

## **Maine Real Estate Investors Group**

# **MEMBER BENEFITS MANUAL**

### **MREIG Vision & Mission.**

**Vision:** We believe that real estate ownership is the best chance most people have of making money and retiring comfortably. However, we also recognize real estate investing is not for everyone, and may not be right for some people at any specific point in time.

**Mission:** We want to help commercial property owners invest well and wisely, putting their hard-earned money to the best use possible. We also want to promote ethical & responsible investing and landlording. Finally, we want to have fun while we're doing it all.

**Methodologies:** The Maine Real Estate Investors Group (MREIG) was created to provide quality networking, idea gathering, problem-solving & education for good people to gain skills in the real estate investing arena, whether residential multi-units, retail, commercial office, manufacturing, or warehouse space.

Anyone involved in the real estate arena is welcome to join: new and experienced investors, bankers, mortgage brokers, real estate agents, appraisers, builders, building inspectors, trades people, marketing professionals, retailers, angel investors, and anyone else with a serious interest in real estate.

MREIG consists of 9 local chapters, each with monthly meetings (excluding July). Members are invited and encouraged to attend meetings in other chapters as well as their own.

Please note: We are not involved as a group in investing in real estate. MREIG (including its chapters) is solely for networking and educational opportunities.

### **MREIG Membership Benefits.**

#### **Networking, Education & Problem-Solving.**

- Nine Chapters from Saco to Bangor, each holding 11 networking/educational meetings per year (excluding July).
  - Your first meeting is FREE!
- Brown Bag Lunch workshops on-site at local member businesses.
- BASHes (Business & Social Hour events), by invitation only at sponsoring member businesses.
- Seminars & workshops on a variety of topics relevant to the real estate industry.
- Annual conference & trade show with low booth fees for member exhibitors.
- A job matching service free to the job seeker.
- Consulting and training by MREIG staff is available on risk evaluation, employee motivation, leadership issues, physical plant analysis, use of social media, and more.
- Membership in National Real Estate Investors Association (and associated benefits).

#### **News & Newsletters.**

- Bi-monthly hard copy newsletter mailed directly to you.
- Monthly e-news in your in-box.

- Bi-weekly upcoming events also sent to your in-box.
- Legislative alerts e-mailed to you as quickly as we learn about the issues.
- Year End Annual Report (hard copy mailed to your doorstep late January each year).

#### **The Web & Social Media.**

- A website offering you an on-line membership directory and other resources.
- A fan/discussion page on Facebook (Maine Real Estate Investors Group) where upcoming events, resource articles and other information is posted. A weekly notice goes out to all fans.
- A webpage on MeetUp.com similar to that on Facebook.
- A discussion group on LinkedIn.com with weekly notices sent to all group members.

#### **Discounts & giveaways, advertising & sponsorships.**

- Resource tables & seating promotions at each Chapter meeting.
- Member 2 Member (M2M) discounts and specials are available.
- Door prize giveaways at member meetings (must be present to win!).
- Sponsorship opportunities at every event.

#### **And an unparalleled responsiveness to your questions and concerns.**

*Please refer to the final section of this Membership Benefits manual for more detailed information on each of the above benefits.*

### **Additional benefits, by membership category.**

#### **Membership Option #1: “At Will” Membership (pay as you go)**

- For individuals; attend any regular monthly meeting for \$16 when registered in advance (\$21 at the door).
- One type of marketing piece (brochure, flyer or business card) can be displayed on the Resource Table; please bring 2-3 dozen copies.

#### **Membership Option #2: Condo Membership**

- An individual or two-person organizational membership (the primary member plus a single designated employee).
- Annual dues of \$288 allows attendance at a total of any 24 of our 99 meetings held state-wide each year (savings of \$96, or the equivalent of 6 free meetings).
- One type of marketing piece (brochure, flyer or business card) can be displayed on the Resource Table.
- Membership in the National Real Estate Investors Association.

