

Arizona Association of REALTORS®  
**Professional & Business Development Committee**

August 7, 2013

Agenda

- I. Call to Order – Chairman Hibler
- II. Approval of May 6, 2013 minutes Page 2
- II. Measureable Objectives Update Page 4
- III. Education Programs Update/Overview
  - A. Instructor Summit Report Page 20
  - B. GRI Workgroup Update - Gary Nelson Page 21
  - C. Broker University Update – Laura Kovacs/Holly Eslinger Page 22  
MyBrokerCoach  
Annual Broker Seminar
  - D. Industry Partners Conference (Sept 11) – Frank Dickens/Laura Kovacs
  - E. Leadership Conference – October 15-17, 2013
- IV. Communication Products – Bethany Helvie
  - A. 2013 Communication Vehicle Stats attachment
  - B. Website Phase 2 Update Page 25
  - C. Communication Advisory Group – Sindy Ready Page 26
- V. General discussion
  - A. ADRE stats Page 27
  - B. Other
- VI. Future Meetings  
October 21, 2013
- VII. Adjourn

Arizona Association of REALTORS  
**Professional & Business Development Committee**

May 6, 2013  
Minutes

The regularly scheduled meeting was called to order at 10:03 by Chairman Hibler. A quorum was present.

**Present**

Larry Hibler, chair  
Sasha Lopez  
Sindy Ready  
Evan Fuchs  
Pamela Fresdt  
Bridget Reynolds  
Gary Nelson  
Holly Eslinger  
Christopher Paris  
Holly Mabery (Executive Commission Liaison) (video conference)  
Rebecca Grossman (Executive Committee Liaison)  
Gary Fenton (video conference)  
Mary Roberts (video conference)  
Lori Doerfler (video conference)

**Staff**

Barbara Freestone  
Brittni Matt  
Laura Kovacs  
Bethany Helvie  
Kimberly Franzen

Approval of Minutes: There being no corrections, the minutes of January 31, 2013 were approved as mailed.

Barbara Freestone provided a brief overview of the measureable objectives.

Paula Monthofer provided a recap of the Spring Convention.

Barbara Freestone provided an update on the Education Outreach program as well as the NAR Tech Edge Conference held in Bullhead City April 19.

GRI: **MOTION:** Made, seconded and carried to approve the GRI Re-Imagine Proposal effective January 1, 2014 or as soon as practicable.

Brittni Matt provided an update on the 2013-2014 MRE Society program. Brittni advised the committee that she is working on the development of an application checklist which will be available in the coming months. An additional suggestion for the MRE Review Task Force to consider is two-application periods instead of one.

MyBrokerCoach: **MOTION:** Made, seconded and carried to approve the Broker Summit proposal and proposed budget.

There was discussion regarding MyBrokerCoach and the development of the 200 and 300 series. Chairman Hibler will appoint a task force to review MyBrokerCoach concept and bring back a recommendation regarding the development direction of the remaining series.

*Note: there was discussion that perhaps Series 1 is better marketed through the local associations and the content in Series 2 and 3 is a more appropriate place for AAR.*

Laura Kovacs provided an update on the 2013 Industry Partners Conference which is scheduled for September 11 at the Chaparral Suites in Scottsdale.

Bethany Helvie provided an update on the Communication Vehicles and reported that the Communications Advisory Board will be reviewing the viability of continuing the Quarterly Print Publication. A suggestion for consideration is to discontinue the print publication BUT continue posting a pdf downloadable version housed on our website. Bethany also highlighted the New Member Emails that AAR sends out monthly to new members.

Next Meeting: July 23, 1:30 p.m. and October 21, 1:30 p.m.

Adjourn: There being no further business, the meeting was adjourned at 12:02 p.m.

