

Arizona Association of REALTORS®
Professional & Business Development Committee
 September 25, 2014
 Agenda

- | | | |
|-------|---|---------|
| I. | Call to Order – Chair Lori Doerfler | |
| II. | Approval of June 12, 2014 Minutes | Page 2 |
| III. | Measureable Objective Update (informational) | Page 5 |
| IV. | Event Updates/Recaps | |
| | A. Industry Partners Conference | Page 20 |
| | B. NAR Tech Edge | Page 20 |
| | C. Hear It Direct | Page 20 |
| V. | Education Updates: | |
| | A. Education Outreach Program – Barb Freestone | Page 21 |
| | B. Remote Delivery Update – Barb Freestone | Page 22 |
| | C. rCRMS Recommendation | Page 24 |
| | D. Instructor Development Workshop | Page 25 |
| | E. GRI – Stacey Onnen | handout |
| | F. Leadership Development Program – <i>Holly Mabery</i> | |
| VI. | New Business | |
| | A. Property Management Certification Recommendation | handout |
| | B. MRE Society – 2015-2016 | Page 27 |
| | C. REteach.us updated site (informational) | |
| | D. Other | |
| VII. | General discussion | |
| | A. ADRE stats | handout |
| | B. Issues or challenges in the marketplace that should be addressed through communication or education? | |
| | C. RAPAC | |
| | D. Other | |
| VIII. | Next Meeting: November 20 | |
| IX. | Adjourn | |

Arizona Association of REALTORS
Professional & Business Development Committee

June 12, 2014

Minutes

The regularly scheduled meeting of the Professional and Business Development Committee was called to order at 1:00. A quorum was present.

Present

Lori Doerfler, chair
 Gary Nelson
 Mike Wasmann (phone)
 Sue Flucke (phone)
 Cathy Erchull (phone)
 Stacey Onnen
 Holly Mabery
 Vicki Lind
 Sindy Ready
 Larry Hibler
 Holly Eslinger
 Sasha Lopez
 Vicki Cleman
 Christopher Paris

Staff

Barbara Freestone
 Brittni Matt

Minutes:

There being no corrections, the minutes of March 20 were approved.

Measureable Objectives

Informational review – no action needed/taken

Spring Convention Recap

The consensus of the committee was the Spring Convention was a huge success. Suggestion for 2015: consider emailing the daily schedule the evening before vs. the morning of.

Chair Doerfler reported that Region 5 would like the convention brought to Tucson in 2016. A task force will be appointed for the purpose of conducting a feasibility study and present a recommendation to the committee in September. The task force should identify: potential location and costs, member interest level/support). Committee members expressed some possible concerns with travel distance and whether, due to the amount of educational opportunities that exist in the Tucson area, there would be member interest in the convention.

Remote Delivery

Barb Freestone provided an update on the remote classes received to date and feedback from students/providers. It was also reported that staff was meeting with the

vendor to identify upgrades and budget numbers for 2015. (remote control functionality, camera that auto-follows the instructor, lapel mic vs. ceiling mic, smart tv vs. screen, enhance visibility of powerpoint slides to remote location, etc)

The committee discussed concerns expressed by local associations regarding the 3-student minimum.

MOTION: Made, seconded and failed to not require a minimum number of students in the remote classes.

MOTION: Made, seconded and carried to require a minimum of two participants (excluding staff in the participant count).

Staff will develop a monitor responsibility sheet and distribute it to remote locations.

MOTION: Made, seconded and carried to offer three hour classes into the remote class schedule.

Staff will field test offering a two-day class before the end of the year to evaluate the feasibility of offering two-day classes through the remote delivery.

Broker University Update

Holly Eslinger provided a recap of the June Broker Summit as well as upcoming projects (broker to broker mentoring and welcome new broker eblasts).

Additional comments included: target associate brokers to seminar promotional efforts, idea of offering quarterly broker lunch/learn programs delivered through remote system, identify needs of small independent brokers vs. large brokers.

GRI Update

Stacey Onnen provided an update on GRI Workgroup activities.

Leadership Development Program

Holly Mabery reported on the development status of the content for the new Leadership Development Program. She also reported on tentative program dates:

October 28-29: Module 1

December 9-10: Module 2

January 15: Module 3

February 26: Module 4

Hear It Direct Proposal

Sasha Lopez presented a proposal to offer the Hear It Direct program this year under the Education Outreach Timely Topic program with anticipating the ability to live stream the program out to local association classrooms.

MOTION: Made, seconded and carried as amended to offer the Hear It Direct Program on October 6 under Option 3 as presented.

AMENDMENT: Made, seconded and carried to approve exceeding the Education Outreach expense budget up to \$8500 to accommodate a \$29 registration fee.

REteach.us website

MOTION: Made, seconded and carried authorizing staff to revise the REteach.us site as recommended and refocus the site to concentrate solely on reviews.

2015 Strategic Plan

Gary Nelson provided an overview on the 2015 PBD Strategic Focus points.

