

ARIZONA
association of
REALTORS®

REAL SOLUTIONS. REALTOR® SUCCESS.

Website Re-Design

What we'll be presenting

- Findings from the current website
 - Google Analytics
 - Heatmaps / Scrollmaps
 - AARonline.com Web Survey
 - Comparison with other State REALTOR® Association sites
- Design proposal
 - Concept 1
 - Concept 2
- Projected Cost and imeline
- Accessibility

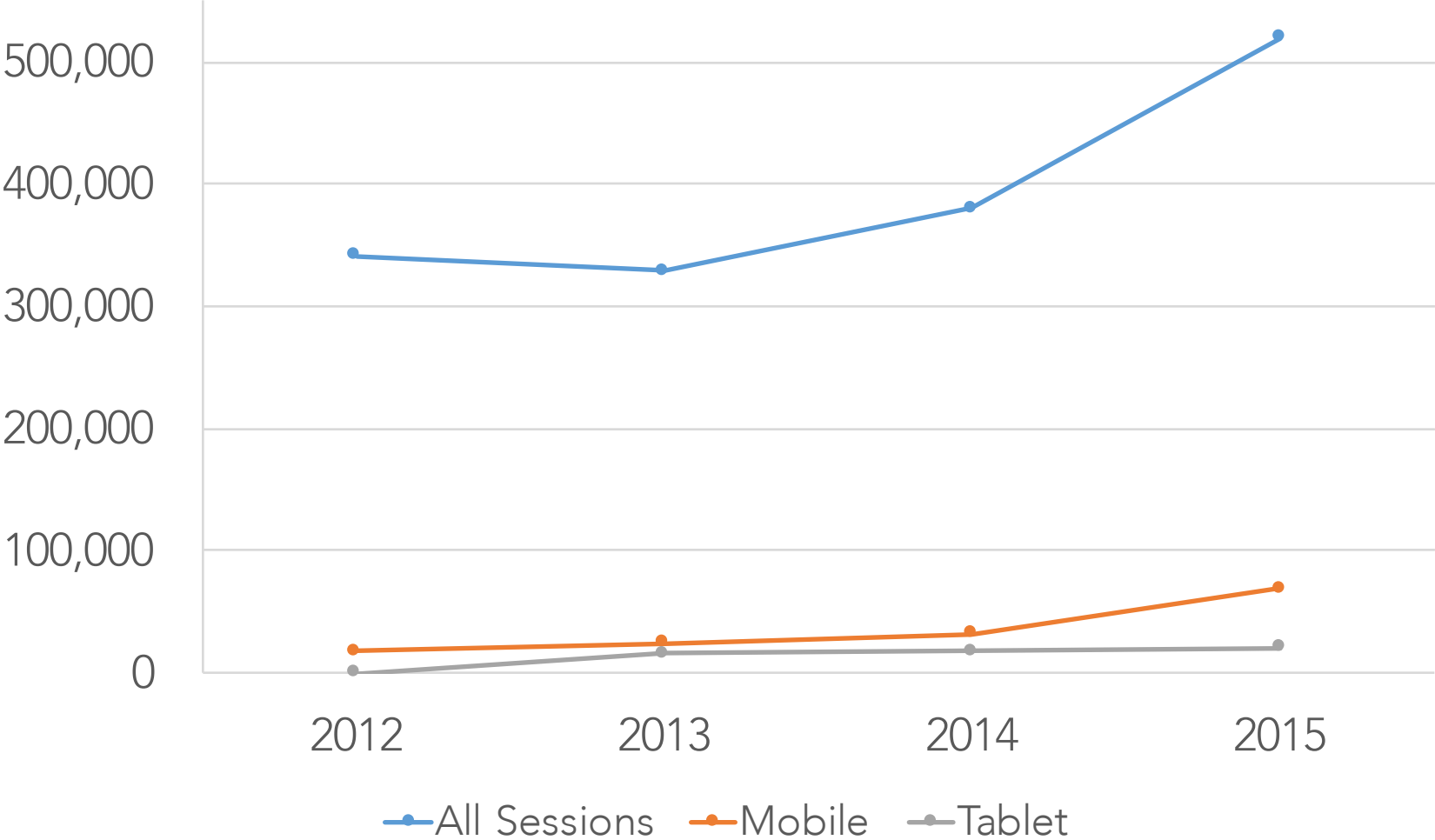
Findings for current website

Google Analytics

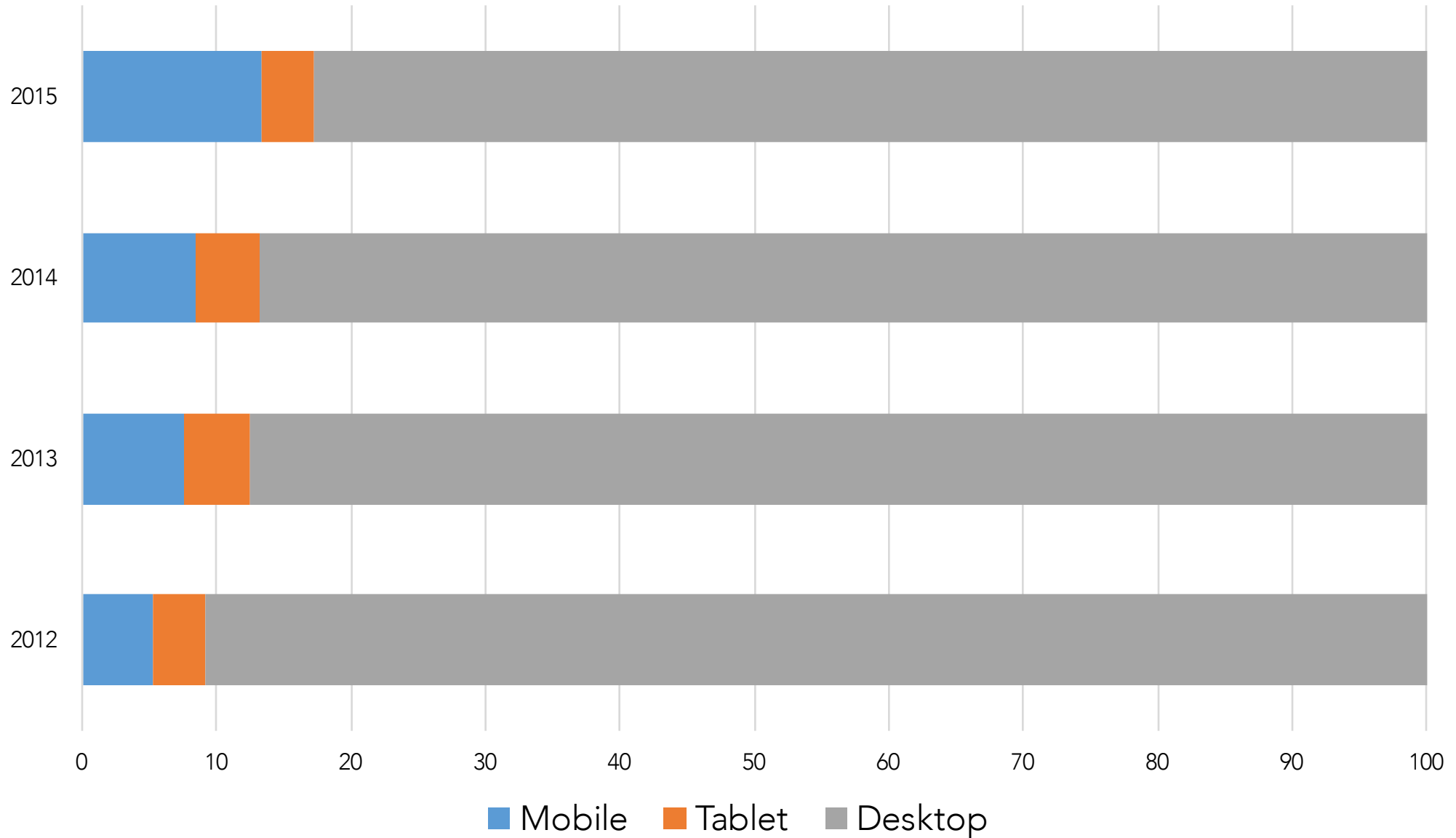
2015 sessions were up 34% over 2014

