

2027 SPONSORSHIP OPPORTUNITIES

AREAA
Asian Real Estate Association of America
GREATER SEATTLE

www.areaa.org/greaterseattle

info@areaaseattle.org

A WORD FROM THE PRESIDENT

Dear AREAA Supporter,

We are grateful for the opportunity to present our sponsorship package for the AREAA Greater Seattle Chapter. Your support enables us to continue providing essential resources, programs, and networking opportunities that empower our members and strengthen the broader real estate community.

At AREAA, our mission centers on serving as a powerful national voice and advocating for sustainable homeownership opportunities within Asian American and Pacific Islander (AAPI) communities. Our collaborative efforts with partners like your organization are vital to advancing this mission. With 45 chapters across the United States and Canada, AREAA has grown into a formidable network of over 19,000+ dedicated real estate professionals. Our organization brings together dedicated real estate professionals united in a common purpose.

Our local membership includes over 260 passionate individuals who are committed to supporting the AAPI community in real estate and homeownership. Partnering with us offers a unique opportunity to make a meaningful impact together. By joining forces, we can amplify our shared commitment to uplifting local communities and fostering a thriving, inclusive industry. Let's collaborate to drive positive change and create lasting value that resonates with our audiences and beyond.

Thank you for considering our proposal, and I look forward to the possibilities that lie ahead.

Frances Nguyen
2026 President
AREAA Greater Seattle Chapter



AREAA MISSION

AREAA is dedicated to promoting sustainable homeownership opportunities in Asian American communities by creating a powerful national voice for housing and real estate professionals that serve this dynamic market.

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AREAA Greater Seattle Impact at a Glance

Our Mission

The Asian Real Estate Association of America (AREAA) is a nonprofit trade organization dedicated to promoting sustainable homeownership opportunities within Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities.

As one of the most active chapters in the country, AREAA Greater Seattle embodies this national mission at the local level—creating impact through advocacy, education, and community engagement across the Puget Sound region.

Community Impact

- Partnered with 43+ AREAA chapters to raise over $100,000 for wildfire relief through the AREAA Foundation.
- Awarded $10,000 each to 10 families, providing immediate recovery assistance.
- Contributed $20,000 to down payment assistance programs for first-time homebuyers.
- Partnered annually with Asian Counseling and Referral Service (ACRS) for Walk for Rice, supporting food security and local outreach.

Building Community. Elevating Leaders. Fueling Homeownership.

Education and Advocacy

- Hosted workshops on Commercial Syndication, Tax Strategy, Business Planning, and Digital Marketing with NWMLS.
- Launched a Mentorship Program pairing new professionals with industry leaders and hosted a Top Producer Panel featuring regional experts.
- Represented Seattle in Washington, D.C., presenting AREAA's Three-Point Policy Plan to Congress to advance housing equity.

Marketing Reach & Visibility

AREAA offers partners unparalleled visibility across local and national networks:

- ***19,000+ members*** across 44 chapters in North America.
- ***25,000+ monthly website visitors*** and a 60% open rate on national newsletters.
- A social media audience of ***100,000+***, spanning Facebook, Instagram, and LinkedIn.
- National events such as the ***AREAA National Convention*** and Policy Summit attract thousands of professionals annually.

Why Partner with AREAA Greater Seattle

By supporting our chapter, you help:

- Empower diverse professionals and aspiring homeowners.
- Advance equitable housing and financial literacy.
- Strengthen community through advocacy, education, and service.

Together, we create opportunity, leadership, and legacy for generations to come.






EDGE Mentorship

AREAA EDGE Seattle is a collaborative mentorship and professional development initiative within the AREAA Greater Seattle Chapter, created to shape and develop the next generation of real estate professionals.

Designed for emerging and growth-minded professionals, EDGE connects participants with experienced industry leaders across residential, luxury, mortgage, and commercial real estate. Through a structured mentorship program and access to trusted resources, EDGE helps participants sharpen their skills, expand their networks, and navigate their careers with clarity and confidence.