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Barbara Freestone

**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.	On going
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.	After research and evaluation of cost, staffing and technology – we are partnering with Learning Library to host AAR's online classes. (Learning Library is NAR's online vendor)

## 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 (16 students) BMC's held at Spring convention Audit class held at Spring Convention Broker Summit held on June 24 3 P's of Audits class scheduled for September 30 Property Management Trust Accounting class scheduled for Sept 30 (at request of ADRE)
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 Positive feedback received from June 24 Seminar.
Conduct a broker needs assessment	
Investigate current broker programs to determine if any qualify for broker prelicensing credit	Based on ADRE criteria, none can qualify at this time
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 – 15 students to date. Recommendation on agenda for Series 200
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) BMC's scheduled in Flagstaff October 11
Develop a "broker" page on the AAR website to house in one place information specifically for brokers	<a href="http://www.aaronline.com/increase-knowledge/new-broker-programs/">http://www.aaronline.com/increase-knowledge/new-broker-programs/</a>
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 to manage and minimize member's liability. The rCRMS program is the only state specific risk management program available to AAR members.

<b>Measurable objectives</b>	<b>Status</b>
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) rCRMS Federal Issues class scheduled for October 28 <sup>th</sup> .
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 completed 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	Referred to 2014

### **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.

<p>AAR provides assistance to or partnership with local associations to bring REBAC designation and certification courses.</p>	<p>Partnerships formed to date with:  Northern Arizona  Tucson  SEVRAR  Southeast Arizona  Western Pinal  Prescott  Scottsdale</p>
<p>Local associations participate in partnership opportunities with AAR</p>	<p>Northern Arizona</p> <ul style="list-style-type: none"> <li>• RSPS – March 26 (14 attended)</li> <li>• Property Mgmt Boot Camp – April 23 (30 attended)</li> <li>• Marketing Reboot - May 7 (cancelled)</li> <li>• Property Mgmt Boot Camp – July 19 (21 attended)</li> <li>• ABR – Sept 5-6</li> <li>• SRES – Oct 3-4</li> <li>• BMC – Oct 11</li> </ul> <p>Tucson</p> <ul style="list-style-type: none"> <li>• SRES - Feb 21-22 (15 attended)</li> </ul> <p>SEVRAR</p> <ul style="list-style-type: none"> <li>• BPOr class – June 4 (39 attended)</li> <li>• SRS – June 26-27 (25 attended)</li> <li>• Property Mgmt Boot Camp – Sept 27</li> </ul> <p>Southeast Arizona</p> <ul style="list-style-type: none"> <li>• SRES class – June 13-14 (17 attended)</li> </ul> <p>Western Pinal</p> <ul style="list-style-type: none"> <li>• SRES – Sept 17-18</li> </ul>



	<p>Scottsdale Property Mgmt Bootcamp – July 17 (26 attended)</p> <p>Prescott</p> <ul style="list-style-type: none"> <li>• ABR – June 27-28 (22 attended)</li> <li>• RSPS – July 22 (25 attended)</li> <li>• SRES – Sept 23-24</li> <li>• Marketing Reboot – Oct 10</li> </ul> <p>Bullhead City/Mohave Valley</p> <ul style="list-style-type: none"> <li>• BMC 1 and 2 – March 29 (10 attended #1 and 8 attended #2)</li> <li>• ePRO – June 24 AAR classroom</li> <li>• SRES – Jan 28-29 (24 attended)</li> <li>• rCRMS – Feb 22 (10 attended)</li> <li>• SRES – March 18-19 (19 attended)</li> <li>• GenBuy – August 15</li> </ul>
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 webcalendar 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
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	Referred to 2014

the ME certification when offering AAR courses	
A vehicle is available for members to review and comment on instructors and courses	<a href="http://www.REteach.us">www.REteach.us</a> .. \$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	As needed

### **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.

<b>Measurable objectives</b>	<b>Status</b>
Opportunities are available for instructors to communicate and share with each other	Instructor forum held July 29. 45 attendees. Extremely positive feedback received from attendees (both in content and format) 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	NAR hosts subject matter self-quizzes

tools.	
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### ***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.

<b>Measurable objectives</b>	<b>Status</b>
Through partnership program with AMLA and ASEA members understand each others role in a real estate transaction.	September 11, 2013 (Chaparral Suites).

