



Mission

CAR helps its members maintain the highest standards of professionalism and achieve the highest levels of success.



Founded in 1921 Capital Area REALTORS® consists of 615 REALTORS® and 200 Affiliates.

CAR's official jurisdiction includes Brown, Cass, Greene, Henderson, Knox, Macoupin, Menard, Morgan, Pike, Sangamon, Scott and Warren counties

Capital Area REALTORS®
3149 Robbins Rd
Springfield, IL 62704
217/698-7000 (phone) 217/698-7009 (fax)

West Central Chapter of CAR
975 North Henderson, Suite 4
Galesburg, IL 61401
309/342-6225 (phone) 309/342-8075 (fax)

www.seehouses.com

Use of the Term REALTOR®

Having the REALTOR® name behind you is a powerful business tool. You would pay \$4,500 each year to license your own brand with a comparable value to the REALTOR® trademark.

PROFESSIONAL RESOURCES & SUPPORT

You have access to an experienced professional full-time association staff of six (with 76 years of combined experience) who stand ready to assist and welcome your calls and inquiries at 217/698-7000 or admin@caaronline.com.

MEMBER SERVICES

REALTOR® Store

The REALTOR® Store provides a full range of essential supplies and marketing tools such as brochure boxes, sign riders, combination lockboxes, publications, closing gifts and more. A virtual store will be created to compliment the bricks and mortar store.

Lockbox System

The SentiLock lockbox system offers a more efficient, safe and secure showing environment for both the homeowner and REALTOR®.

Commercial Real Estate Network (CREN)

Through a special membership category the Commercial Real Estate Network (CREN) offers services geared toward the unique needs of commercial real estate professionals including a uniquely designed commercial information exchange (CIE).

EDUCATION AND RESOURCES

CAR has always been at the forefront of it's member's educational and training needs and continues to provide the most current and relevant education classes and information training seminars to help it's members perform at the top of their game.

Continuing Education

IAR education partner offering a complete line of live instruction continuing education and broker management continuing education courses. Also, offer a large selection of online and home-study courses as well.

Leadership Development

The association provides a great opportunity for leadership development through involvement in the various committees and task forces that are assembled.

New Member Orientation

Designed exclusively with new members in mind to give them a jump start on their careers.

MLS Orientation

Intended to educate and inform new MLS Participants on their benefits and obligations.

Break-for-Hot-Topics (8x a year)

Hot Topic programs are coordinated by REALTOR & Affiliate Committee and include timely topics of interest including productivity, addendums and contracts, marketing trends, appraisal issues, technology trends, mortgage lending regulations, credit guidelines, home buyer programs, etc. These programs are video taped and archived on the association's website for member access.

Managing Broker Outreach

Outreach session (2x a year) exclusively for Managing Brokers including association updates, MLS updates, industry trends and legal updates. Office visits made upon request.

Office Staff Workshop

This annual outreach session exclusively for office staff and admin staff including important MLS updates.

PUBLICATIONS AND COMMUNICATIONS

The association keeps you informed of important information including upcoming events, local issues, business trends, market statistics, state and national issues.

Bi-weekly Dateline Email

Monthly Electronic REALTOR® Review

Annual Report

Provides a recap of significant events and accomplishments during the past year

Affiliate Reference Guide

A popular means of promotion for our 200 affiliate members

CREN Membership Directory

An important means of exposure for our approximately 40 commercial specialists

STANDARD FORMS & CONTRACTS

Members of CAR have access to one of the most comprehensive forms libraries around including dozens of critical industry forms and contracts drafted in collaboration with the Forms Committee and the association's legal counsel. This comprehensive library includes contracts needed in residential, commercial and manufactured housing transactions.