By leveraging the collective expertise of the AREAA Greater Seattle community, EDGE is intentionally built to empower, develop, and elevate young professionals — paving the way for long-term career growth, leadership development, and meaningful impact within the real estate industry.

This is more than mentorship. It's a collaborative pathway to becoming the future leaders and changemakers of our industry.

the EDGE
AREAA YOUNG PROFESSIONALS
GREATER SEATTLE







First Time Home Buyer Down Payment Assistance Grant

Turning Homeownership Dreams Into Reality

In 2025, AREAA Greater Seattle took an important step toward addressing one of the biggest barriers to homeownership: the upfront cost of purchasing a home. In partnership with the AREAA Foundation, we launched our Greater Seattle Down Payment Assistance initiative to help local first-time homebuyers move from dreaming about homeownership to receiving the keys to their own home.

In our first year, 2025, we awarded down payment assistance to two local families. For us, this program was about more than providing financial assistance. It was about creating access to homeownership and giving families an opportunity to begin building stability, equity, and generational wealth.

In 2026, we doubled the program from two families to four families, giving four more Greater Seattle households an opportunity to overcome the financial barriers standing between them and homeownership.

The AREAA Foundation is a 501(c)(3) organization whose mission includes supporting AANHPI homeownership through grants and other housing initiatives. Since 2010, the Foundation has worked with individuals, organizations, and companies to expand homeownership opportunities and create lasting impact in communities across the country.

Our Greater Seattle program brings that mission directly into our local community. The AREAA Foundation now specifically recognizes the Greater Seattle First Time Homebuyer Grant as one of the programs donors can support. Through our partnership with the AREAA Foundation, AREAA Greater Seattle is able to turn the support of our members, sponsors, and community partners into something tangible: families becoming homeowners.

When companies sponsor AREAA Greater Seattle, they are doing more than putting their logo on an event. They are investing in our community. Sponsor support helps us build the programs, partnerships, education, and fundraising capacity that allow initiatives like our Down Payment Assistance Program to grow. Our goal is to keep expanding the number of families we can help each year.

Because every family that becomes a homeowner represents more than a transaction. It represents stability. Equity. Opportunity. And a foundation for the next generation.

AREAA FOUNDATION

Expanding Our Impact Through Financial Literacy

In 2027, we are expanding our focus beyond the families who receive a grant to reach the broader community through financial literacy, education, and access to resources.

Many families want to become homeowners but simply don't know where to start. They may not know what assistance programs are available, how much they actually need to save, how credit affects their options, or who they can trust to guide them through the process. We want to help close that gap.

Through community events, workshops, and partnerships, AREAA Greater Seattle plans to bring together housing professionals, lenders, financial professionals, nonprofit organizations, and community resources in one place so aspiring homeowners can better understand the opportunities available to them.

Our goal is to help community members:

- Understand the financial steps required to prepare for homeownership
- Learn about down payment assistance and first-time homebuyer programs
- Better understand credit, budgeting, saving, and financing
- Connect directly with trusted professionals and community organizations
- Identify the programs and resources that may be available to them
- Create a realistic path from where they are today to becoming homeowners

We believe homeownership becomes more attainable when people have education, resources, relationships, and opportunity working together.









2027 EVENT CALENDAR

We are currently finalizing our 2027 calendar in collaboration with our committees. In the meantime, we want to give you a preview of the visibility and engagement opportunities available through your sponsorship. These events reflect the variety and frequency of opportunities throughout the year for our sponsors to gain meaningful brand exposure, build relationships, and connect directly with our members and the communities we serve.



