



WE are leading
our agents into
a better future.


Windermere
REAL ESTATE

CARE TO JOIN US?



ELEVATING AND HUMANIZING REAL ESTATE, EVERY DAY.



We are a company that is rooted in service. We support and inspire our network of entrepreneurs with the tools and resources they need to take their businesses to the next level. We are deeply committed to our communities and foster a culture of collaboration and teamwork.

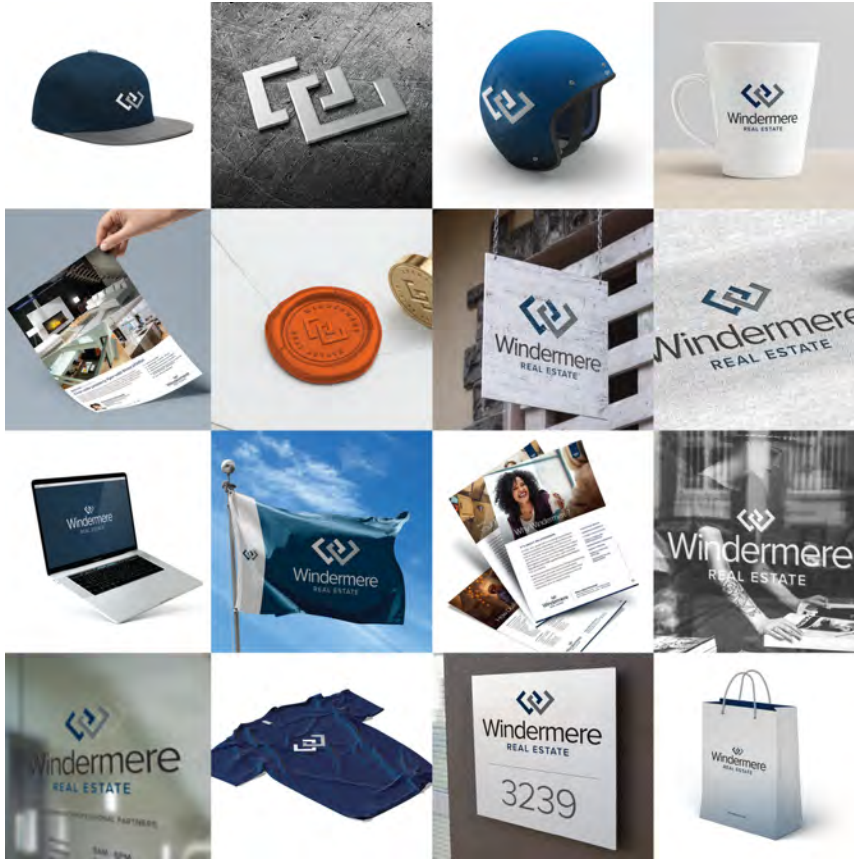


COMPASSIONATE PROFESSIONALS

Windermere's community of agents and franchise owners is our greatest asset. They are inspired producers, continuously in pursuit of mastering their craft, building thoughtful relationships, and making their communities a better place to live.








MOXI PRESENT
MOXI ENGAGE CRM
GEO-LOCATING WEBSITE
MONTHLY MARKET REPORTS
DIRECT MARKETING TOOLS
CONTENT SHARING
AUTOMATED PERSONAL MARKETING
LEAD GENERATION
SOCIAL MEDIA PLAYBOOK
DIGITAL ADVERTISING PROGRAMS
WINDERMERE LIVING MAGAZINE
SOCIAL MEDIA DASHBOARD
AUTOMATED PROPERTY MARKETING
CUSTOMIZABLE WEBSITES
IN-HOUSE CHIEF ECONOMIST
AUTOMATED LISTING ADS
PRE-LICENSE TRAINING
RETIREMENT PLAN
RELOCATION SERVICES
CONTINUING EDUCATION
MONTHLY AGENT NEWSLETTER
LUXURY MARKETING PROGRAMS

COURAGEOUS INGENUITY

We believe in dreaming big, taking risks and experimenting. We recognize the world is changing rapidly, so we drive ourselves to deliver meaningful innovation, tools, and platforms that help our people stand out and stand apart – so much so that our agents are some of the most productive in the nation.

COLLECTIVE GENEROSITY

We believe in acting beyond ourselves. We do this through our dogged devotion to supporting our neighbors in need and collective commitment to building thriving communities.