Mobile (phone) use is on the rise

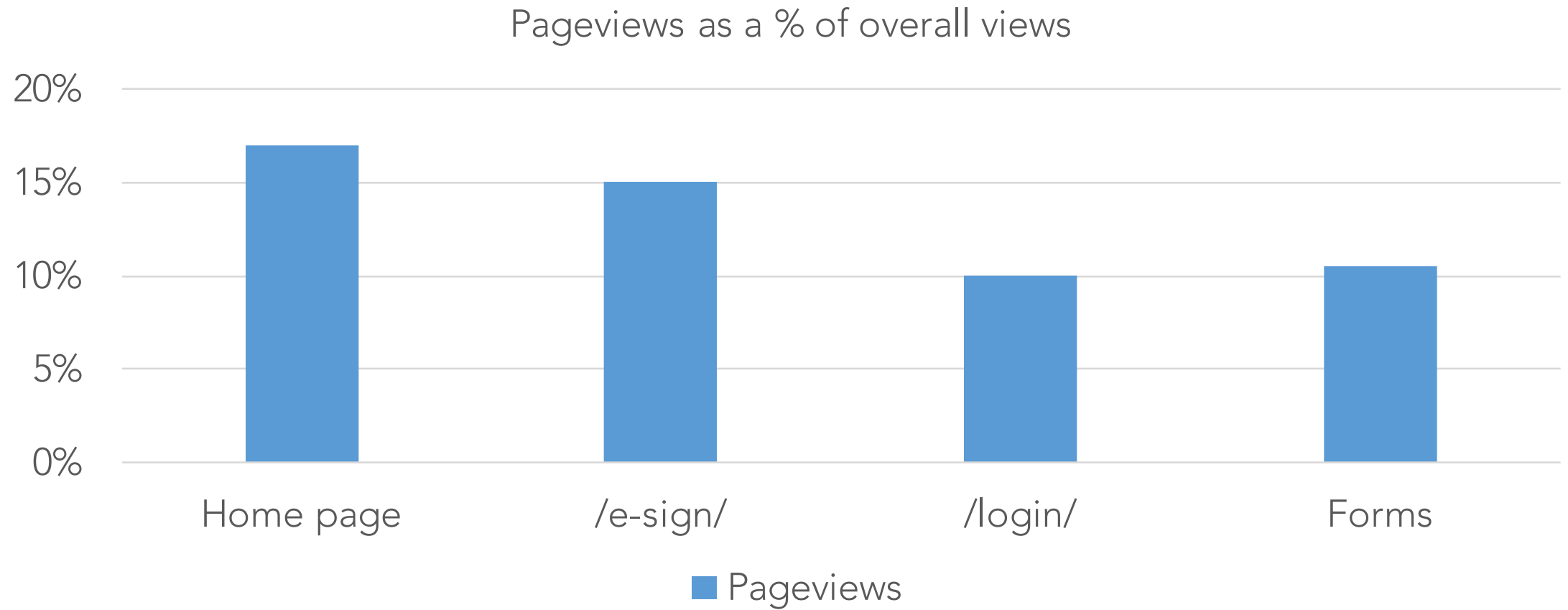
Tablet usage is flat



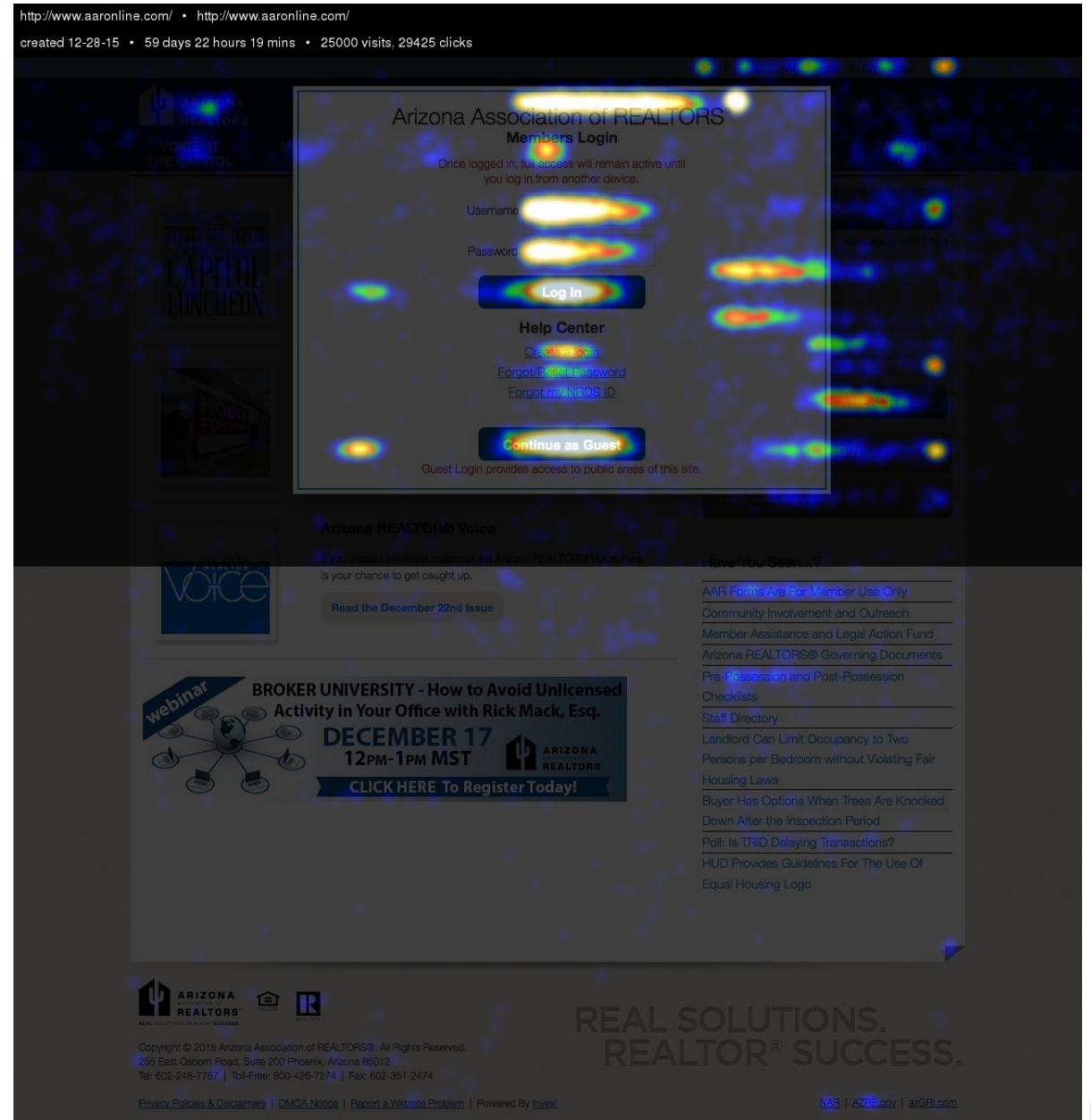
Breakdown of traffic by device (% of pageviews)



