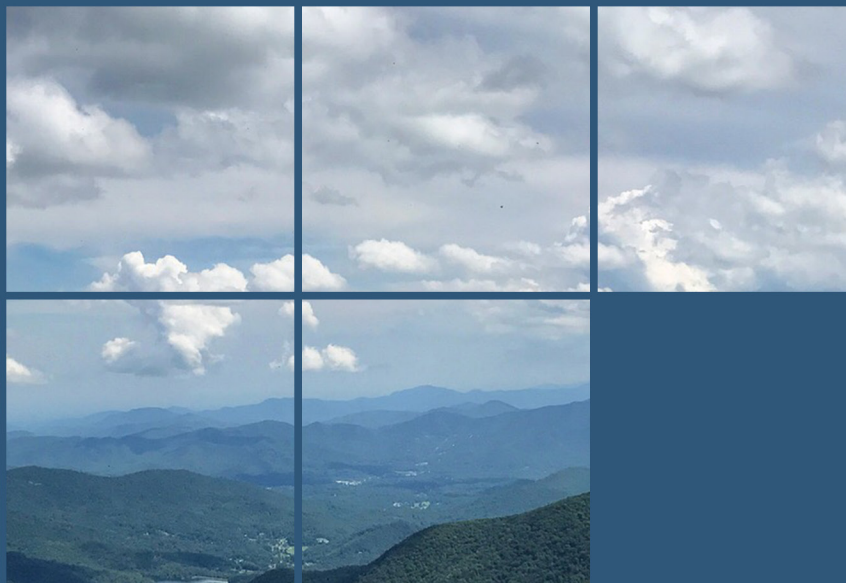




BENEFITS OF REALTOR® MEMBERSHIP
LOCAL • STATE • NATIONAL

VIA THE LAND OF THE SKY ASSOCIATION OF REALTORS®

LEARN MORE ABOUT WHAT
MEMBERSHIP MEANS TO YOU!

21 RESTAURANT COURT, ASHEVILLE, NC 28805
PHONE: (828) 255-8505 WEB: LOTSAR.ORG

Who We Are — and Why It Matters

The Land of the Sky Association of REALTORS® (LOTSAR) traces its roots to 1917, when the Asheville Board of REALTORS® was founded — making us the oldest REALTOR® association in North Carolina. After more than a century of service, we’re still growing.

In 1994, the Asheville Board merged with the Madison County Board of REALTORS®. Then in 2014, the organization merged with the Brevard Board of REALTORS® — bringing Transylvania County into the fold and giving the association its current name. Today, LOTSAR serves more than 2,000 members across Buncombe, Madison, Mitchell, Transylvania, and Yancey counties as a member-run, 501(c)(6) nonprofit dedicated to one purpose: supporting the professionals who help people call Western North Carolina home.

Our Mission

“We foster an ethical and exceptional real estate environment for those we serve by focusing on Education, Advocacy, and Connections.”

By the Numbers

1917 Founded — Oldest REALTOR® Association in North Carolina	2,000+ Members Across Western North Carolina	5 Counties: Buncombe, Madison, Mitchell, Transylvania & Yancey
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Our Commitment to the Profession

LOTSAR holds itself to the standard the REALTOR® name demands. Our Grievance and Professional Standards Committees operate within the NAR Code of Ethics and Arbitration Manual, providing members with a fair, formal process for ethics complaints and arbitration — keeping disputes in-house rather than in court.

Fair Housing is a foundational value here, not a checkbox. We provide regular training, resources, and advocacy to ensure equal housing opportunity across every county we serve.

Our Affiliations



LOTSAR membership is a three-way agreement: joining LOTSAR automatically makes you a member of NC REALTORS® and the National Association of REALTORS® (NAR). Three organizations. One membership.

See page 4 for the full breakdown.

Our Business Lines

- Sky Land School of Real Estate — NCREC-accredited CE and post-licensing education. See page 8.
- Hilltop Event Center — Professional event and meeting space at 21 Restaurant Court, Asheville. See page 11.

More Than a Membership. A Career Advantage.

When you join the Land of the Sky Association of REALTORS®, you're not just adding a credential to your email signature. You're gaining access to tools, resources, relationships, and advocacy that compound over your entire career — backed by more than a century of institutional knowledge about what it takes to practice real estate in Western North Carolina.