A photograph of two hands shaking, one larger and one smaller, set against a bright blue sky background. The hands are positioned on the right side of the page, with the larger hand on top and the smaller hand on the bottom, symbolizing support and partnership.

SCHOOL ASSISTANCE
FUNDRAISING
SHELTER
GRANTS
YOUTH PROGRAMS
SCHOLARSHIPS
EMERGENCY ASSISTANCE
EDUCATION
COUNSELING
HELPING HOMELESS
COMMUNITY HELP
VOLUNTEERING
SCHOOL SUPPLIES
CHILD PROGRAMS
FAMILY FUNDS
HOUSING ASSISTANCE
BASIC NEEDS
FINANCIAL ASSISTANCE
CLOTHING DRIVE
COMMUNITY SERVICE DAY
FOOD BANKS
BACKPACK DRIVES



Tech Tools

We are a company that is rooted in service. We support and inspire our network of entrepreneurs with the tools and resources they need to take their businesses to the next level. We are deeply committed to our communities and foster a culture of collaboration and teamwork.



What is the Windermere Hub?

The Windermere Hub is a place where members of our network can go for the latest Windermere news and updates, feel connected and inspired by our brand, and access valuable social media content.

What type of content is available on the Windermere Hub?

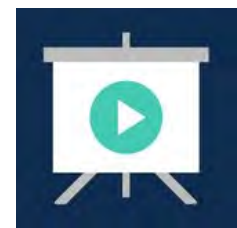
Important information and resources, such as marketing program updates, professional development opportunities, events, technology, training videos, industry news, and social media content are all available on the Hub. The content is targeted based on your role, geographic location, and other criteria, so you only see what is relevant to you.



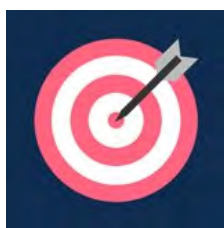
WORC



Windermere U



MoxiPresent



MoxiEngage



MoxiImpress



Listing Manager



With a focus on mobility, our custom tech tools are engineered to connect our agents to their clients while streamlining the entire real estate experience.

MOXI PRESENT

Windermere's robust presentation and CMA tool, Moxi Present, allows agents to quickly create and sync CMAs on their desktop, phone or tablet using pre-loaded or custom pages, including Windermere's suite of presentation sheets to help clients understand the buying and selling process. With dynamic mapping features, interactive graphs and charts, and a sharable PDF leave-behind of the presentation, it's a great way to wow clients and prospects while providing the information they need to make informed decisions.

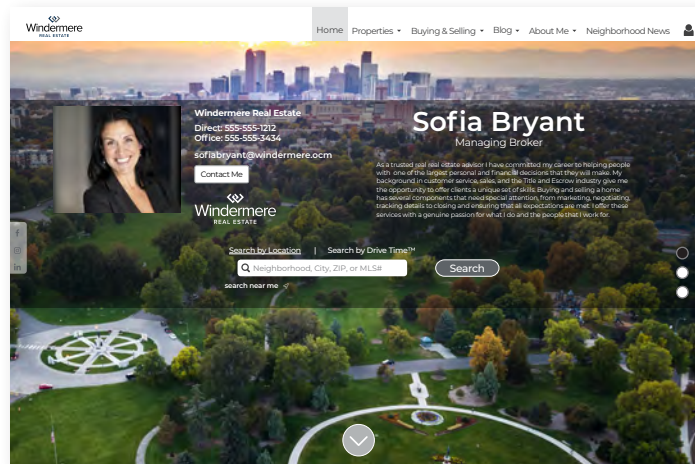


MOXI ENGAGE CRM

Windermere agents can manage their business and daily tasks more efficiently with Moxi Engage. Organized around the people in an agent's sphere, it helps them manage the entire sales cycle, from first point of contact to closed transaction, ensuring repeat business and referrals. It's also integrated with Microsoft Exchange email, contacts and calendar, as well as Windermere's agent and office websites, and features a monthly automated report email to help agents keep in touch and generate new business.

CUSTOMIZABLE AGENT AND OFFICE WEBSITES

Windermere's agent and office websites are the most customizable in the industry, with images, videos, testimonials, Zillow reviews, featured listings and more. They're fully integrated with MoxiEngage CRM and Drip Campaigns, MLS property search, and Faves and Saves, and offer full customer and technical support. They also help generate leads through SEO optimization, built-in contact forms, and our *Neighborhood News* automated monthly report.