New Business

Sue Flucke presented the idea of developing a property management certification program. The Committee authorized Sue to put together a proposal for a certification program and present it at the September meeting.

It was also suggested and encouraged to offer some property management classes through the remote delivery system.

Suggestion for 2015: consider budgeting for student scholarships to encourage interest and participation in remote classes.

The committee discussed whether AAR should develop class sponsor criteria (who can be a sponsor, etc). Staff will discuss the concept with the associations as well as the sponsor issue at the recent White Mountains property management class.

Barb Freestone reported there are 544 c/e classes scheduled between June 10 and June 30, according to ADRE.

Next Meeting:

September 25, 1:00 – 3:00.

Adjourn

There being no further business, the meeting was adjourned at 3:05 p.m.

PROFESSIONAL & BUSINESS DEVELOPMENT COMMITTEE REPORT 2014
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Prepared For: *EXECUTIVE COMMITTEE*
From: Professional & Business Development Primary Committee (PBD)
Chairman: Lori Doerfler
Vice Chairman: Gary Nelson
Staff Liaison: Barb Freestone
Date: September 9, 2014

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CURRENT TOP PRIORITIES

Continue to monitor GRI program rollout
Continue review Remote Live Broadcasting program and enhance where needed
Examine viability of offering two-day classes via remote broadcasting
 Rollout new DR welcome eblast
 Converting MyBrokerCoach to Learning Library platform
 Develop content for leadership development program
 Leadership Conference
 Hear It Direct program

RECOMMENDATIONS

None at this time

GROUPS FORMED

- GRI Oversight Workgroup (Stacey Onnen)
- Spring Conference Planning Workgroup (Beth Adams)
- Broker University (Holly Eslinger)
- Leadership Development (Holly Mabery)

Measureable Objectives Update

Support & Resources

Measurable objectives	Status
Resources and tools are available to develop, offer, market or communicate programs and products within this business plan.	On-going
Appropriate groups are updated and provided information throughout the year.	On-going
Emerging technology, medias and platforms are used, where appropriate, to deliver products and services to members throughout the state.	Offered webinars: Dodd-Frank, Evernote (series of 4), Title

	Commitment Learning Library – revamped GRI Business Planning online course
Staff continually develops the needed knowledge and skills to develop educational programs/products that are responsive to member needs and changes in the industry	Ongoing Subscriptions to various education blogs and publications Network with other state education directors
An effective and efficient learning management system is utilized to develop and host AAR's online education.	Partnered with NAR's Learning Library platform
Opportunities are identified and utilized to partner with allied groups or vendors when appropriate	Partnered with ARMLS and HAREP to offer Hear It Direct program on October 6 th Partners with NAR and SEVRAR to bring TechEdge to Arizona September 24.

Broker University

Measurable objectives	Status
Programs and services are developed and/or offered to brokerages/owners which focus on operating a successful brokerage and/or managing risk.	Survey conducted in March Rollout of new DR eblast campaign- September BMC's offered in August through remote delivery
Partnership opportunities are explored that bring quality programs to our brokers when partnering is more advantageous than developing.	On-going
Communication strategies and tools are employed to build broker support and awareness of programs, products and resources available to them	Facebook ad for MyBrokerCoach ran for two weeks (reached 16,500; 222 clicks) GRI Scholarship eblast
A blended learning program, MyBrokerCoach is offered to develop or enhance brokers skills in operating a successful real estate brokerage.	Completed
Broker satisfaction with broker-related services are monitored and measured.	Program evaluations have been positive
A dedicated "broker" page is available on the AAR website and continually updated to address the needs of the brokers.	Deferred to new Communication Manager

rCRMS (Certified Risk Management Specialist) Measurable objectives	Status
<p>The risk management certification program (rCRMS) focuses on state specific issues and is offered and available to members throughout the state where feasible.</p>	<ul style="list-style-type: none"> • Federal Legal Issues – Scottsdale, Jan 16 (22 attended) • Federal Legal Issues - WeMAR, Jan 24 (34 attended) • Leasing Essentials – West USA Realty, Jan 31 (41 attended) • Federal Legal Issues – AAR, Feb 18 (15 attended) • Employment, Agency, Standard of Care – AAR, April 21 (54 attended) • Essential Skills – Scottsdale, April 25 (25 attended) • Mastering Residential Resale Transaction – Scottsdale, May 15/16 (34 attended) • Essential Skills – AAR, May 19 (41 attended) • Employment, Agency, Standard of Care – Scottsdale, June 6 (26 attended) • Federal Issues – Phoenix, June 18 (34 attended) • Employment, Agency, Standard of Care – SEVRAR, July 25 (37 attended) • Federal Legal Issues – SEVRAR, August 22 (27 attended) • Disclosure & Due Diligence – AAR, September 15 (32 attended) • Employment, Agency, Standard of Care – Northern Arizona, September 19 • Federal Issues - Tucson, October 9 • Federal Issues – Kingman, October 23 • Commercial Contract – Scottsdale, October 3 - (waiting to reschedule) • Misrepresentation in Advertising – AAR remote, November 6 • Residential Contract – SEVRAR, December 3-4

