

Greater Cincinnati Realtist Association (GCRA)

2025 Partnership Opportunities





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Message from the President

Dear Prospective Partner,

On behalf of the Greater Cincinnati Realtist Association, I am excited to invite you to join us in our mission to promote homeownership and economic opportunity for underserved communities. As an organization dedicated to equity in housing, we are focused on increasing access to homeownership for African Americans and minority groups, advocating for fair housing policies, and supporting real estate professionals of color.

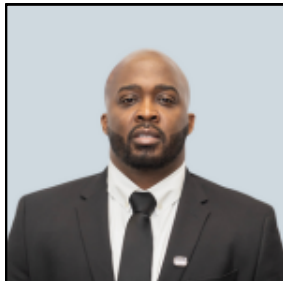
Through our various initiatives, including homeownership workshops and community outreach, we have made significant progress in closing the housing gap and creating pathways for wealth-building in our region. However, our work is far from complete, and your partnership is essential in helping us continue this important mission.

We would be honored to work with you as we strive to make lasting, positive changes in our communities. Together, we can empower more individuals to achieve the dream of homeownership and create a brighter, more equitable future for all.

Sincerely,

Marcus Parrish

2024 GCRA President



What is GCRA?

The goal of the Greater Cincinnati Realist Association is to bring together the Cincinnati's minority professionals in the real estate industry to promote the meaningful exchange of ideas about our business and how best to serve our clientele. We strive to create an environment where creativity flourishes in both the workplace and the marketplace.

To service our target market, we ensure that training and educational opportunities are available to our entire membership across the many disciplines we represent, providing certifications and special designations in many areas of interest. Our ability to professionally service our client base is the foundation by which we operate.

Based on the segregation that occurred after World War II, social segregation had become intolerable. It was through those times that the Civil Rights movement began, giving "African Americans inspiration, confidence, strength and hope for a better America." And, within those times, the National Association of Real Estate Brokers – NAREB was formed.

The Greater Cincinnati Realist Association, continues the same dedication. The Greater Cincinnati Realist Association is looking to become the voice of the unserved and underserved members of our community. We make sure people have access to information in order to ensure the best buying and selling situations.

The Greater Cincinnati Realist Association is proud of our past, relentless in our struggle, and 100% dedicated to the REALIST creed which is "Democracy in Housing." The Greater Cincinnati Realist Association is focused on making sure that people in the Greater Cincinnati area are fairly represented. With Democracy in Housing being our guide, we are relentless in Reimagining the Dream of Homeownership through Advocacy, Activism and Action.

Who are the GCRA Members?

A Realist of GCRA is a NAREB member who represents all professional disciplines within the real estate industry. As with the NAREB, a GCRA member "promotes the highest standards of professional integrity and follows a strict code of real estate industry ethics".

We, as Realists have been entrusted with and are committed to make certain that communities of color are treated with equality, dignity and respect. So in a very real sense, we are "Reimagining the Dream of Homeownership through Advocacy, Activism and Action".



2024 Achievements

In 2024, thanks to your support, we were able to accomplish the following:

January:

- Homeownership Fair - Corryville Recreational Center
- 100 - 125 in attendance
- The Port Authority Training for Listing Agents
- General Body Meeting
- Partnership Spotlight - Prost Mortgage Group, Loan Products
- City of Cincinnati Homeownership Expo

February:

- Networking Mixer
- Attended NAREB Midwinter conference in Charlotte, North Carolina
- General Body Meeting
- Education - Tax Valuation Complaint Best Practices
- Learn about the RAGC Circle of Excellence Award, Realtist recognized

March:

- Lunch & Learn - CMHA "From Vouchers to Homeownership"
- General Body Meeting
- Education - Property Valuations
- Attend the National NAREB



2024 Achievements

April:

