



HRRRA.com

*Hampton Roads
REALTORS® Association*

OPEN ENROLLMENT PLAN

A Strategy to Recruit Non-Members and Non-Member Firms to the Association

GOALS:

1. Increase membership for HRRRA
2. Build awareness of the benefits of being a REALTOR®
3. Provide a benefit to our Brokers to help them recruit agents to membership
4. Ease the financial burden for the new member (\$322.00 savings)

RETURN ON INVESTMENT:

1. Increase membership
2. Increase dues revenue
3. Earn goodwill with Broker by assisting them in the growth of their business
4. Financial win-win for the new member and Broker
5. Provide a financial benefit for Brokers to convert into a single REALTOR® member firm

HOW:

1. Effective May 18, 2020 through October 31, 2020
2. Applicant must be licensed with a non-member firm and transferring to a member firm at time of application
3. Application must be filed with HRRRA by October 31, 2020
4. Waive the HRRRA Application Fee of \$152.00
5. Waive the VAR New Member Fee of \$170.00 (*Inactive license being activated with a member firm not eligible for waiver of VAR New Member Fee*)
6. If applicant was a prior member of HRRRA:
 - a. Waive dues for prior years
 - b. Reinstate membership and retain the original join date
 - c. Missed years would not count when calculating Life Member or Emeritus eligibility
 - d. Waive the requirement to attend HRRRA new member orientation
 - e. No limitation on the time frame from the date of their prior membership
 - f. Prior membership was in good standing
 - g. If the returning member has been a non-member more than three years, Code of Ethics training will be required to be completed