

Arizona Association of REALTORS®

Communications Update

Professional Business Development Meeting | March 20, 2014

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Arizona Association of REALTORS® 2014-2015 purpose and strategic objectives:

Purpose: AAR communicates the right message to the right people in methods that reach out, inform and engage the membership.

Strategic Objective 4.A: AAR creates and maintains a consistent system of communication management (including methods of communication and options for communication delivery)

Strategic Objective 4.B: AAR disseminates pertinent relevant, timely industry information

Strategic Objective 4.C: AAR investigates and implements communication methods to increase the effectiveness of AAR's efforts to reach out to members

This report will give an update of AAR's 2014 communications results to-date, in its key communications vehicles:

- Website: www.AARonline.com
- Publications:
 - *Arizona REALTOR® Monthly* (digital)
 - *Arizona Broker/Manager Quarterly – New in 2014* (digital)
- Social Media Channels:
 - Blog, Facebook, Twitter, YouTube, LinkedIn, Google+

Q1 2014 Update | January, February

Mission:Connect

- In December 2013, AAR was notified that it had received a grant from NAR to work with nSight Marketing to launch a year-long communications audit and help with creating a cohesive communications plan between the state and local associations.
- On February 28, 2014 AAR and key staff from WEMAR, Prescott and SEVRAR participated in our first workshop to kick-off the project.
- AAR held its first focus group on Wednesday, March 19 and will be assisting Prescott with its focus group on Monday, March 31.
- Next steps: evaluating the communications audit from nSight marketing and discussion of the outcomes of the focus groups.

Arizona REALTOR® Magazine

- AAR's monthly eMagazine, *Arizona REALTOR® Magazine*, saw marked increases in open and click through rates in the first two months of 2014.
- In 2013, the average open rate was 23.91 %/ average click-through rate was 4.70 %.
- In January, AAR saw an open rate of 33.59 %/ click through rate of 9.63%. In February, AAR saw an open rate of 30.78 % and a click-through rate of 8.77%.
- The only change was the headline.

Spring Convention 2014:

Promotions are well underway for the 2014 Spring Convention. To date, AAR has:

- Launched an updated webpage: www.aaronline.com/SpringConvntnion
- Provided content (graphics, flyer, custom text) for the following local associations:
 - Central Arizona
 - Northern Arizona
 - Prescott
 - Scottsdale
 - Sedona/Verde Valley
 - WEMAR
- Sent out four e-blasts
- Posted three blogs regarding the upcoming speakers
- Held one registration giveaway & posted new one

Opt-ins:

- AAR is currently testing our opt-in functionality on the AAR website. This will allow users to subscribe to email updates on topics such as: the AAR Buyer Advisory, Updates to the Residential Lease Agreement, zipForm® updates, eSign updates, etc.
- Launch is TBD, after considering input from the testing group.

Merged Publications:

- In 2013, AAR announced that it would no longer be printing and mailing the *Arizona REALTOR® Quarterly* magazine to brokers and designated REALTORS® (A cost savings of \$32k).
- On Monday, AAR launched the first issue of the *Arizona Broker/Manager Quarterly*. This digital publication will be distributed to AAR's broker/manager community along with AEs, members of the Risk Management Committee and AAR's Executive Committee and Board of Directors.

- It encompasses the information previously in the *Arizona RELATOR® Quarterly* and the Broker/Manager Risk Management Update (sent from the Risk Management committee). The two are now combined into this one publication.
- This publication eliminates duplications and also uses Uberflip technology that is smartphone- and tablet-friendly, allows for analytics and makes easy for brokers/managers to save or share information from AAR.

A quick refresher...

Visits:

The number of visits to your site.

Unique Visitors:

Unique Visitors is the number of unduplicated (counted only once) visitors to your website over the course of a specified time period.

Page Views:

Page views are the total number of pages viewed. Repeated views of a single page are counted.

Unique Page Views:

Unique Page views are the number of visits during which the specified page was viewed at least once. A unique page view is counted for each *page URL + page Title* combination.

Pages Viewed per Visit:

Pages/Visit (or Average Page Depth) is the average number of pages viewed during a visit to your site. Repeated views of a single page are counted.

Average Time on Site (Minutes):

The average time duration of a session.

Bounce Rate:

Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page).

