

# A Guide to the National REIA Partnership

Corporate membership of National REIA



promote | protect | educate

**NATIONAL REAL ESTATE INVESTORS ASSOCIATION**

*A non-profit Trade Association serving the Real Estate Investing Industry for over 20 years.*

## Goals of the National REIA Partnership

- To lead, educate and provide for the Real Estate Investing Industry
- To create the environment for increased adoption and development of National REIA practices and the sustainable growth for the Real Estate Investing Industry
- To be the resource and point of contact for policy makers, media and the Real Estate Investing Industry
- To develop National REIA as a key, news and policy-led commentator of Real Estate Investing issues

Founded in 1985, National REIA supports the Real Estate Investing Industry in promoting a standard of excellence for the benefit of members, their organizations and partners. National REIA is a not-for profit 501 c(6) organization.





## To Achieve our goals the National REIA Partnership undertakes these activities

- Delivering awareness raising campaigns on Real Estate Industry issues
- Providing better understanding of the benefits National REIA can bring to an organization
- Commissioning industry research to support investment in real estate
- Running workshops, events and conferences for networking, peer support and knowledge sharing
- Publishing industry papers and demonstrating through leadership
- Lobbying government, agencies and organizations affecting real estate investing
- Offering online forums, including webinars, focusing on sector and theme based issues

## Why your organization should join the National REIA Partnership

Real Estate Investing is changing. It is fundamental that we sustain the discipline and continue to improve both the theory and practice. Innovative organizations want to be leaders, helping move this process forward, rather than followers.

The National REIA Partnership is the vehicle for the industry to chart its own path and take advantage of the opportunities ahead.



## The value of Partnership

National REIA provides an impeccable marketing vehicle for proactively establishing relationships between National's Benefits Providers and a uniquely targeted market segment of Real Estate Investors.

National REIA prides itself on being the lifeblood of communication within the Real Estate Investing industry. In fact, recent OREIA Conference surveys had a 79% positive response that respondent's choice of vendor would be affected by an endorsement from National REIA. We are our members trusted source for keeping them in tune with the world in which they do business. Individual investors and Real Estate Investor Associations look to National REIA to provide them with valuable market information.

Benefit providers are at the forefront of information on our website, in printed materials, and at our events. This gives you unparalleled opportunities to access to an exceptionally targeted audience with wide geographic breadth:

Rapidly expanding membership with over 500% growth in the past five years, twenty new association requests and five new association memberships in the last 3 months and 230+ current member associations throughout the U.S. 40,000+ individual real estate investors in 45 states

This is just the tip of the iceberg, National REIA has an aggressive 3 year strategic plan in place, focused on increasing our membership base amongst Rental Property Owners Associations and other landlord associations beginning Mid Year 2009.

A Partnership with National REIA presents Benefit Providers with multiple avenues of access to our members - **over 40,000 potential customers** who are exceptionally targeted and primed to purchase the specialty products and services your company has to offer. We will leverage our core competencies as a leader in the real estate investment industry and promote your products and services through our well established distribution channels.

## Opportunity

**E-media and Direct Mail**— All of the electronic and print media that National REIA members receive instructs them to visit [NationalREIA.com](http://NationalREIA.com) for more information. We are constantly contacting our membership and directing traffic to our website where they will see your prominent banner ad.

Benefits Providers will receive rotating banner ads on our website at [www.NationalREIA.com](http://www.NationalREIA.com) 800,000 approximate hits per year and growing - 70,000 hits this month with 5,000+ unique visitors. Currently expanding and upgrading to include more functionality including blogs, web forums, and hub for registration to National REIA events - over 870 association members in combined attendance who represent 40,000+ individual investors on the local level. This marks a huge potential to raise your visibility to both our membership and the investing world at large.

**Member Benefit Packet** – Annually, each member receives a fully detailed description of the current benefits available to them through National REIA. Benefit Providers receive a full-page ad in this direct mail piece. This packet reaches approximately 40,000 individuals each year.

This year we begin the print of a detailed handbook for members. This will give a very detailed account of how they benefit from your product or service and how they should use it. These are distributed to each individual member of the local associations.

