



2026 Affiliate Membership

Why become an affiliate member of R-BAR?

Affiliate membership offers organizations who provide products or services to the real estate industry the opportunity to network with, market & advertise to the 950+ REALTOR® members who utilize and refer real estate products and services daily.



Who should become an affiliate member?

If your organization is involved in real estate in any way, an affiliate membership with the Reading-Berks Association of REALTORS® is for you!

Examples of types of affiliate businesses include:

- Accounting, tax, & payroll services
- Advertising & marketing services
- Architects/Engineers
- Attorneys & law offices
- Builders/Remodelers
- Junk removal
- Environmental services
- Home inspectors
- Lenders
- Insurance companies
- Oil
- Property maintenance
- AND MORE!



What do I get for my affiliate membership?

Affiliate member benefits include:

- Free listing on R-BAR's public website (Real Estate In Berks) under [Find a Pro](#) **\$25 savings**
- Annual spotlight post with tag on Facebook, including logo image **\$20 savings**
- Recognized in Annual Report sent to all members **\$15 savings**
- Dedicated affiliate page in each edition of Property Lines, listing all affiliates organizations **\$15 savings**
- Listed on affiliate roster provided to all new REALTOR® members at New Member Orientation **\$15 savings**
- Listed on affiliate roster sent to members once a year **\$15 savings**
- Listed on affiliate bulletin board all year **\$15 savings**
- One free individual CIC membership (worth \$35) or **\$35 savings** on corporate membership upgrade (\$105 instead of \$140)
- Member discounts to advertising on R-BAR's public facing and member websites, Property Lines newsletter, and eblasts sent through Real Estate in Berks (see Advertising Kit for more details) **up to \$90 savings**
- Ability to attend educational offerings including Lunch & Learns with free lunch **\$90 savings**
- Membership covers all members of an organization for one flat fee **\$35 per person savings**
- Access to local, state, and national association member discounts
- Opportunity to participate in the Affiliate Advisory Committee
- Opportunity to participate in R-BAR committees and taskforces
- Invitation to join member-only [R-BAR Facebook Group](#)
- Subscription to member-only R-BAR emails
- Exclusive monthly affiliate update email that includes upcoming sponsorship opportunities & events
- Sponsorship opportunities, including annual tiered sponsorship & individual activity & event sponsorships
- Option to add logo to "Find a Pro" website for nominal fee
- Option to add up to three contacts for organization's "Find a Pro" page on website for nominal fee
- Dedicated affiliate staff liaison
- R-BAR recognizes affiliates and their contributions to the Association at New Member Orientation
- R-BAR recognizes one affiliate member each year with the Affiliate of the Year award presented in December
- R-BAR recognizes the affiliate organization with the most food donated for annual Food Drive (per capita)

Membership Benefits Total: \$370

Volunteer Opportunities

- Angel Tree Gifts
- DEI events throughout the year
- Dream League
- Easter Baskets for Berks
- Food Drive
- Habitat for Humanity clean ups
- REALTOR® Ring Day
- Thanksgiving Day Meals on Wheels
- United Way Day of Caring
- Valentine's for Veterans Breakfast

Events to Attend

- 5K Run for Shelter
- Advocacy Breakfast
- CIC events
- Legislative Breakfast
- Lunch & Learns
- Social Hours
- Summer Kick-Off Event
- RPAC Grand Slam
- Tours of various local organizations
- Year-End Brunch

In-Kind Sponsorship

R-BAR is happy to discuss individual agreements with organizations regarding in-kind sponsorships.

Please contact our Association Executive, Ali Columbus, at Alison@RealEstateinBerks.com for more information.

**All 2026 events may vary and/or be cancelled/postponed.*

**Volunteer opportunities and events may not be all encompassing*



Sponsorship Opportunities

Community Outreach

- Valentine's for Veterans Breakfast
- Easter Baskets for Berks
- 5K Run for Shelter
- Thanksgiving Day Meals on Wheels



Educational Opportunities

- Commercial & Industrial Council Events
- R-BAR Lunch & Learns
- New Member Orientation
- Broker, Owner, Manager Meeting



Other Events & Happenings

- Tiered Sponsorship
- Year-End Brunch
- Advocacy Breakfast
- Summer Kick-Off Event

AND MORE!



Contact info@realestateinberks.com for more details



Please email completed application forms to Info@RealEstateinBerks.com

2026 Affiliate Membership Application

Company Name: _____

Company Address: _____

Office Phone: _____

Web Address: _____

Primary Contact Name: _____

DOB: _____

Title: _____

Email Address: _____

Home Address: _____

Cell Phone: _____

Please list additional office members to be included in member correspondences (please use separate sheet if needed):

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Please select the category below that you would like your organization to be listed under on our website:

Accounting, Tax & Payroll Services	Builders/Remodelers	Home Warranty	Oil/Heating	Property Management
Advertising	Junk Removal	Insurance	Pest Control	Roof Maintenance
Appraisers	Environmental Services	Interior Design	Photography	Settlement Services
Architects/Engineers	Financial Planning Services	Mortgage Company/ Bank/Credit Union	Professional Development & Coaching	Other (Please describe)
Attorneys & Law Offices	Home Inspectors	Multiple Listing Service	Property Maintenance	

2026 Affiliate Dues Schedule

The membership year is defined as January 1 - December 31. When applying after January 31, please submit prorated dues for the remainder of the year. Dues shall be paid within 30 days of initial application. Checks should be made payable to Reading-Berks Association of REALTORS®, sent to 2201 Ridgewood Rd, Suite 350, Wyomissing, PA 19610.

