



THE NEXT STEPS

Bonita Spring-Estero Realtors (BER) offers access to various resources, including Matrix MLS, Form Simplicity, and Forewarn, to support your real estate career. As a source of education and guidance, BER is committed to providing you with the necessary tools to succeed. Learn more by reviewing this packet.



Apply for Membership/MLS Access

Access MATRIX MLS platform and its tools, such as Remine PRO, iMap, and RPR, for an efficient property search and evaluation. As a datashare MLS, you have access to thousands of listings.

01

Attend New Member/Orientation Classes

New real estate agents are required to complete mandatory courses, including New Member Orientation, Code of Ethics, and New Member MLS Course within 60 days.

02

Claim/Set up Your Accounts & Utilize Member Tools

Crafting your profile and familiarizing yourself with our Realtor tools are key steps towards becoming the best agent to serve your clients!

03

Get Educated! Get Involved!

Explore our educational resources and BEST Designation to gain the necessary knowledge and skills for navigating the real estate market with confidence. Join a committee, attend networking events, or apply for our Leadership Academy.

04



**SCAN
TO
JOIN**



(239) 992-6771

Support@BERealtors.org

A BREAKDOWN OF FIRST TIME APPLICATION FEES:

To access business growth tools, membership at a Realtor Association is required, along with ongoing fees for the National Association of Realtors, Florida Realtors, and member tools.

See the chart below for the current prorated dues based on application date:

FEE	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Application/Initiation*	50.00	50.00	50.00	50.00	50.00	\$50.00	50.00	50.00	50.00	50.00	50.00	50.00
Florida REALTORS® Processing Fee*	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00
Local Association Annual Dues	165.00	165.00	165.00	123.75	123.75	123.75	82.50	82.50	82.50	41.25	41.25	41.25
Florida REALTOR® Annual Dues	116.00	106.33	96.67	87.00	77.33	67.67	58.00	48.33	38.67	29.00	19.33	9.67
Florida REALTORS® Issues/Advocacy	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00
NAR Annual Dues	156.00	137.50	125.00	112.50	100.00	87.50	75.00	62.50	50.00	37.50	25.00	12.50
NAR Special TV Advocacy Assessment	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00
RPAC Investment**	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00
BER Home Foundation Donation***	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
	\$622.00	\$593.83	\$561.67	\$498.25	\$476.08	\$453.92	\$390.50	\$368.33	\$346.17	\$282.75	\$260.58	\$238.42
Individual MLS Dues & App Fee	140.00	120.00	100.00	80.00	60.00	40.00	260.00	240.00	220.00	200.00	180.00	160.00
TOTAL (Primary)	\$762.00	\$713.83	\$671.67	\$588.25	\$486.08	\$503.92	\$660.50	\$618.33	\$576.17	\$492.75	\$450.58	\$408.42
TOTAL (Secondary In-State)	\$385	\$365	\$345	\$283.75	\$263.75	\$243.75	\$422.50	\$402.50	\$382.50	\$321.25	\$301.25	\$281.25
TOTAL (Secondary Out-of-State)	\$561.00	\$531.34	\$501.67	\$430.75	\$401.09	\$371.43	\$540.51	\$510.85	\$481.18	\$410.26	\$380.60	\$350.94

2024 SCHEDULE OF RECURRING/RENEWAL FEES:



Primary: \$542
Secondary (In-State): \$175
Secondary (Out-of-State): \$321



All Realtor Member Types (MLS Renewal):
\$240

Are you transferring from RPCRA or NABOR?

Contact our Membership Team at Membership@BERealtors.com and receive \$50 off while we waive your application fee!

* The Application and Florida REALTORS® Processing Fees are one-time only charges at the time of application.

** We encourage you to invest your fair share of \$20.00 (or \$1.66 per month) to the Realtor Political Action Committee. This is especially important as the Association struggles to address all the issues facing your profession.

***The \$10.00 for the BER Home Foundation is a donation to support members like you in times of crisis in a confidential manner.

MEMBERSHIP TOOLS



A versatile lead generation tool that encompasses single property websites, open houses, e-business cards, and various other effective lead generation tools.



FOREWARN[®]

Exclusive Realtor safety tool. Gain access to background information in seconds putting your mind at ease when meeting a client for the first time.