What You Get

- Canopy MLS access — the data backbone of WNC real estate transactions
- NC REALTORS® and NAR membership included — statewide and national advocacy, legal resources, and member tools
- NC REALTORS® Legal Hotline — unlimited access to the NC REALTORS® Legal Hotline at no additional cost
- CE included — your 4-hour Mandatory Update and 4-hour Elective through Sky Land School are covered by your dues
- 100+ contract forms via zipForms® — the NC REALTORS® Forms Library included with state membership
- Member pricing at Sky Land School of Real Estate for post-licensing and designation courses
- Member discount at Hilltop Event Center for client events, trainings, and team meetings
- 12+ Lunch & Learn events per year — lunch provided, expert speakers, recordings available
- Market data, transaction stats, and economic research to keep you informed
- RPR® (Realtors Property Resource) — AI-powered market tools, CMA builder, and client-ready reports
- REALTOR Benefits® — exclusive partner discounts on technology, insurance, travel, and more

The LOTSAR Difference: Local Roots, Statewide Reach

LOTSAR isn't a distant organization. Our offices are in Asheville, our staff knows your market, and our leadership is made up of REALTORS® who practice in the same counties you do. We combine the local responsiveness of a community association with the resources of NC REALTORS® and NAR.

New Member Onboarding

Getting started is straightforward. Your Broker-in-Charge submits the LOTSAR Board Member Add/Change Form at lotsar.org. Once approved, you'll attend:

1. New Member Orientation — held the 1st Wednesday of every month. Includes 2.5 hours of required NAR Code of Ethics training and 2 hours of required Fair Housing/Anti-Bias training. Lunch is provided.
2. Contracts Class — held monthly by Greg Goosmann of Goosmann Rose Colvard & Kramer — real-world forms training from a practicing real estate attorney. No pre-registration required.
3. MLS Training — scheduled directly with Canopy MLS. Contact 704-940-3110.

“LOTSAR isn't just where you get your CE done. It's where your career gets built.”

One Membership. Three Levels of Power.

Joining LOTSAR is what the industry calls a “three-way agreement.” The moment you join, you’re simultaneously a member of the Land of the Sky Association of REALTORS® locally, NC REALTORS® at the state level, and the National Association of REALTORS® nationally. Each level delivers distinct, non-overlapping value — and together they form the most comprehensive professional membership in real estate.

LOCAL	STATE	NATIONAL
<i>LOTSAR — Your WNC Home Base</i>	<i>NC REALTORS® — Expanding Your Reach</i>	<i>NAR — Securing Your Future</i>
• Canopy MLS access • Local networking & events • 12+ Lunch & Learns per year • CE included with dues • New Member Orientation monthly • Hilltop Event Center member discount • Professional Standards & ethics • Housing advocacy • WNC market data & expertise	• 100+ contract forms via zipForms® • Legal Hotline — unlimited attorney access • Tech Helpline (877-573-5612) • State level advocacy • Health Benefits Center • Risk management tools • Statewide professional network	• REALTOR® brand & trademark • Code of Ethics + Fair Housing training • RPR® — Realtors Property Resource • REALTOR Benefits® partner discounts • National level advocacy • Global real estate network • Research & statistics library

Dues & Fees

LOTSAR membership dues and fees are reviewed and updated annually. Current pricing for Primary, Secondary, Transfer, and Allied memberships is always available at lotsar.org or by contacting the LOTSAR office directly. Dues are prorated monthly at time of joining.

- Primary members: Local + state + national dues. One-time initiation fee covers your Orientation and Contracts classes.
- Transfer members from another NC board: Contact LOTSAR — the transfer fee has been waived in recent years.
- Secondary members (primary board elsewhere in NC): Local dues only, plus state dues if not already paid.
- Allied members: Multiple tiers available — see page 6 for details.

For current pricing, visit lotsar.org or call 828.255.8505.

Converting Your Dues to Real Dollars

Beyond Access to the MLS.

Your LOTSAR membership is a financial decision — and the math works in your favor. Here's how the value stacks up when you put your membership to work across the tools, education, and discounts available to every LOTSAR REALTOR®.

