

About C.A.R.

As a recognized pacesetter within the industry, the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) is 160,000 members strong. Every real estate professional in California with the REALTOR® designation is a member of C.A.R.

C.A.R. offers a multitude of marketing channels for companies seeking to promote their products and services to the California REALTOR® community. This one-stop shop includes advertising opportunities in our print publication, websites, and e-newsletters, as well as e-blasts, webinar sponsorships, convention participation, custom media products, and much more.

An integrated marketing campaign ensures that your message reaches a broader audience and generates the greatest possible impact.

Nearly one-sixth of the nation's REALTORS® are C.A.R. members.

Source: C.A.R. and NAR Research

C.A.R. is honored to have received awards of excellence from these prestigious organizations:

