



2025

AFFILIATE BUSINESS PARTNER PACKAGES

EXPAND YOUR REACH



DEAR FUTURE PARTNER,

Are you looking to promote your products and services to an active audience of over 22,000 REALTORS® in the Tampa Bay Area? As one of the leading real estate organizations in the area, Greater Tampa REALTORS® + Pinellas REALTOR® Organization & Central Pasco REALTOR® Organization (GTR + PRO/CPRO) is committed to nurturing mutually beneficial partnerships that support the growth and success of our members and the local real estate community.

As an Affiliate Business Partner, you play a pivotal role in the success of our REALTOR® members, and our Affiliate Program is the roadmap to reach them.



As the Vice President of Strategic Partnerships, I am here to serve as your dedicated guide throughout your journey as an affiliate business partner with GTR + PRO/CPRO. Whether you're navigating the application process, exploring the diverse benefits of our Affiliate Program, or seeking support to maximize the full potential of our partnership, my role is to ensure that you feel empowered every step of the way.

We welcome all businesses operating in allied fields to the real estate industry. Whether you offer home inspections, mortgage services, interior design, legal counsel, or any other service relevant to real estate, we invite you to be part of our network.

Together, let's embark on a journey of growth, collaboration, and mutual success within the dynamic real estate landscape of the Tampa Bay Area.

To join or to learn more about the benefits and requirements, please visit our website or email affiliates@tamparealtors.org.

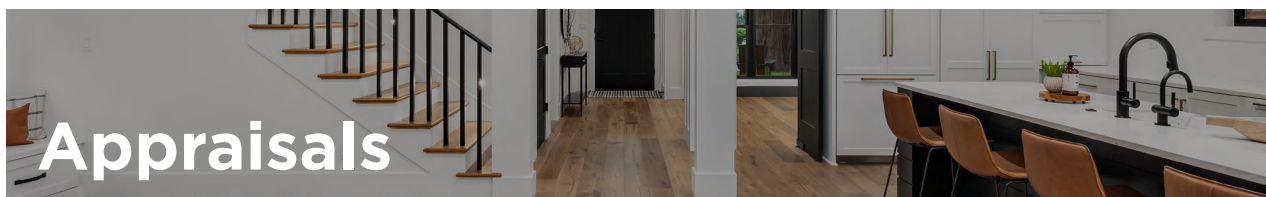
Sincerely,

Quan Remmer
Vice President of Strategic Partnerships
Greater Tampa REALTORS® + Pinellas REALTOR® Organization & Central Pasco
REALTOR® Organization (GTR + PRO/CPRO)

WHO WE ARE

GTR + PRO/CPRO is the 6th largest REALTOR® association in the nation, proudly serving a community of 26,000+ REALTOR® members in the vibrant Tampa Bay area. We empower our members with the latest products and services, including professional development initiatives, invaluable networking opportunities, market statistics, and an array of additional resources and benefits. Our commitment to excellence positions us as the go-to hub for real estate professionals seeking unparalleled growth and support in the thriving Tampa real estate market.

WHO WE SERVE



YOUR AUDIENCE

Ready to elevate your brand and connect with an engaged audience of 26,000+ REALTORS® in the Tampa Bay Area? Let the GTR + PRO/CPRO Affiliate Program guide your journey. We invite businesses from allied fields to join us in supporting the real estate industry.

Our REALTOR® members rely on trusted local partners to deliver exceptional products and services to their clients. As an Affiliate, you gain exclusive opportunities to sponsor classes, attend networking events, and advertise directly to our vibrant community. Become a trusted partner of the Association and expand your reach today.

