

# Business Partner Application Form

Thank you for your interest in becoming a Business Partner of The Lakelands Association of REALTORS® ('LAR'). The terms and benefits of becoming a Business Partner are outlined on Page 5. Should you need any additional details, please contact Paul Grinnell, PR/Communications by phone at **(705) 788-1504** or by email at **pgrinnell@thelakelands.ca**.

## APPLICANT INFORMATION

Applicant Title	<input type="checkbox"/> Mr.	<input type="checkbox"/> Mrs.	<input type="checkbox"/> Ms.	<input type="checkbox"/> Dr.	<input type="checkbox"/> Other: _____
Last Name:			First Name:		
Role/Position: (eg. Managing Director)					
Company Name:					
Company Address:					
City:		Province:		Postal Code:	
Mailing Address: (if different from above)					
City:		Province:		Postal Code:	
Telephone:			Cell Phone:		
Fax:			Other:		
Email:					
Website:					

## PROFILE

### 1. Type of business or service provided (for listing in The Lakelands publications):

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> Accountant            | <input type="checkbox"/> Furniture             | <input type="checkbox"/> Mortgage Broker      | <input type="checkbox"/> Retail                  |
| <input type="checkbox"/> Builder               | <input type="checkbox"/> Home Inspection       | <input type="checkbox"/> Moving Services      | <input type="checkbox"/> Surveyor                |
| <input type="checkbox"/> Computer/Internet     | <input type="checkbox"/> Home Staging          | <input type="checkbox"/> Painting/Decorating  | <input type="checkbox"/> Telecommunications      |
| <input type="checkbox"/> Construction          | <input type="checkbox"/> Home Wares            | <input type="checkbox"/> Pest Control         | <input type="checkbox"/> Other: (please specify) |
| <input type="checkbox"/> Contractor            | <input type="checkbox"/> Insurance             | <input type="checkbox"/> Photography/Video    | _____  |
| <input type="checkbox"/> Developer             | <input type="checkbox"/> Interior Design       | <input type="checkbox"/> Property Management  |  |
| <input type="checkbox"/> Education             | <input type="checkbox"/> Landscaping           | <input type="checkbox"/> Remediation Services |  |
| <input type="checkbox"/> Financial Institution | <input type="checkbox"/> Lawyer/Legal Services | <input type="checkbox"/> Renovations          |  |

THE LAKELANDS ASSOCIATION OF REALTORS®  
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2. Please provide a brief description of what your company does (i.e. the goods and services provided):

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3. Please provide your company mission statement (if applicable or different from above):

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4. Are you registered as a Broker or Salesperson under the Real Estate and Business Brokers Act, 2002?

☐ Yes      ☐ No

5. Are you engaged, employed or associated directly or indirectly with any real estate related company?

☐ Yes      ☐ No      If yes, please explain: \_\_\_\_\_

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6. Are you a member of your local 'Better Business Bureau'? ☐ Yes   ☐ No

Chamber of Commerce? ☐ Yes   ☐ No

7. What professional designations, if any, do you hold? (e.g. CPA, Certified Appraiser etc.)

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8. What professional affiliations, if any, do you hold? (e.g. Law Society, Muskoka Home Builders' Association etc.)

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# THE LAKELANDS ASSOCIATION OF REALTORS®

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### PAYMENT

Each program participant is required to pay an annual fee **+ HST** for membership in the Business Partners Program. This fee is pro-rated quarterly\*\*.

Note: Business Partners will be sent an invoice for the annual renewal/membership fee in January each year.

Enclosed is payment in the amount of \$\_\_\_\_\_ for 2014 LAR Business Partner Membership.

- ☐ Full Package
 ☐ AdPack 1
 ☐ AdPack 2
 ☐ AdPack 3
 ☐ AdPack 4  
☐ Cheque†
 ☐ Money Order
 ☐ VISA
 ☐ MasterCard

†Please make cheques payable to the The Lakelands Association of REALTORS®.

Credit Card #: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

\*\*Pro-rated annual fee for Business Partners joining in:

Month Joined	Full Package	AdPack Only (incl HST)			
	(incl HST)	Pack 1	Pack 2	Pack 3	Pack 4
January, February, or March	\$565.00	\$162.72	\$162.72	\$300.58	\$368.38
April, May, or June	\$423.75	\$122.04	\$122.04	\$225.44	\$276.44
July, August, or September	\$282.50	\$81.36	\$81.36	\$150.29	\$184.19
October, November, or December	\$141.25	\$40.68	\$40.68	\$75.15	\$92.10