Windermere agents stand apart, backed by a powerful brand that showcases their expertise through impactful digital and print marketing tools.

DIGITAL ADVERTISING PROGRAM

From listing promotion to lead prospecting and keeping in touch, Windermere’s branded digital ad templates and strategic partnerships make digital advertising on top sites like Facebook, CNN, and ESPN fast and affordable. Each ad campaign can be displayed to a specific audience or ZIP code, and ads follow viewers wherever they go online.



SOCIAL MEDIA PLAYBOOK

Windermere’s Social Media Playbook provides a blueprint to help offices and agents maximize the marketing power of social media while leveraging the collective power of the Windermere brand. In addition to valuable strategic insights on what, when and how often to post on various channels, there are also instructional videos, tutorials, and a variety of posting images and customizable templates that make implementation fast and easy.



REAL ESTATE CONTENT SHARING

Windermere offices and agents can keep their own blogs and social media timely and relevant with minimal effort by leveraging content from Windermere.com, the Windermere blog, Facebook, Twitter, Instagram, Pinterest, YouTube, and LinkedIn.

TURNKEY EMAIL MARKETING

MoxiEngage Campaigns offers customizable, turnkey drip email campaign templates and an option for offices and agents to create their own custom emails. Choose from sequential, date-driven or eBlast options with relevant Windermere-branded content to stay in flow with your sphere. Nurture new leads with Buyer and Seller campaigns that let you send automatic messages when new leads come in. Then track your email performance using the reports dashboard summary.



DIRECT MARKETING & PRESENTATION MATERIALS

Whether agents are marketing their listings or themselves, Windermere's exclusive Custom Xpress storefront provides access to hundreds of branded, customizable postcard, flyer and brochure templates, as well as presentation materials that give a polished and professional look. Flexible direct mail services give agents the option to schedule mailings now or later, and to upload their own mailing lists, select lists from Moxi Engage, or choose from a variety of demographic and geographic lists to target clients and generate leads.



WINDERMERE LIVING LIFESTYLE AND LISTING MAGAZINE

Windermere Living is one of the top real estate magazines on the West Coast, offering carefully curated editorial that reflects our passion for community, connection and inspired living. It provides Windermere agents with the ideal opportunity to market themselves and their listings to buyers and sellers throughout the Western U.S.

In addition to advertisers and Windermere offices, the printed magazine is distributed directly to homeowners and high-net-worth individuals throughout California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, and Washington. It is also digitally published, putting it into the hands of mobile viewers around the world and allowing agents to share it easily via email and social media.

WindermereLivingMagazine.com



XPRESSLINKS

Xpresslinks expands the reach of direct marketing by letting agents share their print campaigns quickly and easily via social media and email. It creates a customizable web page featuring the print marketing piece, which can generate new leads through viral sharing and its built-in lead generation form. And best of all, it's free with every print order placed on Custom Xpress.



SOCIAL MEDIA DASHBOARD

Social HQ saves time by letting agents manage all their social media channels from one easy-to-use dashboard. It provides a library of timely, real-estate-related content that can be scheduled in advance to post anytime. Agents can track responses and results, and even set up keyword searches to source leads and manage their online reputation.



We make it easy for our agents to build thoughtful, long-term relationships with their sphere through content that is both dynamic and relevant.



MONTHLY CLIENT NEWSLETTER

Home Update is Windermere's exclusive and affordable monthly client newsletter featuring helpful homeowner information and tips, seasonal greetings, and a regional Home Price Guide with average home sale prices in the markets we serve. It's available digitally as a monthly email, with bonus email content that subscribers can use throughout the year, or in two print formats that can be mailed automatically to your sphere. It's an easy set-it-and-forget-it marketing touch point to stay top-of-mind with contacts all year long.

AUTOMATED PROPERTY MARKETING

Automated property marketing makes marketing new listings faster and easier by automatically creating Just Listed, Open House or Price Reduced marketing using photos and data from the MLS. Agents can choose from a variety of print and digital formats including social media post, video, virtual tour and single-property website, and can post to the Web, send via email, or send for printing and mailing directly from the tool in a matter of minutes.

