



# NCAR REALTOR® Partner Program

*REQUEST  
FOR  
PROPOSAL*

REALTOR® PARTNER PROGRAM  
REQUEST FOR PROPOSAL

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Potential Partner:

Contact Name:

Telephone:

Email:

All questions should be directed to Kristin Miller: [kmiller@ncrealtors.org](mailto:kmiller@ncrealtors.org) or 800-443-9956. Please email this RFP response to Kristin Miller.

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

NCAR 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 NCAR 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 NCAR members (approx.):** \_\_\_\_\_

**Nationwide:** \_\_\_\_\_

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

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	Sales Reps/Agents	Clients
<b>North Carolina</b>		
<b>Charlotte Metro area</b>		
<b>Triangle</b>		
<b>Triad</b>		
<b>Wilmington</b>		
<b>Greenville, NC</b>		
<b>Asheville</b>		
<b>Fayetteville, NC</b>		
<b>Nationwide</b>		

**D. The NCAR REALTOR® Program**

- 1) Please provide an overview of the specific services and products that will be eligible for the Affinity program. Please be sure to include a description of each plan and your North Carolina coverage area.
- 2) Please explain any additional fees members would have to incur by using your service.

**E. Affinity Program Details**

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

Service	Standard Fee	NCAR Members Discount or Cost	Features of Service	Additional Comments

2) Will your existing clients who are NCAR members be eligible for your member-only savings?

Yes: \_\_\_\_\_ No: \_\_\_\_\_

Please explain any conditions or exceptions for existing clients below:

- 3) Please describe the revenue share and payment structure NCAR will receive with this program.
- 4) 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 NCAR from this revenue.
- 5) 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:

**F. REALTOR Partner Marketing**

- 1) A signed Affinity marketing agreement alone does not guarantee participation by our members. For this reason, NCAR 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 NCAR to help grow this program by adding new and existing customers.
- C. Attendance at NCAR 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

### **G. Selection Method and Timeline**

Potential Partners who submit proposals will be given fair consideration by NCAR staff. If necessary, a meeting will be set up between NCAR 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 invited to make a presentation to the REALTOR Partner Committee, which meets three times annually. The Committee will then make a recommendation to the NCAR Service Corporation Board of Directors.

The NCAR Service Corporation BOD typically meets three times annually, coinciding with the meetings of the Committee. Decisions are made at these meetings as to whether or not to approve potential Partners, based strongly on the recommendation made to the Board by the REALTOR Partner Committee. The NCAR Service Corporation Board of Directors will approve the organization that in their judgment best represents the interests of the association and membership.