- Realtist Week (April 7th - April 13th):
 - Day of Worship - Quinn Chapel
 - Fitness Day - Zumba Class
 - Political Advocacy Day - Meet Mayors of Forest Park, Springdale & Woodlawn
 - Community Day - Day in Service, Servicing property in Bond Hill
 - Continuing Education, Short Sales & Land Contracts
 - Networking Mixer - Fifth Third Bank, Fountain Square
 - Building Community Wealth Day - Word of Deliverance Ministries
 - 150 in attendance
 - Attended the 2024 Realtors at the Rotunda, Columbus, Ohio
 - General Body Meeting
 - Partner Spotlight - 5/3rd Bank, Loan Products
 - Attended HOME Annual Fair Housing Luncheon

May:

- Membership Orientation, Republic Bank
- General Body Meeting
- Education - Title Insurance, Leo Grote, LPA
- Past President's Luncheon

June:

- Project Connect - Volunteer serving homeless students through Project connect and introducing them to careers in Real Estate.
- General Body Meeting
- Education - Protect Your Property Against Fraud Notification Services and the Good Deeds Program, Hamilton County Records's office Scott Crowley
- About Women's Council of Ohio, Madam President Trina Johnson



2024 Achievements

July:

- Realtist Broker Brunch
- General Body Meeting
- Partner Spotlight - Park National Bank, Load Products
- Focus Moment - NAR Settlement and How to Pivot discussion

August:

- 2nd Annual David G. Beard Scholarship Golf Outing
- General Body Meeting
- Focus Moment - Market Update, 1st VP Felicia Bell
- Black Family Reunion booth with voter registration
- GCRA & GDRA Networking Mixer

September:

- Black Developers Conference - September 12th - 13th.
- General Body Meeting
- Partner Spotlight - Union Savings Bank, Lemuel Davis
- Education - New Affiliated Business Arrangement Disclosure, Leo Grote, LPA
- Membership Orientation



2024 Achievements

October:

- **A**ttended Women's Council of Ohio Big Brother Scholarship Luncheon
- 3-HR Continuing Education Class - Moving Towards a Healthy Home
- General Body Meeting
- GCRA & RAGC MOU signing
- Lunch & Learn - Fireside chat with State Leaders Senator Cathy Ingram & House Of Representatives Cedric Denson
- Faith Base - Word of Deliverance, Forest Park Ohio

November:

- Veteran's Day Homeownership Fair
- General Body Meeting
- 3 HR Core Law Continuing Education. Leo Grote, LPA
- Networking Mixer
- Lunch & Learn

December:

- 2024 GCRA GALA - Casino Royale
- General Body Meeting

Partnership Opportunities



Diamond Partner



GCRA Website, Social Media, Newsletter and Email Marketing

- Promotion of up to three of your events to GCRA membership and partners through website, social media and email blast.
- Clickable logo and link on GCRA website.
- Logo on all email communications.

General Body Meeting

- Primary partner for 1 of 10 monthly General Body meeting.
- Logo prominently included in pre-marketing event email blast.
- Ability to have 1-2 representative(s) as featured speakers.

Homeownership Fair

- Primary partner of 2 Homeownership fairs.
- Logo displayed on all marketing materials for event.
- Teach industry relevant segment part of the event.
- Five minute promotion at end of event.
- Logo included in pre-post event social media and email blasts.

REALTIST WEEK

- Diamond partner for one Realtist Week activity.
- Preferred seating or booth location.
- Logo included on printed marketing materials and in pre-post event social media and email blasts for Realtist Week Event.
- Verbal acknowledgment and recognition as "Annual Diamond Sponsor" at REALTIST Week Event.
- Premium complimentary table at Community Wealth Building Day.
- Speaking opportunity to engage attendees.

Partnership Opportunities



Diamond Partner (cont.)



2025 GCRA GALA & Installation

- Premium Reserved Table.
- Logo included on printed marketing materials.
- Logo included in pre-post email blasts.
- Verbal acknowledgment and recognition as "Annual Diamond Partner".
- Speaking opportunity to engage attendees.

Continuing Education or Lunch & Learn

- Primary partner of 1 Lunch & Learn or Continuing Education.
- Logo displayed on all marketing materials for class.
- Five-minute product promotion at end of class.
- Logo included in pre-post event social media and email blasts.

David G. Beard Golf Scholarship Outing

- Hole Sponsorship.
- Golf Foursome.
- Five minute promotion at end of event.

