



Designated REALTOR® Membership Application

To the Heartland REALTOR® Organization, I hereby apply for Designated REALTOR® Membership with the Organization and am enclosing payment in the amount of \$450 for the Application/Orientation fee* payable to the Heartland REALTOR® Organization. In the event of my election, I agree to abide by the Code of Ethics of the National Association of REALTORS®, which includes the duty to arbitrate, and the Constitution, Bylaws, and Rules and Regulations of the Heartland REALTOR® Organization, Illinois REALTORS®, and the National Association, and if required, I further agree to satisfactorily complete a reasonable and nondiscriminatory written examination on such Code, Constitutions, Bylaws, and Rules and Regulations. I understand membership brings certain privileges and obligations that require compliance.

Membership is final only upon approval by the Board of Directors and may be revoked should completion of requirements—such as new member Code of Ethics and Fair Housing training and attending orientation—not be completed within the timeframe established in the Organization's Bylaws (**90-days from date of application**). I understand that I will be required to complete periodic Code of Ethics and Fair Housing training as specified in the Organization's Bylaws as a continued condition of membership.

NOTE: Applicant acknowledges that if accepted as a member and they subsequently resign from the Organization, or otherwise causes membership to terminate with an ethics complaint pending, the Board of Directors may condition renewal of membership upon applicant's certification that they will submit to the pending ethics proceeding and will abide by the decision of the hearing panel. If applicant resigns or otherwise causes membership to terminate, the duty to submit to arbitration continues in effect even after membership lapses or is terminated, provided the dispute arose while applicant was a REALTOR®.

I hereby submit the following information for your consideration:

Name: _____

Residence Address: _____ City: _____ State: _____ Zip: _____

Cell Phone: _____ Do you want this phone # to appear in the MLS? ☐ Yes ☐ No

Email: _____

Real Estate License #: _____ How long with current real estate firm? _____

Are you a licensed/certified appraiser? ☐ Yes ☐ No Appraisal License #: _____

Office Name: _____

Office Address: _____ City: _____ State: _____ Zip: _____

Office Phone: _____ Preferred Mailing Address: ☐ Home ☐ Office

Are/were you presently/previously a member of any other Association of REALTORS®? ☐ Yes ☐ No

If yes, provide name of Association: _____ State: _____

Type of membership: _____ NAR member ID (NRDS #): _____

Last date (year) of completion of NAR's Code of Ethics training requirement: _____

Last date (year) of completion of NAR's Fair Housing training requirement: _____

Have you previously held membership at any Association of REALTORS® under a different name? ☐ Yes ☐ No

If yes, what was the name under which membership was held? _____

If you answer yes to any of the following questions, provide details as an attachment:

1. Have you been found in violation of the Code of Ethics or other membership duties in any Association of REALTORS® in the past three years or are there any such complaints pending? ☐ Yes ☐ No
2. Do you have any unsatisfied discipline pending? ☐ Yes ☐ No
3. Are you a party to a pending arbitration request? ☐ Yes ☐ No
4. Do you have any unpaid arbitration awards or unpaid financial obligations to another Association of REALTORS® or an Association MLS? ☐ Yes ☐ No



Designated REALTOR® Membership Application (cont.)

Company information: ___ Sole Proprietor ___ Partnership ___ Corporation ___ LLC

Your position: ___ Principal ___ Partner ___ Corporate Officer ___ Branch Office Manager

Names of other Partners/Officers of your firm: _____

Is the Office Address, as stated, your principal place of business? ___ Yes ___ No

If not, or if you have any branch offices, please provide address: _____

Do you hold, or have you ever held, a real estate license in any other state? ___ Yes ___ No If so, where: _____

Are you interested in learning about Heartland's Lockbox Lease Program? ___ Yes ___ No

If you answer yes to any of the following questions, provide details as an attachment:

1. Have you ever been refused membership in any other Association of REALTORS®? ___ Yes ___ No
2. Have you or your firm been found in violation of state real estate licensing regulations in the past three years? ___ Yes ___ No
3. Have you or your firm been convicted, adjudged, or otherwise recorded as guilty by a final judgment of any court of competent jurisdiction of a felony or other crime. ___ Yes ___ No

I hereby certify that the foregoing information furnished by me is true and correct, and I agree that failure to provide complete and accurate information as requested, or any misstatement of fact, shall be grounds for revocation of my membership if granted. I further agree that, if accepted for membership, I shall pay the fees and dues as from time to time established.