- **01/27-28** - Legislative Day (Hill Day)
- **01/29** - AREAA Day / Lunar New Year Celebration
- **February** - Leadership Summit
- **February** - Property Tour Mixer
- **March** - EDGE Kickoff for Mentorship Program (Speed Networking)



- **April** - Commercial Event
- **April** - Financial Literacy Workshop
- **May** - Diversity & Fair Housing Policy Summit @DC
- **May** - Community Service Event (Walk for Rice)
- **June** - Real Estate & Wealth Expo
- **June** - Membership Call Night (BOD)



- **July** - EDGE Mentorship Panel / Celebration
- **August** - Realtor Education Mixer
- **September** - Annual Membership & Sponsorship Appreciation Event



- **October** - AREAA National Convention
- **October** - Governmental Affairs Mixer
- **November** - Installation Gala
- **December** - BOD Retreat

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Events are subject to change, updated calendar will be provided in January 2027

2027 SPONSORSHIP PACKAGE

SPONSORSHIP TIERS

DIAMOND SPONSOR
$15,000

- 10 Complimentary AREAA Memberships
- 10 Complimentary AREAA Installation Gala Tickets
- 2 Complimentary Entry to all Networking Events
- Recognition and Speaking Opportunities at Annual Membership Meeting
- Vendor table at selected AREAA Events (Sponsor to coordinate with Events Committee)
- AREAA Plaque of Recognition & Appreciation
- Logo and Recognition in AREAA event materials and social media promoted events

PLATINUM SPONSOR
$10,000

- 10 Complimentary AREAA Memberships
- 10 Complimentary Entry AREAA Installation Gala
- 2 Complimentary Entry to all Networking Events
- Vendor table at selected AREAA Events (Sponsor to coordinate with Events Committee)
- Logo and Recognition in AREAA event materials

TITANIUM SPONSOR
$7,500

- 6 Complimentary AREAA Memberships
- 6 Complimentary Entry AREAA Installation Gala
- 2 Complimentary Entry to all Networking Events
- Vendor table at selected AREAA Events (Sponsor to coordinate with Events Committee)
- Logo and Recognition in AREAA event materials

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2027 SPONSORSHIP PACKAGE

SPONSORSHIP TIERS

GOLD SPONSOR
$5,000

- 4 Complimentary AREAA Memberships
- 4 Complimentary Entry to AREAA Installation Gala
- 1 Complimentary Entry to 4 events
- Vendor table at selected AREAA Events (Sponsor to coordinate with Events Committee)
- Logo in AREAA event materials

SILVER SPONSOR
$2,500

- 2 Complimentary AREAA Memberships
- 2 Complimentary Entrance to:
  - AREAA Installation Gala
  - One Networking Event Logo in AREAA event materials

CORPORATE SPONSOR
$1,000
Title Companies Preferred

- 1 Complimentary AREAA Memberships
- 1 Complimentary Entrance to:
  - AREAA Installation Gala
  - One Networking Event Logo in AREAA event materials

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2027 SPONSORSHIP PACKAGE

SPONSORSHIP APPLICATION

SCAN TO APPLY ONLINE

Company Name: _____

Contact Name: _____ Telephone No.: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

Select Your Sponsorship Level:

- ☐ Diamond Sponsor $15,000
- ☐ Platinum Sponsor $10,000
- ☐ Gold Sponsor $5,000
- ☐ Silver Sponsor $2,500
- ☐ Corporate Partner $1,000 (Title Companies Preferred)
- ☐ Event Sponsor (One-Time) Amount: $_____

Payment Options Below:

By Mail: AREAA c/o Seattle King County Realtor
12410 SE 32nd St #100, Bellevue, WA 98005
Checks: Payable to AREAA Greater Seattle

Paypal: AREAAWASTATE002

Venmo, Zelle or ACH Payment Available Upon Request

Questions? Contact us at: info@areaaseattle.org

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2026 EXECUTIVE Team



THANK YOU TO OUR PAST PRESIDENT: PETER RYU (2025)