PHOTO INTEGRATION

Windermere partners with top photography companies that are also integrated with our Custom Xpress direct marketing storefront. So, instead of taking time to download their listing photos and upload them to the platform, agents can simply enter their listing address or MLS number to access their photos directly from their direct marketing template.

MONTHLY MARKET REPORT EMAIL

Neighborhood News is Windermere's automated monthly email that helps clients stay up-to-date on the real estate markets that matter to them. It's personalized with the agent's photo and contact information, and integrated with MoxiEngage so subscribing new clients and tracking report performance on the Engage dashboard is easy. It provides helpful information people want and is a great tool for attracting new business in lead generation marketing.

MONTHLY CLIENT GIFT PROGRAM

Windermere's partnership with LoLo provides agents with the option to send clients monthly gift offers from local businesses. It's integrated with MoxiEngage so the agent's Engage contacts can be uploaded to LoLo with the click of a button. It's a unique way to stay top-of-mind by giving contacts something of real value each month, while also supporting local businesses.



We provide our network of entrepreneurs with the resources they need to master their craft, invest in their future, and make their communities a better place to live.

WINDERMERE

PRODEV

PRE-LICENSE TRAINING AND CONTINUING EDUCATION

Professional development is important to every agent’s career. Whether it be pre-licensing training for taking the state exam or continuing education for license renewal purposes, Windermere serves a complete range of educational needs. Trainings like our exclusive Windermere Ninja Installation, professional designations, and technology tool workshops put our agents on the cutting edge of the real estate industry.



WINDERMERE RETIREMENT PLAN

Windermere helps agents plan for their long-term financial well-being with a retirement plan that offers a range of investment options as well as an interactive retirement planning tool.



WINDERMERE FOUNDATION

Every time a Windermere agent sells a home, a portion of the commission goes to the Windermere Foundation, a non-profit organization dedicated to helping low-income and homeless families. Since its inception in 1989, the foundation has raised more than \$44 million for programs and services to help those in need. Each office can decide how their office’s proceeds can be best utilized in their community.



INSIGHTS FROM OUR CHIEF ECONOMIST

As one of the few real estate companies in the nation with an in-house Chief Economist, Windermere’s agents and offices have unique access to the most timely economic updates and analysis. This includes blog posts, videos, annual forecasts, and a quarterly Gardner Report of regional real estate market insights that agents and offices can share with their sphere.

RELOCATION AND REFERRAL SERVICES

Windermere Referral Services provides the benefits of a full-service Referral and Relocation department to support broker-to-broker referrals, corporate relocation referrals and lead generation referrals for our agents. Our membership in the Leading Real Estate Companies of the World® network allows us to service referrals from any of its 550 independent real estate companies worldwide. From buying and selling homes, to previewing new areas, finding rentals, settling into new countries, and more, our team of experts goes the extra mile to ensure a stress-free move from start to finish.



Windermere offers our agents a wide array of programs to help them provide a full-service, high-touch experience to their clients.

PREMIER PROPERTIES

Premier by Windermere Real Estate supports our agents by helping them meet the unique demands of marketing and selling luxury homes. Agents have access to exclusive marketing materials and advertising opportunities, an enhanced online presence and a network of agents that represent high-net-worth clients.



W COLLECTION (WWA, OR, SCA, and BIG ISLAND, HAWAII)

W Collection by Windermere Real Estate provides resources and tools to meet the needs of our most affluent clients. Agents have access to elevated property marketing, custom signage, exclusive networking events, special advertising opportunities and more. All W Collection listings receive enhanced exposure through targeted international online syndication as well as being featured on WbyWindermere.com and W Collection's social media channels.



COMMERCIAL

The Windermere Commercial brand represents the purchase and sale of retail, industrial, office building, multi-family, and mixed-use properties, as well as industrial and land. We offer a full range of commercial real estate services, including leasing, business opportunities, brokerage, development, building management, and consulting.



PROPERTY MANAGEMENT

Windermere Property Management is an industry leader at providing full-service residential and property management. Our experienced management personnel provide unparalleled customer service to landlords and tenants through every phase of the rental process.



EQUESTRIAN LIVING

Equestrian Living by Windermere supports agents representing equestrian and lifestyle acreage properties. Agents have access to tools and marketing resources allowing them to target and tailor their marketing plan. Listings are featured on Horseproperties.net and *WindermereEquestrianLiving.com*.

