

# Guidelines for Rental of Massachusetts Association of REALTORS®

## Membership Mailing Lists (Revised 1/11)

### Pricing Structure:

#### Members

.05 cents per name for orders over 1,000 names

**\$850 for entire association list**

\$50 minimum order

#### Non-Members

.10 cents per name for orders over 1,000 names

**\$1,700 for entire association list**

\$100 minimum order

*Each record includes member name, office name and office mailing address -*

*For the privacy of our members we do not provide home addresses, email addresses or phone numbers*

### Formats Available:

- *Disk or electronic (e-mail)*

### Sorting Options Available:

1. Entire membership-- Approximately 21,000 names statewide.
2. All REALTOR® firms or offices. Approximately 3,500 respectively, statewide.
3. REALTORS®, Designated REALTORS®, REALTOR®-Associates, salespersons by name.
4. By zip code, town or state
5. Professional designation (e.g. all members who hold the GRI, CRS, CRB, CCIM, LTG, CPM, etc.)

### Policies regarding all orders:

1. Contact the MAR Customer Service Department (1-800-725-6272) to obtain an order form.
2. Customer completes and forwards a copy of the MAR Membership List Rental Agreement to the Customer Service Department by fax (781) 890-4919 or mail (MAR Customer Service Dept., 1400 Main Street, Waltham, MA., 02451), **along with a sample copy of the material being sent to the members.**
3. If the mail piece is approved, MAR Customer Service Dept. will run lists as specified and contact customer with total print run of names generated and the cost for the processing of those names.
4. Customer may send a check for the total, made payable to the Massachusetts Association of REALTORS®, or offer a credit card over the telephone. -

### MAR Membership List Rental Agreement

This Agreement is made as of the \_\_\_\_ day of \_\_\_\_\_ 20\_\_ by and between the  
Massachusetts Association of REALTORS®, with offices at 1400 Main Street, Waltham, MA. 02451  
(hereinafter “MAR”) and \_\_\_\_\_  
\_\_\_\_\_ with offices at  
\_\_\_\_\_ (hereinafter “List Renter”).

1. In consideration for MAR’s agreement to rent its list to the List Renter for one mailing only, the List Renter hereby agrees that he will not disclose, transfer, duplicate, reproduce, or retain any portion of the list, except for merge-purge purposes, nor permit any third party, agent, employee, or contractor and their respective agents and employees to do so, except those who become the List Renter’s customers as a result of this mailing.
2. The List Renter hereby agrees that multiple-use of the names is expressly prohibited, and that names furnished will not be used for telephone solicitation.
3. The List Renter hereby agrees to submit a complete mailing sample to MAR prior to renting the list. **MAR may decline to provide the list in the event those materials do not meet with MAR approval for any reason whatsoever.**
4. The *one-time use* of this list shall be limited exclusively to the agreed specific merchandise or service as offered and as described on the complete mailing sample submitted in conjunction with the Agreement.
5. The List Renter agrees to make no reference to MAR as the source of the list in the mailing material.
6. The List Renter agrees to indemnify and hold harmless MAR from any and all claims, damages, losses or expenses, however incurred, occasioned by the use of the said list.
7. It is understood and agreed that the rented list has been and will be monitored to prevent improper and unauthorized use, by a combination of one or more methods of computer control and/or planted and/or varied names and addresses or combinations of these and others, to all of which, List Renter consents and agrees.
8. The List Renter agrees to complete and return this contact detailing all rental conditions prior to any sale of mailing lists. Payment must be received in advance by MAR before orders will be shipped to the List Renter.

Massachusetts Association of REALTORS®:

List Renter:

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_