Benefit	Your Cost	Estimated Value
CE Mandatory Update + Elective via Sky Land School	Included	~\$130 value
Lunch & Learn events with lunch (~12/yr)	Included	~\$216 value
zipForms® / NC REALTORS® contract forms library	Included	\$239–\$800+ value
NC REALTORS® Legal Hotline — unlimited attorney access	Included	~\$225 value
NC REALTORS® Preferred Partners discounts	Included	~\$900/yr value
Post-Licensing bundle (POST 301/302/303)	Member pricing	~\$150 savings
Hilltop Event Center member discount	50% off public rate	up to ~\$1,250 off full day
Designation course discounts (SRES, ABR, GRI, etc.)	Member pricing	\$20–\$40/course
RPR® — Realtors Property Resource market tools	Included	Incl. with NAR
REALTOR Benefits® — Dell, HP, DocuSign, Liberty Mutual, AVIS...	Included	Varies
Most members see \$375–\$500+ in yearly value. Use the POST bundle and Hilltop even once and you're at \$1,000+.		\$1,000+

Actual savings vary based on how you use your membership. Members who complete the POST bundle, attend Lunch & Learns, and use Hilltop Event Center for even one client event consistently see annual value that exceeds their total dues investment.

“Keep up the great work. LOTSAR and its administrative staff have been a great experience with all the interactions thus far.”

RPAC: Invest in Your Industry

LOTSAR members are encouraged to invest in the REALTORS® Political Action Committee (RPAC) — the advocacy engine that protects property rights, opposes harmful tax policy, and promotes fair housing legislation at the state and national level. NC REALTORS® PAC-backed candidates for the NC General Assembly have won at a rate exceeding 90% in recent election cycles. Every dollar invested works for your business.



Real Estate Runs on Relationships. Allied Membership Puts You in the Room.

Every real estate transaction involves more than two parties and an agent. Lenders, title companies, home inspectors, insurance professionals, stagers, contractors, attorneys — these professionals are essential to the process. Allied Membership at LOTSAR is how real estate-adjacent businesses build the relationships that drive referrals and repeat business.

What Is Allied Membership?

Allied Membership is open to businesses and professionals whose work supports the real estate industry but who are not active licensees or appraisers. It's a structured way to position your brand in front of 2,000+ active REALTORS® across Western North Carolina — professionals who need the services you provide and who make referral decisions every day.

Who Qualifies?

- Mortgage lenders and brokers
- Title companies and closing attorneys
- Home inspectors
- Insurance agents and brokers
- Home stagers and interior designers
- Contractors, movers, and home service providers
- Property management companies
- Technology and marketing vendors serving real estate professionals
- Qualifying nonprofits working in real estate-adjacent community service — no charge

What Allied Members Receive

- Access to 2,000+ LOTSAR REALTORS® through events, meetings, and the Allied Member Directory
- Featured listing in the LOTSAR Allied Member Directory at LOTSAR.org
- Sponsorship and attendance at Lunch & Learn events, social mixers, and community service activities
- Committee participation — serve alongside REALTORS® and shape the association
- Member discount on Hilltop Event Center rental for your own client events and team meetings
- Inclusion in select LOTSAR marketing materials based on membership level

Allied Membership Levels

Membership Level	Investment
Non-Profit Level	No charge — for qualifying nonprofits working in real estate-adjacent community service
Inspector Level	Contact LOTSAR for current pricing
Bronze Level	Contact LOTSAR for current pricing
Silver Level	Contact LOTSAR for current pricing
Gold Level	Contact LOTSAR for current pricing
Platinum Level	Contact LOTSAR for current pricing

Memberships run on a calendar-year basis, prorated monthly when joining mid-year. Additional team members can be added at a nominal fee. For current pricing and to apply, visit lotsar.org/membership/allied-membership or contact Bryan Wooding at bwooding@lotsar.org or 828-239-2902.

Note on Eligibility

Allied Memberships are not available to active real estate agents or appraisers. For REALTOR® membership information, see page 3 or visit lotsar.org.



We're Not Just in This Community — We're Building It.

According to the National Association of REALTORS®, REALTORS® volunteer at more than twice the rate of the typical American. The professionals who make up LOTSAR are neighbors, parents, volunteers, and advocates — people who have chosen to plant roots in Western North Carolina and who are committed to making it a better place to live and work.



Affordable Housing: A Community Priority

LOTSAR is an active voice in Western North Carolina's affordable housing conversation. Through our Affordable Housing Committee, we work alongside local government, nonprofits, and community organizations to expand access to homeownership and advocate for policies that keep housing attainable for working families.

