



Thank you for your continued membership with the Commercial Association of REALTORS® Wisconsin (CARW)! As a member, you are part of a network of nearly 950 industry experts, providing collaboration and growth opportunities. CARW strengthens the commercial real estate industry through innovative programming, educational events, networking, access to Wisconsin's premiere data exchange, Moody's, and advocacy on local public policy. These resources help advance your professionalism and success in Wisconsin's commercial real estate market.

As you lock in for 2025, please note that payments for 2024 are due by **December 1st, 2024**. All payments received after **December 16th, 2024**, may be subject to **\$50** fee. Below you will find optional contributions that can be paid at dues time. Please let us know what questions you have at **414.253.7939** or membership@carw.com. We look forward to working with you again in 2025.

Optional Contributions (not all contributions will be included on the invoice)

RPAC | REALTORS® Political Action Committee (separate handout)

This amount is an optional donation that will be made to RPAC, a critical business partner for REALTORS®. RPAC helps to elect the people who write the laws with which you and your business must live. All fundraising efforts and contributions to candidates are administered by the NAR Board of Directors and RPAC committee on a non-partisan basis to support commercial real estate interests important to you.

CEC | Commercial Engagement Contribution

Contributions support CARW advocacy for commercial issues in community forums and programs. Those participating receive access to policy and community related programming content.

WCR Research and Education Fund | CARW Foundation

The purpose of the CARW Foundation is to provide scholarships for commercial real estate students, and to support research that benefits the Wisconsin commercial real estate community.

Thank you again for your continued participation with the Association and your work to foster growth opportunities in our industry.

Jenna Maguire
Colliers
24/25 CARW Chair
jenna.maguire@colliers.com

Kevin Schmoldt
NEWMARK
23/24 CARW Chairman
kevin.schmoldt@nmrk.com

Tracy Johnson, RCE, CAE
CARW
President & CEO
tracy@carw.com

Under the 2017 Tax Cuts and Jobs Act, local associations can no longer include local lobbying expenses in the deductible portion of a member's annual dues. Local lobbying expenses must now be added to the non-deductible dues amount, along with state and national dues. As a result, the CARW calculated the nondeductible portion of your 2024 local Membership Dues as \$0.00. This means CARW local dues are 100% deductible. Please consult a tax professional to ensure you are receiving the best possible deduction.

ANNUAL SPONSOR BENEFITS



ANNUAL SPONSORSHIP LEVELS	PARTNER	DIAMOND	PLATINUM	GOLD/PLUS	SILVER	BROKERAGE
Website Recognition	Banner Ad	Banner Ad	Banner Ad	Logo (graphic)	Listing (words)	Logo
CARW Connector Weekly Ad	12x/year	6x/year	4x/year			
Sponsor Submitted Content in Newsletter	As Requested	Quarterly	2x/year			
Quarterly Happy Hour Recognition (choose 1)	1x	1x	1x			
Social Media Recognition	4x	2x	1x			
Golf Outing Foursome	2	2	1	1 (Gold Plus)		
Golf Outing Sponsorship	YES	YES	YES	YES		
CARW Deal of the Year Awards & Installation Tickets	TABLE	TABLE	4	2	2	2
Holiday Party Tickets	8	8	4	2	2	2
Coffee with CARW Tickets	2	2	2	2	2	2
CARW & NAIOP Market Update Tickets	2	2	2	2	2	2
Tickets to Annual Sponsor Reception (Exclusive)	2	2	2	2	2	2
Tickets for Membership Meetings (3/year)	2	2	2	2	2	2
Access to CARW Membership Directory	X	X	X	X	X	X
	\$15,000	\$12,000	\$7,500	\$6,000/\$5,000	\$4,000	\$3,000

*Exclusive to Brokerage Firms

MARQUEE EVENT SPONSORSHIP OPPORTUNITIES

Marquee sponsorships may be combined with Annual Sponsorships

GOLF OUTING SPONSOR

The primary sponsor for the annual CARW golf outing.....\$10,000

COFFEE WITH CARW SPONSOR (2 available)

The primary sponsor(s) for the Coffee with CARW series 4/year.....\$5,000

MEMBERSHIP MEETING PRESENTING SPONSOR

Marketing/signage and speaking opportunity at CARW Membership Meeting 3/year.....\$10,000

RETAIL CONFERENCE SPONSOR

Presenting sponsor on all marketing, signage at the event, and eight tickets to the event.....\$7,000

HOLIDAY PARTY SPONSORSHIP (2 available)

Presenting sponsor for the annual holiday party, signage at the event, and six tickets to the event.....\$5,000

NEXTGEN SPONSORSHIP (3 Available)

Signage and speaking opportunity at every NextGen event 9x/year.....\$2,500

FOX VALLEY/APPLETON EVENT SPONSORSHIP (1 Available)

