

The Aspen REALTOR® Advantage | Your Investment Defined

WELCOME to the Aspen Board of REALTORS®, proudly serving more than 700 members and 45 affiliates in the Roaring Fork Valley. Our **MISSION** is to serve our members by providing programs and services that empower them to conduct their business successfully with integrity and competence.

Organized Marketplace the Aspen Board of Realtors provides tools and services that bring all member companies both large and small together, allowing agents to cooperate and network with your real estate peers and build collaboration, understanding and insight amongst your competitors. This lends itself to a strong marketplace full of real estate professionals that understand and respect each other on a personal and business level.

Professional Development ABOR provides an array of educational courses ranging from basic skills and mandatory courses to advanced certifications, social media, fair housing, marketing, technology, and professional designations.

Code of Ethics Members of ABOR adhere to a Code of Ethics that creates, monitors, and enforces the expectation that REALTORS® adhere to a higher level of professionalism and professional practices.

Mediation/Arbitration ABOR provides local ethics, mediation, and arbitration services to help you resolve disputes in a fair, timely and cost-effective manner.

Government Affairs ABOR, CAR & NAR advocate for our members with a strong political voice at the local, state, regional and national levels. We monitor, educate, and inform members of key legislative and regulatory issues. We have a Political Affairs Coordinator on our staff, and we work with elected and appointed officials to protect your rights to conduct business in a competitive, fair, and profitable manner and to protect the property rights of consumers.

MLS/Real Estate Technology As a member of ABOR you have access to our state-of-the-art MLS, www.flexmls.com. Our MLS offers onsite and in-office training for all members and a public facing website driving leads straight to our local agents: www.aspenglenwoodmls.com. AGSMLS includes numerous additional real estate products: RE Technology, Domus Analytics, ListTrac, Market Stats, Remine, ShowingTime, and FloPlan.

Broker to Broker Communication (B2B) Broker to Broker (B2B) e-mails allow our members to communicate professionally with each other on listings, rental properties, up to the minute market announcements, inquiries, and other real estate related topics.

Public Relations ABOR participates in worthwhile community causes on your behalf and in support of our local communities. We also invest in public awareness campaigns promoting the value of using a professional local REALTOR®. In addition, we publish articles spotlighting our volunteer leadership involvement, our partners, and local organizations. *Community Involvement: Heldman King Scholarship Program, Lift Up, Salvation Army, Habitat for Humanity, Realtor Relief Foundation, Aspen Out, Lucky Chances Luncheon donation benefitting local non-profits, Realtor Political Action Committee*

ABOR TECHNOLOGY Helpline Is available to our membership FREE of charge which offers tech support for hardware, software, and all digital devices. 877.573.8102

CAR Legal Hotline – Provided by the Colorado Association of Realtors 303.785.7171

Professional Staff Professional staff, Board of Directors and experienced committee volunteers dedicated to the members, community, and the mission of the Aspen Board of REALTORS®.

Fall & Spring Home Tours, Caravans, and Open House Luncheons ABOR organizes semi-annual home tours and weekly Caravans in Aspen, Snowmass Village, Old Snowmass, Basalt, and Missouri Heights. We also provide an online calendar to market daily open house luncheons.

Task Force & Committee Involvement ABOR coordinates meetings to discuss, strategize, and solve important industry issues as they arise and to support the goals of the organization. Committees: Community Relations/PR, Governmental Affairs, Education/Programs, Scholarship Foundation, and Scholarship Fundraising. Task Forces: Affiliate, Fall & Spring Home Tours.

AspenRealtors.com The Aspen Board of REALTORS website where you will find membership information, forms, education calendars, luncheon and caravan schedules and valuable information for online schools, courses, DORA, CAR + NAR.

Networking/Events ABOR provides an array of opportunities to help you connect with other real estate professionals and affiliated industry leaders. ABOR annually hosts the Market Update Luncheon, Heldman King Scholarship REALTOR® Golf Tournament, Fall and Spring Home Tours, an Annual Holiday Party and multiple Education events. We participate in community service days, broker forums, office outreach programs and miscellaneous pop up events throughout the year.

Communication ABOR keeps you informed about industry changes, Association offerings and industry news. Our Newsletter, *The Aspen REALTOR®* is published bi-monthly and includes upcoming events, education, statistics, important tips to grow your business, active links to “Real Estate in the News”, a monthly summary of government and business activity in the Roaring Fork Valley and many other great articles for our members. ABOR also is very active on social media and has 2,000+ followers. @aspenboardofrealtors

Resort Alliance The Aspen Board of Realtors belongs to the **Western Mountain Resort Alliance** (with 12 other resort/second home areas in the country) to stay “hyper focused” on all topics specifically related to resort area real estate challenges such as wildfire, property insurance, STR’s, workforce/affordable housing, etc.