### ***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.

<b>Measurable objectives</b>	<b>Status</b>
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.*

<b>Measurable objectives</b>	<b>Status</b>
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.*

<b>Measurable objectives</b>	<b>Status</b>
Broadcast time-sensitive industry information through multiple communication	Ongoing

channels	
Encourage engagement with communications content through the use of video, images, familiar faces, polls, contests, etc	<ul style="list-style-type: none"> <li>• Polls are working on AAR website.</li> <li>• Ask Scott video series.</li> <li>• Drawing to win a \$100 gas card for members who changed their profile</li> </ul>
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, commenting and rating on posts within new AAR website.
Short videos are utilized to deliver messages to the membership (educational and informational).	Ongoing. Launched Ask Scott web series in July, featuring AAR General Counsel Scott Drucker.
Continually monitor (and enhance when needed) the use of all its communication vehicles to ensure they meet the needs of the members-	Completed member survey in July 2013.
Investigate ways to customize communication vehicles used to reach members based on their preferences	Testing Opt-in functionality on Buyer Advisory and it is not being utilized.
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	<p>Monthly <b>Arizona REALTOR® Magazine E-blast</b></p> <p>May Open Rate: 22.64% May Click Through: 5.39% May Most Read: Get a C.L.U.E.</p> <p>June #1 Open Rate: 21.72% June #1 Click Through: 3.80% June Most Read: Code Talk: Disclosure</p> <p>June #2 Open Rate: 27.92%</p>

	<p>June #2 Click Through: 4.07%</p> <p>July #1 Open Rate: 24.27% July #1 Click Through: 6.72% July Most Read: Advice from an Appraiser</p> <p>July #2 Open Rate: 24.84% July #2 Click Through: 3.51%</p> <p>Note: Started a three-month trial of sending the AZR twice a month.</p>
Evaluate quarterly print publication and publish as appropriate	See motion from Communications Workgroup
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.
Use social media, committee meetings, in-person outreach and other methods to listen to what members are concerned about and tailor content to respond.	<p>Ongoing</p> <p><b>Facebook:</b> 5,258 Followers Currently</p> <p><b>Twitter:</b> May: 4,195 June: 4,335 July: 4,409</p> <p><b>YouTube:</b> <b>Total Subscribers:153</b> May Subscribers: +2 May Views: 1,291</p> <p>June Subscribers:+5 June Views: 712</p> <p>July Subscribers: +9 July Views: 1,764</p>
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.

Phase II includes expanded member profiles and calendar updates. As well as committee strategy rooms, eCommerce functionality.

### **AAROnline.com**

#### Unique Visitors

May: 17,565

June: 18,011

July: 19,676

#### Unique Page Views

May: 66,969

June: 70,566

July: 79,180

### **Blog**

	May 2013
Unique Site Visits	1,662
Page Views	2,798
Pages/Visit	1:46
Avg. Visit Duration	1:09
Number Posts	15
Subscribers	298

**May Most Read:** The Case For Buyer-Broker Agreements (126 Unique Views)

	June 2013
Unique Site Visits	3,635
Page Views	5,366
Pages/Visit	1.30
Avg. Visit Duration	:48
Number Posts	16
Subscribers	307

**June Most Read:** REALTOR® Safety Alert (1,702 Unique Page Views)

	July 2013
Unique Site Visits	1,910
Page Views	3,164
Pages/Visit	1.43
Avg. Visit Duration	1:12
Number Posts	13
Subscribers	322

**July Most Read:** #AskScott (210 Unique Views)



Drive traffic to aaronline.com/benefits through various communication vehicles	Featuring AAR member benefit and NAR member benefit in eBlasts beginning in June.
Create a member-benefits collateral that can be distributed to members and through local associations	Targeted start date is August
Attend primary committee meetings to share and gather information	Ongoing
Identify audience segments and develop content tailored to that segment (i.e., new members)	Ongoing
Utilize workgroups, task forces, advisory groups to shape and enhance AAR's communications efforts	Ongoing