A cadre of qualified instructors to deliver the rCRMS courses is maintained and monitored.	On-going Frank Dickens, Sue Flucke, Mary Frances Coleman, Rick Mack, Denise Holliday
Members are aware of the value of the rCRMS program through key "WIIFM" messages.	On-going
A variety of marketing materials are developed and utilized to promote the rCRMS program.	On-going New brochure planned for December
Newly certified members are recognized through appropriate AAR vehicles.	Website, facebook announcements
Options to create online delivery of the rCRMS program is explored and developed where feasible	Currently approved for remote delivery CRMS Employment, Agency & The Standards of Care CRMS: Essential Skills for a Successful Closing. CRMS: Disclosure & Due Diligence. CRMS: Federal Legal Issues. CRMS: Claims & Remedies.

Education Outreach

Measurable objectives	Status
Partnership opportunities are provided to local associations to offer REBAC designation and certification courses to members in a favorable financial environment.	Partnerships formed to date with: <ul style="list-style-type: none"> • SEVRAR • Scottsdale • Bullhead City • WEMAR • West USA • Lake Havasu • Northern Arizona • Tucson • Yuma • Phoenix • Kingman/Golden Valley • Sedona-Verde Valley Positive revenue share to date with most partners:
Educational programs are offered that address the needs of the members in helping them grow their business and prepare for changing trends in the industry.	Topics offered this year include: Broker Audits, property management, risk management, technology, buyer and seller presentation, marketing, generational trends, BPO's, working with Seniors, working with military buyers, new home representation, Evernote, Dodd-Frank
A forum for local education staff and ADRE (updates and Q&A on school process, policies,	Scheduled for October 30, 2014

and guidelines) is provided.	
Effective communication strategies are developed and utilized to inform members of educational opportunities, including a calendar that is accessible 24/7.	Ongoing – calendar AAR presence at Eagle University and Coldwell Banker Quarterly events, WEMAR, SEVRAR and Tucson expos Tweets from classes to relay nuggets from the classes Topic blog posts relating to upcoming classes
Resources are available to local education staff and volunteers charged with overseeing or developing their education endeavors.	Education Chair Manual - October
Cross marketing strategies are utilized to promote designation and certification courses where appropriate.	e-blast marketing efforts includes a list of upcoming classes Facebook posts Tweets
A list of colleges is compiled that offer real estate degrees in Arizona.	completed

Education Development

Measurable objectives	Status
Established quality standards are followed in developing curriculum for all AAR education programs to help set the bar for excellence in education.	Utilizing Course Certification criteria as a checklist when developing or revising courses
The spectrum of delivery systems is broadened and monitored to deliver education to the members.	Classes approved to date for remote delivery include: <ul style="list-style-type: none"> • CRMS Employment, Agency & The Standards of Care • CRMS: Essential Skills for a Successful Closing. • CRMS: Disclosure & Due Diligence. • Federal Legal Issues. • Claims & Remedies. • Contracts, Clauses & Contingencies. • What your buyer doesn't know can hurt you • BMC #1 Statute & Rules • BMC #2 Broker Policies • BMC #3 Supervision • Gen Buy • ABR • Practical Side of Fair Housing
Remote-delivery classroom volunteer monitors and instructors are trained in the chosen AAR platform.	Early 2014, test classes were conducted with monitor viewing in remote locations.

<p>A library of AAR c/e courses which can be delivered live or remote is developed, monitored and maintained.</p>	<ul style="list-style-type: none"> • BMC 1,2 and 3 • Sticky Situations • Real Sticky Situation • Contacts Clauses & Contingencies • A Practical Guide to Fair Housing • Anatomy of a Lease Agreement • Do It Right or Get Out of Property Management • Risky Business • What Your Buyer Doesn't Know Can Hurt You • Fair Housing for Property Managers • Overview of Property Management Forms • Anatomy of AAR's Property Management Agreement • 3P's of Broker Audits
<p>A vehicle is used, available and monitored for members to review and comment on instructors and courses.</p>	<p>REteach.us – revamped in September</p>
<p>Emerging education trends are monitored throughout the year and programs developed which are responsive to the changing industry and needs of members.</p>	<p>On-going Subscriptions to education industry publications, blogs Network with state education directors</p>
<p>Trends (content and delivery platforms) are closely monitored to ensure AAR utilizes the most effective delivery systems and technologies..</p>	<p>On-going</p>
<p>Assistance is available, when appropriate, to help enhance prelicensing and postlicensing curriculum criteria and/or the ADRE processes.</p>	<p>On-going</p>
<p>Tools or resources are available to help members assess their own skills and identify where they need to hone their skills and knowledge</p>	<p>Discussions with Learning Library to make their skill assessment program to AAR members</p>

