

THE
JOURNEY BEGINS HERE



ARIZONA
association of
REALTORS®

Member Services Workshop
October 14, 2009

Ideas from roundtable participants: What can REALTOR® organizations offer their members in these topic areas?

New Member Orientations:

- To get REALTOR® pin, can NAR, AAR give us an outline of what information has to be given to the new member (i.e., Code of Ethics, etc.)?
- Apprentice program should be developed with a certified mentor
- Push REALTOR® safety more to the local levels

Education/Events:

- Course schedule: don't solidify a year in advance – leave room on calendar for timely, member-requested topics
- Smaller outlying areas partnering together to host designation courses
- Watch for speakers coming into the state to negotiate and save cost on travel
- Education – keeping in-person live instructor is key to quality education
- Video or sound recordings of special presentations and Q&As for check-out in library (good for refreshers)

MLS:

- People happy with FLEX and Marketlinks/Innovia
- Suggest attend Clarity's annual review in March
- Ideas to generate dollars:
 - Rent space
 - Sell our information
 - 3rd party assured revenue solutions (ex: property panorama)
 - Online university
 - Add property management or either MLS or association website
- Zillow, Trulia & REALTOR.com (check others) verify data (ex: baths number not accurate because field on 3rd party site doesn't do ½ baths)
- Each agent needs to start "policing" their own data (protect yourself and clients from scrapers, etc.)

Digital publications:

- Benefits of online publication:
 - Cost savings to the association
 - Links can be included in publication to other resources
 - GREEN
 - Time savings for staff
 - Issues can be archived

- Suggest having advertising guidelines

Leadership Retreats/Academies:

- Have topics that include: Chamber of Commerce, planning & zoning, team building
- All associations able to have leadership program
- Check into Chamber of Commerce leadership programs in your area
- Develop a program to help outlying associations form and start leadership programs
- Leadership and affiliate and board university or college. Team building instructors
- 4 month program/meetings
- Two ½ day. Two full day, provide meal
- Roundtable discussion for final graduate day
- Retreat – local banquet room. 1 day
- Shorten the leadership daily course work to ½ days only

YPN:

- Start an Arizona liaison center for the small association
- YPN subchapter of established YPN chapter
- List local chapters and contact information on AAR website
- AAR facilitator to YPN development
- YPN meeting at the Winter Conference

Legislative/RAPAC:

- Promote giving a percentage of fees
- Tell members the issues – get them on RALLINow (if they are informed, you can ask for money)
- RAPAC is a member benefit – tell people what the issues are we will face
- Interview candidates – have questionnaire (AAR voter guide)
- Establish community liaisons to get involvement. Have people attend office meetings (RAPAC committee)
- Inform members – show examples of what has been accomplished (AAR provide Powerpoints)
- Have a broker put donation form in commission check envelopes
- Fundraiser: comedy show – invite only if \$250+ donated (Kingman)
- Donations of personal items – have qualified people attend and buy leftover jewelry
- Tell people what they would have lost if RAPAC had not achieved certain things (i.e. transfer tax)
- When agency office hits 100% participation, give them certificate – give recognition
- Education at orientation – go to RALLINow and show it
- Keep education on-going. Get list of contributors year to year and go to members
- NAR webinars. One person each office responsible for RAPAC – meet monthly

Social Media:

- Help brokers develop a social media policy (AAR template as starting point or framework)
- Short videos on YouTube with links from Twitter and Facebook (calls to action, for example). Use instead of video podcasts
- Provide courses on social media tools for different skill levels (from “how to” to “how to do it better”)
- Facebook fan page (both for members and public)
 - Meet-ups
 - Meeting announcements
 - Agendas
 - Policy changes
 - Promote events
 - Fundraisers
- Live and recorded webinars for learning to suit your schedule

Broker Programs:

- Email to brokers for call to action
- Asking brokers for their agenda ideas
- “Sound off” icon on association webpage. Can be anonymous
- Installment plans for dues. Incentives – free education classes
- Quarterly broker meetings
- Encourage transaction management
- Open communications with brokers and associations

Community Outreach:

- Put together an Awareness Committee
- Rock and Roll paint-a-thon in cooperation with the city
- Packages from home – packages to troops that are deployed
- Open houses for collection center
- Host holiday parties by RMS groups that sponsor a charity
- School supply drive (Tucson)
- Backpacks for schools (Prescott Area)
- Supplies for troops – cookout in Costco parking lot (Prescott Area)
- Health and wellness clinic – pumpkin carving contest, flu shots (Prescott Area)
- Blankets for Christmas – golf tournaments, toys for tots, packages from home (Green Valley – Santa Cruz County)
- SAAR leadership program creates ties with city to promote volunteers
- Lockbox for Seniors – Lowes participates with lower fees
- STARR Night – provides for catastrophic need due to medical reasons

