Arizona Association of REALTORS®
Professional & Business Development Committee
May 6, 2013
Agenda

I.   Call to Order – Chairman Hibler

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IV.   Education Programs Update/Overview
          A. 2013 Education Outreach Program Update   Page 20
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                    2013 stats   attachment
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          C. MRE Society Update – Brittni Matt
          D. NAR's TechEdge Program Recap - Barb
                    Great feedback/85 attendees
          E. Broker University Update – Laura Kovacs/Holly Eslinger   Page 27
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                    Annual Broker Seminar
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V.   Communication Products – Bethany Helvie
          A. 2013 Stats   attachment
          B. Website Redesign Update
          C. New Member Email

VI.   General discussion
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          B.   Other

VII.   Future Meetings
                    July
                    October
VIII.   Adjourn

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Arizona Association of REALTORS
Professional & Business Development Committee
January 31, 2013
Minutes

The regularly scheduled meeting was called to order byChairman Hibler at 1:00 p.m. A quorum was present.

Present	**Staff**
Larry Hibler, Chair	Barb Freestone
Holly Eslinger	Laura Kovacs
Bridget Reynolds	Brittni Matt
Frank Dickens	Bethany Helvie
Gary Nelson	Michelle Lind
Gary Fenton	
Christopher Paris	
Mary Roberts (phone)	
Sindy Ready (phone)	
Pamela Frestedt (phone)	

Chairman Hibler provided a brief overview of the 2013 PBD Business Plans and Workgroups.

April Convention – Update:
Barb Freestone provided an overview of the schedule and activities scheduled for the Spring Convention. Barb also reported to the committee that adjustments were made to individual line items in the convention budget to reflect the actual costs without affecting the overall projected bottomline.

Education Outreach Program Update
A review of the 2013 Program was given by Chairman Hibler (Attachment #1).
MOTION: Made, seconded and carried to direct staff to schedule or offer classes as requested or needed.

MOTION: Made, seconded and carried to expand the outreach to include NARPM, AAREA and HAREP/NAREP as well as any of the Arizona chapters of NAR's Institutes, Councils or Chapters that wish to participate.

MOTION: Made, seconded and carried to approve the format and logistics of the Remote Delivery as presented (Attachment #2)

MRE Society
Brittni provided an update of the 2013 MRE Society program.

GRI

Gary Nelson reviewed the 2012 program statistics and provided an overview of the Oversight Workgroups initial recommendations for a 2014 Re-Imagined GRI program and the feedback received to date from instructors. Additional feedback was given by the committee which included:
Does bringing in other designations water down the GRI classes/program?
Should students have a limit on the number of non-GRI classes they can take?
Why can't Code of Ethics be covered in a one-day class?
Is it premature to conclude that the Code of Ethics can't be covered in one –day without seeing a proposed outline of what the class outline could look like?
Could the Code of Ethics class be split into one-day classes?

MOTION: Made, seconded and carried to approve the GRI Remote Delivery format and logistics as presented (Attachment #3)

rCRMS Program Update
MOTION: Made, seconded and carried to direct staff to schedule or offer classes as needed.

Broker University
Holly Eslinger and Laura Kovacs provided an update on the Broker University activities and timelines.

Instructor Development
MOTION: Made, seconded and carried to move forward with the Instructor Forum as presented (Attachment #4)

Communication Vehicle Update
Bethany Helvie provided an overview and tour of the redesigned website and an overview of the communication vehicle year-end stats.
MOTION: Made, seconded and carried to deny Fred LaBell's request to provide the Print Quarterly to all members complimentary and to notify him that a PDF of the Quarterly Publication will be available for download on the website.

Next Meeting: May 3, 1:30 – 4:00

Adjourn
There being no further business, the meeting was adjourned at 3:50 p.m.

PROFESSIONAL & BUSINESS DEVELOPMENT
Measureable Objective Update –
2013

CURRENT TOP PRIORITIES

Education Outreach: *implement*
GRI Re-Imagine – *final recommendations for 2014 to be presented to PBD on May 6th, develop promotional materials for brokers to use in their offices; begin work on new class development*
Website redesign – *Phase 2*
Live Broacasting Class – *finish internal testing/begin external testing*
rCRMS classes *– schedule*
Broker seminar *– plan and promote (June 24)*
Industry Partners Conference *– plan and begin promotion*
Quarterly Print Publication *– evaluate and determine if it should be continued – in the process of requesting opt-in's from brokers in order to continue receiving the publication*

RECOMMENDATIONS

GROUPS FORMED

- GRI Oversight Workgroup (Gary Nelson)
- Spring Conference Planning Workgroup (Paula Monthofer/Nick Bastian)
- Course Certification Review Panel (Kyle Karstens)
- Broker University (Holly Eslinger)
- Communication Advisory Group (Sindy Ready)
- Industry Partners Conference (Frank Dickens)

Support & Resources

The is a support budget enabling services and resources that contribute to the development and improvement of our products and services which position AAR to deliver preeminent educational programs and the most effective communication methods.

Measurable objectives	Status
Programs have the necessary	On going

resources/tools needed to develop, offer, market or communicate.	
Updates and information is provided to the appropriate groups throughout the year.	On going
Emerging technology, medias and platforms are used where appropriate to deliver products and services to members throughout the state.	
Staff maintains and enhances their knowledge and skills to develop and offer exceptional educational and communication products and serve as a resource to assist local associations in their education efforts	On going
AAR maintains its own learning management system and is utilized to develop and host AAR's online education.	

Broker University
This program involves:
- *Broker Seminar(s)*
- *CRB class(s)*
- *MyBrokerCoach*
- *Broker business tools development*
- *Broker Outreach*
- *Needs assessment*

This plan provides for the development and/or delivery of education programs/resources designed specifically for brokers and managers who wish to enhance their business success.