Instructor Development

Measurable objectives	Status
<p>Opportunities are available for instructors to communicate and share with each other</p>	<p>Contract IDW held August 15 (35 attendees)</p>
<p>AAR qualifies all its instructors against established instructor criteria and offers an Instructor Certification Program to all instructors who desire to earn the certification</p>	<p>On-going</p>

Opportunities are available for instructors to examine their subject knowledge through self-assessment tools.	NAR online quizzes
Incentives are offered, where applicable, to encourage local associations to engage ME certified instructors when offering AAR courses.	Tabled until ME program rollout

Industry Partners Conference

Measurable objectives	Status
An educational program, through partnership program with AMLA and ASEA, is offered to help members understand each others role in the real estate transaction.	September 10 Chaparral Suites. Promotion eblasts - ongoing As of September 8, 316 registrations
The Industry Partners Conference is evaluated annually to ensure it meets the needs of our members.	Positive feedback received from attendees

Leadership Training & Development

Measurable objectives	Status
AAR celebrates the accomplishment of outgoing president and installs incoming officers at the annual Leadership Conference.	
Training is available to prepare incoming leaders to fulfill their incoming leadership roles.	
Members are aware of opportunities to serve in leadership and committees within AAR.	
Opportunities for volunteer leaders to network with each other are available to state and local leadership.	
Resources are compiled and available to assist or develop future leaders.	
The feasibility of offering the LTA or a portion of the LTA program is studied and implemented (if determined it is wanted).	Approved Module 1 in final development phase Module 2 in development phase

MRE Society

Measurable objectives	Status
A tool is available and used to recognize members lifelong learning commitment through their educational accomplishments	Marketing efforts consisted of: 7 e-blasts sent to expiring members, New GRI designees, and all of AAR's membership Number of applications received: 18 - New members 16 - Renewing members 12 - Gold members 96 total members

A program or resources are identified and/or developed to help facilitate career growth/path for new members or members looking to take their career to the next level	
Input from MRE Society members is solicited and reviewed annually regarding the value of the program..	Annual MRE survey planned for September.

REALTOR Institute: GRI Designation

Measurable objectives	Status
The GRI program is available to members throughout the state.	11 associations offering live GRI classes 10 associations offering classes via live remote feed 2 firm offered GRI (Prudential and West USA) 55 GRI classes scheduled in 2014
Partnership opportunities are available to local associations and firms who wish to deliver the GRI courses to their members.	10 associations offering classes via live remote feed 11 associations offering live GRI cases 2 firms sponsored a class
The program is evaluated for effectiveness, structure and format to ensure it offers unsurpassed curriculum and meets the needs of our members.	Ongoing review of course evaluations and feedback from students.
The new GRI program is rolled out in 2014 and continually evaluated and updated to be responsive to the changing industry and needs of our members.	On-going: Non GRI classes/# of students receiving GRI Credit: January: rCRMS Fed Legal Issues – 13 GRI credit rCRMS Fed Legal Issues – 29 GRI credit SRES – 4 GRI credit February: RSPS – 3 GRI credit ABR – 6 GRI credit MRP – 0 GRI credit rCRMS Fed Legal Issues – 10 GRI credit March: Military Relocation – 2 GRI credit SRES – 5 GRI credit SRS – 12 GRI credit April classes ABR – 24 GRI credit rCRMS Essential Skills – 24 GRI credit Military Relocation – 7 GRI credit May: rCRMS Essential Skills – 13 Prop. Management Boot Camp – 5 rCRMS Mastering the Contract –5 June: rCRMS Federal Legal Issues - 20 Marketing Reboot - 11

	<p>rCRMS Agency – 15</p> <p>July: e-PRO - 5 rCRMS Agency - 14 Prop. Management Boot Camp - 14</p> <p>August: Marketing Reboot - 14 rCRMS Federal Legal Issues - 17 Prop. Management Boot Camp - 63*</p> <ul style="list-style-type: none">• ABR - 25*
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The GRI program incorporates introductory designation and certification courses into the curriculum where appropriate.	rCRMS and REBAC classes approved for GRI credit
A cadre of qualified instructors who meet the established GRI instructor criteria and AAR Instructor certification standards are maintained and monitored.	On going 21 instructors Two new instructors approved in February
Communication platforms and tools are used to inform members of the GRI program and its benefits to building a successful career.	GRI Facebook page GRI Website E-blasts about the program
Outreach efforts are employed to build broker support of the GRI program.	Eblast to Brokers about scholarship (19% open (445); 1.2% click thru (28)
Resources are available to provider-partners to help to deliver and promote the courses.	GRI videos available to providers Flyer templates available to providers Series of ads available to providers
New designees are recognized where appropriate and provided resources to help them promote their accomplishment.	New designees are announced on GRI facebook group as well as the GRI webpage. List of new designees also sent to local association AE's and presidents
Proactive efforts are made to work toward developing/offering more online options for earning the GRI designation.	The NAR designation/certification courses that are approved for GRI credit are offered online Arizona's business planning module is offered online
A financial scholarship program is available to members and evaluated annually	34 scholarships were disbursed in the 1 st Quarter (1 st quarter 2014 form emailed on 12/2/2013 and closed on 12/31/2013) 44 scholarships were disbursed in the 2nd Quarter 2 nd Quarter Scholarship closed (opened 3/3 and closed 3/5) 73 scholarships have been disbursed for the 3 rd Quarter. 47 scholarships have been awarded for the 4th Quarter. The GRI Get Smart Sweepstakes ran through March 31st: \$2,000 in fund. The two winners were Rebecca Good & Pamela Thayer be announced on April 1 st . 13 applications were received. (Prize: AAR pays for the remaining 2014 GRI class) (eblast stats: 40% open rate/4% click thru rate)

