



Learn about the Commercial Real Estate Alliance (CREA)

An alternative to REALTOR Membership

What is CREA?

The Commercial Real Estate Alliance (CREA) was formed in 2016 to broaden the umbrella for commercial real estate professionals in Indiana. CREA has partnered with the Indiana Commercial Board of REALTORS® (ICBR) to provide CREA members access to member pricing for ICBR education and the Indiana Commercial Real Estate Exchange (ICREX).

Why does CREA exist?

CREA's goal, together with ICBR, is to connect more commercial real estate practitioners across Indiana to provide exclusively commercial-related benefits and industry information, and to advocate for the commercial real estate profession.

What is the difference between ICBR and CREA Membership?

ICBR membership is a three-tier membership providing access to benefits from the [National Association of REALTORS®](#) (NAR), the [Indiana Association of REALTORS®](#) (IAR) and ICBR. ICBR members are also designated as REALTORS® and can use the REALTOR® brand. CREA members do not have access to NAR and IAR benefits and CREA members are not REALTORS®.

What does CREA membership include?

CREA members get the same pricing as ICBR members for ICBR education events and ICREX. CREA members also receive industry information via email and are invited to attend free quarterly networking events held in your local market.

How much is CREA membership?

For 2019, CREA membership is \$205 per member. ICBR membership is \$644 (NAR: \$185, IAR: \$254, ICBR: \$205). ICREX subscriptions are an additional \$492/year for both CREA and ICBR members.

Do I qualify for CREA Membership?

If you have a real estate license, you qualify for CREA membership.

I want to be a REALTOR®, should I join CREA, too?

No, there is no need to be a member of CREA and ICBR. If you want to remain a REALTOR® and keep your access to NAR and IAR benefits, you can just continue your membership with ICBR and keep receiving all the benefits of NAR, IAR and ICBR.

What is the REALTOR One-Member-All-Member Policy?

The National Association of REALTORS® requires that if the managing broker is a REALTOR® member, all brokers under that managing broker must be a REALTOR® (or Institute Affiliate) member. A broker cannot become a REALTOR® member unless his/her managing broker is a REALTOR® member.

Does everyone in my office have to join CREA?

No, however, if one person in your office drops REALTOR® membership in lieu of CREA membership, the rest of the brokers in your office are no longer eligible for REALTOR® membership. See one-member-all-member policy above.

I hold secondary membership with another Board of REALTORS. If I join CREA, could I keep that membership?

No. Your secondary membership in your local Board of REALTORS® is contingent on you holding Primary REALTOR® membership with ICBR. If you switch to CREA membership, you will no longer be a Primary REALTOR member of ICBR and will no longer qualify to be a Secondary member of another Board of REALTORS®.

How do I change my membership to CREA?

If you are interested in changing your path to the commercial real estate community, please contact ICBR at admin@myicbr.org.