#### **Membership Option #3: Multi-Membership**

- An individual or micro organizational membership (the primary member plus up to 3 designated employees).
- Annual dues of \$528 allows attendance at a total of any 48 of our 99 meetings held state-wide each year (savings of \$240, or the equivalent of 15 free meetings).
- Two pieces of marketing materials (brochure, flyer or business card, etc) will be placed on the seat of each person attending, in addition to the resource table.
- Can bring back drop or display booth to regular meeting.
- Option of a BAH and location tour at your site; which is free to MREIG members. Fee: \$50 to defray costs of on-line marketing for you. (One BAH/Location Tour per chapter per month.)
- Membership in the National Real Estate Investors Association.

#### **Membership Option #4: Class A Membership**

- An individual or small organizational membership (the primary member plus up to 7 designated employees).
- Annual dues of \$992 allows attendance at a total of any of our 99 meetings held state-wide each year, plus a free booth at the annual conference & trade show (savings of \$688, or 37 free meetings, plus the \$100 cost of a trade

- show booth).
- Up to 4 pieces of marketing materials (brochure, flyer or business card, etc) will be placed on the seat of each person attending, in addition to the resource table.
- You can bring a back drop or display booth to a regular meeting to further spotlight your business.
- Option of a BAH and location tour at your site; free to members. Fee: \$50 to defray costs of on-line marketing for you. (One BAH/Location Tour per chapter per month.)
- Membership in the National Real Estate Investors Association.

### **For larger organizations, please call us for dues structure.**

*PLEASE NOTE: Real estate agents are independent contractors so are not eligible to be added as designated employees for organizational memberships.*

*We have chosen at this time NOT to sell our membership mailing list, even to members.*

*Members are encouraged to bring guests to meetings. (Remember, your guest's first meeting is free.) The more members we have and the more active they are, the more we all benefit.*

*If you register in advance for a meeting and must cancel, please let us know at least two days in advance or you will be charged for the meeting. (Or if it would have been a free meeting for you, and you don't cancel at least two days in advance, that free pass will be used up as if you had attended.)*

*By spring of 2011, we expect to have an office suite in Lewiston-Auburn complete with a conference room & public information center, including a monthly hospitality area for membership displays.*

## **Expanded Information on Membership Benefits.**

### **Networking, Education & Problem-Solving.**

#### **Nine Chapters from York to Bangor, each holding 11 networking/educational meetings per year (excluding July).**

- Your **first meeting is FREE!**
  - The first meeting for any individual is free. NOTE: Only one free meeting per individual. First meetings at other chapters must be paid either as an At Will member or through another membership.
  - Please register at least 72 hours in advance when possible (and let us know 72 hours in advance if you have registered but cannot attend), as required by the food service management of the meeting spaces we rent.
- Our **monthly meetings offer networking, problem-solving, education, and camaraderie.**
  - Vendors and service providers also have the chance to market to the general membership and each other.
- At each meeting, all members will receive a written agenda/brochure featuring info on new members, upcoming events, bio summary of the speaker, and an ad by the meeting sponsor if available.
- A **Resource Table** is available at every meeting, offering display space for you to leave a flyer, brochure or business card to promote your business.
  - If you can't attend but want your brochures displayed, we're happy to oblige... you can use this opportunity as one of your Membership meetings, and we'll place your materials at the seat of each member present (rather than on the resource table) since you wouldn't get the chance to network in person. Brochures must be provided to us at least 48 hours in advance.
  - Up to 3 door prize giveaways at each member meetings (must be present to win). Members offering a door prize should bring it to the meeting with a business card attached so MREIG staff can easily identify and

announce the donor.

- All members: Remember to drop your business card in the bowl at the registration desk at each meeting!
  