GCRA Membership Orientation

- Primary partner of 1 membership orientation.
- Five minute promotion at beginning of event.



Partnership Opportunities



Diamond Partner (cont.)



2Networking Mixer

- Primary partner of 1 of 4 Networking Mixer events.
- Logo prominently included in pre marketing event email & social media blasts & newsletter.
- Ability to have 1-2 representative(s) as featured event speakers.

Allied Membership

- 2025 GCRA Membership (Quantity of 10)

*Event may be virtual, or in-person as deemed necessary and appropriate.

TOTAL VALUE

\$15,000.00

Partnership Opportunities



Platinum Partner



GCRA Website, Social Media, Newsletter and Email Marketing

- Promotion of up to two of your events to GCRA membership and partners through website, social media and email blast
- Clickable logo and link on GCRA website.
- Logo on all email communications.

General Body Meeting

- Primary partner for 1 of 10 monthly General Body meeting.
- Logo prominently included in pre-marketing event email blast.
- Ability to have 1-2 representative(s) as featured speakers.

Homeownership Fair

- Primary partner of 1 Homeownership Fair.
- Logo displayed on all marketing materials for event.
- Teach industry relevant segment part of the event.
- Five minute promotion at end of event.
- Logo included in pre-post event social media and email blasts.

REALTIST WEEK

- Platinum partner for one Realtist Week activity.
- Preferred seating or booth location.
- Logo included on printed marketing materials and in pre-post event social media and email blasts for Realtist Week Event.
- Verbal acknowledgment and recognition as "Annual Platinum Sponsor" at REALTIST Week Event.
- Premium complimentary table at Community Wealth Building Day.
- Speaking opportunity to engage attendees.

Partnership Opportunities



Platinum Partner (cont.)



2025 GCRA GALA & Installation

- Four tickets premium reserved table.
- Logo included on printed marketing materials.
- Logo included in pre-post email blasts.
- Verbal acknowledgment and recognition as "Annual Platinum Partner".
- Speaking opportunity to engage attendees.

Continuing Education or Lunch & Learn

- Primary partner of 1 Lunch & Learn or Continuing Education
- Logo displayed on all marketing materials for class.
- Five-minute product promotion at end of class.
- Logo included in pre-post event social media and email blasts.

David G. Beard Golf Scholarship Outing

- Hole Sponsorship.
- Golf - Two Golfers.
- Five minute promotion at end of event.

Networking Mixer

- Primary partner of 1 of 4 Networking Mixer events.
- Logo prominently included in pre marketing event email blasts.
- Ability to have 1-2 representative(s) as featured event speakers.

Allied Membership

- 2025 GCRA Membership (Quantity of 8)

*Event may be virtual, or in-person as deemed necessary and appropriate.

TOTAL VALUE

\$10,000.00

Partnership Opportunities



Gold Partner



GCRA Website, Social Media, Newsletter and Email Marketing

- Promotion of up to one of your events to GCRA membership and partners through website, social media and email blast.
- Clickable logo and link on GCRA website.
- Logo on all email communications.

General Body Meeting

- Primary partner for 1 of 10 monthly General Body meeting.
- Logo prominently included in pre-marketing event email blast.
- Ability to have 1-2 representative(s) as featured speakers.

REALTIST WEEK

- Premium complimentary table at Community Wealth Building Day.

2025 GCRA GALA & Installation

- Three tickets premium reserved table.
- Logo included on printed marketing materials.
- Logo included in pre-post email blasts.
- Verbal acknowledgment and recognition as "Annual Gold Partner".

Partnership Opportunities



Gold Partner (cont.)



Continuing Education or Lunch & Learn

- Primary partner of 1 Lunch & Learn or Continuing Education.
- Logo displayed on all marketing materials for class.
- Five-minute product promotion at end of class.
- Logo included in pre-post event social media and email blasts.

Allied Membership

2025 GCRA Membership (Quantity of 6)

*Event may be virtual, or in-person as deemed necessary and appropriate.