PUBLIC RELATIONS

In an effort to promote better understanding of the real estate profession and enhance the REALTOR® brand, CAR reaches out in a variety of ways.

www.seehouses.com

Consumer-facing residential website at www.seehouses.com
(includes open house search and new Rental eXchange)

www.seebuildings.com

Consumer-facing business-to-business commercial website at www.seebuildings.com

Social Media

Enjoys a strong Facebook presence as well as a Linked-In and Twitter presence

Media Relations

Market trends, media advisories and editorials issued regularly

Consumer Engagement

Periodic engagement in REALTOR® branding and consumer oriented campaigns

MULTIPLE LISTING SERVICE (MLS)

Utilizing the latest in MLS technology the Capital Area REALTORS® MLS (CAR/MLS) provides a comprehensive database of properties throughout an eleven county area including Integrated public records for five counties.

CoreLogic InnoVia

Through the CoreLogic “InnoVia” system CAR/MLS offers the latest in MLS technology features to enhance it’s member’s business.

Transaction Management Software

TransactionDesk, a transaction management program is provided as a core feature of the MLS offering a seamless online document management system and a “paperless” transaction.

Digital Signatures

AuthentiSign digital signatures are Included as a core component of TransactionDesk and the MLS.

REALTORS® Property Resource (RPR)

Comprehensive data, powerful analytics, and dynamic reports and tools for Managing Brokers, Residential Brokers, Commercial Brokers and Appraisers are available through RPR.

Real Estate Technology Advantage Center

The MLS provides full-time staff support to assist subscribers in making the most of their technology tools.

LEGISLATIVE ADVOCACY

CAR protects the interests of private property owners through its legislative advocacy efforts at the local, state and national levels.

Government Affairs Committee

An active Government Affairs Committee meets monthly to monitor local issues of importance.

Political Action Committee (RPAC)

A strong record of success with RPAC having been named by NAR as the #2 fundraising board in the country in 2014 in the medium board category.

GAD

Full-time shared Government Affairs Director looking after your interests

Recent Initiatives

- Recently, defeated a home rule ballot initiative in the Village of Rochester
- Working to enact code enforcement reforms in the City of Springfield to benefit our member's working with foreclosure properties.
- Developed an educational video and literature to explain zero lot line zoning.

SOCIAL NETWORKING OPPORTUNITIES

There are many opportunities to relax and mingle with your colleagues by participating in various association activities, formal social events, banquets, community service projects committee meetings and many other gatherings.

- General Membership Breakfasts (4x a year)
- Member Appreciation Week
- Annual Awards Program
- RPAC Investor Appreciation (special invite to \$250 plus contributors)
- Annual Holiday Party
- Annual Business Meeting
- Installation of Officers and Directors
- CREN Annual Networking and Sponsor Appreciation Event

COMMUNITY ENGAGEMENT

CAR reinforces the value that REALTORS® bring to the community through our coordination of various charitable fundraisers each year.

As a member of the Greater Springfield Chamber of Commerce's Strategic Leadership Council (SLC) CAR is a major investor in the Quantum Growth Partnership (Q5) and is engaged in efforts to enhance the business climate in the community

CAPITAL AREA MULTIPLE LISTING SERVICE

Utilizing the latest in MLS technology the Capital Area REALTORS® MLS (CAR/MLS) provides a comprehensive database of properties throughout an thirteen (13) county area. Additionally, integrated public records are provided for five counties.

CoreLogic InnoVia

Through the CoreLogic “InnoVia” system CAMLS offers the latest in MLS technology features to enhance it’s member’s business. Features that include integrated mapping, custom search and display designer, real-time prospect portal, fax-to-pdf documents, robust CMA, Mac & cross-browser compatibility, QR code support, InnoVia wireless, public InnoVia, InnoVia IDX and RETS technology. **A detailed list of system features and attributes follows below:**