Visit AffordableWNC.com for resources, data, and community information on affordable housing across our region.

Organizations Our Members Serve

- Asheville Area Habitat for Humanity — member volunteer days and Adopt-a-Lot sponsorships
- Eblen Charities — community support for WNC families in need
- Manna Food Bank — food security for Western North Carolina
- WNCAP (Western Carolina AIDS Project) — community health advocacy
- Western Carolina Rescue Ministry — shelter and support for women and children
- American Red Cross — annual blood drive hosted at LOTSAR
- ABCCM (Asheville-Buncombe Community Christian Ministry) — annual coat drive



Lunch & Learn: Knowledge You Can Use

LOTSAR's Lunch & Learn series brings in government officials, industry experts, and legal professionals to keep members informed on topics that affect their business — from property tax reappraisals and 1031 exchanges to landslide risk and FinCEN reporting. Lunch is provided. Zoom and recordings for members who can't attend live.

Education Built for Working Agents in Western North Carolina

Sky Land School of Real Estate

A Division of LOTSAR | NCREC Provider Code 1557 | skylandschool.com

Sky Land School of Real Estate is LOTSAR's dedicated education division — an NCREC-accredited school serving active licensees across North Carolina with Continuing Education, post-licensing courses, and professional development programs. Our instructors know this market, and our scheduling is designed around working agents, not the other way around.



CE Included With Your LOTSAR Dues — a \$125 Value

Every LOTSAR REALTOR® member receives 4 hours of CE Mandatory Update AND 4 hours of CE Elective credit through Sky Land School — with your annual dues. That's your entire annual CE requirement covered at no additional cost.

Register at skylandschool.com

Courses We Offer

- Continuing Education (CE) — 4-hour Mandatory Update + 4-hour Elective included free with LOTSAR dues. Additional CE electives available at member pricing.
- Post-Licensing Courses — Bundle all three 30-hour POST courses (301, 302, and 303) and save approximately \$150 vs. common local market pricing. Call LOTSAR to register all three for bundle pricing.
- Live In-Person Classes — Held at LOTSAR's facility at 21 Restaurant Court, Asheville. Small class sizes and direct instructor access.
- Live Zoom Classes — Same quality instruction without the commute.
- Specialty Designations — SRES (Seniors Real Estate Specialist), ABR (Accredited Buyer's Representative), GRI (Graduate, REALTOR® Institute), RSPS (Resort and Second-Home Property Specialist), and more. Member discounts apply.
- NCREC-approved and accredited — all credits count toward your license renewal

"I've been very pleased with the level of education offered services provided."

Self-Paced Online Options

Sky Land School has partnered with leading providers to offer on-demand education for agents who need flexibility:

- The CE Shop — Online CE, post-licensing, and pre-licensing courses. Access at landofthesky.TheCEShop.com
- Superior School of Real Estate — Pre-licensing, post-licensing, and CE options.
- ExceedCE — Self-paced commercial real estate CE and professional development, offered in partnership with LOTSAR.
- Debbie the Teacher / TalentLMS — NCREC-approved on-demand 4-hour elective courses covering Enroll at landofsky-debbietheteacher.talentlms.com

Visit skylandschool.com/asynchronous for direct links to all partner providers.

Why Agents Choose Sky Land School

- Local instructors with real WNC market knowledge — not generic content built for another state
- CE included with LOTSAR membership — a \$125 value covered by your annual dues
- Flexible formats: live in-person, live Zoom, and partner self-paced online options
- POST 301/302/303 bundle saves members ~\$150 vs. local market rates
- NCREC-approved and accredited — all credits count toward your license renewal

Questions about courses or scheduling: contact Matt Allen, Director of Professional Development, at mallen@lotsar.org or 828-333-5840.



A Space That Works as Hard as You Do



Hilltop Event Center

21 Restaurant Court, Asheville, NC 28805
(828) 239-2903 | hilltopeventcenter.com

Hilltop Event Center is LOTSAR's professional event venue — a fully equipped, flexible space available to LOTSAR members, Allied members, non-members, businesses, nonprofits, and the broader WNC community. Whether you're hosting a training, a client appreciation event, a corporate meeting, or a celebration, Hilltop has the space, the technology, and the staff to make it work.