	Eblast to brokers promoting the Scholarship and encouraging them to promote to their agents (e-blast stats: 19% open rate/1.2% click thru rate)
Advanced tools and processes are utilized to ensure administration of the program is streamlined and efficient.	Ongoing
Curriculum development and maintenance adhere established curriculum standards.	Most of the course curriculum has been rewritten and field tested in the fall of 2013. Ongoing review of course evaluations and feedback from students
National trends in each state's GRI programs are monitored to keep AAR's GRI program growing and evolving.	On-going

Spring Convention

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 networking opportunities and information exchange	April 15-18, 2014 423 registered 4/22/14 14 confirmed vendors 4/22/14 PAAR and Sedona offered promotional incentives to their members
Cutting-edge and emerging technologies are incorporated into the program and marketing efforts where possible.	QR codes, daily eblast to attendees with schedule/reminders Twitter contest, Twitter feed throughout the conference along with Facebook advertising
Positive feedback is received.	Positive feedback received from the attendees

Member Communication (through May - Member Communications moved to Operations in May)

Measurable objectives	Status
Pertinent, relevant and timely industry and association information is broadcast to members utilizing all methods of electronic/print/media delivery (i.e., social networks, e-publishing, website, video, newsletters or magazine, etc).	AAR currently disseminates information via the following channels: Website, Social media channels, monthly e-Magazine, Quarterly e-Blast to Brokers, and the AAR blog.
Trends inside and outside of the real estate industry are monitored throughout the year.	Currently working on stories related to "How to retire?", "Impact of Biggert Waters". Ron LaMee and Nicole LaSlavic will now be

	contributing articles on RAPAC and Market Trends to the AZR.
Members are aware of AAR's value proposition and relevancy to their business practice through key WIIFM messages in AAR's communication strategies.	AAR is focusing this year on expanding the exposure of our volunteers through a monthly Volunteer Spotlight series. To date, we've interviewed Kent Simpson and Bob Hertzog. We're also going to feature: Nick Bastian and Doug Groppenbacher
Opportunities are available for members to share their insights and engage with content through comments polls, contests, etc.	<p>Polls are currently active on AAR's site, as are social social sharing buttons on the website. Comments are open on most AAR articles (excluding legal) and on most blog posts. Recent polls include:</p> <ul style="list-style-type: none"> • What is the most important quality you look for in an instructor • Do you understand the new Dodd-Frank Wall Street Reform and consumer Protection Act (23 responses) • How long have you been a REALTOR (110 responses) • Who are you? (157 responses)
Communications vehicles are closely monitored evaluated and evolve as needed.	AAR produced the first <i>Arizona Broker/Manager Quarterly</i> (ABMQ), e-Magazine in March 2014. This publication is broker-specific and eliminates the duplicity of content in the now discontinued <i>Arizona REALTOR® Quarterly</i> and the Broker/Manager Risk Management Update. As of 4/14, the ABMQ has been viewed 500 times online and been downloaded by 37 people.
Options are explored to identify members preferred communication methods and steps taken to delivery information the way members want to receive it.	<p>AAR's last communications survey was in July 2013. In 2014, AAR will be working with nSight marketing to audit our communications vehicles. First meeting with Mission:Connect 2/28/2014</p> <p>To date, focus groups have been held at AAR, Prescott, WEMAR and SEVRAR to gauge member feedback. Our next meeting is scheduled for 4/22</p>
Communication briefs for each of AAR's communication vehicles are maintained and evaluated annually.	<p>Communications briefs exist for the following communications vehicles: Arizona REALTOR® magazine, Arizona Broker/Manager Quarterly, Website, Twitter, Facebook, Blog.</p> <p>Utilizing the Mission:Connect project to update and analyze communications briefs.</p>
Social media channels are managed and monitored to ensure a steady rise in engagement and alternate sources for members to receive information.	<p>AAR uses a combination of Hootsuite and Google Alerts to monitor AAR's social media channels. AAR continues to see a rise in followers within its social media channels. As of 2/24/2014, AAR's social media stats are:</p> <ul style="list-style-type: none"> Facebook: 5,944 likes Twitter: 6,136 followers Google+: 65 followers

