

YOUR KEY TO **13,000+ REALTORS®**



PARTNER WITH
TAMPA'S TRUSTED VOICE
OF REAL ESTATE

- EVENT SPONSORSHIPS
- ADVERTISING PACKAGES
- SPEAKING OPPORTUNITIES
- BUSINESS NETWORKING



TAMPAREALTORS.ORG/AFFILIATES

TARGET OUR AUDIENCE

Increase the reach of your business

Are you looking to promote your products and services to an engaged audience of more than 13,000 REALTORS® in the Tampa Bay Area? Allow GTR's Affiliate Program to assist in your search! We welcome any business that is an allied field to the real estate industry.



Our REALTOR® members depend on local businesses to provide quality products and services to their clients. Affiliates are **trusted business partners** of the Association and are the only businesses allowed to sponsor classes, attend networking events and advertise to our membership.



We started our business in 2008 just when the market was falling – people thought we were crazy. Shortly thereafter, we joined GTR and began sponsoring as many classes as we could. This not only provided support to the organization, but it helped us to become more knowledgeable so that we were able to provide a better service.

Thanks to Affiliate membership with GTR, we have doubled our business every year!

Robert and Michelle Southard
HouseMaster
Home Inspections

REALTOR® DEMOGRAPHICS

Our REALTORS® specialize in several market segments, including residential, commercial and international real estate, property management and land development.



220 new REALTORS®
GTR every month.

55

Median Age

10

Transactions
Per Year

\$1.7M

In Annual Sales

\$49.7K

Median Gross
Income

65%

Are Women

69%

Only Work in
Real Estate

86%

Are Independent
Contractors

9

Years of
Experience

78%

Own a Home

I joined GTR as an Affiliate and was thrilled with the opportunities presented to our company. The monthly meetings were a great way to get my feet wet and to learn about the exciting opportunities to get in front of professional REALTORS®. The events throughout the year solidified my business relationships and helped my marketing dollars go further than I could have hoped!

Bridget Jenkins Wilson
Cardinal Roofing

Joining GTR as an Affiliate has allowed me to present several class topics that have been well-received by the REALTORS® I have also increased my involvement with the Association by serving on the board of the REALTORS® Care Foundation. These opportunities have allowed me to meet and network with many REALTOR® members.

Robert Paredes
Bay Equity
Home Loans

THE VALUE OF YOUR INVESTMENT

Partnerships allow unique year-round access to the local real estate community. Take a look at the value of partnering with the Greater Tampa REALTORS®!

BRONZE PARTNER VALUE

SPONSORSHIP OPPORTUNITIES	VALUE
1 Complimentary Associates (Additional Associates are \$50 each)	\$50
Listing in Magazine Affiliate Directory	\$1,250
Profile listed in online website directory (TampaRealtors.org)	\$1,500
REALTOR® Mailing List (one per year upon request)	\$600
1 Business Card Holder on the Affiliate Wall & Display on Online Website Directory	\$100
SavvyCard®	\$360
IXACT Contact	\$396
Total Value of Membership	\$4,256
Actual Cost	\$250

THE VALUE OF YOUR INVESTMENT

SILVER PARTNER VALUE

SPONSORSHIP OPPORTUNITIES	VALUE
3 Complimentary Associates	\$600
Featured Listing in Magazine Affiliate Directory (highlighted)	\$8,000
COMPLIMENTARY SPONSORSHIPS	
1 Class or Event up to \$200 x 4 quarters	\$800
1 Class or Event up to \$175 x 4 quarters	\$700
1 Class or Event up to \$75 x 4 quarters	\$225
Profile listed in online website directory (TampaRealtors.org)	\$1,500
REALTOR® Mailing List (one per year upon request)	\$600
2 Business Card Holders on the Affiliate Wall & Prioritized Display on Online Website Directory	\$200
Highlighted in the Affiliate E-blast sent twice a year to all members	\$1,000
Highlighted in the Affiliate Directory / promotional booklet	\$1,000
Bi-annual social media post of your company on GTR's social media	\$750
SavvyCard®	\$360
IXACT Contact	\$396
Total Value of Membership	\$16,131
Actual Cost	\$2,500