New Visits:

An *estimate* of the percentage of first time visits.

Website Statistics Cont'd | www.AAROnline.com

January 2014: Web Traffic & Activity

Arizona Association of REALTORS Website Analytics January 2014									
Visits		Unique Visits		Page Views		Unique Page Views			
31,677		19,253		119,983		87,834			
Previous Month	Previous Year	Previous Month	Previous Year	Previous Month	Previous Year	Previous Month	Previous Year		
21,414	32,518	13,087	21,156	78,513	102,753	58,100	70,121		
Pages Viewed/Visit		Avg. Time On Site		Bounce Rate		New Visits			
3.79		3:52		42.81%		45.90%			
Previous Month	Previous Year	Previous Month	Previous Year	Previous Month	Previous Year	Previous Month	Previous Year		
3.67	3.16	3:44	2:56	42.83%	54.88%	44.25%	54.57%		
Top 10 Most Visited Pages					Top 10 Search Terms				
1 /	15762	1	esign		Desktop		87.12		
2 /efficient-business-tools/e-sign/	7140	2	Search AAROnline.com		Mobile		7.48		
3 /efficient-business-tools/zipform/	3229	3	forms		Tablet		5.42		
4 /2013/01/buyer-advisory/	1650	4	dodd frank						
5 /efficient-business-tools/	898	5	buyer advisory						
6 /manage-risk/sample-forms/	685	6	legal hotline						
7 /efficient-business-tools/zipform/zip/	776	7	zipform						
8 /2014/01/seller-warranties/	857	8	zipforms						
9 /calendar/	516	9	tenant advisory						
10 /manage-risk/legal-articles/willable-fc	717	10	zip forms						
Additional Notes & Observations:									

February 2014: Web Traffic & Activity

Arizona Association of REALTORS Website Analytics February 2014									
Visits		Unique Visits		Page Views		Unique Page Views			
30,092		17,982		110,203		80,537			
Previous Month	Previous Year	Previous Month	Previous Year	Previous Month	Previous Year	Previous Month	Previous Year		
31,677	27176	19,253	16174	119,983	108,990	87,834	75833		
Pages Viewed/Visit		Avg. Time On Site		Bounce Rate		New Visits			
3.66		3:45		42.68%		43.48%			
Previous Month	Previous Year	Previous Month	Previous Year	Previous Month	Previous Year	Previous Month	Previous Year		
3.79	4.01	3:52	4:21	42.81%	44.27%	45.90%	55.09%		
Top 10 Most Visited Pages					Top 10 Search Terms				
1 /	14544	1	esign		Desktop		87.5		
2 /efficient-business-tools/e-sign/	7621	2	forms		Mobile		7.2		
3 /efficient-business-tools/zipform/	2554	3	buyer advisory		Tablet		5.35		
4 /2013/01/buyer-advisory/	1650	4	unlicensed assistant						
5 /2014/02/2013-tax-tips/	1028	5	warranted items						
6 /stay-informed/arizona-realtor-maga	926	6	zipforms						
7 /efficient-business-tools/	841	7	residential lease agreement						
8 /manage-risk/sample-forms/	691	8	zip forms						
9 /manage-risk/legal-articles/willable-fc	636	9	BINSR						
10 /2014/02/2014-buyer-contingency-a	658	10	dodd frank						
Additional Notes & Observations:									
Overall traffic is down, but not by much.									

Publication Statistics| Arizona REALTOR® Monthly (Digital)

