



East
1150 Broadway, Ste. 100
El Cajon, CA 92021
Ofc: 619-579-0333

South
880 Canarios Court, Suite 100
Chula Vista, CA 91910
Ofc: 619-421-7811

Central
4340 Genesee Ave. #203
San Diego, CA 92117
Ofc: 858-286-6080

www.psar.org



PSAR AFFILIATE MEMBER APPLICATION

I hereby apply for Affiliate Membership to the Pacific Southwest Association of REALTORS®. I irrevocably waive all claims against the Pacific Southwest Association of REALTORS® or any of its officers, directors, or members for any act in connection with the business of the Association and in particular its or their acts in electing or failure to elect, advancing, suspending, expelling, or otherwise disciplining me as a member. Upon the expiration of said membership for any reason, I will return to the Association all certificates, signs, seals, or other indications of membership in the Association and the California Association of REALTORS®.

AFFILIATE INFORMATION

Name (as it should appear on Roster): _____

Name of Company: _____

Address: _____

(Street)

(City)

(State)

(Zip Code)

Phone Number: _____

Mobile Phone: _____

Fax Number: _____

Email: _____

Affiliate Member Benefits:

Networking:	Marketing:	PSAR Extras:
<ul style="list-style-type: none">• Receive early notice of sponsorship opportunities• Pay the lower member rate for events, classes and seminars• Eligible to sponsor our Rally and Ride Breakfast and Coffee• Eligible to receive Affiliate of the Year Award• Work with REALTORS to give back to the community.	<ul style="list-style-type: none">• Receive a PDF file of our PSAR Membership Roster• Opportunities to be featured on our Facebook, Twitter and Instagram Pages• Instruct a class presenting relative information for REALTORS® and Agents• Permission to use the PSAR Affiliate Logo• Feature in our Rally & Ride Portfolio	<ul style="list-style-type: none">• Join PSAR's Committees: YPN, Tech Committee, Charity Committee• Volunteer at our large annual events: Golf Tournament, Unfashion and Variety Show, Charity Zombie Run, REALTOR® Games and Casino Night to name a few recent ones.

Credit Card Payment Information

Fees are not refundable and non-transferable

☐

VISA

☐

MasterCard

☐

American Express

☐

Discover

Name on Card: _____

Credit Card # _____

Exp. Date: _____

Security Code: _____

Billing Address: _____

City: _____

State: _____

Zip: _____

Applicant Signature: _____

Date signed: _____

Pacific Southwest Association of Realtors (PSAR) Affiliate Member Code of Conduct

Introduction

The PSAR Affiliate Member Code of Conduct outlines the core principles and professional expectations for all Affiliate Members. By joining PSAR, Affiliate Members affirm their commitment to upholding the integrity and professionalism of the real estate industry while supporting the Association's objectives.

Membership Criteria

1. **Alignment with PSAR Objectives:** PSAR membership is contingent upon the compatibility of an applicant's professional activities with the Association's goals. This includes promoting the real estate profession's integrity and professionalism. The Association reserves the right to review an applicant's professional activities to ensure alignment with these objectives.
2. **Legal and Ethical Compliance:** PSAR adheres to all applicable anti-discrimination and anti-competitive laws.

Affiliate Member Responsibilities

Affiliate Members are expected to conduct themselves professionally and ethically, adhering to the following principles:

- **Honesty and Truthfulness:** All marketing and advertising materials must be truthful, accurate, and not misleading. Claims must be substantiated by factual evidence.
- **Consumer Privacy:** Respect consumer privacy rights and comply with all data protection laws and regulations. Personal information collected through marketing activities must be handled securely and used only for intended purposes.
- **Transparency:** Disclose any material connections, sponsorships, or endorsements in marketing materials. Identify paid promotions to avoid consumer confusion.
- **Diversity and Inclusivity:** Promote content that is respectful and inclusive, avoiding discrimination based on race, ethnicity, gender, sexual orientation, religion, disability, familial status, or national origin.
- **Responsible Targeting:** Exercise caution when targeting marketing campaigns to specific demographics. Avoid exploiting vulnerable groups or engaging in predatory practices.
- **Compliance with Laws and Regulations:** Adhere to all applicable laws, regulations, and industry standards governing marketing practices, including consumer protection laws, advertising codes of conduct, and intellectual property rights.
- **Protection of Intellectual Property:** Respect the intellectual property rights of others. Obtain proper authorization before using copyrighted material, trademarks, or other proprietary content.
- **Accountability and Integrity:** Take responsibility for marketing practices and promptly address any complaints or concerns raised by consumers or regulatory authorities. Uphold integrity and the reputation of your brand.
- **Environmental Responsibility:** Consider the environmental impact of marketing activities and strive to minimize waste, energy consumption, and pollution associated with your campaigns.
- **Continuous Improvement:** Continuously evaluate and improve marketing strategies and practices to enhance effectiveness, transparency, and ethical standards.

Additional Professional Conduct

In addition to the marketing principles above, Affiliate Members are expected to:

- **Clearly Communicate Agreements:** Attempt to put all agreements into written form, if and when applicable, and abide by all written agreements made.
- **Fair Competition:** Avoid making false or misleading statements about competitors, REALTOR® members or other Affiliate Members, their businesses or their business practices.

Professional Conduct

- **Positive Promotion:** Promote their business in a positive and professional manner based on their merits and those of their company.

- **Truthful Representation:** Refrain from exaggeration, misrepresentation, and concealment of pertinent facts. Additionally, avoid making fraudulent, deceptive, or misleading statements in any communications, including social media and marketing materials.
- **Interaction with Fellow Members:** Interact with all affiliate members within the guidelines of this Code of Conduct.

Association Adherence

- **Comprehensive Compliance:** The Affiliate shall adhere to all rules, guidelines, policies, and procedures established by the Association.

Client and Customer Relationships

- **Respectful Business Practices:** The Affiliate shall not undertake activities that compromise or interfere with the contractual business relationship REALTOR® and affiliate members have with their customers and clients.

Conclusion

By adhering to this Code of Conduct, PSAR Affiliate Members contribute to a professional and ethical real estate environment, fostering trust and confidence with consumers and fellow members.

Additional Board Policy #48

Policy #48: Violations of the Affiliate Code of Conduct

1. **Code of Conduct Violations:**
 - Affiliate Members violating the Affiliate Code of Conduct are subject to disciplinary action. Violations include conduct that adversely affects the real estate industry or is inconsistent with the objectives of PSAR.
2. **Disciplinary Actions:**
 - Possible actions include reprimand, probation, suspension, legal action or expulsion, depending on the severity of the violation.
3. **Investigation and Hearing:**
 - Complaints will be investigated by the Board of Directors. If evidence supports the violation, the Affiliate Member will be notified and given a chance to respond. A hearing will be held following PSAR procedures.
4. **Decision and Appeal:**
 - The Board of Directors will make the final decision on the disciplinary action. The Affiliate Member may appeal the decision within 30 days.
5. **Implementation:**
 - Disciplinary actions are effective immediately after the Board's decision. Expelled members may reapply for membership after one year, subject to Board approval.
6. **Confidentiality:**
 - All proceedings and records related to violations are confidential and disclosed only as required by law or with the Affiliate Member's consent.

Affiliate Name (First & Last): _____

Acknowledgment of Understanding Signature: _____

Company Name: _____

Date: _____

Please scan and return to communications@psar.org or Fax to 619-421-0087
For questions email communications@psar.org or call 619-421-7811