Rookie Program:

- Integrate the GRI courses into the ADRE requirements. Time limit was not discussed
- AAR to create and make available a model business plan for all new licensees. This could be downloaded from AARonline.com by the new licensee or his or her broker
- ADRE to expand the mandatory Designated Broker training to include a class review of a model business plan for Designated Brokers. The plan should stress creating a financial reserve, budgeting and the absolute duty of properly training and supervising any licensees they hire. More emphasis on the broker’s duty to properly train and supervise
- Establish new training classes for Designated Brokers to teach them how to properly teach their new licensees (teach the teacher)
- Increase the number of hours of education required to get a real estate license (broker and sales associate)
- Mentor program: AAR to create a model mentor program and make it available to all Designated Brokers. Possibly require new licensees to work with an experienced mentor for either a prescribed number of months or for a minimum number of closed transactions
- At new licensee orientation, stress the new licensee’s role in further educating themselves by taking additional classes and course work to get themselves to an acceptable level to professionally represent the public as quickly as possible
- Give a new association member a 90 day “interim status membership” until such time as he or she had taken an open book test on their knowledge of the AAR residential or commercial purchase contract and the exclusive authorization to sell agreement and passed with a score of at least 80 percent or better. (If they do not pass the test within the 90-day period, they would be required to reapply for membership.) The test could also be available to existing members on a voluntary basis. Large firms that teach this in their training would be required to sign off that they have taught this to the new licensee and the association could waive the requirement.

Raising the Bar:

1. In a perfect world, what AAR could / would do:

- Be the source from which all information comes. AARonline.com a reference for all members & clients because they know the information is good
 - Where to check on loan modifications etc.
 - Positive articles in newspaper & radio (keep doing more)
- Information update at conferences
 - What is new at AAR, what are we doing for you. The website & online magazine, AAR News, Facebook etc.
 - Push to locals for distribution to brokers
 - Update on RSS feeds (members don't know what's available)
- Rating system for classes (break down recommendations for classes 1-5 yrs/ 2-10 yrs in business) and star rating for that class and that instructor available at AARonline.com
 - Like RTP in the break down (this is a good class for new agents, brokers/managers or veteran agents)
 - Allow a rating system like on Amazon or Ebay
- PUSH RTP (AGAIN) - Feedback from table was many didn't know what it was or that it existed. It was described as a AZ REALTOR®'s Google search
- New ethics classes addressing Standard of Care in new technology (Twitter, Facebook, Craigslist & Code of Ethics) & REALTOR® responsibility
- Put all C/E classes on one calendar on AARonline.com from local associations
- Help with ADRE
 - Classes need more monitors make sure the instructors are teaching what they are supposed to
 - Stronger guidelines for who can be an instructor & class content. A recertification of instructors every few years.
 - A rule that not all continuing ed is done online, must have a mixture of both
 - A reporting system back to ADRE from broker who severed agent regarding why agent was severed & ADRE could keep info for brokers who are going to hire that new agent
 - A mentor/mentee system for new licensees
 - Require GRI before getting Brokers License

2. Feedback & Frustration:

- Ethics hearing process not accountable enough – takes too long. Also, ADRE process is cumbersome, timeframes penalize reporting agent (some said they would never file a grievance again)
- Defining & explaining standard of care, take it to the next level...
- Designated mentors in brokerages for new agent (frustration with lack of broker supervision – recommendation that for every Code of Ethics violation, broker must attend class with offending agent too)
- Complaints aren't made because of the process. Doesn't move fast enough or go anywhere (accumulated files)
- AARonline.com calendar is really tough to use

3. What locals can do right now to help members:

- Survey members: small roundtables pulling people together. Survey resource: Zoomerang
- A handout that is given to new members as point of reference for future needs; for example, Scottsdale is giving placard for new members for information
- Classes:
 - Open for business (WEMAR): what it takes to get into the business & Code of Ethics

- Subject specific classes (education marathon in rural areas has been successful in SVVAR, White Mtns)
- Mastermind groups pulling agents together quarterly for discussion and education along the lines of lunch & learns or also broker forum
- REALTOR® Orientation – for vintage agents – re-education requirement (obviously must come from NAR or ADRE)