56

Median Age

\$37.1K

Median Gross
Income

81%

Are Independent
Contractors in FL

10

Transactions
per year

67%

Are Women

9

Median Years of
Experience

\$1.5M

In Annual
Sales

52%

Only Work in
Real Estate

80%

Own a Home

Source: 2024 NAR Member Profile

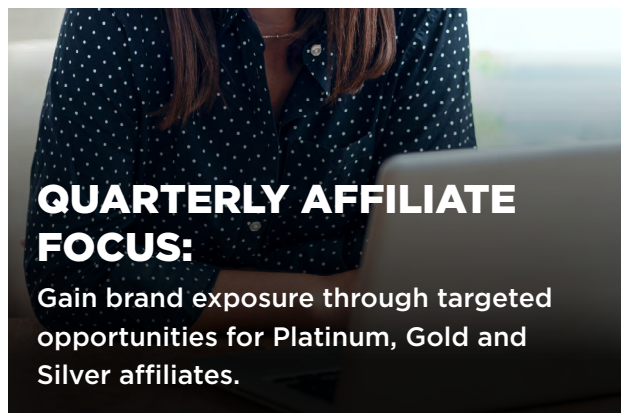


VALUE OF YOUR INVESTMENT



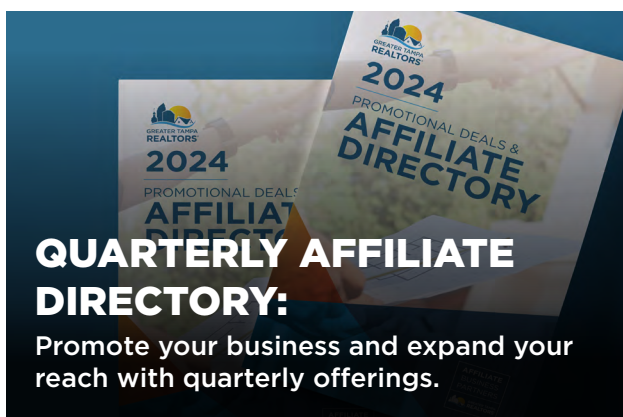
AFFILIATE MEETING:

Network with peers, learn about upcoming sponsorship opportunities and more.



QUARTERLY AFFILIATE FOCUS:

Gain brand exposure through targeted opportunities for Platinum, Gold and Silver affiliates.



QUARTERLY AFFILIATE DIRECTORY:

Promote your business and expand your reach with quarterly offerings.



AFFILIATE EXPOS:

Exhibit your products and services directly to our REALTOR® members.

350+ Classes Offered Per Year

6,500+ Class Attendees Per Year

50+ Events Per Year

3,700+ Members Who Attend Our Orientations Annually

26,000+ Total REALTOR® Members

2,500+ Broker Members

6,300+ Instagram Followers

21,900+ Facebook Followers

PLATINUM PARTNER (INDUSTRY EXCLUSIVE)

Gain premier access with four complimentary associates and top-tier sponsorship opportunities, including major events and facility rentals. Enjoy extensive promotional benefits with featured ads in major publications, prominent digital engagement, and additional services like class sponsorships and exclusive discounts.

MEMBERSHIP COSTS

* Membership fee's will be prorated based on the month joined. October - December membership costs include the upcoming years membership fees.

Month	Affiliate Dues
January	\$10,000.00
February	\$9,166.67
March	\$8,333.33
April	\$7,500.00
May	\$6,666.67
June	\$5,833.33

Month	Affiliate Dues
July	\$5,000
August	\$4,166.67
September	\$3,333.33
October	\$12,500.00 *
November	\$11,666.67 *
December	\$10,833.33 *

Membership & Networking Benefits:

- 4 Complimentary Associates (additional members: \$60 annually)
- Major event recognition and access to sponsorship opportunities
- Facility rental opportunities
- Opportunity to teach classes (subject to approval)
- Eligibility to serve on committees
- Complimentary Premium Table at all Annual Affiliate Expos
- Complimentary sponsorship at Food & Wine Festivals (option to upgrade)
- Access to attend classes and events

Digital & Special Engagement:

- Meet Your Affiliates Campaign (email)
- Local Affiliate Spotlight (social media)
- Major Sponsor Branded Affiliate Badge
- Opportunity to place branded collateral in select office locations
- One mailing list per year upon request
- Monthly REALTOR® contact info (name and office information)

Advertising & Promotional Opportunities:

- Full-page ad in in association magazine
- Full-page ad in Affiliate Directory
- Listing in the "Find an Affiliate" directory on the website
- Featured listing in the printed quarterly affiliate directory
- Highlighted in quarterly Affiliate E-blast to all members
- Video wall advertisement in rotation at all Hillsborough, Pinellas, and Pasco offices (created by association staff)
- Video advertisement at all office locations (content provided by sponsor)

Additional Services & Sponsor Credits:

- Two (2) Class Sponsorships per month (option to upgrade to NMO)
- Discounted RE-Target® marketing
- Inman News Subscription upon request

TOTAL: **\$10,000**

GOLD PARTNER (Max 2 Per Industry)

Benefit from three complimentary associates and prominent event recognition, with options to sponsor classes and rent facilities. Receive significant advertising exposure with half-page ads and video promotions, alongside digital highlights and class sponsorship opportunities.