	<p>Linkedin: 919 followers YouTube: 189 subscribers</p>
<p>A modern, functional website which provides information and resources to members 24/7 is maintained and enhanced as needs expand and technology evolves.</p>	<p>AAR's website received 87,834 unique pageviews in January 2014. We are currently in the testing phases of a beta opt-in functionality that would allow users to opt in to the following content types:</p> <ul style="list-style-type: none"> • zipForm Updates • eSign Updates • Legal Articles: Property Management • Legal Articles: New AAR Forms • Buyer Advisory Updates • Spanish Forms
<p>Print and digital collateral adheres to the AAR brand and is member centric and speaks to AAR's value proposition.</p>	<p>AAR currently employs a brand/graphics standards manual and implements the structure within all AAR print and digital collateral. Recent collateral pieces are the new GRI brochure and the Member Benefits brochure (in development)</p>
<p>The use of video communication is expanded.</p>	<p>Utilized video for President's Quarterly Message; Ask Scott. Promotion of Spring Convention and video testimonials for classes.</p>
<p>Communication statistics are compiled and reviewed monthly.</p>	<p>January Stats Web</p> <ul style="list-style-type: none"> • Unique Visits: 19,253 • Unique Page Views: 87,834 <p>January Stats Arizona REALTOR® Magazine</p> <ul style="list-style-type: none"> • Opens: 17,827 (33.59%) • Click-Throughs: 2,804 (9.63%) <p>January Stats Blog</p> <ul style="list-style-type: none"> • Unique Visits: 2,597 • Page Views: 4,344 <p>February Stats Web</p> <ul style="list-style-type: none"> • Unique Visits: 17,982 • Unique Page Views: 80,537 <p>February Stats Arizona REALTOR® Magazine</p> <ul style="list-style-type: none"> • Opens: 15,784 (30.78%) • Click-Throughs: 2,508 (8.77%) <p>February Stats Blog</p> <ul style="list-style-type: none"> • Unique Visits: 2,209 • Page Views: 3,452 <p>March Stats Web</p> <ul style="list-style-type: none"> • Unique Visits: 19,395 • Unique Page Views: 83,243 <p>March Stats Arizona REALTOR® Magazine</p> <ul style="list-style-type: none"> • Opens: 7,639 (25.78%) • Click-Throughs: 1,190 (4.02%) <p>March Stats Blog</p> <ul style="list-style-type: none"> • Unique Visits: 2,349

	<p>Page Views: 3,756</p> <p>Unique log-ins to access password protected content: Jan 2014: 16,000 Feb 2014: 17,500 Mar 2014: 15,000</p>
Development of a mobile app is researched and developed, if desirability is identified.	MobiManage discussed ended – terms could not be agreed upon
Marketing collateral is available and used to promote AAR programs, products and services, where appropriate.	AAR currently uses many types of marketing collateral to promote services, products and events. The most commonly used print collateral includes class flyers and designation information that is distributed at industry events. AAR is currently developing collateral to support the upcoming Spring Convention. Produced in April Member Resource Guide that is available in both a print and digital version.
Workgroups, task forces, and/or advisory groups are utilized to shape and enhance AAR's communications efforts	Reached out to communications workgroup for story sources and ideas for upcoming issue.

Event Updates/Recap

Industry Partners Conference – September 10, 2014

Attendance:

Total: 316
AMLA: 53
ASEA: 86
AAR: 87

Sponsors: 22

Financial: Total income: \$35,389 Total expenses: \$20,060.69. Revenue share for each partner: \$5109

Evaluation



Industry Partners
eval summary.pdf

NAR TechEdge - September 24

As of 9/17: 93 registrations



Greater Phoenix
Agenda Update.xlsx

Hear It Direct - October 6

As of 9/17: 78 attendees

promotional efforts are being conducted through AAR, ARMLS and HAREP

Live Streaming to local association classrooms have been secured for:
Central Arizona, Prescott, Lake Havasu, Northern Arizona, Sierra Vista, Sedona

Education Updates

Education Outreach (non-rCRMS classes):

12 classes plus two timely topic programs anticipated in 2014 budget; however, based on requests from local associations 27 are scheduled/have been offered:

SEVRAR

- 3P's of Broker Audits – Jan 13 (86 attended)
- SRES – Mar24/25 (23 attended)
- ABR – April 28/29 (31 attended)
- Marketing Reboot – June 13 (14 attended)
- Property Management Boot Camp – August 26 (66 attended)
- ePRO – September 10 (19 attended)
- NAR Tech Edge – September 24 (93 registered as of 9/17)

