

Membership That Moves Your Business Forward

Empowering Members. Strengthening Communities. Elevating Real Estate.

Member-Focused Mission

Your membership is an investment in your success. Through advocacy, education, leadership, and trusted resources, Crossroads Association of REALTORS® empowers you to build your business, lead with integrity, grow professionally, and strengthen the communities you serve. Together we're shaping the future of real estate.



STAY INFORMED

Communication & Professionalism

- Timely updates on legislation, market trends, industry news, and Association initiatives.
- Guidance on ethics, REALTOR® standards, and Professional Standards.
- Communication through email, newsletters, social media, text alerts, and member resources.
- REALTOR® brand protection, consumer confidence, and new member support.

Ensuring members have the information and guidance to stay informed, protected, and connected so you can confidently serve your clients.



CONNECT

Community & Business Connections

- Networking events, membership meetings, mixers, and YPN opportunities.
- Connections with REALTORS®, Affiliates, brokers, and community leaders.
- Referral opportunities and trusted industry partnerships.
- Collaboration across brokerages, specialties, and counties.

Creating spaces to connect with professionals who open doors to referrals, partnerships, leadership, and business growth.



LEAD

Leadership & Community Impact

- Leadership opportunities through committees, board service, volunteerism, and community engagement.
- Marketing exposure through Association events, sponsorships, and @home Magazine.
- Collaboration with REALTORS®, Affiliates, community organizations, and local leaders.
- Opportunities to give back with community outreach initiatives

Helping you lead with purpose while building your reputation and making a lasting impact in your communities.

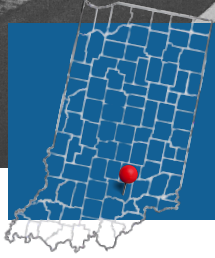


WORK SMARTER

Tools & Technology

- Member Portal for event registration, billing, communication, and account management.
- Technology and business tools that improve efficiency, streamline operations, and enhance client service.
- Complimentary FOREWARN access, to help verify identities and promote safer interactions.
- Access to the MIBOR BLC Toolkit, including Supra, Property Shield, CubiCasa, public records, and market insights.

Investing in technology that saves time, reduces risk, and helps you better serve your clients.



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PROTECT

RPAC & Local Advocacy

- Representation and advocacy at the local, state, and national levels to protect property rights and influence housing policy.
- Legislative updates, Calls for Action, and opportunities to engage through RPAC.
- Relationships with elected officials, Chambers, and community leaders.
- Advocacy events, RPAC fundraising, and REALTOR® outreach opportunities.

Working to protect your business by ensuring REALTORS® have a strong voice where real estate decisions are made.



GROW

Education & Professional Development

- Continuing Education (CE), licensing support, and practical training for today's market.
- Workshops, Lunch & Learns, industry panels, and state and national education partnerships.
- Leadership and networking opportunities through YPN (Your Professional Network), committees, volunteer service, and board leadership.
- Resources and support for brokers, teams, and new agents.

Providing opportunities to grow your knowledge, leadership, and confidence at every stage of your career.



SUCCEED

Guidance & Member Support

- Responsive staff support from our Association Executive, by phone, email, and in person.
- Guidance on ethics, policies, forms, procedures, and member resources.
- Personalized local support, including new member onboarding.
- Convenient access to member resources, important documents, and personalized account information through your Member Portal.

Succeed through trusted guidance, responsive support, and accessible resources that empower you to confidently navigate your business every step of the way.



ELEVATE

Recognition & Visibility

- Promote your business through @home Magazine, sponsorships, Association events, and member promotions.
- Earn recognition for your achievements through annual awards presented at our Inaugural Celebration as we install new officers.
- Share your expertise, strengthen your community, and grow as a leader through education, volunteer service, committee involvement, and leadership opportunities.
- Build a trusted professional brand that sets you apart in the marketplace.

Elevate your visibility, strengthen your reputation, and grow your business through the power of Association membership.