



# AARE Member Benefits





AARE offers a comprehensive toolkit for agents eager to elevate their real estate business. With a broad array of benefits designed to enhance agent capabilities, AARE provides powerful marketing tools, cutting-edge technology solutions, and extensive support and training programs. This holistic approach ensures agents are well-equipped to build meaningful client relationships, effectively market their listings, and navigate the competitive landscape of the real estate industry with confidence and success.

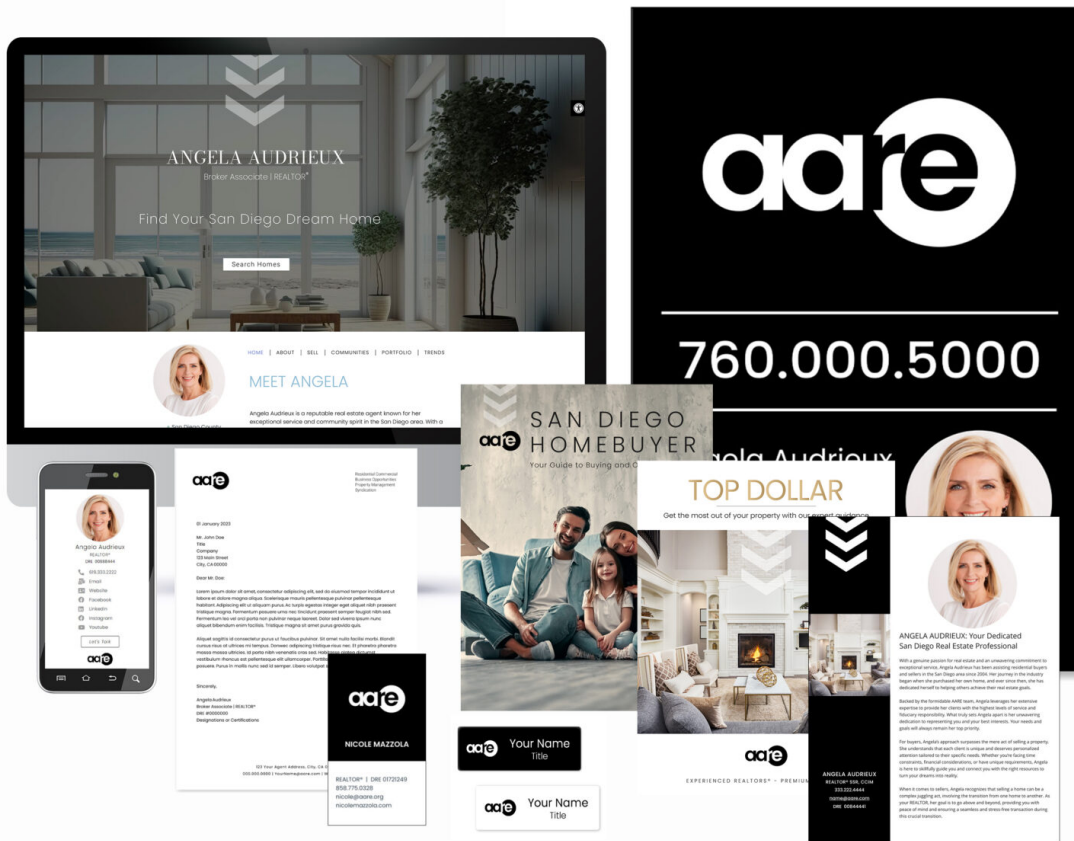
## Member Benefits

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## Marketing | Business Support

The essential tools for growing your business. Building relationships with clients and potential clients is essential to growing your business. AARE provides tools and resources to help make your marketing easier than ever.

<https://marketing.aare.com/> | <https://touchpoint.aare.com/c/agent-branding/>

**Agent Website:** Built on the AARE platform, AARE's SEO-optimized and mobile-friendly website helps agents effectively showcase their listings and agent contact information. A well-designed and user-friendly website is critical for a real estate agent's success.

<https://marketing.aare.com/marketing-websites/>

**Digital & Print Business Cards and QR Codes:** AARE provides agents with digital business cards and QR codes that clients can scan to access their website and contact information. Personalized digital business cards and QR codes with a unique value proposition can differentiate agents from their competitors.