NOTE: Payments to the Heartland REALTOR® Organization are not deductible as charitable contributions. Such payments may, however, be deductible as an ordinary and necessary business expense. **No refunds.**

By signing below, I consent that the REALTOR® Associations (local, state and national) and their subsidiaries, if any (e.g. MLS, Foundation) may contact me at the specified addresses, phone numbers, email address, or other means of communication available. This consent applies to changes in contact information that may be provided by me to the Association(s) in the future. This consent recognizes that certain state and federal laws may place limits on communications that I am waiving to receive all communications as part of my membership.

Signature: _____ Date: _____

Printed Name: _____

***There is a one-time \$450 Application/Orientation fee for new applying members.**

There is a \$50 Transfer fee for REALTOR® members transferring from another REALTOR® Association.

Please email application to info@HeartlandRO.com

Application can also be brought to the Heartland office:

405 E. Congress Parkway, Suite A, Crystal Lake, IL 60014

815.459.0600 · www.HeartlandRO.realtor

8:00 a.m. – 4:30 p.m. (Monday – Friday)



2026 Membership Fee Selection Form

Please make **ONE** selection in **EACH** of the following sections.

I. Billing Frequency

☐ Monthly

☐ Quarterly

☐ Annually
(Only available in Dec/Jan)

II. Organization Fees

☐ Primary REALTOR® Member \$80 monthly \$234 quarterly \$890 annually

☐ Secondary REALTOR® Member
(Primary dues are paid to a different Association)

III. MRED (MLS) Fees

☐ Subscriber \$35 monthly \$105 quarterly \$420 annually

☐ Not a subscriber

IV. REALTORS® Political Action Committee (RPAC)

☐ Major Investor (Sterling R's) \$84 per month \$250 quarterly \$1000 annually

☐ Governor's Club Level \$42 per month \$125 quarterly \$ 500 annually

☐ Member of Influence Level \$21 per month \$ 63 quarterly \$ 250 annually

☐ Gold Inner Circle \$ 9 per month \$ 25 quarterly \$ 100 annually

☐ Basic Level (recommended amount) \$ 4 per month \$ 12 quarterly \$ 48 annually

☐ None

V. Real Estate Education Foundation (REEF)

☐ REEF Contribution \$1 monthly \$3 quarterly \$12 annually

☐ None

VI. Lockbox Lease Program (You will be charged if your brokerage firm has opted into the program.)

☐ Broker has opted in \$14 monthly \$42 quarterly \$168 annually

☐ Broker does not participate

Printed name: _____

Office name: _____ Phone: _____

Email: _____

→ Once completed, email to info@HeartlandRO.com ←

To sign up for auto billing, complete and return the [Credit Card Participation Agreement](#).

A payment processing fee may apply to all charges. See reverse side for an explanation of fees and services.

Prices subject to change without notice; however, Heartland will make every effort to inform its members in advance.

Explanation of Fees and Services

I. Membership dues are invoiced one month ahead. For example, a statement issued December 1st has a due date of December 31st and is for January services.

To view/pay dues statement(s) online, sign into your account at <https://ims.heartlandro.com>

II. Organization Fees

This fee includes all Organization/Association dues, including fees such as local, state, and national dues, National Association of REALTORS® (NAR) ad awareness campaign fees, Illinois REALTORS® advocacy campaign fees, and any other such monies required.

For information on which dues are tax deductible, view the [NAR & IR Dues Deductibility Statements](#).

III. MRED (MLS) Fees

[Midwest Real Estate Data](#) (MRED) is the provider of the regional multiple listing service (MLS). The MLS is, in simple terms, a centralized, regional database of property listings. [MRED's coverage area](#) serves real estate professionals in Chicagoland and the surrounding counties. As a top-rated MLS, MRED provides property information for northern Illinois, southern Wisconsin, and northwest Indiana.

IV. REALTORS® Political Action Committee (RPAC)*

The [REALTORS® Political Action Committee](#) (RPAC) collects voluntary investments from members and uses those funds in a bipartisan manner to support pro-REALTOR® candidates for public office who help Illinois REALTORS® win the fight on public policy issues affecting your business, including private property rights, government regulation of the industry, and taxes and fees affecting real estate.

Contributions to RPAC are not deductible for federal income tax purposes. *Contributions are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount contributed or decision not to contribute. You may refuse to contribute without reprisal. Up to thirty percent (30%) may be sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a. A copy of our report filed with the State Board of Elections is (or will be) available on the Board's official website www.elections.il.gov or for purchase from the State Board of Elections, Springfield, Illinois. Except as may be required by state or federal law, the Illinois REALTORS® PAC (Illinois RPAC) is not required to refund political contributions. However, refund requests will be considered on a case-by-case basis so long as they are received within 30 days of the contribution.*

V. Real Estate Education Foundation (REEF)*

Assist your REALTOR® community with a voluntary contribution to the Illinois Real Estate Educational Foundation (REEF), which will expand Real Estate research and provide assistance to qualified students.