January 2014: Arizona REALTOR® Magazine

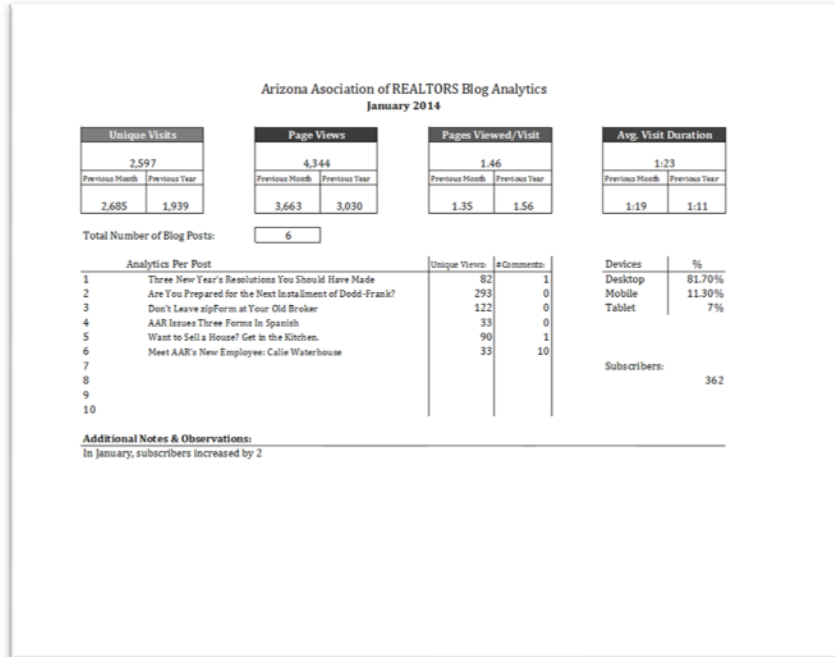
Arizona REALTOR Magazine Analytics			
January 2014			
Date Sent: Thursday, January 16, 2014			
Time Sent: 4:45 PM			
Headline: <i>What Is Considered A Warranted Item? Plus Legal Updates and REALTOR® Rock Stars</i>			
From: Arizona Association of REALTORS			
Total Recipients	Total Opens	Total Click-Throughs	Total Opt Outs
29,236	17,827	16,306	15
Previous Year	Previous Year	Previous Year	Previous Year
28,787	12,895	2,695	23
Recipient Opens	% Opens	Recipient Click Throughs	% Click Throughs
9,785	33.59%	2,804	9.63%
Previous Year	Previous Year	Previous Year	Previous Year
7,027	24.6%	1,652	5.77%
Content Breakdown:			
Type	Headline	Unique Views	Bounce Rate
Home	N/A	763	35%
Cover Story	Seller Warranties in the AAR Residential Resale Real Estate Purchase Contract	3350	56.70%
Feature	What Is Considered Warranted and Non-Warranted?	1264	53.00%
Feature	REALTORS® Rock! Lake Havasu City REALTOR® Olympics	99	85.71%
Feature	Trend Alert: Will New Homes Be A Trend in 2014?	452	45.83%
Feature	2015 Election Notice	N/D	N/D
Feature	AAR Updates	119	54.55%
Q&A	Buyer May Generally Compel Specific Performance	89	0%
Q&A	The Death Of the owner Generally Terminates The Listing Agreement	63	90%
Q&A	Short Sale Buyer May Cancel based on Lender's Restrictions on Resale	69	100%
Q&A	Seller Must Provide a Three-Day Cure Notice if the Buyer Does Not Produce...	38	60%
Q&A	The Seller Must Provide An Affidavit of Disclosure When The Property is Not...	101	0%
Q&A	The Subdivision Addendum Need Not Be Used For The Sale Of A Single Parcel...	39	0%