MY UNDERCOVER AGENT

A hyperlocal search tool to help you provide information of Lee County to your local and not-so-local buyers.



MEMBERPLUS

Access member information, billing, classes and resources all in the palm of your hands.



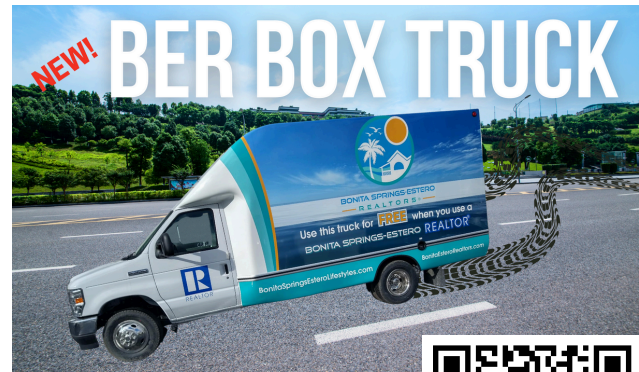
MLS-Touch

Access the MLS right at your fingertips. Easily search, view listings, and update auto emails for your clients with this all-in-one MLS Tool.

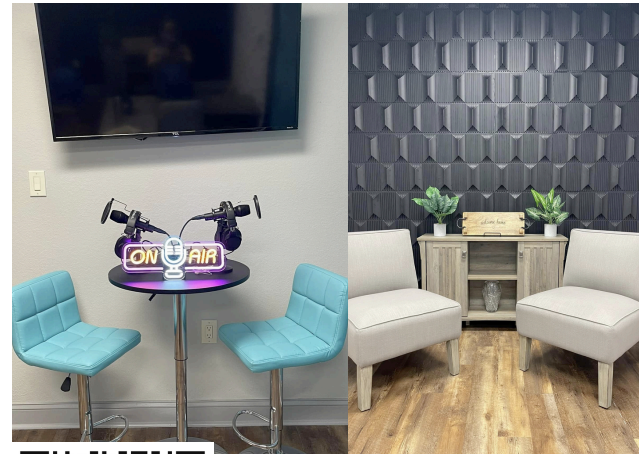
onehome[™]

By CoreLogic[®]

OneHome by CoreLogic simplifies homebuying with personalized property recommendations and market insights, enhancing buyer-agent collaboration.



A Complimentary Moving Box Truck for You and Your Clients to Utilize Anywhere in Southwest Florida!



BER MEDIA ROOM

Free to use, social media room with video and audio equipment



Is there a leader in you? Want to excel in your R.E Journey?



HOMESNAP
SHOWINGTIME
MARKETSTATS
MLS TOUCH

BUILDER'S UPDATE
OFFERMANAGER
FORM SIMPLICITY
MLS ADVANTAGE

AGENT WORKSPACES
ROOM RENTALS
REALTOR REVIEW MAGAZINE
1-ON-1 TRAINING

PERSONALIZED SUPPORT
WEEKLY CE CLASS
BER BEST DESIGNATION
AND MORE!

BECOMING A BER MEMBER!

WHY IS IT A REQUIREMENT THAT I JOIN?



ABOUT US

WHY AM I HERE?

Founded in 1966, Bonita Springs-Estero REALTORS received their charter from National Association of REALTORS. This means that we were approved to be a local association and we must comply with the three-way rule. That is why when you sign up, you are actually paying dues for BER, Florida Realtors, and NAR. Your broker has decided to set themselves apart by carrying the REALTOR trademark and be held to a higher standard, this means they also agreed that all of their agents will also do the same. This is why you are required to join a local association where your broker has a relationship.

THE REALTOR "R"

THE DIFFERENCE

In Florida, there are more than 400,000 licensees in real estate but a little over half are REALTORS. What's the difference? Check out materials provided by NAR to show your value to consumers at <https://www.nar.realtor/the-difference>

**THAT'S
WHO
WE**



OUR MISSION

"Supporting success beyond sales for our members, their clients, and our community, and promoting the highest level of ethical and professional standards."

OUR VISION

To make meaningful decisions that result in value and purpose for our members and the community.

OUR CORE VALUES



INTEGRITY

FRIENDLY



INNOVATIVE



ACCESSIBLE



OPPORTUNITY

