

REACH FURTHER™ WITH RASM!

Welcome to the REALTOR® Association of Sarasota and Manatee (RASM)! As your local association, we're here to provide the resources you need to succeed in this dynamic industry.

I am delighted to present you with the Member Services Guide for the REALTOR® Association of Sarasota and Manatee. The guide is designed to make it easier for our members to access the wide array of member benefits, tools, market intelligence, educational opportunities and discount programs that come with your membership. They will help you be more successful in your real estate career. The guide will also highlight the responsibilities that come with your RASM membership.

I encourage you to take a few minutes to familiarize yourself with the contents of this resource and keep it handy as your membership companion. Feel free to reach out to our Membership Department at membership@myrasm.com or 941.952.3400 with any questions.

Jeff Arakelian, RCE
Chief Executive Officer



REALTOR® ASSOCIATION
of Sarasota and Manatee
Reach Further.™

WELCOME



One RASM. Many Programs & Resources.

Take a look inside:

WELCOME
GETTING STARTED
BENEFITS OF MEMBERSHIP
RASM COMMUNICATIONS
PROFESSIONAL DEVELOPMENT
SPECIALTY GROUPS
BUILD A TEAM OF PARTNERS
GOVERNMENT AFFAIRS & RPAC
RASM YEAR-AT-A-GLANCE
MEMBER SERVICE CENTERS

RASM provides an array of programs, specialty groups and resources, all designed with the member in mind.



REALTOR® ASSOCIATION
of Sarasota and Manatee
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941.952.3400
info@myrasm.com
www.myrasm.com

GETTING STARTED

Success Starts Here for Sarasota and Manatee REALTORS®.

RASM is YOUR professional trade association. Association membership is voluntary, offering more connections and learning opportunities to develop your professional skills.

The term REALTOR® has one, and only one, meaning: a federally registered collective membership mark which identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Maintaining Membership in RASM

New Member Requirements

Offered monthly, the program consists of two in-person required classes – New Member Orientation and New Member Code of Ethics. Introduction to Contracts class is recommended.

Code of Ethics Training

REALTOR® members are required by the National Association of REALTORS® (NAR) to complete Code of Ethics training every three years.

Quick Tips on Licensing

Post-Licensing is required in your first year of practice: you need 45 HRS for your first year license renewal. After your second year of practice, license renewal only requires 14 HRS of continuing education.

Licensure & Continuing Education

RASM's Professional Development Department offers post-licensing and continuing education classes that meet license renewal requirements. Access www.myrasm.com/license, or your DBPR Account: www.myfloridalicense.com.



Did You Know?

Florida DBPR maintains your real estate license. Keep track of your license requirements at myfloridalicense.com

CONTACT US

📞 941.952.3400

Membership Checklist

Use this checklist as a guide to getting started with RASM.

Required

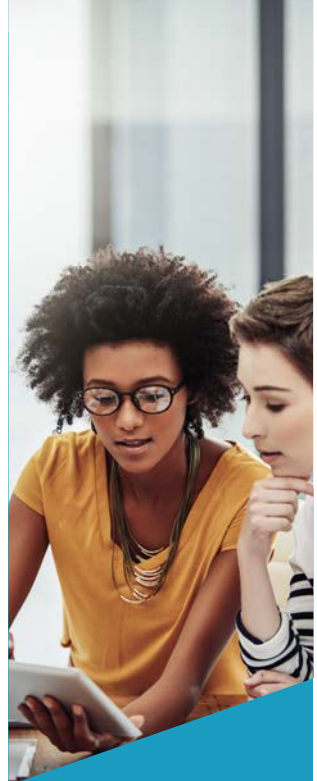
- New Member Orientation
- New Member Code of Ethics
- MLS Basic and MLS Compliance 101* are required courses for new MLS subscribers. Visit: learn.stellarmls.com

Recommended

- Introduction to Contracts class



- Sign up for the FREE BOOST program (offered weekly each quarter)
- Log in to your MyRASM Portal
- Create your Florida REALTORS® (FR) account
- Create your account with the National Association of REALTORS® (NAR)
- Sign up for FR and NAR newsletters
- Like our Facebook Page, [@sarasotarealtors](https://www.facebook.com/sarasotarealtors)
- Get to know your peers! Attend RASM networking events.
- Visit the RASM REALTOR® Store
- Start NAR's C2EX Program at c2ex.realtor
- Invest in RPAC (a \$20 minimum earns you a free REALTOR® Party tumbler!)
- Join a RASM Specialty Group
- Create your .realtor and .realestate domain through NAR!
- Find savings and discounts offered through RASM, FR and NAR



See the [FAQs page](#) under Member Resources on RASM's website for answers to common membership questions.