  - **Chapter Meetings**, times & locations:
    - **Androscoggin Chapter**. Meets on the 4th Monday of every month at Esposito's Trattoria, 134 Main Street in Lewiston from 6:00-8:00 p.m.
    - **Augusta Chapter**. Meets on the 2nd Tuesday of every month at Margarita's, 390 Western Avenue in Augusta, from 6:00-8:00 p.m.
    - **Bangor-Brewer Chapter**. Meets on the 2nd Wednesday of every month at Bennett's Market, 56 Main Street in Bangor, from 7:00-9:00 a.m. beginning in May, 2010.
    - **Bath-Brunswick Chapter**. Meets on the 3rd Tuesday of every month at the China Rose, 42 Bath Road in Brunswick from 6:00-8:00 p.m.
    - **MidCoast Chapter**. Meets on the 2nd Friday of every month at a Camden area location still to be determined, from 7:00-9:00 a.m., beginning in May, 2010.
    - **Norway-Paris Chapter**. Meets on the 2nd Monday of every month at Market Square Restaurant, Market Square, South Paris from 6:00-8:00 p.m.
    - **Western Maine Chapter**. Meets on the 4th Thursday of every month at the Carriage House Restaurant in Livermore from 7:00-9:00 a.m., beginning in May, 2010.
    - **Windham Chapter**. Meets on the 3rd Monday of every month at Gilbert's Chowderhouse, 61 Tandberg Trail, Rt. 35, Windham, from 6:00-8:00 p.m., beginning in May, 2010.
    - **York Chapter**. Meets on the 4th Friday of every month at the Hampton Inn, 48 Industrial Park Road in Saco, from 7:00-9:00 a.m.
  
  - Each meeting offers **networking time** (*please arrive around 15 minutes early*), a chance for members to briefly **discuss their business and/or business needs**, a **guest speaker**, a **problem-solving session** and hearty hors d'oeuvres or a breakfast bar.
  - Examples of upcoming planned meeting topics include:
    - Deeds Gone Wrong: Tales of a Title Attorney
    - Spotting Investment Scams and Questionable Practices
    - The Psychology Of Landlord & Tenant Relations
    - Financing in a Challenging Economy
    - Developing A Preventative Maintenance Plan
    - Trends in Multi-Unit Housing
    - Bedbugs and Other Creatures
    - Legislative Issues Affecting the Industry
    - 1031 Exchanges
    - Land Installment (Bond for Deed) and Lease to Own Contracts
  - Do you have a topic you'd like to see addressed? Or perhaps you can speak on a subject important to the membership? If so, please contact the MREIG staff.
  - Members interested in presenting a problem for the group to offer feedback and possible solutions should contact MREIG staff in advance of a meeting.
  - Come early for extra networking time.
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- **Brown Bag Lunch** workshops on-site at local member businesses.
  - Brown Bag Lunches typically last one hour. The host organization may present or may bring in a guest speaker. The host generally provides beverages (coffee, tea and water).
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- **BASHes** (Business & Social Hour events), By Invitation Only at local businesses.
  - A BASH is similar to a Business After Hours in that it's free to the membership and offers beverages, a

- buffet or heavy appetizers & networking.
- It also includes a tour of the sponsoring member's site (if available) and a 15 minute overview of that member's business, services and/or products.
- An open or cash bar should be available but is the sponsoring organization's decision.
- **Seminars & Workshops** on a variety of topics relevant to the real estate industry. Have an idea? Pitch it to us!
  - All members except "At Will Members" have the ability to demonstrate leadership in their discipline by offering an unlimited number of seminars, workshops or brown bags, which MREIG will market to the membership & handle registrations for. The member must provide meeting space and any beverages or refreshments offered; MREIG staff can help identify suitable meeting space if needed.
  - 50% of any fees charged & collected will be retained by MREIG to defray the cost of marketing, handling registrations, monitoring the event and otherwise troubleshooting any issues.
  - Seminars and trainings may also be organized by MREIG staff.
  - Some seminars & workshops may offer CEUs for Realtors or other professionals.
  - All members except "At Will Members" may attend at 50% off the posted cost of the seminar.
- **Annual Conference & Trade Show** with free entry and low booth fees for member exhibitors.
  - MREIG will hold annual conference & trade shows, with the first in April 2011. More information will be available during the fall of 2010.
- **A Job Matching Service.**
- **Consulting and training by MREIG staff** on risk evaluation, employee motivation, leadership issues, physical plant analysis, use of social media, and more.