Measurable objectives	Status

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AAR provides a spectrum of programs and services to brokerages/owners to enhance their business success.	CRB class held in January Leveraging Teams (17 students) BMC's held at Spring convention Audit class held at Spring Convention Broker Summit scheduled for June 24
Essential information and tools are available to new brokers which focus on operating a successful brokerage.	MyBrokerCoach available online
Positive feedback is received from programs offered.	CRB class: positive feedback received
Conduct a broker needs assessment	
Investigate current broker programs to determine if any qualify for broker prelicensing credit	
Employ communication strategies to inform brokers of programs, products and resources available to them	
AAR provides a BrokerCoach program to enhance brokers skills in operating a successful real estate brokerage	MyBrokerCoach – 13 students to date. Development of Series 2 and 3 have been discontinued – in process of determining if balance can be repurposed into another format or program
AAR offers, or partners where feasible, enhanced broker management clinics	Held during Spring Convention and held in Bullhead city in partnership with Bullhead city/Mohave Valley association. (BMC #1 10 attended/BMC #2 8 attended)
Develop a "broker" page on the AAR website to house in one place information specifically for brokers	http://www.aaronline.com/increase-knowledge/new-broker-programs/
Build broker support for the educational opportunities AAR offers their members	Complimentary GRI class held for brokers in January to acquaint/reacquaint brokers with the quality of the GRI program..

rCRMS (Certified Risk Management Specialist)

This plan provides for an education certification program that is designed to enhance member's knowledge tomanage and minimize member's liability. The rCRMS program is the only state specific risk management program available to AAR members.

Measurable objectives	Status
rCRMS classes are offered throughout the state where feasible	Federal Issues (Tucson) February 5 - cancelled Short Sales/Foreclosures held February 22 (15 attended) Disclosure class held during the Spring Convention Essential Skills class in Tucson April 25 (cancelled)
Positive feedback is received from the rCRMS classes	Positive feedback received from February class
A cadre of qualified instructors is maintained and monitored	ongoing
Membership is aware of the rCRMS program, course schedule and its benefits	ongoing
Newly certified members are recognized through appropriate AAR vehicles	Two members competed the program in February – announced on facebook and webpage One member completed the program in April – announced on Facebook and webpage
Investigate the feasibility of developing an online option to deliver the rCRMS	

Education Outreach
This program involves:
- *Partnership opportunities to deliver national classes to local associations*
- *Direct delivery of national (ie.NAR/SRS) classes*
- *Statewide calendar*
- *Resources to assist local association education endeavors (Instructor Directory)*
- *Marketing efforts*

This plan concentrates on delivering directly and through partnership opportunities to bring quality and affordable programs and products to members throughout the state.

AAR provides assistance to or partnership with local associations to bring REBAC designation and certification courses**.**	Partnerships formed to date with: Northern Arizona Tucson SEVRAR Southeast Arizona Western Pinal Prescott
Local associations participate in partnership opportunities with AAR	Northern Arizona • RSPS – March 26 (14 attended) • Property Mgmt Boot Camp – April 23 (30 attended) • Marketing Reboot - May 7 • Property Mgmt Boot Camp – July 19 • SRES – Sept 5-6 Tucson • SRES - Feb 21-22 (15 attended) SEVRAR • BPOr class – June 4 • SRS – June 26-27 • Property Mgmt Boot Camp – Sept 27 Southeast Arizona • SRES class – June 13-14 Western Pinal • SRES – Sept 17-18 Prescott • ABR – June 27-28 • RSPS – July 22 • SRES – Sept 23-24 Bullhead City/Mohave Valley • BMC 1 and 2 – March 29 (10 attended #1 and 8 attended #2) • ePRO – June 24 AAR classroom • SRES – Jan 28-29 (24 attended) • rCRMS – Feb 22 (10 attended) • SRES – March 18-19 (19

	attended)
Education programs focus on tools targeting on new and core competencies and trends that members need to succeed in the marketplace.	NAR brought their TechEdge conference to Bullhead City April 19 (85 attendees). Positive feedback received
Members have access to an online statewide education calendar.	Available on ADRE website. AAR website links to ADRE site
Provide a forum for local education staff and ADRE (updates and Q&A on school process,policies,guidelines)	
Employ communication strategies to inform members of educational opportunities	e-blasts, website, webcalendar, participate in firm and association expos, commercials running in AAR classroom lobby
A central directory of quality instructors in the state is available to local associations and members	Developed but not used – will be evaluating the directory mid-year.
Cross marketing strategies are utilized to promote designation and certification courses where appropriate	Course promotion e-blasts contain list of upcoming classes, AZR lists upcoming classes

Education Development & Delivery
This program includes:
- *Course library*
- *Curriculum development resources/tools*
- *Course certification program*
- *REteach.us*
- *Remote Delivery platform*
- *Online platform development*
- *Rookie resources/programs*

This plan targets professional competency through the development and/or delivery of education programs bringing skill-building and knowledge to the members utilizing the most effective delivery vehicles. This plan also provides programs that establish standards in Arizona real estate education (instructors and courses) recognizing the REALTOR associations as the ultimate provider in REALTOR education.