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MEMBER of
REALTOR® ASSOCIATION
of Sarasota and Manatee
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**SHOW YOUR AFFILIATION
WITH THE MEMBER LOGO**

941.952.3400

info@myrasm.com

myrasm.com/new-members

BENEFITS OF MEMBERSHIP

Save More, Do More, Reach Further.™

RASM members have access to a wide array of benefits designed to help you succeed.

Events

RASM's robust calendar of events helps members Reach Further™ through learning, networking, volunteering, partnership-building and advancing your career in real estate.

Education

Continuing Education (CE) and ongoing professional development are available through RASM, Florida REALTORS® and the National Association of REALTORS® Center for REALTOR® Development.

Stellar MLS

Access to the Multiple Listing Service (MLS) is your lifeline in the real estate market. Learn the ins and outs of using the MLS and excel with training and support.

Market Statistics

Stay on top of monthly market trends and incorporate marketing intelligence to Reach Further™ with customers.

Lockbox

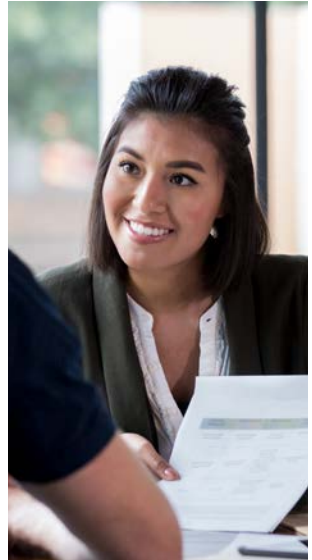
Lockboxes are available in RASM's REALTOR® Store and e-key services integrate with smart phones to access and show homes.

Standard Forms

Get access to listing forms and contracts through Form Simplicity, provided by Florida REALTORS®, or through Stellar MLS.

Professional Standards

RASM provides enforcement of NAR's Code of Ethics and arbitrates disputes within a structure governed by trained volunteers who are REALTORS®.



Take Advantage of Your Membership!



RASM lists full descriptions of courses and events that can propel your career forward.

To learn more visit:
myrasm.com/calendar

CONTACT US

📞 941.952.3400

Savings & Discounts

Members can get access to exclusive discounts on various services like software, photography and office supplies through RASM, FR and NAR.

Advocacy

RASM proactively monitors local legislation and regulatory policy for the impact it may have on members' ability to conduct their business, private property rights and consumers.

Scholarships

RASM members and their students have an opportunity to apply for college scholarships each year.

Access these benefits and more through state and national REALTOR® associations:

Florida REALTORS®

- Legal Hotline
- Tech Helpline
- Florida REALTORS® PAC
- Research and Statistics, check out SunStats at floridarealtors.org!
- MLSAdvantage
- Conventions & Trade Shows
- Subscription to the award-winning *Florida Realtor®* magazine
- Form Simplicity

National Association of REALTORS®

- .realtor domain
- Library & Archives
- REALTORS® Insurance Marketplace
- Center for REALTOR® Financial Wellness
- Commitment to Excellence (C2EX)
- REALTORS Property Resource® (RPR)
- Designations & Certifications



Florida REALTORS®
🌐 floridarealtors.org
📞 407.438.1400

National Association
of REALTORS®
🌐 nar.realtor
📞 800.874.6500



**RASM
MEMBER
BENEFITS**

941.952.3400

info@myrasm.com

[www.myrasm.com/
member-resources](http://www.myrasm.com/member-resources)



REALTOR® ASSOCIATION
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RASM COMMUNICATIONS

Get Informed. Grow Your Business.



RASM enables you to Reach Further.™ We provide a comprehensive suite of communications to keep you informed about market trends in residential real estate, member spotlights, advocacy issues and networking events.

MyRASM Portal at MyRASM.com

Located on the upper right corner of our website, the password-protected portal is your personalized home page to all things RASM, including:

- Your Member Profile
- Calendar of Events and Classes
- Searchable Member Directory
- Online Orders
- Committee History
- RASM Videos
- And more!



Check out our calendar through the **MyRASM Portal** to stay aware of upcoming events and courses. Visit: myrasm.com/calendar.

Follow us on
social media!



Twitter
[@RASM_Realtors](https://twitter.com/RASM_Realtors)



Facebook
[@SarasotaRealtors](https://www.facebook.com/SarasotaRealtors)



LinkedIn
REALTOR® Association
of Sarasota and
Manatee

[MyRASM.com](https://myrasm.com)

Use our website
as your go-to hub
for all information.

