



NC REALTOR® Partner Program

REQUEST
FOR
PROPOSAL

REALTOR® PARTNER PROGRAM

REQUEST FOR PROPOSAL

Date:

Potential Partner:

Contact Name:

Telephone:

Email:

All questions should be directed to Maurice Brown: mbrown@ncrealtors.org or 800-443-9956. Please email this RFP response to Maurice Brown

Please mail any additional information such as sample brochures, etc., to:

NC REALTORS® Service Corporation
4511 Weybridge Lane
Greensboro, NC 27407

A. Overview

- 1) Briefly provide an overview of your company. Be sure to include your company's program/service options and why a partnership with NC REALTORS® will be a successful alliance.
- 2) How many years has your organization been in business?
- 3) How many employees does your organization have working in:

North Carolina:

How many are agents that will be tapped to work with NC REALTORS® members (approx.):

Nationwide:

- 4) How many sales reps/agents currently service each location:

C. Affinity Program Details

- 1) Using the spreadsheet below, please list your organization's proposed Association Affinity Program offerings:

Service	Standard Fee	NC REALTORS®	Features of Service	Additional Comments

- 3) Will your existing clients who are NC REALTORS® members be eligible for your member- only savings?

Yes:

No:

Please explain any conditions or exceptions for existing clients below:

- 4) Please describe the revenue share and payment structure NC REALTORS® will receive with this program.

- 5) Please estimate the revenue you would expect to generate through this program in Year 1 and Year 2, as well as resulting royalties to be paid to NC REALTORS® from this revenue.

- 6) Please list three current Strategic Partnerships or Affinity Program references and a brief summary illustrating the program's success.

1. Partner/Association/Chamber Name:

Contact:

Phone:

Overview:

2. Partner/Association/Chamber Name:

Contact:

Phone:

Overview:

3. Partner/Association/Chamber Name:

Contact:

Phone:

Overview:

D. REALTOR Partner Marketing

- 1) A signed Affinity marketing agreement alone does not guarantee participation by our members. For this reason, NC REALTORS® understands the importance of developing a strong marketing strategy to ensure a successful program for both organizations, and our members. We are looking for quality partners, so please take the majority of your time on this part of the RFP. Show us your creative ideas for marketing this program that will achieve success for all involved.

A. Overall Marketing Strategy

- B. Specifications of the resources to be committed to the NC REALTORS® to help grow this program by adding new and existing customers.

- C. Attendance at NC REALTORS® Events

- D. Customer visits and telemarketing

- E. Direct Mail

- F. Trade Shows

- G. On-Line (website) information and member sign-up

- H. Newsletter Articles

- I. Other events or sponsorships

E. Selection Method and Timeline

Potential Partners who submit proposals will be given fair consideration by NC REALTORS® staff. If necessary, a meeting will be set up between NC REALTORS® staff and the company to discuss the proposal in more detail.

Should the company appear to be a good fit for the members, the company will be submitted for review by the NC REALTORS® Service Corporation Board Of Directors.

The NC REALTORS® Service Corporation Board Of Directors typically meets three times annually, and as needed. Decisions are made at these meetings as to whether or not to

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approve potential Partners. The NC REALTORS® Service Corporation Board of Directors will approve the organization, that in their judgment, best represents the interests of the association and membership.