

**PROFESSIONAL & BUSINESS DEVELOPMENT COMMITTEE REPORT  
2015**

Prepared For: **EXECUTIVE COMMITTEE**

From: **Professional & Business Development Primary Committee (PBD)**  
**Chairman: Gary Nelson**  
**Vice Chairman: Christopher Paris**

Staff Liaison: **Barb Freestone**

Date: **December 5, 2014**

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*REALTOR®... the best prepared real estate practitioner with the highest standards.*

**CURRENT TOP PRIORITIES**

*Continue to monitor GRI program*  
*Enhance Remote Delivery equipment/room*  
*Spring Convention Planning*  
*LTA Module 3 and 4 – offer*  
*IDW – February*  
*Revisions to rCRMS brochure*

**RECOMMENDATIONS**

**None at this time**

**GROUPS FORMED**

- GRI Oversight Workgroup
- Spring Conference Planning Workgroup (Phil Sexton)
- Broker University (Holly Eslinger)

**Measureable Objectives Update**

**Program, Product, Service or Activity (PPSA):**

**Support & Resources**

<b>Measurable objectives</b>	<b>Status</b>
Resources and tools are available to develop, offer, or market programs and products within this business plan.	
Appropriate groups are updated throughout the year.	
A broad spectrum of delivery systems are utilized to deliver education to the members.	
Staff continually develops the needed	

knowledge and skills to develop educational programs/products that are responsive to member needs and changes in the industry and technology tools	
Marketing collateral is developed and distributed to promote education programs and classes.	
AAR has a presence at local association and firm events to promote AAR's educational programs and resources	
AAR works through appropriate committees to influence ADRE to permit C/E Credit for business-skill related topics	
Assistance is available as needed to help appropriate groups or entities enhance prelicensing and postlicensing curriculum criteria.	
AAR provides comprehensive, reliable, and accessible information to the REALTOR® member	

**Program, Product, Service or Activity (PPSA):**

**Broker University**

<b>Measurable objectives</b>	<b>Status</b>
Programs and services are developed and/or offered to brokers/owners which focus on operating a successful brokerage and/or managing risk.	Annual Broker Seminar planned for June BMC classes scheduled for August
Partnership opportunities are continually explored and evaluated that bring quality programs to our brokers when partnering is more advantageous than developing.	
Brokers are informed of AAR's programs, products and resources and their benefit utilizing a variety of vehicles and messages,	
Feedback is solicited and evaluated from each program	
Brokers have access to broker-specific information, including a welcome new broker kit	
The feasibility of offering a Broker-to-Broker mentoring/hotline program is explored and developed if wanted	
Demographics of Arizona brokers is evaluated and used to determine needs	

assessments for education content	
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**Program, Product, Service or Activity (PPSA):**

***rCRMS (Certified Risk Management Specialist)***

<b>Measurable objectives</b>	<b>Status</b>
The risk management certification program (rCRMS) focuses on state specific issues and is offered and available to members throughout the state where feasible.	13 classes scheduled to date: <ul style="list-style-type: none"> <li>• 4 remote (4-budgeted)</li> <li>• 9 live through local associations (8-budgeted)</li> </ul>
A cadre of qualified instructors to deliver the rCRMS courses is maintained and monitored.	
Members are aware of the value of the rCRMS program through key value & benefit messages through marketing efforts that include email, social media, videos and print collateral	
Newly certified members are recognized through appropriate AAR vehicles.	
Options to create online versions of the rCRMS program are explored and developed, if feasible	

**Program, Product, Service or Activity (PPSA):**

**Education Outreach**

AAR delivers or provides partnership opportunities with local associations, the brokerage communities and allied industries to deliver high-level, skill-based programs and resources led by instructors who are practitioners in the topics they teach	14 classes scheduled to date: <ul style="list-style-type: none"> <li>• 4 remote classes (6-budgeted)</li> <li>• 4 property management (4-budgeted)</li> <li>• 10 REBAC (10-budgeted)</li> </ul>
A live remote broadcast system will be utilized to deliver certification/designation and c/e classes to members in partnership with local associations	Minor enhances to classroom planned for January-February, 2015
Educational programs offered address the needs of the members in helping them grow their business and prepare for changing trends in the industry.	
A forum for local education staff and ADRE (updates and Q&A on school	October, 2015

process, policies, guidelines) is provided.	
Members are informed of educational opportunities through marketing efforts that include, web calendar, email, social media, videos and print collateral	
Technology tools will be utilized to deliver nuggets of information to members during classes to increase the awareness of the value and benefits of the classes.	
Resources are available to local education staff and volunteers charged with overseeing or developing their education endeavors.	Education Chairman's manual developed and distributed to local associations December 2014
Cross marketing strategies are utilized in education class promotions.	
Student feedback is solicited and evaluated after every class.	
Established instructor criteria is used as the basis for selecting and hiring instructors.	