Contributions to the Real Estate Education Foundation are tax-deductible charitable contributions.

VI. Lockbox Lease Program

This program provides your office with electronic lockboxes at an affordable price and ensures your office has lockboxes for its active listings. When an office participates in the program, all active Heartland members of the office are charged the participation fee.

*Illinois REALTORS® has required RPAC and REEF contributions to appear on each billing statement as above the line charges. While highly recommended, these contributions are voluntary. The charges can only be removed by contacting Heartland directly. All requests for these charges to be removed will be effective for the remainder of the calendar year.

HEARTLAND REALTOR® ORGANIZATION

405 E Congress Pkwy, Suite A • Crystal Lake, IL 60014

(815) 459-0600 • info@HeartlandRO.com

www.HeartlandRO.realtor



Credit Card Participation Agreement – For Automatic Payment

I, hereby, authorize the Heartland REALTOR® Organization to automatically charge my credit or debit card listed below for [**CHECK ONE OR BOTH**]:

___ Applicable MLS fees, Association dues/fees, and any other related charges, **on a recurring basis**, based on my selected billing cycle (monthly, quarterly, or annually)*

AND/OR

___ \$450 Application fee, or \$50 Transfer fee, and other dues/fees owed at time of application

Name: _____ Heartland ID: _____
(IF UNKNOWN, LEAVE BLANK)

Name on Card: _____
(IF DIFFERENT)

Card #: _____ - _____ - _____ - _____ Exp: _____ / _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Ph: _____

Signature: _____ Date: _____

* Terms: By selecting to be automatically charged, you are authorizing Heartland to charge your credit/debit card for all future dues and fees. You may discontinue automatic payments at any time by notifying Heartland at info@HeartlandRO.com. Payments are run on the 25th of the month, or the following business day, if the 25th falls on a weekend/holiday. If your card is rejected for any reason, you will be notified by email. You are responsible for ensuring your account balance is paid by the last day of the month. No refunds will be granted once the payment period begins.

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HEARTLAND REALTOR® ORGANIZATION SENTRILOCK SENTRIKEY® LICENSE AGREEMENT

THIS LICENSE AGREEMENT ("License") is between the following parties and shall be effective as of the date HEARTLAND acknowledges receipt hereof:

Heartland REALTOR® Organization as "Licensor" or "HEARTLAND," and SentiKey® User as identified at the end of this License.

1. **License Usage.** This License relates to HEARTLAND's issuance of a SentiLock SentiKey® Account and corresponding personal identification number ("PIN") (collectively referred to as the SentiKey® Account) to the SentiKey® User to facilitate the SentiKey® User's work for the Broker/Affiliate Member in accessing entry through SentiLock lockboxes at real properties being marketed for sale (the "Properties"). SentiKey® User agrees to use SentiKey® only as a device to gain access to Properties they are otherwise authorized to enter.
2. **Representations.** SentiKey® User warrants as of the date of this License they are licensed and in good standing by the States of Illinois and/or Wisconsin as a real estate managing broker, broker, real estate agent, appraiser, or licensed real estate professional, a Member of HEARTLAND or any of its partner associations, and/or HEARTLAND Affiliate Member with specific authority to access the Properties and will continue in such capacity at all times while this License is in effect. If SentiKey® User, at any time during the term of this License, is no longer a HEARTLAND Member, HEARTLAND Affiliate Member, or member of any of its partner associations, acting in the capacity as a licensed real estate professional, SentiKey® User shall and agrees to notify HEARTLAND immediately.
3. **Fees.** Upon receipt of the SentiKey® Account, SentiKey® User agrees to pay the current license fees, if applicable, which shall be non-refundable and non-proratable if this License is terminated for any reason.
4. **Security.** SentiKey® User acknowledges it is necessary to maintain security of their SentiKey® Account to prevent its use by unauthorized persons. Consequently, SentiKey® User agrees:
 - A. To keep their SentiKey® Account in SentiKey® User's possession or in a safe place at all times;
 - B. To not provide their PIN or access to their SentiKey® Account to anyone else;
 - C. To not assign, transfer, or pledge the rights of the SentiKey® Account;
 - D. To notify HEARTLAND immediately of the loss or theft of any device logged in to their SentiKey® Account;
 - E. To follow all the guidelines as outlined in the SentiLock SentiKey® Terms of Use/Security Procedures as attached hereto and incorporated herein by this reference;
 - F. To take all steps and perform all acts reasonably necessary to ensure the security of Properties accessed through the use of lockboxes and SentiKey® and to access properties using the lockbox and SentiKey® only as permitted and instructed by and consistent with the showing authorization and instructions given by the listing brokerage;
 - G. To pay any required fees hereunder; and
 - H. To immediately, upon receipt of notice thereof, comply with any future rules, regulations, or use and access procedures subsequently adopted by Licensor.
5. **Term and Termination.** This License shall begin on the Effective Date and ends on the date of any of the following events:
 - A. Termination of the SentiKey® User's authority as a real estate professional;
 - B. Termination of the SentiKey® User's association with HEARTLAND or HEARTLAND's partnered associations for any reason;
 - C. Failure of SentiKey® User to perform their duties and obligations under this License or comply with SentiLock Terms of Use/Security Procedures;