Equestrian Advisors are vetted agents who specialize in buying and selling equestrian or equestrian-potential properties. Advisors have access to tools and marketing materials which allow them to promote their expertise. They receive priority in working with equestrian-specific leads (if they opt in). All Advisors are featured on *WindermereEquestrianLiving.com*.



SENIOR TRANSITIONS

Senior Transitions Advisors are vetted real estate professionals who specialize in working with clients aged 65 and older. These Advisors have access to marketing materials and resources that help them promote their expertise.



Memberships



Once you become a member of SAAR, you will be activated in Lone Wolf Transaction Desk. The Transaction Desk has templates for easy navigation with forms needed to get started and complete transactions.



<https://www.scottsdalerealtors.org/>

Scottsdale Area Association of Realtors®

8600 E Anderson Dr, Ste 200
 Scottsdale, AZ 85255
 Email | 480.945.2651

Become a member: <https://www.scottsdalerealtors.org/join/>

REALTOR® Members - Dues & Fees

When you join SAAR, you're also joining the Arizona Association of REALTORS® (AAR) and the National Association of REALTORS® (NAR). In addition, if you're getting MLS access, you are also joining as a subscriber of ARMLS (Arizona Regional Multiple Listing Service).

These are all separate entities that SAAR will either collect fees for (SAAR, AAR, NAR) when you join or direct you to where you can pay your fees (ARMLS).

SAAR, AAR, and NAR memberships are based on the calendar year (January 1 – December 31) and fees are prorated monthly (SAAR and NAR) or biannually (AAR).

ARMLS fees are good for one full year from the date you pay your MLS fees.

2022 Dues and Fees Schedule



REALTOR®

	January	February	March	April	May	June
Application Fee	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00
Scottsdale Dues	\$175.00	\$160.42	\$145.83	\$131.25	\$116.67	\$102.08
Arizona Dues	\$175.00	\$175.00	\$175.00	\$175.00	\$175.00	\$175.00
National Dues	\$150.00	\$137.50	\$125.00	\$112.50	\$100.00	\$87.50
NAR Consumer Adv. Campaign	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00
Total Dues Payable	\$660.00	\$632.92	\$605.83	\$578.75	\$551.67	\$524.58
	July	August	September	October	November	December
Application Fee	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00
Scottsdale Dues	\$87.50	\$72.92	\$58.33	\$43.75	\$29.17	\$14.58
Arizona Dues	\$87.50	\$87.50	\$87.50	\$87.50	\$87.50	\$87.50
National Dues	\$75.00	\$62.50	\$50.00	\$37.50	\$25.00	\$12.50
NAR Consumer Adv. Campaign	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00
Total Dues Payable	\$410.00	\$382.92	\$355.83	\$328.75	\$301.67	\$274.58

Required Memberships – Salesperson

To join the MLS as a subscriber, complete the following required steps:

1. Join **Scottsdale Area Association of Realtors®**. The sign-up process to join the MLS is through your **local association**. You must start the process at an **association**. They will handle all the paperwork and issue a login/password for the MLS (note: you'll have to pay ARMLS separately).
2. The final step is to **pay your MLS subscriber fees**. For questions about joining ARMLS, contact support at **480-921-7777**.



Scottsdale Area Association Of Realtors® Inc

www.scottsdalerealtors.org

(480) 945-2651 (480) 422-7945

Become a Member: <https://scottsdalerealtors.org/join/>

Check to make sure your license is showing 'Active' on [ADRE's](#) website.

Fill Out Your Realtor® Application. [Click here](#) to access the application. (*The **ARLMS Membership** form is included in the Scottsdale Area Association Membership form.*)

Email Your Form/ Request to info@scottsdalerealtors.org.



Already a member of Scottsdale Area Association?

<https://armls.com/how-to-join-armls>

[ARMLS Application Only](#)



National Association of Realtors®

<http://www.nar.realtor/>

Membership

<https://www.nar.realtor/membership>

New member? [Start here!](#)

The core purpose of the National Association of REALTORS® is to help its members become more profitable and successful. If you're not a member of the National Association of REALTORS®, but you'd like to become one, **you must first join a local real estate association.**

SCOTTSDALE AREA ASSOCIATION OF REALTORS® INC

www.scottsdalerealtors.org

(480) 945-2651 (480) 422-7945



For More Information, Please Contact:

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W I N D E R M E R E