The following news resources are accessible through the Member Resources drop-down menu on the home page of myrasm.com.

ELEVATE Magazine

RASM's member magazine, ELEVATE, offers valuable monthly updates and thoughtful articles on developments at RASM. It's available digitally through our website – print copies will be mailed upon request.

Regular features include: monthly market summaries, calendar of events and upcoming classes, listings of new members and business partners. Reach Further™ with information at your fingertips.

Members are invited to advertise in ELEVATE as well as contribute articles and story ideas. Direct inquiries to: communications@myrasm.com

RASM UP Newsletter

Make sure to keep up with the latest news, education, training and networking events. Sign up for our weekly newsletter at myrasm.com.

News & News Feeds

Association News: Access all the latest news and stories at myrasm.com/news.

Florida REALTOR® News: Florida-specific content directly from Florida REALTORS®.

NAR News: The latest and greatest national news info from the National Association of REALTORS®.



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Stay Up-to-Date with
All Things RASM!



To find the latest issue of ELEVATE visit myrasm.com/magazine

 **MyRASM.com**

941.952.3405

communications@myrasm.com

www.myrasm.com

PROFESSIONAL DEVELOPMENT

Reach Further™ with More Earning Potential.



Power Up Your Prosperity

Access RASM education programs and seminars designed to assist members in gaining new skills, professional designations and certifications. Seminars and technical “hands-on” sessions contribute to the advancement of our members in their chosen career path and client focus. In addition, online courses are available to members looking for convenience.

Continuing Education — and More

In addition to CE courses, our education department offers seminars and panel discussions on timely topics and trends in Sarasota and Manatee counties.

RASM's Education calendar has endless opportunities for investing in your career.



For RASM's full list of courses and events visit your MyRASM Portal: myrasm.com/calendar

CONTACT US

📞 941.952.3404

Convenient Online Training

We're proud to partner with online education programs to provide training in the comfort of your home or office from these great resources:

- NAR's Center for REALTOR® Development
- CE Shop (Pre-Licensing, Post-Licensing and Continuing Education)
- Interact CE (experiential learning)

Code of Ethics Training

REALTOR® members are required by the National Association of REALTORS® (NAR) to complete 2 hours and 30 minutes of Code of Ethics training within three-year cycles. Our website explains the many options to complete this requirement. To find more information, visit myrasm.com/coe. The NAR Code of Ethics and Arbitration Manual can be downloaded at myrasm.com/professional.



RASM Leadership Institute

The RASM Leadership Institute is a rigorous program designed to train emerging REALTOR® leaders who want to get involved, make a difference, grow their business and expand their leadership skills. Visit myrasm.com/leadership to learn more.

Take your career to the next level with NAR Designation and Certification courses, offered at RASM's North and South locations:

- Accredited Buyer's Representative (ABR)
- Seller Representative Specialist (SRS)
- Real Estate Negotiation Expert (RENE)
- Graduate REALTOR® Institute (GRI)
- Certified International Property Specialist (CIPS)
- Certified Commercial Investment Member (CCIM)
- At Home with Diversity (AHWD)
- Military Relocation Professional (MRP)
- Pricing Strategy Advisor (PSA)
- Seniors Real Estate Specialist (SRES®)
- Resort & Second-Home Property Specialist (RSPS)
- And More



941.952.3404
education@myrasm.com
myrasm.com/education



REALTOR® ASSOCIATION
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SPECIALTY GROUPS

RASM Has Your Niche Market Covered.



RASM has developed four Specialty Groups to help members advance their knowledge, grow their skills and network with fellow members.



Global Business Council (GBC)

Did you know that international buyers love the Sarasota-Manatee area? Join the GBC for networking, marketing, education and technological opportunities to enhance your success in the global real estate market.



Young Professionals Network (YPN)

YPN helps young real estate professionals excel in their careers through leadership and learning opportunities, advocacy, mentorship, networking, and volunteerism. YPN accelerates career development so that young professionals can Reach Further™, faster.

GBC

- 👤 \$25 per year
- ✉️ global@myrasm.com
- 📞 941.952.3404

YPN

- 👤 FREE
- ✉️ ypn@myrasm.com
- 📞 941.952.3405

CREA

- 👤 \$50 per year
- ✉️ commercial@myrasm.com
- 📞 941.952.3408

PMC

- 👤 \$25 per year
- ✉️ propertymanagers@myrasm.com
- 📞 941.952.3404



Commercial Real Estate Alliance (CREA)

Membership is open to new and experienced professionals involved in all aspects of commercial real estate, including brokers and salespersons, lenders, attorneys, insurance agents and others. Members are encouraged to participate in classes, scholarship opportunities, legislative initiatives, charitable events and opportunities to network with commercial members.



