders sharing their skills for you to use. **Educational classes** teaching many levels of expertise you will need to grow your business. We hold four **Pitch Sessions** across the region every month, which enables brokers and business professionals to share information within the network on property, land and services. These are known to be the greatest way to get known and get to know what is happening in your professional community.

- **Primary Membership of FGCAR is \$579 per year. Adding full Access to Catylist will add \$600 for the year. If you are a new broker and join later in the year, the dues are pro-rated.**
- **Secondary Membership in FGCAR, which means you pay your NAR dues through another board, is \$210 with the additional \$600 if you upgrade Catylist.**

These dues are great value for the benefits gained from being part of a professional network that will build your business and your personal knowledge. Encourage all members of your team to join and know that you have the best of the best in the profession community due to the expertise they will gain.

Email our Association Executive today and she will help you make the best decision for your business

Sue Fern sue@fernmanagement.com



MEMBERSHIP APPLICATION OR UPDATE FORM

When becoming a member of FGCAR as a broker member you will choose to be a Primary or Secondary Member. If you pay your required NAR and Florida REALTOR® dues to another real estate board, you will join FGCAR as Secondary. If you do not pay your dues to any other board then you will designate FGCAR as your Primary board and become a Primary member.

Brokers are required to pay the full year of membership to stay current with their REALTOR® designation. If payment is made later in the year those full dues must still be paid plus a \$50 late fee. If a broker has not been a paid REALTOR® for over 2 years or is a brand-new broker then they will pay pro-rated dues as set down by NAR, FR and FGCAR board of directors.

All memberships with FGCAR include BASE access to the Catylist CIE commercial listing service. There is an additional fee of \$50 per month to upgrade to FULL access the upgrade is paid in full at time of joining. The details of the two access levels are shown on the attached sheet.

FGCAR requires all the following information to be provided to our Membership Department before we can create a membership for any broker or agent.

THIS IS A FILLABLE PDF FORM. IF COMPLETED BY HAND WRITE CLEARLY TO SAVE ERRORS. ALL INFORMATION IS NEEDED BEFORE A MEMBERSHIP CAN BE COMPLETED.

BROKER/AGENT FULL NAME:

EMAIL:

PHONE#:

FLORIDA PROFESSIONAL LICENSE#:

NRDS#:

PROFESSIONAL DESIGNATIONS: CCIM SIOR ALC OTHER

ORGANIZATION/COMPANY NAME:

OFFICE ADDRESS:

OFFICE PHONE#:

COMPANY NRDS#:

DESIGNATED REALTOR (DR) NAME:

DR NRDS#:

CHOICE OF MEMBERSHIP: PRIMARY SECONDARY

CATYLIST COMMERCIAL LISTING SERVICE ACCESS CHOICE: BASE FULL

Please complete this form and email back to Sue Fern at sue@fernmanagement.com . On receipt we will set up a member profile. An invoice will be sent via the system to the email provided. On receipt of the dues payment you will receive a log in to the FGCAR member portal and the Catylist listing service portal.

OFFICE USE ONLY:

NRDS		FGCAR		CATYLIST		ECOM		MDEPT	
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FGCAR CIE Member Benefits - tons of features, no-nonsense pricing

	Full Access Membership	Basic Membership
Add Listings	Add an <i>unlimited</i> number of listings, searchable across our nationwide network of commercial listing services.	Create detailed listing presentations, viewable by full members only.
Property Search	Access 2x more property listings; create catalogs and saved searches.	Access thousands of property listings and saved searches.
Alerts & Notifications	Receive email or RSS notifications of properties, comparables, posted needs/wants, recent CIE activity, and posted industry news tailored to your preferences.	Receive email or RSS notifications of properties matching your saved searches.
Reports & Brochures	Create customized reports and brochures with dozens of options including maps, company branding, demographics, and attachments.	
Sale & Lease Comparables	Access to the historical database of sale & lease transactions in your market.	Not Available.
Email Communication	Communicate with other FGCAR CIE members via email. Send & receive messages about new or updated listings, deals done, opportunities, etc.	Not Available.
Prospects / Leads	Find out what professionals in your area are looking for by receiving emails tailored to your preferences or searching the database of posted Needs/Wants for leads.	Not Available.
SMS / Text Messages	Receive instant text messages to your mobile phone whenever an inquiries are generated for your listings.	Not Available.
Professional Profile	Create a detailed, search engine optimized online resume, highlighting your expertise, property listings, recent transactions, and more.	Not Available.
Market Statistics & Analytics	Access to local market statistics (average lease rates, trends, etc.) as well as current demographic and economic data.	Not Available.
Export Options	Export your data or search results any time in XML, CSV, XLS.	Not Available.



FGCAR Members receive the Basic Access to Catylist Commercial Exchange, which allows members to list an unlimited number of sale or lease properties anywhere in the United States or Canada at no additional giving FGCAR members a cost saving over \$99 a month.

The Catylist platform is a broker-loaded searchable database that houses listings from commercial brokers and agents in FGCAR. It is also used by commercial real estate professionals across North America to share information, research properties, market listings, prospect, and do business.

Catylist is the only national platform with a local focus that has grown to serve as the primary source of commercial real estate data in over 50 markets and over 70 REALTOR associations, hundreds of economic development communities, thousands of CRE brokerages, and tens of thousands of commercial professionals.

A National Commercial Real Estate Marketplace

Commercial Exchange is the national marketplace and brings together listings from the network and attracts millions of investors and tenants each year. Free to search, and open to everyone: brokers, owners, investors, developers, tenants, buyers, and site selectors. **Maximum exposure for your listings**

Traffic to Commercial Exchange is growing rapidly, thanks to a mix of search engine optimization, targeted marketing, and word-of-mouth. Get your listings in front of this expanding audience of investors and tenants, as well as the tens of thousands of brokers in the Catylist Network.

Quality Data

If you have ever searched for property or space on another listing aggregator, you know how common it is to find outdated listings. Commercial Exchange focuses on the quality and timeliness of the information and includes only listings that have been recently verified by the listing brokers or research staff.

Unlimited Listings

Advanced Technology

Powered by Catylist property-centric search technology, Commercial Exchange is lightning fast and works on all devices. Each property also includes a Commercial Location Score by Moody's Analytics, giving investors and developers tools they need to assess a location's potential quickly.

EVALUATE BASIC ACCESS SERVICES AGAINST THE FULL ACCESS ON THE FOLLOWING PAGE AND ASK ABOUT THE COST TO UPGRADE FOR FGCAR MEMBERS.