



AARE Member Benefits

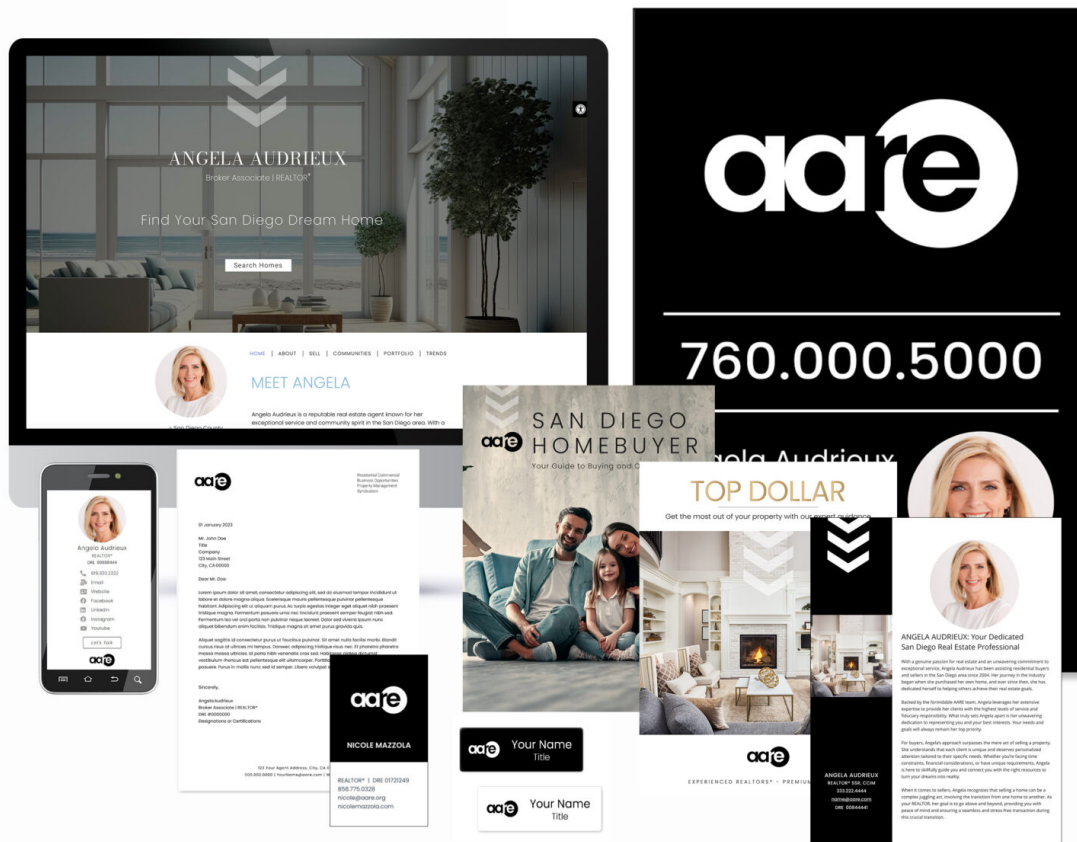




AARE offers a comprehensive toolkit for agents eager to elevate their real estate business. With a broad array of benefits designed to enhance agent capabilities, AARE provides powerful marketing tools, cutting-edge technology solutions, and extensive support and training programs. This holistic approach 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

Marketing Business Support	3
Platforms Software Training.....	6
Programs & Opportunities.....	8



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.

marketing.aare.com | 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.

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.

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

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.

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.

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.

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

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.

touchpoint.aare.com/c/agent-branding

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.

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.

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.

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>



Platforms | Software | Training

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

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

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

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.

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

lofty.com



Programs & Opportunities

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. *(Not available in all states)*

Help Hire One Program – Help recruit agents to AARE and get rewarded with cash bonuses for contributing to our team's growth.

touchpoint.aare.com/c/how-it-works

Generous Giving Program – AARE's organized support system that pairs company sales commissions with charities across the nation. Through this system, we are able to generate leads for agents and significant financial contributions for eligible charities and their ongoing work.

aare.com/ggp

Mentorship Program – AARE's Mentorship Program, designed to foster professional growth while offering a valuable financial incentive, enables all members to excel and earn extra income through collaboration.

touchpoint.aare.com/c/announcements/join-aare-s-new-mentorship-program-with-financial-incentives



aare.com

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