Property Management Council (PMC)

The mission of the RASM Property Management Council is to create a strong network of connected and well-educated property managers in Sarasota and Manatee counties who uphold the REALTOR® Code of Ethics through a high standard of professionalism. PMC offers property management-focused education and networking to its members.

Engage. Connect. Grow Your Network.



For more information on how you can join a specialty group visit: myrasm.com/specialty-groups



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myrasm.com/specialty-groups

BUILD A TEAM OF PARTNERS

Reach Further™ with Your Connections.



Relationships Start Here

RASM Business Partners and REALTORS® see the synergy of working together to benefit each other in four important ways:

1. Business Partners solve problems and create value for REALTORS®.
2. Together Business Partners and REALTORS® are the go-to resource and subject matter experts in real estate.
3. They build lasting relationships to expand their companies, products and services.
4. Through business partnerships, you benefit the ultimate customers— consumers.

Make Meaningful Connections

RASM provides members with access to the Business Partner Directory, a local guide to 500+ partners and their services.

Find the exact services and solutions you need, when you need them, with this member benefit:
myrasm.com/business-partner-directory

350 Companies.

500 Business Partners.

60 Specialty Industries.



CONTACT US

📞 941.952.3407

Partners Make it Possible.

REALTORS® don't go it alone. You depend on a full complement of Business Partners to help you run a successful business and deliver on your promise to your clients. From accountants and attorneys to interior decorators, photographers and home inspectors, Business Partners round out your trusted, go-to team of critical resources.

Meet Business Partners at RASM events:

- Trade Shows
- After Hours Networking
- Education Panels
- Trolley Tours
- Fundraisers
- And other events throughout the year!

Thank You Business Partners!

We are grateful to all of our Business Partners who support RASM's many events throughout the year.

Because of our partners, we can:

- Bring in top speakers
- Provide lunches or breakfasts
- Cover course materials
- Lower the cost to REALTOR® attendees

Offering Member Benefits & Discounts

Business Partners can offer cost-saving benefits exclusive to RASM members. Learn more about your savings opportunities at myrasm.com/benefits.



Did You Know?

Business Partners sponsored over 150 events in 2019, connecting with RASM's 7,000 REALTOR® members throughout the year.



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BUSINESS PARTNER of
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941.952.3400

**membership@
myrasm.com**

**myrasm.com/
businesspartners**

GOVERNMENT AFFAIRS & RPAC

Reach Further™ with Your Voice.



The RASM Government Affairs Department builds relationships with local government entities on behalf of RASM members. RASM proactively monitors local legislation and regulatory policy for the impact it may have on members' ability to conduct their business, private property rights, consumers and REALTORS®.

REALTORS® Political Action Committee (RPAC)

Be part of the REALTOR® Party's collective voice to impact local, state or national policies and issues. You can make a difference. Support RPAC and let your voice be heard.

Since 1969, REALTORS® Political Action Committee (RPAC) has supported the election of pro-REALTOR® candidates across the United States. REALTORS® and Business Partners raise and invest money to elect candidates who understand and support the issues that are important to the real estate profession and the livelihood of REALTORS®.

If real estate is your profession, policy is your business.

In coordination with staff, member committees play an integrated role in the development and implementation of all Government Affairs programs.

- Public Policy Committee
- REALTORS® Political Action Committee (RPAC)
- Political Action Advisory Committee



Make Your Investment

In politics, money talks — and Florida REALTORS® PAC gives us a powerful voice. When REALTORS® speak through Florida REALTORS® PAC, Tallahassee listens. And the more money Florida REALTORS® PAC raises, the louder we speak and are heard.

Florida REALTORS® PAC isn't Republican; it isn't Democrat; it doesn't represent the independent voter; it doesn't buy votes. It is simply a strong voice — and sometimes the only strong voice — fighting in Tallahassee for our state's REALTORS® and homeowners.

Make your investment today by visiting:
www.floridarealtors.org/pac



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Did You Know?

Roughly 30 RASM members invest in RPAC as Major Investors each year. These REALTORS® and Business Partners deserve sincere appreciation for investing in RPAC as a Major Investor.