Ad Size		Per 12 runs	‡Package (incl HST)
AdPack 1	Rectangle — 180 x 150 px	\$7 x 12 = \$94	\$162.72
AdPack 2	Full Banner — 468 x 60 px	\$7 x 12 = \$94	\$162.72
AdPack 3	Medium Rectangle — 290 x 250 px	\$18 x 12 = \$216	\$300.58
AdPack 4	Large Rectangle — 336 x 280 px	\$23 x 12 = \$276	\$368.38

‡All AdPacks include monthly ads in the Newsletter plus 1 Company Profile run and company logo/description on our website

*All proceeds from the Business Partners Program are reinvested back into the Association and the community at the discretion of The Lakelands. These reinvestment initiatives may take the form of education, community- or member-focused events, promotion of and/or donations to local charities and not-for-profit community services. The Lakelands is a not-for-profit association in the Province of Ontario.*

# THE LAKELANDS ASSOCIATION OF REALTORS®

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### DECLARATION

- I consent to the collection, use and limited disclosure, by The Lakelands Association of REALTORS®, of the information contained in this application and any information collected during the course of my membership in the Business Partners Program.
- I understand that the collection, use and limited disclosure of any information will only be for the purposes of fulfilling the objectives of the Business Partners Program, and only in a manner consistent with the Privacy Policy of The Lakelands Association of REALTORS®, a copy of which is available online at [thelakelands.ca/welcome/privacy-policy/](http://thelakelands.ca/welcome/privacy-policy/)
- Subject to applicable laws and with specific exceptions to protect the privacy of third parties, I understand that I may access my information held by The Lakelands Association of REALTORS® and may submit comments on or corrections to such information for inclusion with my information.
- If my application to become a Business Partner is successful, I agree to accept all of the terms and benefits outlined on Page 5 of this application form.
- I declare that all of the information and statements given by me in this application are true and complete.
- I hereby consent to the verification of any or all of the above given information.

\_\_\_\_\_  
Name of Applicant (please print)

\_\_\_\_\_  
Name of Company

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

### APPLICATION SUBMISSION

**Please return your completed Application (with payment) to:**

**Business Partnership Program**

**The Lakelands Association of REALTORS®**

**34 Cairns Cres., Huntsville, Ontario P1H 1Y3**

**Or fax to: (705) 788-2040** (credit card payments only)

**You will be advised of the outcome of your application via email (or by mail where an email address has not been provided).**

#### OFFICE USE ONLY

Received: \_\_\_\_\_ Approved: \_\_\_\_\_ Agreement Date: \_\_\_\_\_

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### 1) Eligibility

- a) In order to participate in the Business Partners Program, an individual (who must not be registered to trade in real estate) or company must:
  - i) Agree to act consistently with the mission statement and the purposes of The Lakelands Association of REALTORS®; and
  - Agree to pay an annual fee + HST (pro-rated quarterly).

### 2) Business Partner Benefits – Full Package

- a) You will be featured on the LAR web site (thelakelands.ca), REALTOR Link® (www.realtorlink.ca) and Millennium DMS (our MLS® System - www.mresdms.com/mhon ), including your company logo and a link to your web site;
- b) With prior written approval, you may advertise your status as Business Partner of The Lakelands;
- c) You may use the LAR logo and a link to thelakelands.ca on your web site (if desired);
- d) You will have the opportunity to display your company information at the LAR Office;
- e) You will have the opportunity to display your company information at our member education sessions;
- f) You will be given two (2) free mail-outs of your company information per year, through our internal mail distributions;
- g) You will receive a copy of our monthly e-Bulletin newsletter;
- h) Your company profile will be included as feature in the e-Bulletin newsletter on a rotating basis;
- i) Your advertisement will be included in the monthly e-Bulletin newsletter;
- j) You will be invited to attend our Annual General Meeting and other special events at the Member rate;
- k) You will be given preference to sponsor LAR special events;
- l) You will be given preference to attend and/or participate in Trade Shows or Exclusive Trade Shows;

### 3) Business Partner Benefits – AdPack Only

- a) You will be featured on The Lakelands website (thelakelands.ca)
- b) Your advertisement will be included in the monthly e-Bulletin
- c) Your company profile will be included at least once per year in the monthly e-Bulletin on a rotating basis

### 4) Conditions

- a) All Business Partner applications are subject to review and approval by The Lakelands;
- b) Business Partners do not hold Membership in LAR and, as such, are not entitled to hold office, to vote or to attend business meetings;
- c) Business Partners may not receive any MLS® System services or services provided by CREA or OREA;
- d) Business Partners are not entitled to exclusivity for their particular business type or service; and
- e) The Lakelands reserves the right to terminate all rights and privileges of a Business Partner for cause, without recourse of appeal, or to terminate the Business Partner program at any time.