MEMBERSHIP COSTS

* Membership fee's will be prorated based on the month joined. October - December membership costs include the upcoming years membership fees.

Month	Affiliate Dues
January	\$7,500
February	\$6,875
March	\$6,250
April	\$5,625
May	\$5,000
June	\$4,375

Month	Affiliate Dues
July	\$3,750
August	\$3,125
September	\$2,500
October	\$9,375 *
November	\$8,750 *
December	\$8,125 *

Membership & Networking Benefits:

- 3 Complimentary Associates (additional members: \$60 annually)
- Major event recognition and access to sponsorship opportunities
- Facility rental opportunities
- Opportunity to teach classes (subject to approval)
- Eligibility to serve on committees
- Complimentary Premium Table at all Annual Affiliate Expos
- Access to attend classes and events

Digital & Special Engagement:

- Meet Your Affiliates Campaign (email)
- Local Affiliate Spotlight (social media)
- Major Sponsor Branded Affiliate Badge
- One mailing list per year upon request
- Monthly Realtors® contact info (name and office information)

Advertising & Promotional Opportunities:

- Half-page ad in in association magazine
- Half-page ad in Affiliate Directory
- Listing in the "Find an Affiliate" directory on the website
- Featured listing in the printed quarterly affiliate directory
- Highlighted in quarterly Affiliate E-blast to all members
- Video wall advertisement in rotation at all Hillsborough, Pinellas, and Pasco offices (created by association staff)
- Video advertisement at all office locations (content provided by sponsor)

Additional Services & Sponsor Credits:

- Two (2) Class Sponsorships per month (option to upgrade to NMO; first right of refusal given to Diamond and Platinum members)
- Discounted RE-Target® marketing
- Inman News Subscription upon request

TOTAL: **\$7,500**

SILVER PARTNER

Access two complimentary associates and enjoy sponsorship opportunities for classes and events, with a complimentary table at one annual expo. Benefit from quarter-page ads and video promotions, plus digital engagement and class sponsorship options.

MEMBERSHIP COSTS

* Membership fee's will be prorated based on the month joined. October - December membership costs include the upcoming years membership fees.

Month	Affiliate Dues
January	\$5,000
February	\$4,583.33
March	\$4,166.67
April	\$3,750
May	\$3,333.33
June	\$2,916.67

Month	Affiliate Dues
July	\$2,500
August	\$2,083.33
September	\$1,666.67
October	\$6,250 *
November	\$5,833.33 *
December	\$5,416.67 *

Membership & Networking Benefits:

- 2 Complimentary Associates (additional members: \$60 annually)
- Sponsorship opportunities for classes and events
- Facility rental opportunities
- Opportunity to teach classes (subject to approval)
- Eligibility to serve on committees
- Complimentary table at one (1) Annual Affiliate Expo
- Access to attend classes and events

Digital & Special Engagement:

- Meet Your Affiliates Campaign (email)
- Local Affiliate Spotlight (social media)
- Major Sponsor Branded Affiliate Badge
- One mailing list per year upon request
- Monthly Realtors® contact info (name and office information)

Advertising & Promotional Opportunities:

- Horizontal 1/3-page ad in association magazine
- Horizontal 1/3-page ad in Affiliate Directory
- Listing in the "Find an Affiliate" directory on the website
- Featured listing in the printed quarterly affiliate directory
- Highlighted in quarterly Affiliate E-blast to all members
- Optional Enhancement: \$1,000 annually for video wall advertisement in rotation at all Hillsborough, Pinellas, and Pasco offices (created by association staff)

Additional Services & Sponsor Credits:

- One (1) Class Sponsorship per month (option to upgrade to NMO; first right of refusal given to Diamond, Platinum, and Gold members)
- Discounted RE-Target® marketing
- Inman News Subscription upon request

TOTAL: **\$5,000**

BRONZE PARTNER

Enjoy one complimentary associate and priority access to class sponsorships, with a discount on expo tables. Benefit from quarter-page ads and digital engagement, along with one mailing list per year.

MEMBERSHIP COSTS

* Membership fee's will be prorated based on the month joined. October - December membership costs include the upcoming years membership fees.