Presenting sponsor recognition and speaking opportunity at annual event\$2,500

*Marquee sponsorships can be negotiated with annual sponsor benefits

SPONSORSHIP TYPE SELECTED _____

NAME _____ COMPANY _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____

CREDIT CARD #** _____ EXP _____ CODE _____

CHECK # _____ AMOUNT ENCLOSED _____

INVOICE ME _____ BILL UPFRONT _____ BILL QUARTERLY _____

SIGNATURE _____ DATE _____

**credit card fees will be applied

Invest in Your Industry

Commercial Real Estate PAC and Conduit Options & Payment Plans



LARGE DONOR COUNCIL

Large Donor Council members drive policy and decision making that impacts our commercial real estate industry. LDC members contribute a minimum of \$1,000 that is split in two parts: \$700 to the direct giver conduit which you have complete control of, and \$300 to RPAC which are dollars pooled with other RPAC supporters then directed by the RPAC governing board towards candidates from both parties who support CRE-friendly issues. You also receive policy-related communications, access to speakers and VIP opportunities and recognition.

- Yes, I will be a member of the 2025 CRE Large Donors' Council.**
- One Time Charge:** Please charge my credit card \$700 for the Direct Giver Conduit and \$300 for the REALTORS® Political Action Committee (or checks are enclosed).
If paying by check, please make out two checks: (1) to Direct Giver Conduit for \$700 and (1) to RPAC for \$300

- Payment Plan:** Please charge my credit card \$200 for the Direct Giver Conduit and \$100 for the REALTORS® Political Action Committee. I understand that future payment will automatically be charged to my card based on the schedule below:

Future deductions for your 2025 commitment will be made as follows:

\$250 conduit/\$100 RPAC on 7/15/25 | \$250 conduit/\$100 RPAC on 9/20/25

Please return completed forms by March 22, 2025 to participate in the payment plan.

CONDUIT

The Direct Giver Program serves as a personal donation “checking account” for individual members.

A conduit can be established with as little as \$250. The account is established and remains under your name. The REALTORS® Political Action Committee (RPAC) trustees and staff keep records and make recommendations for political contribution from your account, however, **you have the final decision** on any disbursements from your account. Contributions to federal, state and local candidates are distributed on a Direct Giver check. Each contributor is individually listed with an accompanying cover letter to the candidate’s campaign. A contribution check may be sent directly to a candidate for your convenience, or to you personally to deliver it to the candidate(s) you have chosen. The advantage is both you and CARW are recognized for your contribution. It’s like getting twice the bang for your buck!

- Yes, I will participate in the conduit program.**
- I would like my name listed as an Investor in RPAC.**
- Yes, I would like to attend RPAC events with candidates.**

Please print and return this form to Tracy Johnson at CARW: 250 E Wisconsin Ave., Suite 725 | Milwaukee, WI 53202, or send by email to tracy@carw.com.

Name: _____

Home Address: _____

Business Address: _____

City/State/Zip Code: _____

Contribution Total: \$ _____ Payment Method: ___ Check Enclosed ___ Credit Card

(A minimum deposit of \$100 is necessary)

Card number: _____ Expiration ___ / ___ Code _____

(Visa and MasterCard only)

Signature: _____

(The charge will appear on your credit card statement from both RPAC and Direct Giver)

Please note, all funds must be personal, corporate checks/credit cards are not permitted. Political Contributions are not tax deductible. Conduit funds can only be used for candidates running in Wisconsin races.

MOODY'S CRE

ELEVATE YOUR COMMERCIAL REAL ESTATE STRATEGY
WITH MOODY'S CRE SERVICES



MOODY'S

Why Moody's?

Moody's CRE isn't just about data—it's about transforming your marketing and research capabilities into powerful tools for success. Whether you're looking to amplify your listings, gain unparalleled market insights, or connect with key industry players, Moody's CRE offers a comprehensive suite of services designed to give you a competitive edge in the commercial real estate arena.

Marketing

Your listings are automatically syndicated with Moody's exclusive partners such as Commercial Exchange National Public Marketplace, "Site Selectors" (EDC websites), and CARW's website.

- See who is viewing your listings with our Leads and Traffic reports
- Your listings are included in the Moody's CRE network with national exposure
- Demonstrate marketing efforts to your clients, including shareable listing hit traffic reports
- ROI: Leverage Moody's with prospective clients to increase the volume of your business

Research

All properties, all listings. Don't miss a deal because of incomplete or outdated information. Enjoy highly verified data by REDI, REIS, and Moody's.

- Broadcast emailing. Stay plugged into the social broadcasting community of hot properties
- Needs/Wants. Another social channel to find those perfect properties for your clients
- REDI's coveted Sale Comp data including a deep history of each property
- Loan and Mortgage Data, Maturity dates, Interest rates
- Owners
- Tenants
- Moody's CLS score
- ...much, much more

Data Trends

- KPI performance indicators on each property
- Historical property information
- Construction data
- Asking rents and vacancy trends on each property
- Market Trends in partnership with local Brokers and heads of research from notable firms
- REDI Reports by submarket
- REIS Reports by region
- On-demand Analytics based on a chosen subset of properties
- Exportable data for your own reporting needs

See more or join at <https://carw.com/catylist-exchange/>

Interested in learning more? Email - info@redicatylist.com or call 800-574-9185 x803