

Top 5 Reasons to Join

**Access to over 1000
local REALTORS®**

Targeted audience

Direct exposure to real estate professionals across Northern Illinois.

Cost effective

An inexpensive investment that will likely return itself in just your first transaction.

Service providers list

Your name automatically gets published in our list that is made available to every member and, therefore, their clients.

Networking events

REALTORS® are a fun-loving group of people. Come join us at, or even sponsor, one of our many networking/fundraising events.

**“Heartland truly is your
partner in real estate.”**

Joe Pratt

First American Title Company

Revised Nov. 2021

Service Providers

Appraisers
Assessors
Attorneys
Builders

Environmental Consulting

Financial/Lenders

Home Exteriors

Home Improvement

Home Inspectors

Home Warranty

Interior Design/Staging

Insurance

Investment Advisors

Landscaping/Snow Removal

Marketing

Moving/Storage

Photography

Radon Detection

Security Alarms

Title Insurance

And more!



405 E. Congress Parkway, Suite A
Crystal Lake, IL 60014



WHY
THEY
JOIN

**Reasons your business
should affiliate with
Heartland**

www.HeartlandRO.realtor
info@HeartlandRO.com

815-459-0600

Networking events

Heartland hosts a number of events each year. Some examples include Volleyball Tournament, RPAC Martini Mixer, Installation, Toys for Tots, and more. These events attract REALTORS®. Come join the fun and get to know members. Don't forget to bring business cards!

"Your dues dollars are truly an investment"

Lori Amato

Choice Home Warranty

Service Providers List

This list on our website includes a roster of our Affiliate members categorized by their industry type. This is a fabulous resource for our REALTOR® members and their clients.

Marketing Opportunities

Affiliate members have various opportunities to promote their services to the REALTOR® membership including our weekly newsletter and sponsorships.

"Heartland enhances our opportunity to engage with other professionals in our community."

Brian Augustine
Guaranteed Rate

Present a Seminar

Heartland's Education Committee is constantly looking to the Affiliate members to tap into their expertise. They put together invaluable opportunities for Affiliates to present themselves and their industry to Heartland's membership in a 1.5 hour seminar.

Business to Business Referrals

Often your involvement leads to other business opportunities. Perhaps Heartland itself or other Affiliates need your services. Your membership increases your awareness far beyond the REALTOR® community.

Professional Assistance

Turn to us for answers. Heartland's qualified staff has over 50 years of real estate experience. Call on us to assist you in being successful.

Personal Growth

Heartland allows Affiliate members to join several of its committees. Participation not only increases your exposure but also offers personal growth opportunities, such as leadership skills, contact with local and state government officials, state or national REALTOR® association involvement, and more.

Heartland's Values

You'll be part of a 75 year old trade Organization that has devoted itself to the highest standards. Your membership instills a sense of professionalism and shows your commitment to your industry and your clients.

SentriKey & Lockbox Access

Heartland recognizes you need to professionally conduct your business which is why we allow licensed home inspectors, appraisers, and radon detection specialists the option to obtain access to SentriKey.

"Our success is their priority"

Katie O'Neill
Heritage Title

VIP Programs

The local, state, and national associations, by virtue of their membership size, have developed discounts on various products and services. It might be as simple as taking advantage of one discount to repay your membership fees. For instance: computers, car rentals, credit cards, and bank services.

Heartland's Mission: To provide our members with professional services and exceptional resources.