The Space

- Up to 250 guests in a comfortable, configurable setting
- Moveable walls for breakout rooms, booth setups, and multiple configurations
- Large open floor plan for receptions, banquets, and social events with dance floor capability
- Private Board Room for small meetings and executive sessions
- Full catering kitchen on-site
- Free parking on premises
- Cash bar and catering permitted with proper ABC permitting; food trucks welcome

State-of-the-Art Technology

Hilltop supports live, virtual, webcasting, and hybrid events with professional-grade equipment and on-site tech support.

- (4) 137" laser projection screen + (4) 5400 ANSI Panasonic laser projector
- LG 55" and 65" commercial displays
- 4K broadcast-quality Marshall camera
- Shure overhead condenser microphone array + wireless conference microphones
- Wi-Fi 6 high-speed wireless throughout
- AirMedia wireless presentation system

Events We Host

Summits, conferences, corporate trainings, banquets, trade shows, meet-and-greets, weddings, celebrations, community gatherings, real estate classes, and more.

Member & Allied Discounts

- LOTSAR REALTOR® members: significant discount off public rental rates
- Allied Members: same discount for client events and team meetings
- Nonprofits and community organizations: discounted rates available
- Proceeds support LOTSAR's community mission and member services
- Minimum 2-hour reservation; flexible scheduling

Book your event at hilltopeventcenter.com or call (828) 239-2903

Get Involved. Shape the Association. Serve Your Community.

LOTSAR runs on volunteer leadership. Our committees are where members develop professionally, build relationships, and directly influence the direction of the association. Most committees meet once per month for approximately one hour at LOTSAR’s office at 21 Restaurant Court, Asheville.

Committee	What They Do
Affordable Housing	Plans and organizes affordable housing initiatives; promotes the Workforce Housing Specialist certification.
Allied Member	Dedicated to increasing networking opportunities between REALTOR® members and Allied service providers.
Community Engagement & Cultural Inclusion	Coordinates community service projects (Habitat House, blood drive, etc.); manages public relations and donation recommendations.
Finance	Monitors the financial status of the Board and its subsidiaries.
Grievance	Reviews ethics complaints and arbitration requests; determines whether to forward to Professional Standards for hearing. Meets as needed.
Legislative / RPAC	Monitors local, state, and federal governmental actions; coordinates RPAC contributions; informs members on current issues.
Professional Standards	Conducts full due-process hearings for ethics complaints and arbitration requests. Requires prior Grievance experience and Code of Ethics training.



Joining a Committee

- Most committees meet once per month — approximately one hour per meeting
- No prior experience required for most committees
- Grievance and Professional Standards require formal Code of Ethics/Professional Standards training
- Sign up at lotsar.org/membership/committees/

Board Leadership

Board Director elections are open to all LOTSAR REALTOR® members in good standing. Director terms run on a calendar-year basis. Serving on the Board of Directors is the highest form of volunteer leadership at LOTSAR — and one of the most direct ways to shape the future of real estate in Western North Carolina.

RPAC: Your Voice in the Political Arena

The REALTORS® Political Action Committee (RPAC) is the advocacy engine that protects your ability to do business. NC REALTORS® PAC supports candidates who understand and champion the interests of REALTORS® regardless of political affiliation — and is one of the most successful nonpartisan political action committees in North Carolina. RPAC contributions are voluntary and can be made at any time throughout the year.

The results are concrete. NC REALTORS® PAC defeated an 8.05% tax on real estate services and commissions in 2013, a 1% state transfer tax, and a 1.05% tax on all business entity assets — all in a single session. In 2024, RPAC secured the full repeal of the Privilege License Tax, saving the industry nearly \$3 million per year. After Hurricane Helene, NC REALTORS® helped pass SB 382 delivering WNC-specific disaster relief — faster rebuilding timelines, temporary housing solutions, and simplified permitting. In 2020, NC REALTORS® got real estate designated an essential business under Governor Cooper’s Executive Order 121, keeping transactions alive when the world shut down.

But no business is more local than real estate — and statewide advocacy alone isn’t enough. LOTSAR employs a local Governmental Affairs Director who stays informed on zoning changes, regulatory actions, and policy decisions affecting our members at the county and municipal level. When local government moves in a direction that impacts how our members do business, we have a voice in the room.

“In 2013, your RPAC investment helped defeat an 8% tax on real estate services and commissions. In 2024, it eliminated the Privilege License Tax — saving North Carolina REALTORS® nearly \$3 million a year.”



Who to Call. Who to Contact. We’re Here to Help.