February 2014: Arizona REALTOR® Magazine

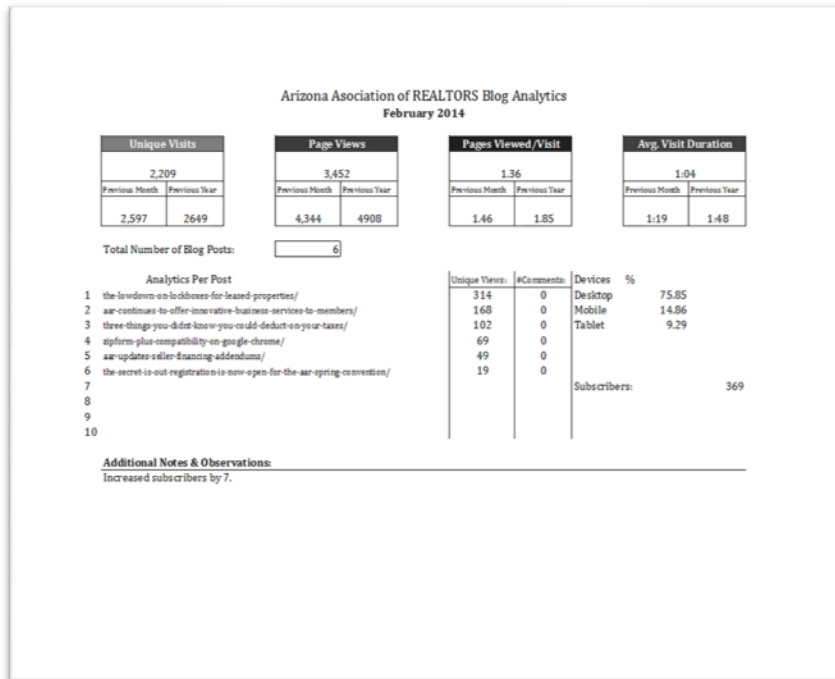
Arizona REALTOR Magazine Analytics			
February 2014			
Date Sent: 2/5/2014			
Time Sent: 10:03 AM CST			
Headline: <i>New AAR Forms for Buyers & Tenants. Plus, Tax Tips For A Bigger Refund</i>			
From: Arizona Association of REALTORS			
Total Recipients	Total Opens	Total Click-Throughs	Total Opt Outs
28,702	15,784	13,370	4
Previous Year	Previous Year	Previous Year	Previous Year
27,329	13,121	2,296	15
Recipient Opens	% Opens	Recipient Click Throughs	% Click Through
8,800	30.78%	2,508	8.77%
Previous Year	Previous Year	Previous Year	Previous Year
7,122	26.3%	1,379	5.09%
Content Breakdown:			
Type	Headline	Unique Views	Bounce Rate
Home	N/A		
Cover Story	AAR Introduces A More Flexible Buyer Contingency Addendum	2320	45.35%
Feature	AAR Introduces New and revised Property Management Forms	903	48.38%
Feature	Tax Tips Every REALTOR® Should Know	1035	59.38%
Feature	Participation Pays Off	106	57.45%
Feature	AAR Updates	112	47.62%
Q&A	Brokerage Should Have No Liability for Agent's FSBO	183	50.00%
Q&A	Buyer May Not Deliver Multiple BINSRs In A Single Transaction	194	66.67%
Q&A	HOA Must Provide Notice of Known Violations Before Closing	18	75%
Q&A	Seller May Not Unilaterally Cancel A Listing Agreement	195	66.67%
Q&A	Both Spouses Must Sign A Contract to Sell The Marital Residence	126	50.00%
Q&A	The Dodd-Frank Act Does Not Prohibit A Balloon Payment...	130	33.33%
Q&A	Where Full Disclosure is Made, Agent Should Have No Liability for Leaky Roof	122	50%
Q&A	After A Sale is Cancelled, Can Another Buyer Access The Home Inspection	257	70.00%

AAR Blog Statistics | blog.aaronline.com

January 2014: AAR Blog Analytics:

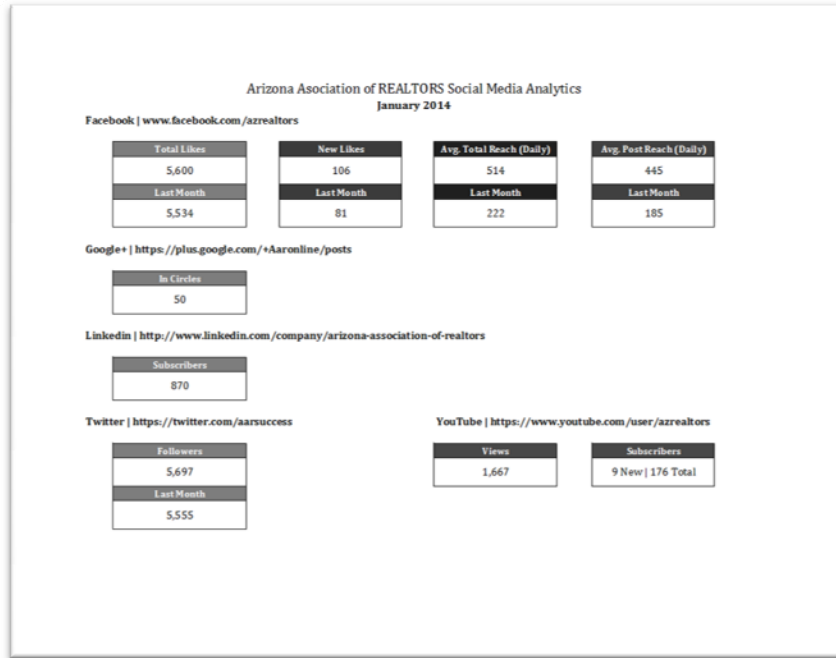


February 2014: AAR Blog Analytics:



