

Arizona Association of REALTORS  
**Professional & Business Development Committee**  
May 3, 2012  
Minutes

The regularly scheduled meeting was called to order by Chair Monthofer at 1:30 p.m. A quorum was present.

**Present**

Paula Monthofer, chair  
Lori Doerfler  
Tahona Epperson  
Mary Roberts  
Gary Fenton  
Gary Nelson  
Dane Briggs  
Kyle Karstens  
Christopher Paris  
Mike Wasmann  
Holly Eslinger  
Nopporn Mahapotisak  
Evan Fuchs (via phone)  
Jennifer Aubrey (via phone)

**Staff**

Barb Freestone  
Laura Kovacs  
Sage Dillon

**Minutes**

There being no corrections, the minutes of February 2 were approved.

**Measureable Objectives**

Staff provided highlights from the Measureable Objective document.

**Program Update**

After a lengthy discussion, the consensus was to keep the term “new” in the Start Smart tag line, but to incorporate “and those who want to get back to basics” or similar into the header area.

**Winter Conference Recap**

Christopher Paris provided a brief overview of his thoughts on the aspects that made the conference a success as well as reported that the 2013 conference will be in April in Tucson. The 2013 conference will be more of a “mini convention” format. Specific details and recommendations will be reported at the next meeting for approval.

Caution was noted that we should avoid the perception that AAR is competing with local association, firm, or affiliate programs. Partnership opportunities should be included in the planning discussions. We should also be sensitive to the potential negative impact securing sponsorships/exhibitors may have on local associations/firms/affiliate programs.

### **GRI Report**

Gary Nelson provided a report from the GRI Oversight Workgroup.

### **2013 Strategic Plan Draft Preview – Education and Communication**

Staff provided a brief overview of ideas/emphasis areas in the professional development education area for 2013. Emphasis areas include moving forward with converting a classroom with the appropriate equipment to broadcast live classes to local association classroom locations, expanding the scope of AAR’s education focus to include commercial/industrial and property management, full and complete evaluation of the GRI program, utilize marketing assistance for our program messages/promotion and provide leadership development opportunities/tools/programs specific for state and board leadership.

Staff provided a brief overview of ideas/emphasis areas in the professional development communication area for 2012. Major emphasis areas include: website and streamlined and enhanced communication of AAR’s value proposition to connect members with AAR and solidify our value to the members.

Sage went over the features we are currently seeking in a new website and asked the committee to let her know if they feel anything additional should be added or items removed.

### **Value Proposition Statements**

The committee was asked to clarify AAR’s value proposition, which can be used to focus our communication messages. Input provided include:

- Educate, Advocate, Legislate

- Lead, inform, protect
- One stop source for everything you need
- Education opportunities
- Leader for REALTORS® in state, source members look to for guidance
- Fairness for all members regardless of business size or region of state; members know they have a voice and someone will listen
- Approachable staff
- Conduit to and support for local associations and their leaders
- Gives members a voice they wouldn't have otherwise; 40,000 strong, but representing you
- Place where you can get answers
- Resource for current and future trends and issues – for agents and brokers
- Leads us, protects us, takes us to new level
- Member's radar

It was also suggested that the current content in AAR's member value document be adjusted to be clearer and more hard-hitting.

### **Current Communication Vehicles - Review**

The committee reviewed our current communication vehicles to provide direction to staff for their use in focusing our communication messages. Vehicle messages and objectives were ratified or updated as follows (AARonline.com and magazine were not reviewed at this meeting):

(note: Dane led a discussion regarding the feasibility and viability of mirroring the concept of the AZ Real Estate Agent Forum (facebook group) into AAR Facebook groups – to be discussed at a future meeting)

### **Facebook**

#### **MESSAGE**

Members receive and are engaged with the latest, up-to-date information about issues affecting their business and learn about the ways AAR is delivering value.

## **OBJECTIVE(S)**

- Be a trusted resource for valuable, business-impacting information delivered quickly and concisely.
  - Deliver timely industry, legal, legislative and regulatory industry updates.
  - Highlight the value proposition by featuring member benefits and association activities.
  - Listen to member discussions and use that knowledge to inform what AAR does, including article development for *Arizona REALTOR® Magazine*.
  - Point users to valuable content and tools that AAR offers.
  - Put names and faces to the AAR brand.
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## **Twitter**

### **MESSAGE**

AAR broadcasts up-to-the-minute information and activities relevant to our industry and engages with members who are active on Twitter.

### **OBJECTIVE(S)**

- Highlight association activities, industry news, technology topics and other hot issues.
  - Listen to what members and industry influencers are discussing and use that knowledge to inform what AAR does, including fueling Facebook, the blog and *Arizona REALTOR® Magazine*.
  - Respond to Twitter users when AAR can help with a problem or add to the conversation.
  - Affords members an easy way to follow, engage and stay informed.
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## **Factsline**

### **MESSAGE**

REALTOR® association leaders and AEs are kept up-to-date with AAR's initiatives and industry news so that they can communicate that information to their local members and be in the "forefront" of what's happening.

### **OBJECTIVE(S)**

- Highlight AAR initiatives, classes and activities and encourage leaders to share the information.
  - Help leaders understand AAR's value proposition so that they are able to communicate it to their members.
  - Ensure that leaders feel "in the know" about AAR activities.
  - Provide leaders with resources so that they can be the go-to source for their members.
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## **Blog**

### **MESSAGE**

AAR's blog highlights best practices in the industry, provides more context for industry news and allows members to share their insights through posts and comments.

**OBJECTIVE(S)**

- Explore industry news, business practices, technology tips and other topics that can benefit member businesses.
  - Demonstrate AAR value. Show off good work and explain how members benefit.
  - Encourage member experts to contribute their voice to the conversation with blog posts.
  - Engage members and foster participation and feedback via comments.
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**AZR/Social Media stats**

Sage provided an update on the stats for the AZR, AARonline.com and social media vehicles.

The committee was alerted to the projected shortfall in advertising and subscription income.

After a discussion regarding the Quarterly Print publication, staff was directed to:

- make an all-out push to drive subscriptions
- ascertain how many brokers are reading the quarterly and value receiving it
- investigate e-book format for mobile readers that is more friendly than current PDF format

**Other**

Holly Eslinger updated the committee on the Commissioner's plans to hold Stakeholder meetings of brokers and educators to identify instructor criteria and content for the broker management clinics. It was also reported that the Commissioner will hold stakeholder meetings to address the broker prelicensing curriculum.

**Next meeting:**

August 30, 1:30 p.m.

**Adjourn**

There being no further business, the meeting was adjourned at 4:35 p.m.