Month	Affiliate Dues
January	\$2,000
February	\$1,833.33
March	\$1,666.67
April	\$1,500
May	\$1,333.33
June	\$1,166.67

Month	Affiliate Dues
July	\$1,000
August	\$833.33
September	\$666.67
October	\$2,500 *
November	\$2,333.33 *
December	\$2,166.67 *

Membership & Networking Benefits:

- 1 Complimentary Associate (Additional members: \$60 annually)
- Sponsorship opportunities for classes and events
- Priority access to class sponsorships ahead of the basic tier
- Facility rental opportunities
- Opportunity to teach classes (subject to approval)
- Eligibility to serve on committees
- Complimentary table at one (1) Annual Affiliate Expo
- Access to attend classes and events

Digital & Special Engagement:

- Major Sponsor Branded Affiliate Badge
- One mailing list per year upon request (name and office information)

Advertising & Promotional Opportunities:

- Horizontal 1/3-page ad in association magazine
- Horizontal 1/3-page ad in Affiliate Directory
- Listing in the "Find an Affiliate" directory on the website
- Featured listing in the printed quarterly affiliate directory

Additional Perks:

- Discounted RE-Target® marketing
- Inman News Subscription upon request

TOTAL: **\$2,000**

BASIC PARTNER

Secure opportunities for class sponsorships, facility rentals, and committee involvement. Gain basic promotional listings in key directories and one mailing list per year, with access to additional services upon request.

MEMBERSHIP COSTS

* Membership fee's will be prorated based on the month joined. October - December membership costs include the upcoming years membership fees.

Month	Affiliate Dues
January	\$260
February	\$238.33
March	\$216.67
April	\$195
May	\$173.33
June	\$151.67

Month	Affiliate Dues
July	\$130
August	\$108.33
September	\$86.67
October	\$325 *
November	\$303.33 *
December	\$281.67 *

Membership & Networking Benefits:

- Sponsorship opportunities for classes and events
- Facility rental opportunities
- Opportunity to teach classes (subject to approval)
- Eligibility to serve on committees
- Access to attend classes and events

Digital & Special Engagement:

- One mailing list per year upon request (name and office information)

Advertising & Promotional Opportunities:

- Listing in Affiliate Directory
- Listing in the "Find an Affiliate" directory on the website

Additional Perks:

- Discounted RE-Target® marketing
- Inman News Subscription upon request

TOTAL: **\$260**

OVERVIEW OF BENEFITS

AFFILIATE LEVEL BENEFITS	BASIC PARTNER	BRONZE PARTNER	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER
Complimentary Associates		1	2	3	4
Listing in the Quarterly Affiliate Directory & Promo Book	●	Featured Listing	Featured Listing	Featured Listing	Featured Listing
Profile listed in online website directory	●	●	●	●	●
Display on the Affiliate wall	●	●	●	●	●
Discount Advertising with RE-Target	●	●	●	●	●
Inman Subscription upon request	●	●	●	●	●
Facility rental opportunities	●	●	●	●	●
Opportunity to teach classes (subject to approval)	●	●	●	●	●
REALTOR® Mailing List (one per year upon request)	●	●	1 Monthly	1 Monthly	1 Monthly
Complimentary Table at one Affiliate Expo		●	●		
Affiliate Directory Ad (quarterly)		Third-page	Third-page	Half-page	Full-page
Magazine Ad (quarterly)		Third-page	Third-page	Half-page	Full-page
Highlighted in Affiliate E-Blast (quarterly)			●	●	●
Class Sponsorship Credits			●	●	●
Video wall advertisement in rotation at all Hillsborough, Pinellas, and Pasco offices (created by association staff)			Optional Enhancement	●	●
Ability to display a video commercial at all office locations (content provided by sponsor)			●	●	●
Local Affiliate Spotlight (social media)			Bi-annual	Quarterly	Quarterly
Meet Your Affiliates (email)			Bi-annual	Quarterly	Quarterly
Recognition at all major events				●	●
Industry Exclusivity				Max 2 per industry	●
Recognition as Major Affiliate on Association Website Affiliate Overview				●	●
Complimentary Premium table at all Affiliate Expos				●	●
Complimentary sponsorship for Wine and Food Festival					●
Exclusive opportunity to place branded collateral in select office locations					●
LEVEL COST	\$260	\$2,000	\$5,000	\$7,500	\$10,000

Benefits are subject to change at the discretion of the association.