**E-mail Blasts** – Our members receive direct electronic communication at least once a month. This content includes legislative alerts, announcements, benefit reminders, etc. National REIA will provide direct links in each e-mail, driving traffic to your benefit information on our website.

**Quarterly Direct Mailings & Promotional Mailings** – Local association group leaders receive mailings on a quarterly basis for the direct administration of information to be shared with our general membership. Also, we occasionally send our members special promotional pieces via email or direct mail to announce exciting new National REIA or industry developments. These mailings contain up-to-date industry news, National REIA event registration information, and remind members of their exclusive benefits.

**National REIA e-Newsletter** – Produced bi weekly, this communication reaches individual members in which Sponsors and industry partners have the ability to submit content for this newsletter which is also posted online for our membership. We provide space for advertising in each issue alongside the list of current member benefits and highlight your company in our articles in order to reinforce your company's value as a member benefit and to promote brand recognition.

#### **Educational Conferences, Networking & External Marketing**

National REIA prides itself on being an organization that builds relationships on a very personal basis. We host four conferences annually, which are detailed below. Non-members are invited to these conferences and we also participate in external industry events where we can communicate the advantages of National REIA membership to numerous individuals and groups that are not currently members. We travel to all regions of the country, averaging one outside event per month where we typically have a National REIA booth and always have promotional materials available to enhance "Brand Recognition" for both National REIA and our sponsors/partners. Our presence at regional conferences is an exceptional time for National REIA to promote membership benefits, to introduce sponsors and their products to attendees, and to spend time building strong relationships with individuals and therefore the groups that they represent.

During the promotion of our own events, National REIA Partnerships and sponsors get significant recognition as they appear on all promotional materials we publish. Higher level sponsors also receive scheduled speaking time and additional "face-time" with attendees during our conferences, allowing them to directly market to our membership and non-member participants at our four annual events:

**Winter Educational Cruise Conference** – focused on current real estate trends, national speakers, networking and education. In 2007, there were 456 cruise conference attendees representing 38,622 additional members in their home groups. This conference averages 400-500 participants.

**Day on the Hill** – focused on legislative issues, a call-to-action and avenue for direct communication with governmental leaders on the local, state and national level. For the first event of its kind, last year there were 67 attendees representing 26 states, giving our Industry a very proactive voice in Washington D.C.

**Mid-year Leadership Conference** – focused on association management on a regional level. Group leaders are introduced to new products and services at this mid-year tradeshow. In 2008, our 253 attendees represented 32,319 members in their local associations. The greatest advantage of this conference is the networking time that association leaders use to share their ideas and experiences with each other.

**Fall Marketing and Technology Conference** – focused on growing technology trends and marketing techniques that will help associations break the mold of their current demographics. The number of attendees was limited to 50 last fall and consisted of representatives from our largest member associations, representing 25,273 members from their local associations. We were also pleased to see not only association leaders but even local small business owners in attendance.

#### **Expanded Visibility Through Industry Partner Affiliations**

Looking forward, National REIA is focused on building our membership base through internal marketing efforts as well as through marketing campaigns with industry partners. A cornerstone of our 2009 vision is the development of strategic alliances. We are currently building such alliances. These working relationships increase visibility for National REIA and our sponsors, providing win/win marketing solutions when partners launch joint promotions and drive potential members to our website and to National REIA events.

National REIA shares in our partner's entrepreneurial spirit and we are deeply committed to providing our members with superior educational materials, products, services and benefits. We hope for a long and healthy partner relationship with you as we are dedicated to growing real estate associations on a local level through administrative training and excellent benefits such as yours.

## Contact Information (correct as at January 1, 2010)

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The Following are founding members of the National REIA Industry Partnership Steering Group

**Sherwin Williams** — **Roto Rooter Services** — **The Home Depot** —

**National Real Estate Insurance Group** — **PartnerShip** — **The Entrust Group**

Current Members of the National REIA Industry Partnership

**Sherwin Williams** — **Rentals.com** — **Roto Rooter Services** — **The Home Depot** —

**National Real Estate Insurance Group** — **PartnerShip** — **The Entrust Group** —

**U First Financial** — **Stewart Title** — **Re/Max International, Inc** — **Equity Trust**



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