<https://marketing.aare.com/stationary/>

**Signage:** AARE provides customizable for-sale and open-house signage with key features of the property, agent contact information, and a QR code to promote listings effectively. Contact AARE's Concierge for more information at 760-444-4477

<https://marketing.aare.com/marketing-signage/>

**Marketing Materials:** AARE offers agents visually appealing and informative marketing materials, including property flyers, brochures, business cards, postcards, and social media banners that showcase the property's unique selling points and the agent's expertise.

<https://marketing.aare.com/>

**Vista Print Pro Shop:** AARE's partnership with Vista Print allows agents to use AARE templates to create high-quality and affordable marketing materials that align with their personal brand and marketing strategy.

<aare.ourproshop.com/register>

**Listing Checklist:** AARE provides agents with a comprehensive checklist to ensure all necessary steps are taken when listing a property.

<https://touchpoint.aare.com/c/commonly-asked-questions/aare-listing-process-best-practices>

**Ignite & Inspire – Marketing Strategies & Lifestyle Blog:** AARE provides agents with resources and guidance on employing compelling marketing strategies to resonate with their target audience.

<https://aare.com/concierge-blog-page/>

**Brand Standards & Style Guidelines** - Presence | Credibility | Confidence: AARE offers comprehensive guidelines to inform the appropriate use of its branding in marketing materials distributed externally

<http://marketing.aare.com/wp-content/uploads/sites/12/2023/03/AARE-Brand-Guidelines.pdf>

**Social Media Branding & Support:** AARE provides graphics to help agents maintain a consistent brand across their social media platforms as well as resources to aid in social media marketing.

<https://touchpoint.aare.com/c/agent-branding/>

<https://marketing.aare.com/social-media-marketing/>



**Contact Planner:** This hybrid model contact planner will help you manage and plan out all forms of contact to your database, whether that be through online social media platforms or in-person pop-bys.

<https://touchpoint.aare.com/c/agent-branding/august-2023-contact-planner-video-walk-through>

**InTouch Corporate Blog** – AARE maintains a corporate blog that regularly shares company updates, industry news, and educational articles. Though you are free to share these, we recommend sharing from your Trends agent blog instead, for lead generation benefits.

<https://aare.com/in-touch/>

**Trends Agent Blog** – AARE provides an agent blog, accessible on your AARE site. Sharing these insights on social media or through newsletters can help you stay connected with your client base and position yourself as an industry expert.

<https://touchpoint.aare.com/c/benefits-resources-welcome/what-we-offer-trends-agent-blog>

**MailChimp Email Shared Newsletter Templates:** AARE provides agents with pre-designed email newsletter templates that can be customized and shared with clients to stay in touch.

<https://touchpoint.aare.com/c/agent-branding/how-to-mailchimp-email-campaigns-template-included>





## Premium Marketing Services NEXT LEVEL | Premium Services

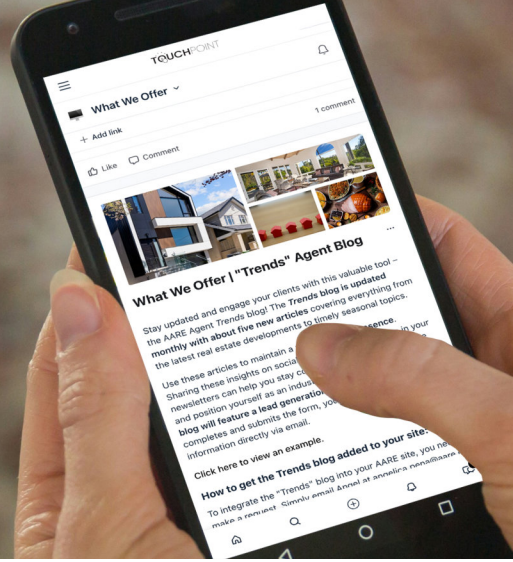
Elevate your real estate branding with NEXT LEVEL Premium Services. Our suite is designed for agents who are seeking advanced brand development and robust marketing support. This package includes Independent Web Presence, Monthly Agent Newsletter, and Ongoing Support. You'll receive continuous, tailored support, including personalized coaching, marketing strategy consultations, and access to premium resources. Choose the NEXT LEVEL to take your real estate branding to the next level!

For more info contact:

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## Platforms | Software | Technology

AARE offers the following essential systems and software that we know function properly, efficiently, and effectively to grow your business. These are the nuts and bolts necessary to conduct your business. We have spent countless hours over the last twenty years designing, testing, selecting, and contracting with providers that have simple-to-use systems that keep you focused on relationship building (sales), not on chasing the next shiny object (new technology). We provide and cover the monthly costs for the following systems and software.