Mac OS® and Cross-browser compatibility	Residential Rental property type
Apple® iPad® Compatible	Manufactured/Mobile property type
Integrated property tax data (five counties)	Real-time public property search (www.seehouses.com)
Microsoft® BING™ Map Searching	Real-time public commercial property search (www.seebuildings.com)
Real-time Prospect Portal	Real-time open house search (InnoVia & Seehouses)
Prospecting with customizable auto-notification frequency	Current mortgage rates (InnoVia & Seehouses)
Comprehensive CMA	Wireless InnoVia
Identity sharing (Alias) feature	Custom Mobile Property Search App (free or brand it for a fee)
Comprehensive Statistical Reports	IDX solutions (Links and RETS)
Financial/loan calculators	Broker Specific Data Feeds
Social Networking – Share your listings on Twitter, Facebook, LinkedIn & more	Approved 3rd Party Vendor Data Feeds
Embed a live MLS one-liner display link that will link to the customer display.	ListHub Partner
Data Checker (An automated, web-based software solution that polices data accuracy and rule compliance)	QR Codes
Data Coop (Access to “co-op” listings within InnoVia)	REALTORS Property Resource

TransactionDesk Transaction Management Software

A seamlessly integrated transaction management program is provided as a core component of the MLS offering an online document management system and a “paperless” transaction.

- enables users to access from their smart phone all listing, sale and lease files from an where.
- provides a managing broker compliance tool
- send documents as links with a faxback cover sheet
- Authentisign digital signatures included as a core component

Digital Signatures

AuthentiSign digital signatures are Included as a core feature of TransactionDesk and CAR/MLS.

Real Estate Technology Advantage Center

CAR/MLS provides full-time staff support to assist subscribers in making the most of their technology tools through regular offering of beginning and advanced InnoVia training, InnoVia CMA training, Prospecting & Buyer Match training and transaction management training including a course on digital signatures. Various webinar training programs are available as well.

REALTORS® Property Resource

Comprehensive data, powerful analytics, and dynamic reports and tools for Managing Brokers, Residential Brokers, Commercial Brokers and Appraiser. Created by NAR, and integrated with the CAR/MLS, for the sole purpose of providing REALTORS® with the data they need to meet the demands of their clients. Only available to REALTORS®.



CAR/MLS Service Area

In addition to servicing the CAR jurisdiction including Brown, Cass, Greene, Henderson, Knox, Macoupin, Menard, Morgan, Pike, Sangamon, Scott and Warren counties the Capital Area MLS (CAR/MLS) also services territory in Christian, Logan county.

Below are CAR affiliated brands:



Meet the Staff



Daniel R. Sale, CAE, RCE, e-PRO, SPHR
Chief Executive Officer

Sale joined the association in 1994 after serving for four years on the staff of the state association. Sale is the staff executive responsible for the overall management of the organization. Handles all inquiries concerning ethics & arbitration.
dsale@caaronline.com



Cathy Wagner, e-PRO, Director of Multiple Listing Service

Wagner has been with the association since 1993. Wagner coordinates the operation of the InnoVia MLS, data quality control, data feeds, copyright administration, transaction management and lockbox system. Cathy serves as a resource on various technology issues. cwagner@caaronline.com



Kathy Nichelson, e-PRO, Director of Member Services

Nichelson has been with the association since 1995. Nichelson coordinates the association's educational programs, committee meetings, classroom rental and responds to membership issues. Kathy is a certified professional standards administrator. Kathy also coordinates the association's newsletter and other print materials. knichelson@caaronline.com



Diane Ahern, Bookkeeper

Ahern joined the association in early 2003 and oversees the coordination of the association's financial data. Coordinates accounts receivable for MLS fees, membership dues, lock box program, etc. Responsible for the association's general ledger as well as accounts payable.
dahern@caaronline.com



Neil Malone, Governmental Affairs Director

As an employee of the Illinois Association of REALTORS since 2004 Malone provides governmental affairs services to CAAR through a partnership between IAR and CAAR.

nmalone@iar.org

Receptionist & MLS Secretary

Answers incoming calls, takes registrations, performs MLS data entry, data quality control support, lock box program support and REALTOR Store.

admin@caaronline.com



Diana Hallstrom, West Central Chapter Manager

Answers incoming calls, takes registrations, performs MLS data entry, data quality control support and lock box program support for the West Central Chapter located in Galesburg and servicing Knox, Henderson & Warren counties.