Frances Nguyen | President
FM Investments & Mortgage

Jenny Lyn Tran | Secretary
CrossCountry Mortgage

Christina Lee | Vice President
AIM Financial Partners
eXp Realty



Peter Ryu | Past President
CrossCountry Mortgage



Kenneth Lu | Treasurer
HSBC Bank

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2026 BOARD of Directors





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CrossCountry Mortgage



Sandy Sun
Compass Real Estate

Aaliyah Mitchell
Compass Real Estate

Tiffany Lundt
LuxEquity Capital

David Huynh
Keller Williams

Leah Bueno
BECU

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Thank You

2026 Sponsors & Corporate Annual Partners!

Diamond

STONE INSULATION

Titanium

Certain Lending

CHASE

Gold

SEATTLE KING COUNTY REALTORS

WASHINGTON REALTORS

American Home Shield

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COMPASS

Powering the Region's Real Estate Industry NORTHWEST MULTIPLE LISTING SERVICE

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COMMUNITY

AREAA is dedicated to promoting sustainable homeownership opportunities in Asian American communities by creating a powerful national voice for housing and real estate professionals that serve this dynamic market.

















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Seattle
Community
Farm




AREA



















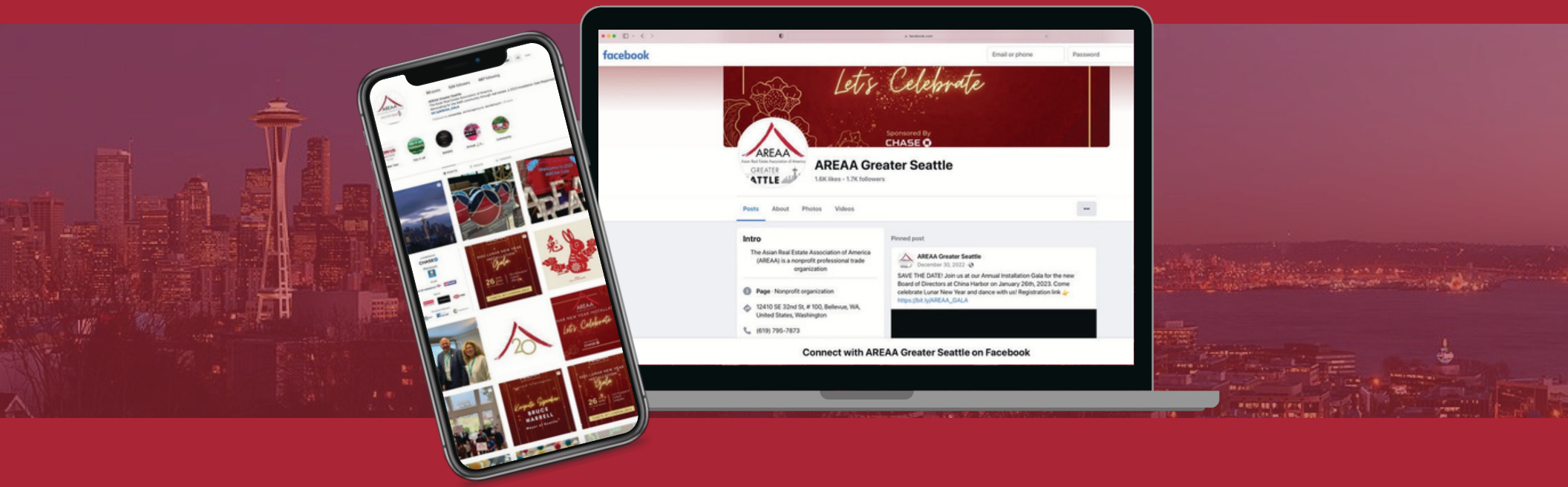


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SCAN TO DONATE:

Not ready to be a full sponsor but still want to help? Every contribution—big or small—supports the AREAA Foundation's mission to empower communities through education, housing, and leadership programs. Scan the QR code below to give and make an impact today.

READY TO SPONSOR?

If you're ready to join us as a sponsor, simply scan the Sponsorship Application QR code to select your tier and make it official!