Educational programs offered by the association meet quality standards and sets the bar for excellence in education	All rCRMS classes certified In process of reviewing REBAC classes

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AAR develops and provides a partnership program with local associations in education classes delivered via remote satellite.	Criteria identified – waiting for ADRE approval. ADRE developed criteria, but feel it needs to go through statute or rule needs
Volunteer monitors are identified and trained to assist in the remote delivery system and facilitation skills	
Employ communication strategies to make members aware of the course Certification program and its value	Ongoing
AAR builds and maintains a library of AAR courses which is available for local association use.	
Trained instructors and staff are available in each region to deliver AAR developed courses.	Instructors identified in Region 1, 3 and 2.
Incentives are identified to encourage local associations to engage instructors who hold the ME certification when offering AAR courses	
A vehicle is available for members to review and comment on instructors and courses	www.REteach.us.. $10 discounts on AAR classes available to members who write a review on the REteach site.
Emerging education trends are monitored throughout the year	ongoing
Tools are available to help members assess their own skills and identify where they need to hone their skills and knowledge.	Working with NAR to customize an online assessment tool.
Assistance is provided where appropriate to ADRE to enhance prelicensing and postlicensing curriculum criteria and/or processes	

Instructor Development

This program includes

- *REteach (instructor side)*
- *Instructor Development opportunities/resources*
- *Instructor Certification Program*

- *Instructor Forum*

The skill set of instructors are key in ensuring learning takes place in the education venue. This plan focuses on enhancing the core competency level and standards of instructors involved in Arizona real estate education, and assisting instructors who wish to hone their skills.

Measurable objectives	Status
Opportunities are available for instructors to communicate and share with each other	Instructor forum scheduled for summer REteach
Instructors participate in AAR's Instructor Certification Program	5 applicants in review
AAR recognizes quality educators and staff	ME Certification (7 applicants to date)
Opportunities are available for instructors to examine their subject knowledge through self-assessment tools.	

Industry Partners Conference

This plan provides for partnering with the Arizona Mortgage Bankers Association and Arizona State Escrow Association to offer a one day program bringing REALTORS, lenders and escrow reps together to learn from each other.

Measurable objectives	Status
Through partnership program with AMLA and ASEA members understand each others role in a real estate transaction.	September 11, 2013 (Chaparral Suites). Planning group has begun.

Leadership Training & Development
This program consists of:
- *Leadership Conference*
- Leadership Communication tools
- Leadership resources

This plan consists of programs that house the AAR business meeting as well as programs/tools that bring together AAR and local association leadership for

thought-provoking discussion on leadership issues, association updates and opportunities to build an effective statewide leadership team.

Measurable objectives	Status
Information, resources, programs are available to incoming leadership to help them fulfill their leadership role.	Conference scheduled for October 15-17 at Talking Stick Resort
Opportunities are promoted to members who wish to pursue a leadership role	
Leaderships have access to a series of video and support material addressing leadership and grooming future leaders	
Leaders have access to and opportunities to network with each other	

MRE Society
The MRE Society is a membership society recognizing members educational accomplishments/commitment and a tool to differentiate themselves from their peers.

Measurable objectives	Status
A tool is available and used to recognize members educational accomplishments	MRE Society – 2013: 24 – New Members 21 – Renewing members 6 – Gold members
Employ communication strategies to inform members about the MRE Society	Facebook posts, emails blasts, application in classrooms
Annual satisfaction survey is sent to MRE Society members	Midsummer
A member-only education program is offered	MRE-only class (Sticky Situations) will be held on 5/23/2013 Class Registration discounts available for AAR-sponsored classes for MRE Society members in 2013

Member Communication
This program includes:
- Website

- Social media vehicles (facebook, twitter, blog, YouTube)
- Outreach activities
- Member engagement activities: polls, commenting/rating, contests
- Program, product and services videos, webinars, podcasts
- Readership/communication survey
- Website
- AZR and AZQ

Through a variety of AAR branded communication vehicles members stay abreast of the real estate trends and information dedicated to keeping them in the forefront of industry and is regarded as the premier informational resource for members.

Measurable objectives	Status
Broadcast time sensitive industry information though multiple communication channels	Ongoing
Encourage engagement with communications content through the use of video, images, familiar faces, polls, contests, etc	Beta-tesing poll functionality on the website
Staff and members are aware of trends inside and outside of the RE Industry	Ongoing
Employ communication strategies to inform members of AAR's value proposition	Website redesign labeling focuses on value propositions
Offer opportunities for members to share their insights through posts and comments	Commenting available on AZR articles and facebook Social sharing on posts within new AAR site
Short videos are utilized to deliver messages to the membership (educational and informational).	Ongoing. Upcoming videos feature how-to from Business Services team.
Continually monitor (and enhance when needed) the use of all its communication vehicles to ensure they meet the needs of the members.	Member survey slated for July/August to identify key topics of interest within membership.
Investigate ways to customize communication vehicles used to reach members based on their preferences	Opt-in functionality being currently tested on website. This will allow members to opt in to specific content categories that appeal to

	them to receive automatic updates.
Deliver timely information and updates on AAR activities to local association and AAR leadership	Ongoing.
Publish e-magazine and push to members via e-newsletter and social media	Monthly ***Arizona REALTOR® Magazine E-blast*** January 2013 Open Rate – 24.55% January 2013 Click Thru – 5.77% January 2013 Most Read Article – Your Guide to the Vacant Land/Lot… February 2013 Open Rate – 19.6% February 2013 Click Thru – 4.07% February 2013 Most Read Article – Legal Hotline… March 2013 Open Rate –19.83% March 2013 Click Through – 4.17% April 2013 Open Rate – 23.32% April 2013 Click Thru – 3.74% Note: While open rates are statistically on-par with other associations, click-through rates hover significantly below the norm. We need to look for ways to improve the click-through rates
Evaluate quarterly print publication and publish as appropriate	Include question on membership survey in July/August.
Review and update AAR's communication plan which outlines goals, audiences, key messages, vehicles and timelines	Late Summer – will review/update where needed after membership survey.
Identify missing, under-utilized or emerging communication channels and move into them.	Launched AAR Linkedin page, continuing to modify, etc. Google+ is next. Consider Vine for Twitter (6-

	second videos)
Use social media, committee meetings, in-person outreach and other methods to listen to what members are concerned about and tailor content to respond.	Ongoing **Facebook:** 4992 Followers Currently **Twitter:** January 2013 Followers:3690 February 2013 Followers:3830 **YouTube:** January Subscribers: 126 Views: 1166 February Subscribers: 131 Views: 1040
Enhance and maintain a modern, functional website which provides information and resources to members 24/7	Phase 1 of website redesign launched end of January. Positive feedback regarding the redesign has been received **AAROnline.com** <u>Visitors</u> January 2013 – 21,156 (v. 20,367 in 2012) February 2013 – 16,174 (v. 20,237 in 2012) March 2013: 26,054 April 2013: 26,588 <u>Page Views</u> January 2013 – 102,733 (v. 95,997 in 2012) February 2013 – 108,999 (v. 85,408 in 2012) March 2013: 94,359 April 2013: 89, 565 **Blog** January 2013 Site visits: 1,592 January 2013 Page views:3,030 January 2013 Most Read: Dodd