Find out more at:
myrasm.com/major-investors



RASM
GOVERNMENT
AFFAIRS

941.952.3410

advocacy@myrasm.com

www.myrasm.com

RASM YEAR-AT-A-GLANCE

24-7-365 Dedicated to Your Success.



Extraordinary Events

Whether it's conferences, banquets, a bowling or golf outing – RASM hosts numerous events that provide opportunities to learn, broaden your network and solidify business relationships to stay ahead of the curve in real estate. Mark your calendar and register.

Brought to You by Committed Partners

Many events are sponsored by RASM members or Business Partners in allied industries within real estate. Sponsorship is an excellent way to gain visibility with the full membership while also creating hyper-focused content and resources.



Check out our calendar through the MYRASM Portal for all events and courses: myrasm.com/calendar

CONTACT US

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Events to Help You Reach Further™

RASM hosts a variety of great events for all members that contribute to your success and help you Reach Further™ in your career.

Annual Events (*a sampling*)

- YPN Putt-Putt Pour
- Business Partner Spring Event
- CREA Sporting Clays Tournament
- GBC Global Conference
- YPN Lip Sync Battle
- RPAC Casino Night
- CREA Downtown Horizons
- YPN Bowling
- Business Partner Fall Event
- Annual Meeting & Expo
- CREA Golf Tournament
- Installation and Awards Banquet

Networking Events

- Weekly Commercial Marketplace Meetings
- RASM After Hours
- YPN, GBC, PMC and CREA Networking Events
- RASM Gives Back Volunteering
- PLUS over 100 education events per year!



Many of RASM's fundraising events support local community organizations, such as:

- Heroes Welcome Home
- Habitat for Humanity
- The Harvest House
- Everyday Blessings Springboard Program

Follow RASM communications for ways to get involved, volunteer and support the community.



MEMBER SERVICE CENTERS

REALTOR® Store

From signs to brochure boxes and maps to umbrellas, we have the tools you need to do business, plus some fun REALTOR® merchandise.

Visit myrasm.com/store for a full list of items, or call **941.952.3400** to ask about available inventory.

A Sampling of Our Items:

Lockboxes*

- Combination Lockboxes
- iBox BTLE Lockboxes
- Lockbox Door Protector

**Be sure to check out the Lockbox Rules when using a lockbox with RASM.*

Brochure and Info Boxes

- Brochure Box with Stand
- Information Tube

Signs

- House Shaped “Open House” Sign
- Sign riders (pending, sold, coming soon)
- “Please Remove Your Shoes” Sign

REALTOR® Merchandise

- Tumbler
- License Plate Holder
- Shirts and Hats
- Real Estate Life Coffee Mug
- Messenger Bag
- Umbrella

Maps

- Sarasota
- Manatee
- Venice (only available at RASM South)

And much more!



RASM Office & Store Locations

RASM South (Headquarters)

📍 2320 Cattlemen Rd
Sarasota, FL 34232

🕒 Open M-F:
8:30 am – 5 pm,
except holidays

North Member Service Center

📍 417 12th St. W,
Suite 106
Bradenton, FL 34205

🕒 Open M-F:
8:30 am – 12 pm,
1 pm – 5 pm,
except holidays

Meet Our Departments

Membership Department

Contact us about requirements and benefits of your RASM membership.

- ✉ membership@myrasm.com
- ☎ 941.952.3400
- 🌐 myrasm.com/member-resources

Professional Development

Contact us about license renewal and continuing education (CE) classes, Code of Ethics Training and NAR Designation and Certification courses.

- ✉ education@myrasm.com
- ☎ 941.952.3404
- 🌐 myrasm.com/education

Communications Department

Contact us about the MyRASM Portal, ELEVATE Magazine, the weekly eNewsletter and news feeds.

- ✉ communications@myrasm.com
- ☎ 941.952.3405
- 🌐 www.myrasm.com/news

Professional Standards

Contact us with inquiries about the REALTOR® Code of Ethics, the Ombudsman Program, Mediation and Arbitration, and Lockbox rules.

- ✉ standards@myrasm.com
- ☎ 941.952.3402
- 🌐 www.myrasm.com/prostandards

Government Affairs & RPAC

Contact us about advocacy, policy issues and investing in RPAC.

- ✉ Advocacy@myrasm.com
- ☎ 941.952.3410



Quick Reference Guide:

Florida Department
of Business and
Professional Regulation:

☎ 850.487.1395

Stellar MLS:

☎ 800.686.7451

Florida REALTORS® Tech
Helpline:

☎ 407.587.1450

Florida REALTORS®
Legal Hotline:

☎ 407.438.1409



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REALTOR®
STORE**

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