NOTE: Pre-registration for all MREIG events is expected, at least two days in advance, per request of the food service management at our meeting sites. We apologize that on-line registration is not available at this time, unless you are on our mailing list and receive an on-line registration form. Please understand that responding to Facebook, MeetUp or LinkedIn announcements does not constitute pre-registration. If you are not on the MREIG mailing list, you can pre-register by e-mailing Linda Snyder at LSnyder@regroupbiz.com or calling 207 / 740.2247. Thank you!

### **News & Newsletters.**

- **MREIG Journal: A Bi-Monthly Hard Copy Newsletter** mailed directly to you.
  - Members will receive a bi-monthly hard-copy newsletter (MREIG Journal) with short articles, member news, and upcoming events. The newsletter will be mailed on or about the 1st of every even-numbered month, beginning in August 2010.
  - Members can insert their flyers for 10c per piece mailed. We'll let you know how many members we have at the time of the mailing; you supply us with that number of inserts.
    - The inserts must be 8½ x 11, on standard weight paper, not folded.
    - They can be any color and can be double sided, and of course must have appropriate content.
    - Pre-payment will be expected before the inserts can be mailed.
    - If they are time sensitive, please check with us first regarding the anticipated mailing date. Please note: we have no control over the postal service's delivery of bulk mail.
    - The first issue will be mailed in August, 2010.
  - Members can also purchase business card sized ads in the newsletter.
    - The fee is \$270 for 6 consecutive months, or \$500 for a full year.
    - The ads must be submitted "camera-ready", preferably in a jpeg file.
  - News submission for the MREIG Journal must be submitted by the 10th of the month prior to the issue date. For example, July 10 for the August issue.

- **MREIG News: Monthly E-News** in your in-box.
  - Monthly e-newsletter of issues, thoughts & ideas, new members, and advertising opportunities.
  - Original articles by members are encouraged, with a 300 word limit.
- **MREIG Events: Bi-Weekly Upcoming Events** also sent to your in-box.
  - You'll get the news on upcoming speakers at the other chapters, BASHes, seminars & workshops, Brown Bag lunches and more!
  - Bi-weekly events e-newsletter. E-mailed on the 12th and 27th of every month; info must be in to us by the 5th and 20th of that month (a week before the issue date).
- **Legislative Alerts** e-mailed to you as quickly as we learn about the issues.
- **Year End Annual Report** (hard copy mailed directly to you). The first report will be published late January 2011.
  - Sponsors of 1 or more meetings will get a free business card sized ad applauding their support. An advertising rate card will be issued in the fall of 2010.

### **The Web & Social Media.**

- A **website** (www.MREIG.net or www.ReGroupBiz.com) offering:
  - a. exposure in the on-line membership directory,
  - b. upcoming events,
  - c. highlights of recent events,
  - d. industry reports and resources,
  - e. a job bank, and eventually
  - f. event registration capability.
- We maintain a fan/discussion page on **Facebook.com** (Maine Real Estate Investors Group) where upcoming events, resource articles and other information is posted. A weekly notice goes out to all fans.
- We maintain a website on **MeetUp.com** similar to Facebook.
- We also maintain a discussion group on **LinkedIn.com** with weekly notices sent to all group members.
- Members of each of these sites are able to interact with each other about issues of importance to the membership.

### **Discounts & giveaways, advertising & sponsorships.**

- Resource tables & seating promotions.
- Member 2 Member discounts and specials.
- Door prize giveaways at member meetings (must be present to win!).
- Sponsorship opportunities at every event.
- Member discounts and specials—members only events and special offers.

### **And an unparalleled responsiveness to your questions and concerns.**

We know what it's like to belong to organizations that seem too busy to answer our questions, or seem to have a mind-set of members who are "important" and members who aren't. You won't find that at MREIG. If we don't know the answer to your question, we'll help you find someone who does!