**Program, Product, Service or Activity (PPSA):**

***Education Development***

An effective and efficient learning management system is utilized to develop and host AAR's online education.	
AAR develops online educational classes utilizing technology(ies) that raise the bar in the effectiveness of online education in both content and delivery	
Resources and training are available to ensure best practices are utilized in curriculum development	
A library of AAR c/e courses is developed and maintained that address the needs of members.	
A vehicle for members to review and comment on instructors and courses is available and continually evaluated.	
Programs developed are responsive to the changing industry and needs of members.	
Members are aware of resources and tools to assist them in assessing their own skills and knowledge	

**Program, Product, Service or Activity (PPSA):**

***Instructor Development***

<b>Measurable objectives</b>	<b>Status</b>
Instructors and education volunteers are aware of established instructor criteria and the Instructor Certification Program	
Opportunities are available or provided to assist instructors in honing their skills	IDW planned for February, 2015 – focusing on COE
Local associations are aware of the benefit to hiring ME certified instructors	

**Program, Product, Service or Activity (PPSA):**

***Industry Partners Conference***

<b>Measurable objectives</b>	<b>Status</b>
An educational program, through partnership program with AMLA and ASEA, is offered to help members understand each others role in the real estate transaction.	
The Industry Partners Conference is evaluated annually to ensure it meets the needs of our members.	

**Program, Product, Service or Activity (PPSA):**

***Leadership Training & Development***

<b>Measurable objectives</b>	<b>Status</b>
An annual conference is offered to prepare incoming leadership to fulfill their roles, celebrate the accomplishments of outgoing AAR president, install incoming leadership and network with peers	
Feedback is solicited from incoming leadership to identify needs and evaluation of conference and training opportunities	
Members are aware of opportunities to	

serve in leadership and committees within AAR.	
Resources are compiled and available to assist or develop future leaders.	
AAR delivers a leadership training program for on-going development of future leadership.	

**Program, Product, Service or Activity (PPSA):**

***MRE Society***

<b>Measurable objectives</b>	<b>Status</b>
A tool is available and used to recognize members lifelong learning commitment through their educational accomplishments	.Application period open January 1-February 28, 2015
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.	
Re-energize the Smart Start video series to include topics from the Pathways to Professionalism	

**Program, Product, Service or Activity (PPSA):**

***REALTOR Institute: GRI Designation***

<b>Measurable objectives</b>	<b>Status</b>
The GRI program is available to members throughout the state.	52 classes scheduled to date • (includes 4 remote classes – 4-budgeted)
Partnership opportunities are available to local associations and firms who wish to deliver the GRI courses to their members.	
Members are aware of the GRI program through marketing efforts that include email, social media, videos and printed collateral	
The program is evaluated annually for	

effectiveness, structure and format to ensure it offers unsurpassed curriculum and meets the needs of our members and is responsive to the changing industry.	
Student feedback is solicited after each class with enhancements made when appropriate	
A cadre of qualified instructors who meet the established GRI instructor criteria and AAR Instructor certification standards are maintained and monitored.	
Marketing collateral focuses on benefits to building a successful career and includes video and commercials	
Brokers are informed of the value of the program brings to their agents' business success	
Resources are available to provider-partners to help deliver and promote the courses.	
New designees are recognized where appropriate and provided resources to help them promote their accomplishment.	
Proactive efforts are made to develop additional online courses to earn the GRI designation.	
A financial scholarship program is available to members and evaluated annually	
National trends in the GRI programs are monitored to keep AAR's GRI program growing and evolving.	
Student demographics are identified, compiled and continually evaluated	

**Program, Product, Service or Activity (PPSA):**

***Spring Conference***

<b>Measurable objectives</b>	<b>Status</b>
A statewide conference is offered that addresses the trends and 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	
Cutting-edge and emerging technologies are incorporated into the program and marketing efforts where possible.	

Positive feedback is received.	
Continually explore and evaluate areas/locations for future spring conventions	