	Frank Qualified Mortgage…
	February 2013 Site visits: 2,642 February 2013 Page views: 3,432 February 2013 most read: AAR Introduces New Forms
Drive traffic to aaronline.com/benefits through various communication vehicles	This no longer exists as a current URL. Need to re-evaluate page and create accompanying collateral to drive awareness to member benefits
Create a member-benefits collateral that can be distributed to members and through local associations	Staff started reviewing and will present new recommendations in the near future
Attend primary committee meetings to share and gather information	Ongoing
Identify audience segments and develop content tailored to that segment (i.e., new members)	Pulled demographics from Rappatoni. Need to delve deeper into member segmentation based on anecdotal member information
Utilize workgroups, task forces, advisory groups to shape and enhance AAR's communications efforts	Need to revive workgroup and add additional members for input. Meeting to be scheduled in near future

REALTOR Institute: GRI Designation

This program includes:
- Program administration
- Curriculum maintenance
- Instructor development/oversight
- Online exam delivery
- Promotional and awareness activities
- Monitor program
- Scholarships
- Designee/non-designee survey
- GRI website and facebook

This plan provides for a comprehensive training program for the member at large delivering specific how-to and best practices training in all aspects of residential real estate in the current marketplace. Additionally, this plan provides the

administrative resources to ensure that the GRI Designation offers unsurpassed post licensing curriculum

Measurable objectives	Status
The GRI program is offered throughout the state in partnership with course providers where possible. .	12 associations offering GRI classes 64 classes scheduled in 2013
An effective and affordable vehicle is identified/evaluated to provide the GRI designation to associations who cannot offer the program themselves	In the process of testing AAR's televised class technology to deliver GRI classes to outlying areas 5 members took the online business plan class
The GRI program logistics are evaluated annually (curriculum, instructors, monitors, course provider, policies).	Proposal to revamp program being considered at May 6 meeting. Associations and instructors have been sent a copy of the recommendations for their feedback
Positive feedback from the students, providers and instructors is received in terms of quality and relevancy and meeting the needs of the members/students	Student feedback from classes held to date continues to be positive.
The GRI program incorporates introductory designation and certification courses into the curriculum where appropriate	NAR designations/certifications are accredited for GRI elective credit. 2014 proposal would increase the GRI credits offered
A cadre of qualified instructors is maintained who meet the AAR Instructor certification standards	22 senior instructors/2 junior instructor
Employ effective strategies to inform Members of the GRI program and its benefits to building a successful career.	Monthly e-blasts sent full membership; average 21% open rate/1.1% click-through rate)
The curriculum meets student needs, Course Certification standards and delivers content that provides practical application and current industry practices.	Ongoing review of course evaluations and feedback from students
GRI Administrators and monitors are trained	Administration site on AZGRI was

and have access to ongoing resources to assist them in performing their responsibilities.	updated to make navigation for administrators streamlined
Conduct an annual survey of GRI designees and candidates	July 2013
New designees are announced where appropriate	GRI & AAR Facebook pages. GRI website. Email sent to local associations.
Online options are available to members where feasible and appropriate	GRI 100 Business Planning
A scholarship program is available to members.	$13,000 in fund. 109 scholarships have been awarded to date. $3100 was paid out in the first quarter. 73 applicants approved for 2nd Quarter GRI Lucky 13 Sweepstakes ran through March 31st: $2,000 in fund. Winners are Curt Rowe and Julio Martinez . AAR will pay the remaining 2013 GRI class registration fees for the two winners. .

Spring Convention (formerly Winter Conference)

This plan provides for a one and one-half day conference followed by Regional Caucuses and Board of Directors Meeting. Conference format varies from year to year, but generally consists of sessions featuring industry topics/updates.

Measurable objectives	Status
A statewide conference is offered that explores the challenges of the current market and provides information on best practices to help members learn how to adapt and succeed as well as make new contacts and share ideas.	April 7-11 – Casino Del Sol, Tucson Attended: 148 full package 153 day registrants 18 expo vendors
Positive feedback is received	Positive feedback received from attendees

Agenda Item: April Convention (former Winter Conference)

April 7-11, 2013
Casino del Sol, Tucson

148 full package
153 day registrants
18   expo vendors

Major Highlights included:

- Extended the length of the conference and reformatted to a mini-convention
- Expo with 18 vendors
- Combination of power sessions and c/e classes held throughout the convention
  (designation and certification class included in the c/e offerings)
- Registration options: full package and individual day registrations
- WCR activities held on last day after BOD meeting with a Dinner/Comedy event open to all on Wednesday evening.
- General Session kick-off: Mini REALTOR Rally with Tom Salamone, Secretary of State Ken Bennett and Tucson Mayor Jonathan Rothschild

Evaluation recap:
http://www.surveymonkey.com/sr.aspx?sm=GAIdSzB_2fQk_2fmLgiCRroEHUkqqnmun8dIedUoeGFS9q4_3d

Agenda Item: 2013 Education Outreach

To date, the following associations have partnered with AAR to offer REBAc classes through the Education Outreach program.