- D. Failure to notify HEARTLAND of the loss or theft of their SentiKey® Account; or to pay, when due, any fees and/or penalties imposed hereunder upon the termination of this License.

6. Violation Procedures and Penalties. If HEARTLAND determines SentiKey® User may have violated any of their obligations under this License, it may exercise such disciplinary actions as it deems reasonably necessary to protect the security and integrity of the SentiLock SentiKey® Lock Box System including, deactivation of the SentiKey® Account, imposing **fines of no less than \$2,000.00, nor more than \$5,000.00, per violation**), and sending written notice to the SentiKey® User detailing the nature of such violation (the “Violation Notice”). The review and enforcement of Violation Notices shall be handled by HEARTLANDS’s Professional Standards processes and procedures and/or HEARTLAND’s Board of Directors.

Additionally, SentiKey® User acknowledges and agrees to be subject to the disciplinary rules and procedures of the HEARTLAND Professional Standards Committee or HEARTLAND’s Board of Directors. No referral to the HEARTLAND Professional Standards Committee is required for termination of SentiKey® services for failure to pay required fees.

7. Indemnification. SentiKey® User agrees to indemnify and hold HEARTLAND and its directors, officers, employees, and agents harmless from any and all loss, costs, expense, claims, or demand whatsoever by or against HEARTLAND resulting from the loss, use, or misuse of SentiKey®, including, but not limited to attorney fees and/or any liabilities as a result of damage or injury to Properties or persons arising out of entry by any person into any Properties by use of SentiKey®.

8. Ownership and Inspection Rights. SentiKey® User acknowledges they have no property interest in or ownership rights in SentiKey® other than as provided herein. Additionally, if HEARTLAND reasonably believes the SentiLock SentiKey® Lock Box System’s security or integrity has been or imminently may be compromised; SentiKey® User understands their SentiKey® Account may be suspended and/or terminated per Heartland’s discretion.

9. General Terms. This License represents the entire agreement between HEARTLAND and the SentiKey® User regarding the SentiKey® Account and supersedes all other oral or written agreements regarding same. This License shall be governed by the laws of the State of Illinois and SentiKey® User agrees any disputes arising out of or related to this License shall be adjudicated in the 22nd Judicial Circuit Courts of Illinois.

10. Document Preparation and Review Acknowledgement. This License Agreement has been prepared by HEARTLAND for the mutual benefit of the parties hereto and its interpretation shall be neutral as to the drafting party. Additionally, SentiKey® User acknowledges this License was prepared by HEARTLAND’s counsel and SentiKey® User has carefully read and understands the terms and conditions hereof.

In Witness Whereof and with the intention to be legally bound as provided herein, the signatory below agrees to this License Agreement.

SENTRIKEY® USER INFORMATION:

Full Name:	
Mailing Address:	
Email Address:	
Direct Phone #:	
Company Name:	
Date:	____ / ____ / ____



SENTRIKEY® USER SIGNATURE

Please submit agreement along with applicable fees to info@HeartlandRO.com.