TOTAL VALUE

\$7,500.00

Partnership Opportunities

★ Silver Partner ★

GCRA Website, Social Media, Newsletter and Email Marketing

- Clickable logo and link on GCRA website.
- Logo on all email communications.

General Body Meeting

- Primary Partner for 1 of 10 monthly General Body meeting.
- Logo prominently included in pre-marketing event email blast.
- Ability to have 1-2 representative(s) as featured speakers.

REALTIST WEEK

- Premium complimentary table at Community Wealth Building Day.

2025 GCRA GALA & Installation

- Two tickets premium reserved table.
- Logo included on printed marketing materials.
- Logo included in pre-post email blasts.
- Verbal acknowledgment and recognition as "Annual Silver Partner".

Continuing Education or Lunch & Learn

- Primary partner of 1 Lunch & Learn or Continuing Education.
- Logo displayed on all marketing materials for class.
- Five-minute product promotion at end of class.
- Logo included in pre-post event social media and email blasts.

Allied Membership

- 2025 GCRA Membership (Quantity of 4)

***Event may be virtual, or in-person as deemed necessary and appropriate.**

TOTAL VALUE

\$5,000.00

Partnership Opportunities



Supporting Partner



GCRA Website, Social Media, Newsletter and Email Marketing

- Clickable logo and link on GCRA website.
- Logo on all email communications.

General Body Meeting

- Primary Partner for 1 of 10 monthly General Body meeting.
- Logo prominently included in pre-marketing event email blast.
- Ability to have 1-2 representative(s) as featured speakers.

REALTIST WEEK

- Premium complimentary table at Community Wealth Building Day.

2025 GCRA GALA & Installation

- One ticket premium reserved table.

Allied Membership

- 2025 GCRA Membership (Quantity of 2)

*Event may be virtual, or in-person as deemed necessary and appropriate.

TOTAL VALUE

\$2,500.00

Events & Initiatives

General Body Meetings

During General Body Meetings, we discuss GCRA's plans and upcoming events. These meetings are also an opportunity to network with fellow members and other industry professionals.

Realtist Week

GCRA participates in the National Association of Real Estate Brokers' (NAREB) Realtist Week events during April. Each day is dedicated to enhancing our members and the community through spiritual enlightenment, education, community service, social events, and networking opportunities.

Lunch & Learn

Lunch & Learns are informative events where industry professionals provide training or learning sessions during a lunch hour.

Homebuyer Education

Homeownership fair events aim to educate potential homebuyers and walk them through the steps to homeownership.

Membership Orientation

The Greater Cincinnati Realtist Association (GCRA) conducts New Member Orientation sessions to welcome and inform its newest members. These orientations are designed to help members maximize their benefits, understand the association's history and mission, and become acquainted with the leadership team. They also provide networking opportunities and insights into upcoming events and educational programs.

2025 GCRA Installation & Awards GALA

The 2025 GCRA Installation & Awards GALA is a night where we install new leadership and celebrate Realtist excellence by honoring the sales achievements and community service investments by our members and industry partners.

Sponsorship Disclaimer

Sponsors are responsible for ensuring that material submitted for inclusion on our website or in our marketing is accurate and complies with applicable laws. We are not responsible for the illegality or any error, inaccuracy, or problem in the sponsor's materials.

The inclusion of Third Party Advertisements does not constitute an endorsement, guarantee, warranty or recommendation by the Greater Cincinnati Realtist Association, and we make no representations or warranties about any product or service therein.

We may allow access to or advertise certain third-party product or service providers ("Members") from which you may purchase certain goods or services. You understand that we do not operate or control the products or services offered by Members.

Members are responsible for all aspects of fulfillment and customer service. We are not a party to the transactions entered into between you and Members.

You agree that use of or purchase from such Members is at your sole risk and is without warranties of any kind by us, expressed, implied or otherwise. We are not liable under any circumstances for any damages arising from transactions between you and members or for any information appearing on member websites or any other website linked to or from our website.

With regard to our relationship to Members neither party has authority to make any representations or commitments on behalf of the other. GCRA is not responsible for damages arising from the transactions between you and members.



Thank You!