Northern Arizona
- RSPS – March 26 (14 attended)
- Property Mgmt Boot Camp – April 23 (30 attended)
- Marketing Reboot - May 7
- Property Mgmt Boot Camp – July 19
- SRES – Sept 5-6

Tucson
- SRES - Feb 21-22 (15 attended)

SEVRAR
- BPOr class – June 4
- SRS – June 26-27
- Property Mgmt Boot Camp – Sept 27

Southeast Arizona
- SRES class – June 13-14

Western Pinal
- SRES – Sept 17-18

Prescott
- ABR – June 27-28
- RSPS – July 22
- SRES – Sept 23-24

Bullhead City/Mohave Valley
- BMC 1 and 2 – March 29 (10 attended #1 and 8 attended #2)
- ePRO – June 24

AAR classroom
- SRES – Jan 28-29 (24 attended)
- rCRMS – Feb 22 (10 attended)

SRES – March 18-19 (19 attended)

Agenda Item: GRI

Re-Imagine *(as presented to PBD Committee)*

Recap of Recommendation:
- Reduce total numbers of hours down from 109 to 91
- Reduce two-day courses down to one-day courses, where applicable, and reduce duplication within the courses
- Incorporate more two-fers by bringing in more REBAC courses (which are updated regularly by NAR and tend to be cutting edge and timely topics)
- Expand AAR online options (available in the REBAC courses)
- Develop a self-assessment to help guide members to a customized course plan (working with NAR to potentially customize their online assessment course)
- Eliminate module numbers
- Replace the 100, 200, 300 series with: Skill Building Series and Managing Risk Series . (both required)

SKILL BUILDING SERIES: (39 hours)

- Online Business Planning course with addition of coach review of homework. The student will finish the course with their own business plan developed. (3 hours)
- ABR core course OR SRS OR SRES (12 hours)   (student would choose one)
- Marketing Reboot OR Generation Buy OR Customer Satisfaction (6 hours) (student would choose one)
- Financing course (6 hours) focusing on what the REALTOR's role is today with the client which has changed over the last 20 years
- Technology class OR ePRO (6 hours)   (student would choose one)
- Market Essentials: Inspections & Appraisals for today's Practitioner. (6 hour class) (new course to include qualifying the property, working with appraisers, etc)

(note: students can choose the online versions of the ABR, SRS, SRES, Marketing Reboot, Generation Buy or ePRo)

MANAGING RISK SERIES: (46 hours)

- Contracts (14 hours)
- Agency (6 hours)
- Federal Issues (incorporating fair housing) (6 hours)
- Risk Management (14 hours) (no change: current 204)
- Ethics (refocus to ethical behavior (6 hours)

(note: students can substitute one or all of the managing risk classes for the rCRMS classes)

ELECTIVE focusing on market trends (one required): 6 hours

- Any REBAC or AAR certification class, including AAR's property management bootcamp (or other programs determined by the GRI Oversight Workgroup)

Discussion: GRI Oversight Workgroup recommends approval with implementation effective January 1, 2014.

FREQUENTLY ASKED QUESTIONS ABOUT THE
RE-IMAGINE PROGRAM:

Why are changes being made to the program?
The GRI program has seen a steady decline in attendance over the last few years mainly due to the increase in the number of one- and two-day NAR designation and certification programs, the change in the marketplace, and profile of our students.
2012 data: 363 first time students with only 74 earning the GRI designation;
2011 data: 362 first time students with 114 earning the designation;
2010 data: 331 first time students with 139 earning the designation;
2009 data: 407 first time students with 214 earning the designation;
2008 data: 554 students with 254 earning the designation.

Class sizes have been between 9 – 25 students and more classes were cancelled in 2012 than ever before.

We conducted a survey of non-GRI designees, as well as GRI designees, to use as a starting point. We had close to 500 non-GRI designees respond to the

survey - these are potential, future students. Interestingly, the majority of them had designations, just not the GRI designation.

According to the survey responses:
• Primary reason to earn a designation is to enhance knowledge and build skills.
• The value of earning a designation is practical knowledge and skills (the how-to's).
• A designation program should focus on the application (how-to's) beyond what is typically taught in a c/e class.
• Respondents are more likely to take GRI classes if (in order of importance): all classes were held in their area; choice of class delivery were online or live; total courses were less than 90 hours; all courses were one-day vs. two-days in length; all courses were online; all courses were 1/2 day.
• If GRI credit could be earned when taking any of the NAR designation classes Additional comments from the survey include:
• Most important skills: practical use of real estate skills; how to make all the moving parts of a transaction work together; combination of practical applications (real world practice) and confidence in protecting clients interests; better understanding of material, use of practicality and knowledge toward the market and clients; how to apply what we learn in the classroom setting in the real world application in our day to day real estate transaction; application and purpose of what is learned; practical application of skills

Barriers in earning the GRI designation include:
• Time, cost, availability , blocking two days out of schedule, too many two-day classes, too many classes in general
Suggested changes:
• Lower the cost, have online classes, fewer classes, no two-day classes, cut back days where possible, shorter classes

We held a GRI "think tank" last Fall and brought in Adorna Carroll to facilitate a brainstorming session. Attendees included GRI workgroup members, providers, instructors, non-GRI designees and GRI designees. This was a "no holds barred" brainstorming session. Staff and the GRI Oversight Workgroup then took all of the ideas the think tank came up with and designed a recommended new program that meets the mandates of NAR as well as the needs and wants of our members

Will the proposed Re-Imagine program meet the NAR GRI program guidelines?
Yes. NAR has topic and learning objective mandates which this new program will meet. Note that there are proposed changes being considered by NAR. If those changes are approved, this program will meet those too.

The feedback from the survey indicated a desire for online options – will AAR develop online versions of the classes?

Most of the REBAC classes currently have an online option as does the current AAR GRI Business Planning class. Of the proposed 12 required classes, 5 can be taken online. AAR is considering developing online versions of the AAR-owned classes. Research into this issue most likely implementation will not occur before 2014.