2026	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Total Dues	\$300	\$275	\$250	\$225	\$200	\$175	\$150	\$125	\$100	\$75	\$50	\$25

If you are paying for dues via credit card, please fill out form below or call the office at 610-375-8458.

Type of Card: _____ Credit Card Number: _____

Expiration Date: _____ CVV#: _____ Zip Code: _____

I do hereby affirm that the above information is true and correct, and I agree to abide by the Bylaws, Policies, Rules & Regulations and Standards of Practice of the Association.

SIGNATURE: _____

DATE: _____

2026 Annual Tiered Sponsorships

R-BAR's tiered sponsorships provide Affiliate members the opportunity to support Association events and programs while gaining unique networking, marketing, and advertising exposure.

Choose from three tier options designed to fit your organization's goals - and enjoy additional sponsorship opportunities throughout the year!



*Minimum 10% free additional benefits per tier level

Sponsorship Benefits	Golden Pagoda (\$3,000)	Silver Railroad (\$2,000)	Bronze Pretzel (\$1,000)
Free ad in Property Lines quarterly digital newsletter (can include links & includes \$25 staff creation fee)	Full page (\$250)	Half page (\$150)	Quarter page (\$100)
Free eblasts through Real Estate in Berks (includes \$50 staff creation fee)	3 per year (\$180)	2 per year (\$170)	1 per year (\$155)
Exclusive recognition in Insider eblast	Logo & link (\$50)	Logo (\$35)	Listed (\$20)
Recognition on member website sponsor page for one year	Logo & link (\$50)	Logo (\$35)	Listed (\$20)
Free tickets to Summer Kickoff (at least \$20 per ticket)	4 tickets (\$80)	3 tickets (\$60)	2 tickets (\$40)
Free tickets to Advocacy Breakfast (at least \$25 per ticket)	4 tickets (\$100)	3 tickets (\$75)	2 tickets (\$50)
Free tickets to The Year-End Brunch (at least \$40 per ticket)	4 tickets (\$160)	3 tickets (\$120)	2 tickets (\$80)
Summer Kick-Off Sponsor (does not include extra tickets)	\$50	\$50	\$50
Advocacy Breakfast sponsor	\$100	\$100	\$100
Year-End Brunch sponsor	\$100	\$100	\$100
Post-event attendee lists for Summer Kick-Off, Advocacy Breakfast, Year-End Brunch (name & brokerage/organization)	\$150	\$150	\$150
Facebook & Instagram sponsorship spotlight post	\$30	\$30	\$30
Facebook boosted post	\$30	\$25	\$15
Recognition on classroom affiliate bulletin board (one year)	Large logo (\$150)	Medium logo (\$100)	Small logo (\$50)
Recognition on hallway TV (one year)	Large logo (\$150)	Medium logo (\$100)	Small logo (\$50)
Breakfast sponsor for one New Member Orientation per year	Exclusive (\$70)	Combined (\$50)	Combined (\$50)
Recognition of sponsorship on affiliate list provided in New Member Orientation swag bag	\$25	\$25	\$25
Add additional contact names on Find a Pro site (\$25 each)	3 additional names \$75	2 additional names \$50	1 additional name \$25
Member website advertisement	Top row logo & link \$25	Middle row logo & link \$20	
Complimentary CIC Corporate Membership	\$140	\$140	
Opportunity to provide swag for one CIC event	\$25	\$25	
R-BAR affiliate membership included (dues plus benefits)	\$300 annually	\$300 annually	
Complimentary roster of New Member Orientation attendees (name and brokerage)	\$150	\$150	
Spotlight article in Property Lines - one per year	Full page (\$250)	Half page (\$150)	
One upgraded Property Lines ad to premium space	\$75		
Business card sized exclusive ad in 2 Insider eblasts per year	\$60		
Chance to address attendees at a New Member Orientation, the Advocacy Breakfast, & the CIC Walking Tour	\$250		
Opportunity to sponsor and/or host one Lunch & Learn	\$250		

*all prices subject to change; most prices based on 2025 prices



Please email completed application forms to Info@RealEstateinBerks.com

2026 Annual Tiered Sponsorship Application



\$3,000 Gold Pagoda

Pay in full or \$300 monthly payments over 10 months.
Affiliate dues included in sponsorship.



\$2,000 Silver Railroad

Pay in full or \$200 monthly payments over 10 months.
Affiliate dues included in sponsorship.



\$1,000 Bronze Pretzel

Pay in full or \$100 monthly payments over 10 months.
Affiliate dues included NOT included in sponsorship. Must also pay for affiliate dues.

2026 Payment Options

Please select your payment option for your 2026 tiered sponsorship:

One time payment due 30 days from the date of application submission

Credit Card

Cash

Check

Ten equal payments to be billed over 10 months

Credit Card

For check payment, please make payment out to Reading-Berks Association of REALTORS® and send to 2201 Ridgewood Rd. Suite 350, Wyomissing, PA 19610. If you are paying for your tiered sponsorship via credit card, please fill out form below or call the office at 610-375-8458.

Type of Card: _____ Credit Card Number: _____

Expiration Date: _____ CVV#: _____ Zip Code: _____

I do hereby affirm that the above information is true and correct, and I agree to abide by the Bylaws, Policies, Rules & Regulations, and Standards of Practice of the Association. Please email completed application forms to info@realestateinberks.com.

SIGNATURE: _____ DATE: _____