LOTSAR Staff Directory

21 Restaurant Court, Asheville, NC 28805 | 828.255.8505 | lotsar.org | Monday–Friday 9am–5pm

Name / Title	Phone	Email
David West Chief Executive Officer	Ext. 715 828-239-2908	dwest@lotsar.org
Bryan Wooding Director of Membership, Communications & IT	Ext. 701 828-239-2902	bwooding@lotsar.org
Matt Allen Director of Professional Development & Govt. Affairs	Ext. 200 828-333-5840	mallen@lotsar.org
Simone Bernhard Hilltop Events Manager	Ext. 718 828-239-2903	sbernhard@lotsar.org
Larissa Mathews Receptionist	Ext. 700 828-255-8505	board@lotsar.org
Katie Bechdel Membership Coordinator	Ext. 716 828-318-8891	kbechdel@lotsar.org
Nancy Jameson Accounting Clerk	Ext. 667 828-239-2905	accounting@lotsar.org

Key External Numbers

Resource	Contact
Canopy MLS — Member Support	704-940-3110 support@canopyrealtors.com
Canopy MLS — Tech Support	877-699-6787
SentriLock / Lockbox Tech	877-699-6787 Lockbox Orders: 828-651-8883
ShowingTime	704-940-3126
NC REALTORS®	800-443-9956 ncrealtors.org
NC REALTORS® Legal Hotline	800-443-9956 legalhotline@ncrealtors.org
NC REALTORS® Tech Helpline	877-573-5612
NC Real Estate Commission (NCREC)	919-875-3700 ncrec.gov

New Member Checklist

Welcome to LOTSAR. Here's everything you need to do to get fully set up — in order. Questions at any step? Call us at 828.255.8505 or email board@lotsar.org.

1	Have Your BIC Submit Your Application Your Broker-in-Charge completes the LOTSAR Board Member Add/Change Form online at lotsar.org/membership/board-member-add-change-form/ .
2	Meet with LOTSAR Staff & Pay Dues Contact Katie Bechdel to schedule your intake meeting. kbechdel@lotsar.org 828-318-8891
3	Attend New Member Orientation Held the 1st Wednesday of every month. Lunch provided. Includes 2.5 hours of required NAR Code of Ethics training Includes 2 hours of required Fair Housing / Anti-Bias training
4	Schedule MLS Training with Canopy Contact Canopy MLS directly to schedule your MLS orientation and training. 704-940-3110 support@canopyrealtors.com
5	Attend Contracts Class Held monthly by Greg Goosmann of Goosmann Rose Colvard & Kramer — real-world forms training from a practicing attorney. Held the 2nd Wednesday of every month, 1:00–3:00 pm at LOTSAR
6	Complete Your CE Requirement Your 4-hour CE Mandatory Update and 4-hour CE Elective are included with your LOTSAR dues — a \$125 value. Register at skylandschool.com Questions: mallen@lotsar.org 828-333-5840
7	Activate Your NC REALTORS® & NAR Benefits Your three-way membership is active from day one. Log in and set up your accounts. NC REALTORS®: ncrealtors.org — zipForms®, Legal Hotline, Tech Helpline NAR: nar.realtor — RPR®, REALTOR Benefits®, NAR membership card
8	Join a Committee Get involved early. Most committees meet once a month and require no prior experience. lotsar.org/membership/committees/ info@lotsar.org 828-239-2902

**LAND OF THE SKY
ASSOCIATION OF
REALTORS®**

SIGNIFYING EXCELLENCE IN REAL
ESTATE SINCE 1917



21 RESTAURANT COURT, ASHEVILLE, NC 28805

P: 828.255.8505 | INFO@LOTSAR.ORG | LOTSAR.ORG

MONDAY – FRIDAY | 9:00 AM – 5:00 PM

FOLLOW US

FACEBOOK: FACEBOOK.COM/LOTSARNC

INSTAGRAM: @LOTSARAVL

TWITTER/X: @LOTSARREALTORS

YOUTUBE: @LANDOFTHESKYASSOCIATIONOFFR1851

OUR BUSINESS LINES



**SKY LAND SCHOOL
OF REAL ESTATE**

NCREC PROVIDER 1557
SKYLANDSCHOOL.COM



HILLTOP EVENT CENTER

(828) 239-2903
HILLTOPEVENTCENTER.COM