When will the new program be implemented?
If approved in May, the intent is to implement the new program January 1, 2014.

For the REBAC classes that are being integrated into the program, will they be offered through the local associations or will AAR offer them directly?
We anticipate local associations will offer REBAC classes either through their own license or through AAR's license. REBAC requires a license and many of our current GRI providers hold a REBAC license. AAR also holds a license which can be used by our GRI providers. There may be times that warrant AAR offer the classes when directed by business plans or committee.

REBAC charges a student royalty fee when classes are offered. Will AAR charge an additional GRI student fee on top of the REBAC royalty fee?
AAR does not plan to charge GRI student fee on REBAC classes, however the final decision will be made by the GRI Oversight Workgroup and budget process

Do REBAC classes require national instructors teaching them? If so, won't that result in increased expenses for local association providers?
AAR has worked with NAR over the last two years to obtain approval for a cadre of local instructors. GRI providers can choose to use any of the REBAC-approved instructors. Any local association who is a REBAC provider can assist an instructor in obtaining REBAC approval.

Currently, AAR offers the rCRMS directly to the members, will local associations be able to offer the rCRMS programs themselves?
We anticipate that local associations will be able to partner with AAR to offer the rCRMS classes. It has not been determined whether it would be a student royalty fee or a revenue share basis. The rCRMS classes are taught by attorney-REALTOR teams and are not subject to the GRI instructor cadre or criteria.

Will current candidates be grandfathered into the program?
AAR staff will recommend to the GRI Oversight Workgroup that there not be a grandfather option. We intend to give the candidates at least 6 months notice of the changes to the program, giving those that intend to finish the program enough time to complete the current requirements. We may ask GRI providers to schedule additional courses, if there is "demand over supply".

How will AAR determine if the new program is a success?
The GRI Oversight Workgroup will monitor the responses monthly – utilizing stats on the number of courses scheduled, class size and student evaluations.

If the program change doesn't improve attendance, will it be re-evaluated?
The GRI Oversight Workgroup reviews the GRI program in its entirety very closely and make adjustments when deemed necessary.

If the Re-Imagine program is approved, when and how will AAR notify current GRI candidates?
A marketing campaign will begin right away which will be pushed to candidates with monthly reminders. Information regarding the new program will be included in the GRI student materials, posted on the GRI website and added to the class monitor's opening comments.

The new program offers two-fers, which will possibly shorten the amount of time it takes to earn the designation. If this is the case, will the 5 year completion period be shortened?
The GRI Oversight Workgroup will address along with the implementation process.

Will the pricing of the classes change?
Pricing currently is determined by the individual course providers and will continue to be the case.

How long will it take AAR to make the changes?
We do not anticipate a problem having all the changes ready for implementation by January 1, 2014.

How will the new courses be developed? And by who?
Laura Kovacs, AAR's Curriculum Specialist/Trainer will pull together subject matter experts (SME's) for each individual course that will be developed. The GRI Oversight Workgroup will identify the overall objective of the course which will be used by the SME Group as the foundation for the course. SME's typically consist of instructors and and subject matter experts. A skeletal draft will be developed and submitted to the GRI Oversight Workgroup for their approval. Once approved, Laura, with the assistance of the SME, will fill in the outline with content and resubmit a final draft to the GRI Oversight Workgroup. Once the final product is approved by the GRI Oversight Workgroup, a field test of the material will be held. GRI designees will be invited to attend as well as any potential instructors of the course. AAR has used this process in developing course content and it works well to meet our student's needs.

Where will the field test classes be held?
We anticipate the field test classes will be held in the AAR training room which has the capability of live broadcasting to members of the GRI Oversight Workgroup who are not able to attend the class.

How will the instructors for any new classes be chosen?

The GRI program currently has established criteria and processes for instructors. The GRI Oversight Workgroup will determine if any additional criteria is needed based on the course content.

Will some of the current GRI instructors be displaced with this new program?
As with any new program or format, we recognize that there may be some current instructors who may not want to participate in the re-developed classes and there may be some current instructors who only teach classes that will no longer exist. While we hope to keep that to a minimum, we must move forward with the best instructors for our program and classes.

How will you keep track of what class are taken (REBAC/rCRMS)?
Students currently fill out a course completion form indicating the courses they have completed. We anticipate no changes in this process.

Have instructors and providers been notified of this proposal and what has the feedback been from them?
The initial "think tank" session was the foundation for this new proposal and included instructor representatives as well as local association representatives. Additionally, the proposal was sent to all instructors and local associations for their information and feedback. While not all instructors or associations provided feedback, we received generally positive feedback. It should be noted that some instructors expressed concern with reducing Module 203 (Agency) and Module 308 (Ethics/Procuring Cause) to one-day. It should also be noted some of the instructors were in favor of the reduction. The GRI Oversight Workgroup reviewed their concerns but felt the recommendations should move forward as originally recommended.

Will firms be able to offer the new GRI program in-house?
Currently firms are permitted to offer two GRI classes in house, per year. Although the "think tank" felt firms should be allowed to offer more than two classes, the GRI Oversight Workgroup has not addressed that at this time.

Agenda Item: Broker University

MyBrokerCoach

2013 goals:

- Continue marketing Series One modules
- Write curriculum for 200 series modules (2 Quarter)
- Field test 200 series modules (3rd Quarter)- suspended
- Begin development of the 300 series (4th Quarter) - suspended
- Budgeted for total of 15 students in 2013 ($49 registration fee) – to date, ___ students

Although positive feedback has been received from members who went through the MBC Series 1, the overall response has been very low. Interesting to note that none of the students went through all the chapters.