ACCEPTANCE

This SentiKey® License with the SentiKey® User listed above is hereby acknowledged and accepted by HEARTLAND as of _____ [Date of Acceptance]



SentriLock SentriKey® Terms of Use/Security Procedures

By signing the SentriLock SentriKey® Lease Agreement, you hereby acknowledge and agree to abide by the following “Terms of Use” as relates to your SentriLock SentriKey® Agreement:

- 1) To never give out your SentriKey® Account information (login/PIN) to ANYONE.*
- 2) To not give out your Personal ID Number (PIN) to anyone else. Giving your PIN to anyone else will result in a fine of no less than \$2,000.00, nor more than \$5,000.00, per violation.*
- 3) To not loan the SentriKey® Account to any person, for any purpose whatsoever, or to permit the SentriKey® Mobile Application/Website to be used for any purpose by any other person. Allowing anyone other than the SentriKey® User to use their SentriKey® Account will result in a fine for EACH OCCURRENCE.*
- 6) To immediately upon discovery of any loss or theft of any device logged in to their SentriKey® Account notify HEARTLAND by telephone or in writing, as directed, of the loss or theft of the SentriKey® Account and circumstances surrounding such loss or theft. **Please call the Organization office and report it so it cannot be used if someone finds it.***
- 7) To not disseminate property access, including but not limited to one-day codes generated from the SentriLock system to prospective clients, purchasers, or anyone else without the property owner’s or Listing Broker’s express permission. Doing so may result in **a fine for EACH OCCURRENCE** and may be subject to criminal prosecution as provided by law. Such action may also result in a Code of Ethics violation with separate fees/fines levied.
- 8) To not access any property without prior approval from Seller or Listing Broker. Doing so may result in the homeowner contacting the appropriate authorities (you could be arrested!) or the Listing Broker filing a complaint with the Heartland REALTOR® Organization.

Affiliate access – Heartland Affiliate members who are issued access to SentriKey® must understand these rules apply to them as well. Furthermore, they need to ensure they have permission from the Listing Broker or the Seller BEFORE accessing the property. Accessing a property without express permission may result in fines, fees, and criminal prosecution. You may be arrested and charged with a crime.

Anyone who has questions should contact the Heartland REALTOR® Organization BEFORE accessing any property (815-459-0600 or info@HeartlandRO.com).

**PLEASE NOTE: These terms are also contained in your SentriLock SentriKey® Agreement.*

MIDWEST REAL ESTATE DATA LLC/Heartland REALTOR® Organization

SUBSCRIPTION AGREEMENT: The undersigned hereby seeks participation rights in the MIDWEST REAL ESTATE DATA LLC through THE Heartland REALTOR® Organization.

Please remit \$500.00 for initial service charge.

I, the undersigned, _____
(Print Name) certify and affirm that I am an Active

Member of the _____; that my membership is in good standing; that all Association dues and assessments are paid in full for the current year; that Real Estate is my principal occupation.

Business Name: _____

Office Address (Main location): _____

Branch Office or Offices Location: _____

Name of Designated REALTOR®: _____

Office Phone: _____ Office Fax: _____

E-Mail Address: _____ Web Page: _____

Home Phone: _____

Home Address: _____

Including myself, there is/are a total of _____ licensed real estate practitioner(s) or appraisers in my office.

NAMES: (Attach list with additional names, if needed)

LICENSE NUMBERS:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

If my application is approved, I herewith pledge myself to transact all my business activities in accordance with the Constitution and By-Laws of the Heartland REALTOR® Organization, the Midwest Real Estate Data LLC Rules and Procedures, (as adopted by HRO), the REALTORS® Code of Ethics and all laws of the State of Illinois that are applicable to my profession. I also give my permission for both HRO and MRED,LLC to fax or e-mail me materials deemed pertinent to my membership. I am also attaching check # _____ in the amount of \$500.00 which represents the initial service charge.

Signed: _____

Receipt of application approved by the Board of Directors of the Heartland REALTOR® Organization on _____

_____ and MRED on _____ by _____
(date) (date)



MLS Participation Verification Form

To be completed and signed by the Designated REALTOR® of the office.

Initial yes/no for each of the following:

____ Yes ____ No I, or one of my licensed agents, participates in real estate transactions by listing property with the MRED multiple listing service (MLS)

____ Yes ____ No My firm actively endeavors to acquire listings of properties to sell to submit to MRED. And/or my firm seeks to represent buyers interested in purchasing property.

____ Yes ____ No I agree not to sell listing information obtained through MRED to third party companies.

____ Yes ____ No My firm engages in appraisal activities exclusively, and I have no real estate brokers or sales licensees licensed with me or my firm.

____ Yes ____ No I understand if NAR Participation Policies are violated my MLS membership will be terminated.

I solemnly affirm that the above stated facts are true and understand the ramifications of violating the revised National Association of REALTORS® [MLS Participation Policy](#).

DR, MLS Participant name (please print)

Signature

Date Signed

Agent ID #

Office Name

Office ID #

Office Address

Office City

ZIP

Email completed form to info@HeartlandRO.com