### ***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

<b>Measurable objectives</b>	<b>Status</b>
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	In the process of testing AAR's televised class technology to

designation to associations who cannot offer the program themselves	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 and have access to ongoing resources to assist them in performing their responsibilities.	Administration site on AZGRI was updated to make navigation for administrators streamlined
Conduct an annual survey of GRI designees and candidates	Defer to 2014 based on 2014 Re-Imagine program development
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 REBAC classes which can currently be used as electives offer online options

A scholarship program is available to members.	<p>1<sup>st</sup> Quarter amount disbursed: \$3220</p> <p>2<sup>nd</sup> Quarter amount disbursed: \$5412.32</p> <p>3<sup>rd</sup> Quarter figures not in yet.</p> <p>GRI Lucky 13 Sweepstakes ran through March 31st: \$2,000 in fund. Winners are Curt Rowe and Julio Martinez . AAR pays the remaining 2013 GRI class registration fees for the two winners.</p> <p>.</p>
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### ***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.

<b>Measurable objectives</b>	<b>Status</b>
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: Instructor Summit Update**

**Instructor Summit  
July 29, 2013**

**45 Attendees**

**Feedback: positive** - Attendees found keynote speaker and round table discussions were incredibly valuable, great suggestions and ideas, challenged them to think differently, learned to use polling in power point, clearer understanding of participant centered learning (keynote reviewed the GAPE Principles), received tips on interacting with students, liked being able to meet other instructors – resources and connections, left them wanting more!

**Format: Keynote with Len Elder discussing Adult Learning Principles followed by two sets of roundtables (one focusing on presentation tips and the other focusing on topics)**

**Agenda Item: GRI****GRI Scholarships**

1<sup>st</sup> Quarter amount disbursed: \$3220

2<sup>nd</sup> Quarter amount disbursed: \$5412.32

3<sup>rd</sup> Quarter figures not in yet.

**GRI Re-Imagine Development Progress:**

To date, three new modules have been developed and field-tested:

Transaction Technology:

Field tested July 8

Customer Satisfaction:

Field tested July 30

Market Essentials:

Field tested July 31

Development has begun on the new Financing curriculum

Development will begin on the Ethics and Agency curriculum in mid-late September

Announcements have been made as follows:

- August AZR will contain an overview of the new program.
- Email will follow sent to all current GRI candidates with information on what it means to them
- GRI Provider Admin meeting was held last week reviewing the new program, implementation plans and answering any questions local association staff have.
- Laura has talked to any instructor who may be displaced due to discontinued modules.

## Agenda Item: Broker University

### Broker Summit Recap:

June 24<sup>th</sup>, 2013 (9AM to 4:30PM)

# attendees: 86 plus 6 affiliate sponsor vendors

Feedback from attendees was very positive. Great information on recruiting techniques, scripts and philosophy, a different way of looking at recruiting and attracting agents, remember that leading is recruiting! Many “Aha” moments on leadership, and the importance of it. Getting back to basics, sales meetings, the power of building a company culture, the idea of long term planning. Great information shared at the mastermind round tables.

### MyBrokerCoach

Series 100 conversion to the Learning Library platform is underway.

Series 200:

**Recommendation:** Enter into partnership with CRB to incorporate the Broker Track of Accelerate Video Program as Series 200 (AAR members would receive a 30% discount off registration fee)

The CRB Accelerate program delivers interactive, user-friendly, and targeted training in a virtual environment. The series consists of individual self-paced modules. Each module will take approximately 15-20 minutes to complete and a self quiz to measure knowledge and retention. Take all the modules or select the modules that fit your needs.