GOLD PARTNER VALUE

SPONSORSHIP OPPORTUNITIES	VALUE
5 Complimentary Associates	\$600
Featured Listing in Magazine Affiliate Directory (highlighted) & Medium page AD	\$8,000
COMPLIMENTARY SPONSORSHIPS	
2 New Member Orientations	\$500
1 Class or Events up to \$200 x 4 quarters	\$800
2 Classes or Events up to \$175 x 4 quarters	\$1400
1 Class or Event up to \$100 x 4 quarters	\$400
1 Class up to \$75 x 4 quarters	\$225
Company banner hung in Auditorium (medium) and commercial played during class break for Zoom classes	\$2,500
Room/Zoom Rental -1 per year	\$200
Profile listed in online website directory (TampaRealtors.org)	\$1,500
REALTOR® Mailing List (one per year upon request)	\$600
Recognition as Gold partner on TampaRealtors.org Affiliate Overview webpage	\$1,500
Larger Display on the Affiliate wall - company's logo, brochure holder and 2 business card holders + Prioritized Display on online website directory	\$500
Highlighted in the Affiliate E-blast sent twice a year to all members	\$1,000
15 Second Commercial on one of the TVs at the Kennedy Location and posted GTR's social media and 2 weeks as the GTR SnapEngage Sponsor	\$2,675
Recognition at all major events	\$1,000
Highlighted in the Affiliate Directory / promotional booklet	\$1,000
Quarterly social media post of your company on GTR's social media	\$1,500
SavvyCard®	\$360
IXACT Contact	\$396
Total Value of Membership	\$26,656
Actual Cost	\$5,000

THE VALUE OF YOUR INVESTMENT

PLATINUM PARTNER VALUE	
SPONSORSHIP OPPORTUNITIES	VALUE
12 Complimentary Associates	\$600
Featured Listing in Magazine Affiliate Directory & Full-page AD & Entire Quarter of an E-connection AD	\$8,000
COMPLIMENTARY SPONSORSHIPS	
4 New Member Orientations per year	\$1,000
1 Class or Events up to \$200 x 4 quarters	\$800
3 Classes or Events up to \$175 x 4 quarters	\$2,800
1 Class or Event up to \$75 x 4 quarters	\$300
2 MLS Classes up to \$25 x quarters	\$200
Company banner hung in Auditorium (large) and video played during the break for virtual classes	\$4,000
Room/Zoom Rental -2 per year	\$400
Profile listed in online website directory (TampaRealtors.org)	\$1,500
REALTOR® Mailing List (one per year upon request)	\$600
List of New REALTORS® (monthly upon request)	\$6,200
Recognition as Platinum partner on TampaRealtors.org Affiliate Overview webpage	\$5,000
Room named after your company (one year)	\$3,000
Bottom banner AD on all TV's at the Kennedy Location	\$3,000
Larger Display on the Affiliate wall - Company's logo, 4 business card holders, flyer and brochure holder + Prioritized Display on online website directory	\$1,500
Highlighted in the Affiliate E-blast sent twice a year to all members	\$2,000
30 Second Commercial on one of the TVs at the Kennedy Location and GTR's social media + 4 weeks as sponsor for GTR SnapEngage chat platform.	\$5,250
Recognition at all major events	\$1,000
Highlighted in the Affiliate Directory / promotional booklet	\$1,000
Exclusive ability to put marketing materials in GTR Store Bags	\$1,000
SavvyCard®	\$360
IXACT Contact	\$396
Quarterly social media post of your company on GTR's social media	\$1,500
Total Value of Membership	\$50,906
Actual Cost	\$10,000

For additional information on joining, or to become a Platinum, Gold, Silver or Bronze Affiliate, contact affiliates@tamparealtors.org or call 813.879.7010.



PROMOTE YOUR BUSINESS

We offer

500+

classes/events per year

2,000+

new members attend
our orientations annually

Our weekly e-newsletter
reaches

13,000+

local REALTORS®

13,500+

class registrations each year

Since becoming a GTR Affiliate, I've had the opportunity to meet and network with many REALTORS® in the Tampa Bay Area. This is a great Association with benefits for everyone and I'm pleased to be a part of it. I look forward to more growth opportunities and advantages in the coming year.

Francine Villa