**Touchpoint** – Main Communication Portal for Meetings, Events, Training Links, Marketing Links and any other Internal Communications with other AARE Agents & Staff. Within Touchpoint you can find everything you need to be a successful real estate agent with AARE.

- ☒ Commonly Asked Questions <https://touchpoint.aare.com/c/commonly-asked-questions/>
- ☒ News and Insights <https://touchpoint.aare.com/c/announcements/>
- ☒ Events <https://touchpoint.aare.com/c/events/?sort=asc>
- ☒ Listings/Buyers/Open Houses <https://touchpoint.aare.com/c/listings/>
- ☒ Gathering Point – where agents can communicate ideas, and collaborate <https://touchpoint.aare.com/c/gathering-point-home/>
- ☒ Training – as well as recordings from previous meetings
  - Property Management <https://touchpoint.aare.com/c/welcome-property-management/>
  - Commercial <https://touchpoint.aare.com/c/home-commercial/>
  - Skyslope <https://touchpoint.aare.com/c/skyslope-training/>

- o Weekly Team Meetings <https://touchpoint.aare.com/c/weekly-team-meeting/>
- o Residential <https://touchpoint.aare.com/c/residential-training/>
- o Contracts <https://touchpoint.aare.com/c/contract-training/>
- o Residential Mentorship <https://touchpoint.aare.com/c/residential-mentorship/>
- o Syndication <https://touchpoint.aare.com/c/syndication-training/>
- o Loan Officer <https://touchpoint.aare.com/c/loan-officer-training/>

☒ Small Groups – *Join a Small Group in your area for collaboration. Contact AARE Concierge to be assigned to a small group at 760-444-4477*

☒ Hire One Cash Award Program – *Help recruit agents and get rewarded.*  
<https://touchpoint.aare.com/c/how-it-works/>

☒ Generous Giving – *Connect with your favorite non-profit to give back and get rewarded.*

<https://aare.com/ggp>

**Skyslope** – This is our full-service Transaction Management Software which includes not only transaction management, but forms, and digital signature platform known as DigiSign.

[www.skyslope.com](http://www.skyslope.com)

**Appfolio** – This is a full-service Property Management Software. Appfolio assists your PM business from marketing your property, collecting tenant applications, tenant screening, maintenance requests, collecting rents, processing vendor and owner payments, providing monthly owner statements and so much more. It's your one-stop shop for managing any type of property.

[www.aare.appfolio.com](http://www.aare.appfolio.com)

**Lofty CRM and Property Search:** AARE's CRM system, Lofty, enables agents to manage leads, automate follow-up tasks, and search for properties, helping clients find their dream homes. If you would like access to this CRM, please reach out to AARE's concierge at 760-444-4477 or [concierge@aare.com](mailto:concierge@aare.com)

<https://lofty.com/>





## Support | Guidance | Training

AARE knows the importance of having support in an ever-changing market. Our team is here to help you grow your business whether it's learning something new or continuing to grow your current business.

**7 Ways To Build Wealth** – We believe that success should be measured not just by the number of transactions closed, but by the financial security and wealth-building potential that our agents can achieve. That's why we offer our agents multiple compensation streams and seven ways to build wealth through a variety of programs, including Residential, Commercial, Property Management, Syndication, Business Broker, Lending Services, and Equity.

**Training** – AARE provides training in all areas of real estate which includes mentorship, coaching, online training programs, small groups, weekly meetings, and collaboration training from Top Producing Agents within AARE.

<https://touchpoint.aare.com/c/events/?sort=asc>

**7 Steps To Powerful Paychecks Coaching Program** – Seven Steps to Powerful Paychecks sets forth a step-by-step guide for business-minded individuals worldwide to learn how to generate powerful paychecks. What is a powerful paycheck? One that gives you back your most valuable commodity in life—your time. Throughout the course, students are exposed to proven principles that yield positive results. Following the Seven Steps to Powerful Paychecks method will help you generate income, build wealth, and live generously.

<https://powerfulpaychecks.com/>

**Broker/Transaction Support** – Our team is here to help you no matter the situation. We have support 7 days a week to help you navigate your transactions.

<https://touchpoint.aare.com/c/commonly-asked-questions/i-need-help-who-do-i-contact>

**Equity Stock Ownership** – Just by being a member of AARE and closing transactions, you are gifted shares of AARE Stock, which give you equity ownership in AARE. This is a generous gift from AARE by simply being a member of our organization.



[aare.com](http://aare.com)

AARE Real Estate Services

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