List of modules on next page:

Budget Impact: None





### Company Vision & Values

Module 1 | Average 30 minutes

What's Your Vision  
Defining Values  
Compelled to Action



### Dollarizing Your Value

Module 13 | Average 30 minutes

It's Not About the Money  
What's Your Value Worth?  
Dollarizing Value Form



### Company Objectives & Plan

Module 2 | Average 30 minutes

Vision-based Goals  
Short & Long Term Objectives  
Goals to Action



### Selecting for Success

Module 14 | Average 30 minutes

Are they Worth it?  
Closing the Candidate  
Best Practice Dialogues



### Manager's Job Description

Module 3 | Average 30 minutes

Support VS. Develop?  
Income Producing Activities  
Prioritization



### Retaining Talent

Module 15 | Average 30 minutes

The Retention Plan  
Retention Tactics  
Best Practices



### Managing Success

Module 4 | Average 30 minutes

Are You in Alignment?  
Planning for Profit  
Keeping Track



### The Adult Learner

Module 16 | Average 30 minutes

How Adults Learn  
Learning What You Know  
Building Blocks of Success



### Your Perfect Schedule

Module 5 | Average 30 minutes

Take Time to be a Success!  
Balancing Work & Life  
Perfect Planning Tips



### The Learning-Based Office

Module 17 | Average 30 minutes

A Culture of Learning  
The Training Calendar  
Training Best Practices



### Creating a Winning Culture

Module 6 | Average 30 minutes

Defining Culture  
Ingredients for a Great Culture  
Active Creation



### The Performance Plan

Module 18 | Average 30 minutes

Going from A to B  
Showing Your Hand  
Planned Performance Success



### Company Value Proposition

Module 7 | Average 30 minutes

What is Your Value Proposition?  
So What!  
Defining the Company's Value



### Performance Strategies

Module 19 | Average 30 minutes

Blending Options  
Setting Expectations  
Best Practices



### **Recruiting by the Numbers**

Module 8 | Average 30 minutes

What is Your Recruiting Need?  
The Recruiting Numbers  
Tracking Success



### **Coaching Performance**

Module 20 | Average 30 minutes

Interacting One-on-One  
Accountability  
Staying on Plan



### **Agent Candidate Sourcing**

Module 9 | Average 30 minutes

Recruiting Pools  
Targeting Strategies  
Best Practices



### **Your Management Numbers**

Module 21 | Average 30 minutes

The Executive Dashboard  
Key Indicators of Success



### **Recruiting Tactics**

Module 10 | Average 30 minutes

The Active Recruiter  
Inviting Company  
The Four Priorities



### **Budget Busters**

Module 22 | Average 30 minutes

Are you a Non-Profit?  
Where does it all go?  
Bottom Line Leaks



### **The Interview Process**

Module 11 | Average 30 minutes

Interview Preparation  
Goal of the Interview  
Rules of the Interview



### **The Company Books**

Module 23 | Average 30 minutes

Keeping it all Straight  
Chart of Accounts  
Best Practices



## **Agenda Item: Communication: Website Phase 2 Update**

Enhancements made to the website since the last meeting:

- Calendar reformatted
- Enhanced Member Profile
- Initial phase of developing online registration capability (primarily for single education class registration formats – not conferences)

## Agenda Item: Communication: AZR

### Communication Advisory Board Report:

#### **Quarterly Print Publication**

##### Background

AAR produces a quarterly print publication, Arizona REALTOR® Quarterly (AZQ), for broker members of the association. With the rising costs of printing and postage, the Professional Business Development committee made a decision to have brokers opt-in to receive the AZQ in 2013. Less than 12 percent (393) of brokers who receive the publication have opted-in to continue receiving the printed publication.

##### Recommendation:

**In 2014, the AAR quarterly publication, Arizona REALTOR® Quarterly, be provided to brokers in .PDF format only.**

##### Rationale

While interest in the publication remains high, moving to a digital platform will save the association approximately \$24,000 a year.

#### **Digital AZR**

##### Background

AAR produces a monthly magazine, Arizona REALTOR® Magazine (AZR), for all members of the association. Currently, the publication is published in two formats, online (HTML) with each article living on its own web page and in a printable PDF version. Duplicating efforts costs significant staff time. To eliminate the redundancy it would be beneficial for members to be able to print, archive or view the AZR in a PDF document.