<u>We are recommending that development of Series 2 and 3 be suspended with the intent to research how we can repurpose the idea.</u>
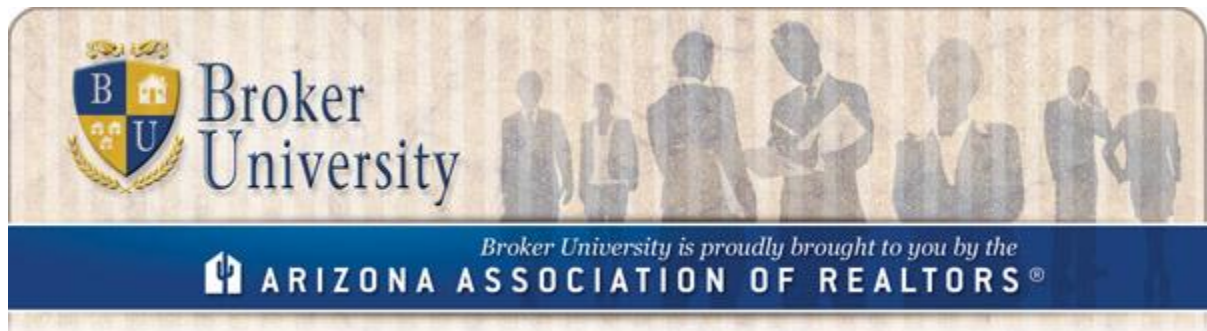
Broker Summit Proposal:

Date: June 24th, 2013 (9AM to 4:30PM)

Location: Orangetree Resort, 10601 N. 56th St., Scottsdale, AZ 85254

Cost: $49 per person (to include Continental Breakfast, Lunch and Afternoon snack)

Target Attendance: 75

Target: Brokers, DR, DAB's, Managers

Marketing efforts will consist of: EBlast,Flyer Distribution, AAR Website, NAHREPAZ Website, Facebook, Broker/Manager Update

Proposed Agenda:

Morning:
Opening Key Note Speaker – Recruiting & Retention
Table Top Discussion of Scenario(s)/with moderator
Broker Panel – How do you handle THIS?/with moderator

Lunch – Federal Issues Update/NAR Broker Involvement Program Overview

Afternoon:
3 Sets of roundtables (__ minutes each) – each table will have a moderator/leader who will present a short recap of table discussion at the end of the day.
Round Tables to include:
- Creating Company Culture
- How to Compete in a Big Dog World
- Leadership (how to be one)
- Team Management – What's different
- Basic Training – The Power of Professionalism
- Long Term Planning – Sustaining and Growing Your Company
- Risk Management – Security/Technology – Policies

Closing –

Additional Notes:
Best Practices/Ideas from the Round Tables Sessions presented by the table moderators.

AAR has invited the president and vice president of NAHREP to sit on our committee, to strengthen the attendance and support the event and outreach to brokers in the community. Planning committee consisted of: Holly Eslinger, Chair, Veronica Barragan, Francisco Hernandez KC Cyga, Patti Ballantine, John Foltz, Laura Kovacs-staff liaison.

Each committee member committed to obtaining two sponsors totaling a target of 6 sponsors at $500 each.

Attendance history: an average of about 75.

Proposed Budget:
Projected income:
Registration: $49 x 75 = $3365.00

Sponsorship $1500.00
Total income: $4865.00

Projected expense:
Catering: $46.24 x 75 = $3468.00
AV: $ 250.00
Regonline fees: $4.50 x 75 = $ 337.50
Speaker Expense $ 500.00
Misc.:   ` $ 250.00
Total expense $4805.50

Industry Partners Conference Update

Theme: "YOU'RE HOLDING THE PIECE I NEED!"
Date: September 11, 2013 (Chaparral Suites)

<u>Tentative Agenda for the Day:</u>
Moderator – Frank Dickens (Jon Kichen?)
8:00 – 8:45am   Registration
8:45 – 9:00am   Call to order and introductions of dignitaries, explanation of objectives and order of the day.
9:00 – 10:45   Introduction of first scenario – discussion (30 minutes for at table discussion – 10 to 15 minutes for whole room group review) We will need to determine how table is going to be monitored, who will take notes, etc. Introduction of second scenario approximately 10 am.
The break at 10:45 is based on the statement that we will only allow one long break in the morning and one long break in the afternoon. It will be difficult to introduce the second scenario at about 10 am and then call a break while the discussion about the second scenario is in process.
11:15 am – 12:15 pm
"Rappin' With Rick" Mack Top Ten Hotline questions to include an opportunity for Gold Sponsors to read the questions to the audience.
12:15pm – 1pm   Lunch – no keynote speaker – we can't afford one! Announcements if needed.
1:00pm to 2:30 pm   Are you technology compliant?
2:30 – 2:50 pm   Break
2:50 – 4:00 pm   Where are we today?
Industry experts/panel discuss Dodd Frank, Good Faith Estimates, Seller Carry backs, CFPB, etc.
4:00 pm   Drawing for grand prize if applicable, thank you for coming. See ya later – bye.
Suggestion – if the vendors/sponsors have a drawing(s) We create a blank power point slide for each one with their logo and run those at the closing with each winner as we are closing. Drawings can be done after the final break. That way we won't be standing around pulling cards while everyone is flying out the door.

There was some discussion about also including the "Death of a Deal" video created by John Lotardo as part of the day.