Social Media Statistics

January 2014: AAR Social Media Activities:

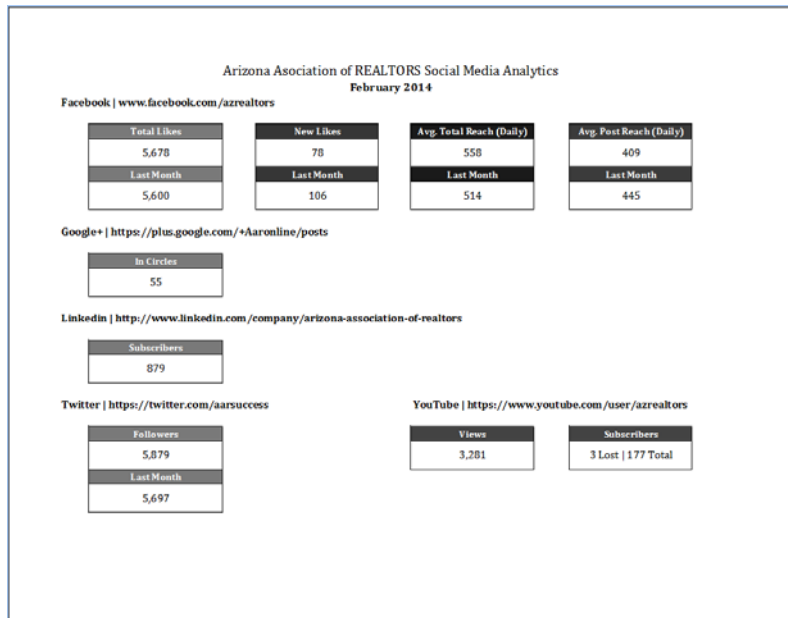


January 2014: YouTube Video Ranking

Top 10 Videos Browse all content

Video	Views	Estimated minutes watched	Likes
Video 1 zipForm through Step 1	381	1,173	0
AAR Quarterly Update - January 2014	243	537	7
eSign1_Promt Driver to eSign	172	138	0
Video 2 Step 2 to end	56	69	0
Video 3 Step 3	54	145	0
Video 4 Step 4	42	126	0
Instructor Holly Mabery Talks about RSPS (R...	41	25	0
Video 6 signing process and download docs	35	164	0
eSign7_Client Signing Process & Signed Doc...	35	54	0
Video 5 steps 5 and 6	29	29	0

February 2014: AAR Social Media Activities:



February 2014: YouTube Video Ranking

Top 10 Videos [Browse all content](#)

Video	Views ↓	Estimated minutes watched	Likes
Video 1 zipForm through Step 1	331	979	0
AAR Quarterly Update - January 2014	212	469	3
eSign1_Print Driver to eSign	183	158	0
Ask Scott: Episode 3 - Advertising	122	374	0
eSign7_Client Signing Process & Signed Doc...	68	109	0
Video 3 Step 3	46	123	0
Video 2 Step 2 to end	44	55	0
REALTOR® Mediation Program - Arizona As...	36	56	0
Get Smart with GRJ	33	32	0
Video 4 Step 4	32	101	0

Aaronine.com Poll Results:

Q: How long have you been a REALTOR?

0 -5 years:	22
6-10 years:	23
11-15 years:	27
16-20 years:	10
More than 21 years:	27
<i>Total responses:</i>	<i>111</i>

Q: What is the most important quality you look for in an instructor?

Experience as a practitioner on the topic:	22
Delivery style/energy level at the podium:	12
Name recognition in the industry:	0
Doesn't matter as long as the class is free:	3
<i>Total responses:</i>	<i>37</i>

Q: What is most important to you when choosing a C/E class?

Class Date:	5
Class Location:	8
Type of C/E:	12
Instructor:	5
Price of the Class:	7
Offered Online:	5
<i>Total responses:</i>	<i>43</i>