##### Recommendation

**In 2014, the monthly AAR magazine, Arizona REALTOR® Magazine, be produced in .PDF format only.**

**(Note: Content will still be searchable on AAR's website, will feature live links and will be archived on AAR's website.)**

##### Rationale

In a recent AAR member communications survey, 39.5 percent of respondents said they preferred the PDF version (19.7 percent preferred the HTML, 23.5 preferred both). Eliminating the HTML version would free up between six and 10 hours of staff time a month. *CAVEAT:* Legal articles by General Counsel and Legal Hotline Q&A will still be housed in both the PDF version and online in its respective areas of the AAR website.

## ADRE Stats

<b>Arizona Department of Real Estate Licensed Individuals &amp; Entities July 3, 2013</b>					
	Active	Inactive	Total Current	In Grace Period	Current + Grace Period
<b>Individuals</b>					
Broker	12,324	1,251	13,575	1,291	14,866
Salesperson	35,984	13,307	49,291	9,751	59,042
<b>Total Individuals</b>	<b>48,308</b>	<b>14,558</b>	<b>62,866</b>	<b>11,042</b>	<b>73,908</b>
<b>Last month</b>	<b>48,315</b>	<b>15,792</b>	<b>64,107</b>	<b>10,247</b>	<b>74,354</b>
<b>% change from last month</b>	<b>-0.01%</b>	<b>-7.81%</b>	<b>-1.94%</b>	<b>7.76%</b>	<b>-0.60%</b>
<b>Same month last year</b>	<b>48,440</b>	<b>20,356</b>	<b>68,796</b>	<b>11,081</b>	<b>79,877</b>
<b>% change from last year</b>	<b>-0.27%</b>	<b>-28.48%</b>	<b>-8.62%</b>	<b>-0.35%</b>	<b>-7.47%</b>
<b>Entities</b>					
Branch, corp	277	59	336	117	453
Branch, liability	319	109	428	118	546
Branch, Partnership	5	0	5	2	7
Branch, Self-Employed	27	9	36	12	48
Corporation	1,652	126	1,778	388	2,166
Limited Liability	3,128	304	3,432	553	3,985
Partnership	40	3	43	8	51
Self-Employed Broker	2,559	61	2,620	524	3,144
<b>Total Entities</b>	<b>8,007</b>	<b>671</b>	<b>8,678</b>	<b>1,722</b>	<b>10,400</b>
<b>Last month</b>	<b>8,073</b>	<b>803</b>	<b>8,876</b>	<b>1,549</b>	<b>10,425</b>
<b>% change from last month</b>	<b>-0.82%</b>	<b>-16.44%</b>	<b>-2.23%</b>	<b>11.17%</b>	<b>-0.24%</b>
<b>Same month last year</b>	<b>8,355</b>	<b>1,578</b>	<b>9,933</b>	<b>1,390</b>	<b>11,323</b>
<b>% change from last year</b>	<b>-4.17%</b>	<b>-57.48%</b>	<b>-12.63%</b>	<b>23.88%</b>	<b>-8.15%</b>
<b>Individuals &amp; Entities</b>					
<b>Total - this month</b>	<b>56,315</b>	<b>15,229</b>	<b>71,544</b>	<b>12,764</b>	<b>84,308</b>
<b>Total - previous month</b>	<b>56,388</b>	<b>16,595</b>	<b>72,983</b>	<b>11,796</b>	<b>84,779</b>
<b>% change from last month</b>	<b>-0.1%</b>	<b>-8.2%</b>	<b>-2.0%</b>	<b>8.2%</b>	<b>-0.6%</b>
<b>Total - this month</b>	<b>56,315</b>	<b>15,229</b>	<b>71,544</b>	<b>12,764</b>	<b>84,308</b>
<b>Total - same month last year</b>	<b>56,795</b>	<b>22,148</b>	<b>78,729</b>	<b>12,471</b>	<b>91,200</b>
<b>% change from last year</b>	<b>-0.8%</b>	<b>-31.2%</b>	<b>-9.1%</b>	<b>2.3%</b>	<b>-7.6%</b>

As of May 2013:

# of Schools: 203  
 # of active courses: 2963  
 # of Instructors: 1054

Exams administered in May: Broker-55 / Sales-702 / Other-5