ADRE Update

School fees effective February 2, 2013:

State of Arizona Department of Real Estate

Continuing Education Course (New Application/Renewal)	$15
Prelicensure Course (New Application/Renewal)	$75
Distance Learning Course (New Application/Renewal)	$90
Instructor (New Application/Renewal)	$35
Instructor Expedited Form	$10
Real Estate School (New Application/Renewal)	$250
School Administrator (New Application/Renewal with School)	$35
Change: School/Administrator/Course/Instructor	

Licensee course vehicle stats:

ADRE Licensee Online CE Course Submissions January 1, 2012 through February 28, 2013	
Total courses entered	240,942
Distance Learning	117,038
Percentage Distance Learning	48%

ADRE Education stats:
February, 2013:
3 school approvals processed
92 course applications processed
25 distance learning applications processed
48 instructor applications processed

Number of active schools: 201
Number of Active courses: 3147
Number of instructors: 1103

Arizona Department of Real Estate
Education Division
Volunteer Monitor Program

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Recruitment Information
MONITOR CRITERIA AND PRIORITY

MONITOR PROCESS

The Arizona Department of Real Estate (ADRE) has the responsibly and authority to monitor schools; instructors; courses; school's records; and facilities in concurrence with the Arizona
Revised Statutes (A.R.S.). The statutes for education audit purposes are A.R.S. 32-2135(C)(E)(F). Commissioner's Rule R4-28-404(G) also reinforces the responsibility and authority. Approved schools and instructors are the parties to be monitored. The Monitoring Process varies and is contingent upon priorities determined by the Education Manager and the Education Auditor.
The purpose of monitoring real estate education is to ensure that approved schools and instructors are in compliance with Arizona Revised Statutes and Commissioner's Rules.

The Volunteer Monitor Program utilizes volunteer licensees to provide feedback to the ADRE by attending courses in Arizona's approved real estate schools. The process for monitoring approved courses and instructors requires the Education Auditor to prioritize the courses for review. Course assignments and outlines are emailed to Volunteer Monitors with specific instruction about concerns, if warranted. The content and accuracy of the real estate course in correlation with the approved course outline will be monitored. In reality, each Volunteer Monitor serves as the eyes and ears for the ADRE
.
The program enlists volunteer licensees from around the state to go into classes in their local areas. Volunteer Monitors are key team members with the ADRE, performing an important role with their systematic review of schools, courses and instructors approved by the ADRE
.
This valuable analysis is given directly and only to the ADRE and is assessed by the Education Auditor. This confidential report then serves as a benchmark to enhance the real estate education process. Volunteer Monitors are required to attend an in-depth orientation before representing the ADRE in the classroom. Subsequently, the Volunteer Monitor must review the related course materials before attending a specific class. Upon arrival, the monitor informs the school administrator of the monitor's presence and purpose. After observing the course and/or instructor, the monitor completes the report explaining his/her critical observations. The report is emailed back to the ADRE with detailed comments. If a school, course or instructor is not in compliance, and there are major discrep

ancies (identified in the Monitor Orientation), the monitor will contact the Education Auditor immediately. The Education Auditor will evaluate and disburse the resulting information to the schools in a discreet yet judicious manner.

Volunteer Monitors are chosen primarily for their observed interest in education and continuing participation in education. Recommendations are often obtained from Brokers who have a vested interest in education and understand the conservative profile that a Volunteer Monitor must meet. Volunteer Monitors must be education-minded, discreet, and be willing to cooperate diligently in the effort to improve the educational process for Arizona. Volunteer Monitors shall not be an ADRE licensed instructor or affiliated with an ADRE approved school. The Education Auditor will interview candidates, deciding which candidates will best represent the ADRE as volunteers. Volunteer Monitors must go through an in-depth Orientation addressing the Education Criteria, the tenets of good education, and the procedures that must be followed within the classroom and reporting process.

The Orientation is performed in a casual and interactive manner, with student groups discussing all facets of the monitoring process, and brainstorming to substantiate the components of good education. Classroom reports are to be returned to the ADRE by Volunteer Monitors within five days after attending the course. Reports on Distance Learning Courses allow one to two weeks for Volunteer Monitors to take, and return computer courses due to complexities of downloading and working through instructions.

If interested in serving as an ADRE Volunteer Monitor, contact Jim Williams at ADRE

Arizona Department of Real Estate Licensed Individuals & Entities April 8, 2013					
	Active	Inactive	Total Current	In Grace Period	Current + Grace Period
Individuals					
Broker	12,357	1,422	13,779	1,238	15,017
Salesperson	35,350	14,843	50,193	10,123	60,316
Total Individuals	**47,707**	**16,265**	**63,972**	**11,361**	**75,333**
Last month	**47,724**	**17,439**	**65,163**	**10,557**	**75,720**
% change from last month	**-0.04%**	**-6.73%**	**-1.83%**	**7.62%**	**-0.51%**
Same month last year	**48,118**	**21,706**	**69,824**	**9,740**	**79,564**
% change from last year	**-0.85%**	**-25.07%**	**-8.38%**	**16.64%**	**-5.32%**
Entities					
Branch, corp	280	94	374	93	467
Branch, liability	318	123	441	113	554
Branch, Partnership	4	1	5	1	6
Branch, Self-Employed	28	9	37	14	51
Corporation	1,688	198	1,886	342	2,228
Limited Liability	3,114	364	3,478	538	4,016
Partnership	41	4	45	7	52
Self-Employed Broker	2,618	74	2,692	546	3,238
Total Entities	**8,091**	**867**	**8,958**	**1,654**	**10,612**
Last month	**8,149**	**971**	**9,120**	**1,608**	**10,728**
% change from last month	**-0.71%**	**-10.71%**	**-1.78%**	**2.86%**	**-1.08%**
Same month last year	**8,411**	**1,431**	**9,842**	**1,402**	**11,244**
% change from last year	**-3.80%**	**-39.41%**	**-8.98%**	**17.97%**	**-5.62%**
Individuals & Entities					
Total - this month	55,798	17,132	72,930	13,015	85,945
Total - previous month	55,873	18,410	74,283	12,165	86,448
% change from last month	**-0.1%**	**-6.9%**	**-1.8%**	**7.0%**	**-0.6%**
Total - this month	55,798	17,132	72,930	13,015	85,945
Total - same month last year	56,529	23,137	79,666	11,142	90,808
% change from last year	**-1.3%**	**-26.0%**	**-8.5%**	**16.8%**	**-5.4%**