

COMPARISON OF ASSOCIATION MEMBER SERVICES TO MLS PARTICIPANT SERVICES

	SRAR FULL MEMBER	MLS ONLY MEMBER
Listing/Comparable Information: Residential, Condo, Commercial & Investment, Income Properties, Mobile Homes & Land	XX	XX
Broker Load – Input own listings at a savings of \$5.00 each	XX	XX
LA & Ventura Co. Tax Assessor Records	XX	
Reciprocal Association information: Access to MRMLS Region, CLAW/MLS, Greater So. Bay, SCMLS & Orange Coast	XX	
Residential Analysis Report: Buyer’s Equity Analysis, Real Cost of Home Ownership, Seller’s Net Sheet, Residential Investment Analysis, Buyer’s Closing Costs, Home Buyer’s Guidelines, AITD/Contract of Sale, Why Purchase Now?, Amortization Schedule	XX	
Investment Analysis Reports: Earnings/Cash Flow, Owner’s Equity Analysis, Cash at Sale & Break Even Analysis	XX	
REALTOR® Report – Mailed on a weekly basis to REALTORS® only. R/A can have a REALTOR® Report if their Broker orders sheets & includes the number of REALTOR® Reports needed.	XX	Not Mailed XX
	Discount	No Discount
Print Shop – Flyer, business cards, etc.	XX	XX
Real Estate Store – Forms, signs, flags, etc.	XX	XX
Education – DRE classes, etc.	XX	XX
Real Estate Resource Center & Library: Text books, videos, etc. for borrowing, microfiche access to all of LA & Ventura County Tax Assessor’s records.	XX	
Professional Standards Services: Enforcement of Code of Ethics and Association Rules Arbitration between members.	XX XX	XX
California Association of REALTORS® Legal Hot Line: Limited legal consultation at no charge.	XX	
Weekly Area Marketing All Valley Meetings	XX	
Governmental Relations – Oversees political involvement: Protecting Legislative issues on Local, State & National level affecting the Real Estate Industry & supporting elected officials & candidates sympathetic to the Real Estate Industry.	XX	
Public Affairs – Reinforce REALTOR® goodwill & visibility: Positive publicity campaigns, homebuyer seminars, television appearances, community activities, etc.	XX	