Scottsdale

- SRES – Jan 30/31 (17 attended)
- MRP – Feb 6, (15 attended)
- SRS – Mar 6/7, (23 attended)
- Property Management Boot Camp – July 14 (50 attended)
- Marketing Reboot – August 1 (22 attended)
- BPOr – September 5 (25 attended)
- Generation Buy – September 19 (cancelled - waiting to reschedule)
- RSPS – September 26

Bullhead City

- ABR – Feb 5/6, (10 attended)
- Do It Right or Get the Heck Out of Property Mgmt – July 24 (35 attended)

Lake Havasu

- Property Management Boot Camp – Mar 14 (38 attended)
- Overview of the AAR Property Mgmt Forms – July 23 (42 attended)

Northern Arizona

- SRES – March 27-28 (cancelled)
- SRS – May 22/23 (cancelled)

Phoenix

- 3 P's of Broker Audits - October 29

WeMAR

- Property Management Boot Camp – April 11 (54 attended)

Tucson

- Property Management Trust Accounting – April 23 (53 attended)

Yuma

- MRP – April 24 (20 attended)
- ePRO – July 8 (18 attended)

White Mtn

- Property Management Boot Camp – May 30 (22 attended)

Remote Delivery

Evolution of the Remote System:

Early feedback from remote locations were positive with the exception of the quality of the powerpoint and hearing the students talking in the host classroom. Host classroom had problems hearing students in some of the remote locations.

Action taken: relocated front camera to in front of the screen
relocated one of the ceiling mics to the center aisle
purchased tabletop mics for remote locations who needed one

Mid-year feedback: could hear the host classroom students too well – hearing them shuffle papers etc. and occasionally the instructor would breakup as he/she moved around the room

Action taken: disabled the ceiling mics – purchased wireless lapel mic for the instructor and a handheld mic for the students in the host classroom to use when they ask questions.

Mid-Year: TV in the back of the room relocated to the front of the room to enable the instructor to easily see when the students in the remote location had questions. (AAR staff in the back of the room also monitor the remote location activity)

Mid-Year: developed a room layout diagram for remote locations (ideal table set up and table mic location)

2015 Planned Enhancements:

Move the wall panel from the front of the room to the rear of the room

Replace the screen with a flatscreen smart TV which will enhance the quality of the powerpoint slides in the remote locations

- RSPS – Feb 4, (14 attended at AAR + remote locations: Yuma (2), Sedona (4), Lake Havasu (1))
- Marketing Reboot – Mar 17 (8 attended at AAR + remote locations: Sedona (1), Lake Havasu (3), Prescott (14), White Mountain (2))
- MRP – Mar 24 (12 attended) (no remote locations hooked in)
- Generation Buy – June 12 (11 attended at AAR + remote locations: Lake Havasu (3), Sedona (3), Prescott(7))
- BMC's 1,2, & 3 – August 18/19 (13 attended + remote locations: Green Valley (8), Lake Havasu (9), Prescott (5), Yuma (2))
- ABR – August 27/28 (20 attended + remote locations: Sierra Vista (1), Yuma (2))

- rCRMS Essential Skills, May 19 (9 attended at AAR + remote locations: Lake Havasu (4), Prescott (9), Sierra Vista (2), White Mountain (8), Yuma (2))
- rCRMS Employment & Agency, April 21 (13 attended at AAR + remote locations: (Douglas (1), Lake Havasu (6), Prescott (15), Sedona (4), Sierra Vista (5), White Mountain (1), Yuma (2))
- rCRMS Federal Issues - February 18 (14 attended at AAR + White Mountain monitor training)
- rCRMS Disclosure & Due Diligence - September 15 (16 attended at AAR + remote locations: (Lake Havasu (2), Sedona (2), Sierra Vista (2), White Mountain (4), Yuma (2))

rCRMS Recommendation

Background:

When the rCRMS program was developed and rolled out, ADRE license renewal was every 4-years. Based on the 4-year renewal, it was felt that members who earn the rCRMS should take a contract class every two years.

Since that time ADRE license renewal changed back to every 2 years.

Recertification Requirement: must take the rCRMS Contract Class every two years

Discussion: Reviewing the intent of the recertification requirement, is the requirement still necessary?

Staff recommendation: eliminate the recertification requirement

Rationale: staff does not feel there is a need for this requirement based on the intent and the ADRE license renewal change since program rollout. Certificate holders can continue to take this class as well as any of the rCRMS classes a discounted rate.

Budget Impact: none

2014 Class Activity.

4 classes were anticipated in the 2014 budget. Based on requests from local associations, 19 classes have been held/are scheduled

- Federal Legal Issues – Scottsdale, Jan 16 (22 attended)
- Federal Legal Issues - WeMAR, Jan 24 (34 attended)
- Leasing Essentials – West USA Realty, Jan 31 (41 attended)
- Federal Legal Issues – AAR, Feb 18 (15 attended)
- Employment, Agency, Standard of Care – AAR, April 21 (54 attended)
- Essential Skills – Scottsdale, April 25 (25 attended)
- Mastering Residential Resale Transaction – Scottsdale, May 15/16 (34 attended)
- Essential Skills – AAR, May 19 (41 attended)
- Employment, Agency, Standard of Care – Scottsdale, June 6 (26 attended)
- Federal Issues – Phoenix, June 18 (34 attended)
- Employment, Agency, Standard of Care – SEVRAR, July 25 (37 attended)
- Federal Legal Issues – SEVRAR, August 22 (27 attended)
- Disclosure & Due Diligence – AAR, September 15 (32 attended)
- Employment, Agency, Standard of Care – Northern Arizona, September 19
- Federal Issues - Tucson, October 9
- Federal Issues – Kingman, October 23
- Commercial Contract – Scottsdale, October 3 (waiting for reschedule date)
- Misrepresentation in Advertising, November 6 – AAR remote, November
- Residential Contract – SEVRAR, December 3-4

To date, 7 members have earned the certification in 2014.

Instructor Development Workshop - August 15

Program Focus: 90 minutes presentation skills followed by lunch/contract topic roundtables

Attendance: 29 + table facilitators/moderator)

Evaluation Summary:

What is your overall rating of the content of the Instructor Summit?

15-Excellent

2-Good

Fair

Poor

Were your expectations met: 16-Yes 2-No

- *We only went over 4 pages of contract. I really wanted to go over all of it*
- *I thought the first portion was slow and lacked some consistency in the way the instructors showed the information*

What is your overall rating of the Roundtable Sessions?

14-Excellent

2-Good

Fair

Poor

Did you learn something today that you can put to use in your programs?

17-Yes No

What is your BIGGEST challenge as an Instructor?

- *Can't think of one*
- *Explaining BINSR*
- *Utilizing all the tools available and not just falling back into the same ol' same ol'*
- *I teach only contracts to new licensees as part of required orientation so finding "nuggets" do pass on that they didn't receive in pre-licensing*
- *Making sure testing details are clear. I teach pre-licensing, getting students to read and answer questions asked on test-not just assume.*
- *Keeping students on task*
- *Putting together presentation*
- *Lack of students showing up or Free classes offered by Lenders/Title and then wanting me to work for free*

What was the most valuable portion of the program?

- *Interaction and input from other instructors*
- *Sue is awesome*
- *Roundtables x7*
- *Polling use in class example.*
- *Networking-sharing ideas*
- *Morning Brainstorming x2*

Do you think the length of the Summit was sufficient?

12-Yes 4-No {2-longer}

Would you like to see this type of Instructor Summit offered annually?

16-Yes -No

Did you like the format of today's Summit?

- Yes x18

Was there a topic you would have liked us to include in this program that we didn't?**If so, what:**

- *More on BINSR*
- *Love any info on hot issues-legal, technology*
- *Advertising*
- *Well done*

General comments:

- *Very helpful. I really enjoy the sessions. People who attend are always great to speak with*
- *Great class and format. I like changing it up by switching to round tables*
- *I liked the presentation ideas! I liked facilitated round tables!*
- *I loved it- especially the resources. Thanks to Laura for arranging this class*
- *Love it!*
- *Great format-Laura was really awesome!*
- *Good program*
- *Great session-impressive moderators*
- *On the round tables- I would love for the discussion to come from "presenting as an instructor-Not as Broker or Agent or Theory."*
- *Wow! Great day of education!*
- *Great-learned several good things. Thanks so much*
- *Outstanding!*
- *Excellent! Outstanding! Informative!*

MRE Society - 2015

MRE Society member Survey (handout)

Current Requirements:

New Members

\$25 application Fee

1. REALTOR® in good standing
2. Hold an NAR-sanctioned designation
3. Candidate or designee of another AAR or NAR designation or certification
4. Earn 10 points. Points must be accumulated from a minimum of three out of the following categories:
 - a. Attendance at a NAR or AAR sanctioned conference or a state, national or regional real estate franchise meeting or conference. (i.e. CRS, WCR, RE/MAX International)
 - b. Serving as a member of a local, state or national real estate related organization
 - c. Serving as a member of a community service organization
 - d. Additional ADRE approved education classes above the required minimum 54 hours (ie: 1 point per 3 hour class)
 - e. Real Estate related classes (ie: college courses)
 - f. Additional AAR / NAR designation or certification
 - g. Hold an Arizona broker or associates broker license
 - h. Each MRE term served (1 point each term) Ex: 2009 – 2010 = 1
5. Take 54 hours of continuing education during the two-year period immediately prior to the MRE membership renewal (education classes must be ADRE approved)

Alumni Member:

Renewing MREs (members who held the certification during the 2011 – 2012 term)

- No renewal fee
- Application requirements: 54 education hours + 8 points (see application for qualifying “points”)

Gold Member:

Members who have held the MRE certification for four or more straight terms

- No renewal fee
- Gold pin
- Application requirements: 54 education hours + 5 points (see application for qualifying “points”)

Recommendation: No change to criteria for 2015-2016 term.