Popular Pages



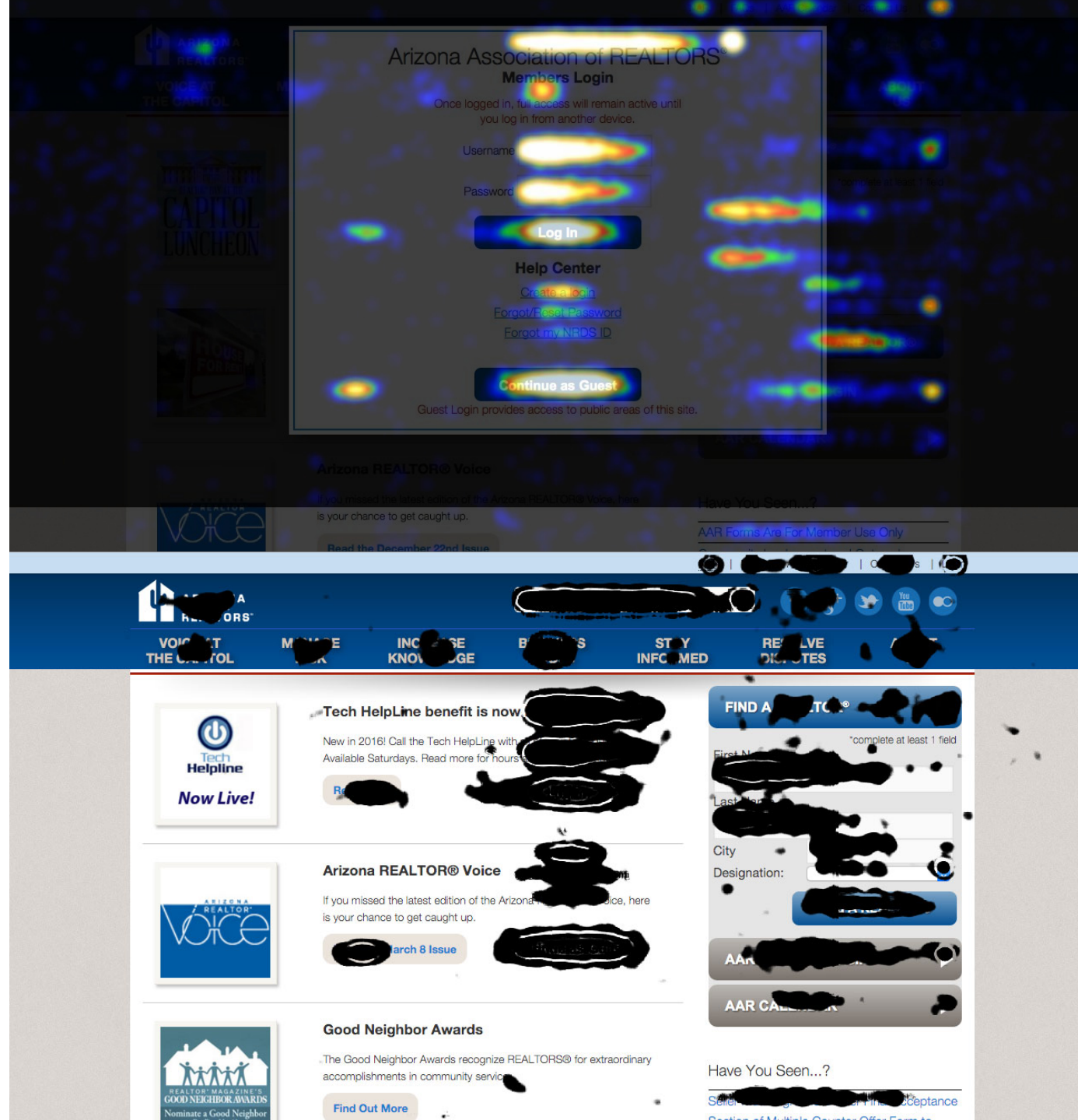
Heatmaps & Scrollmaps

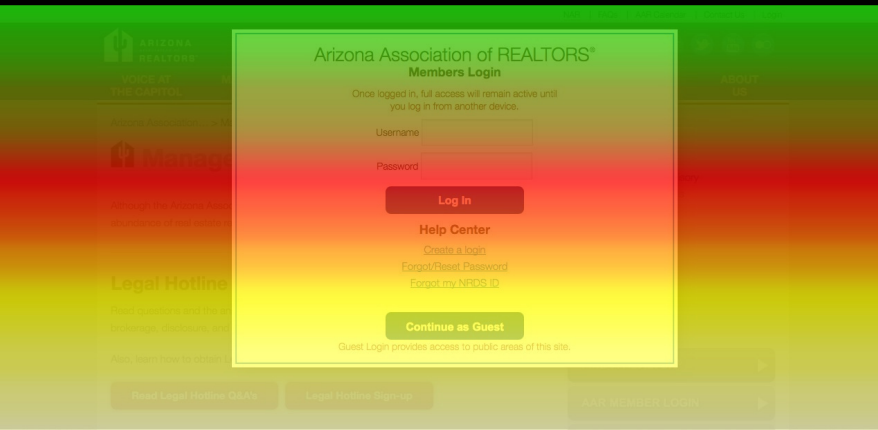


AARonline.com Home Page

Find a REALTOR® gets used a lot on
the home page

This is a common entry page, as the
login fields are used a lot on this page



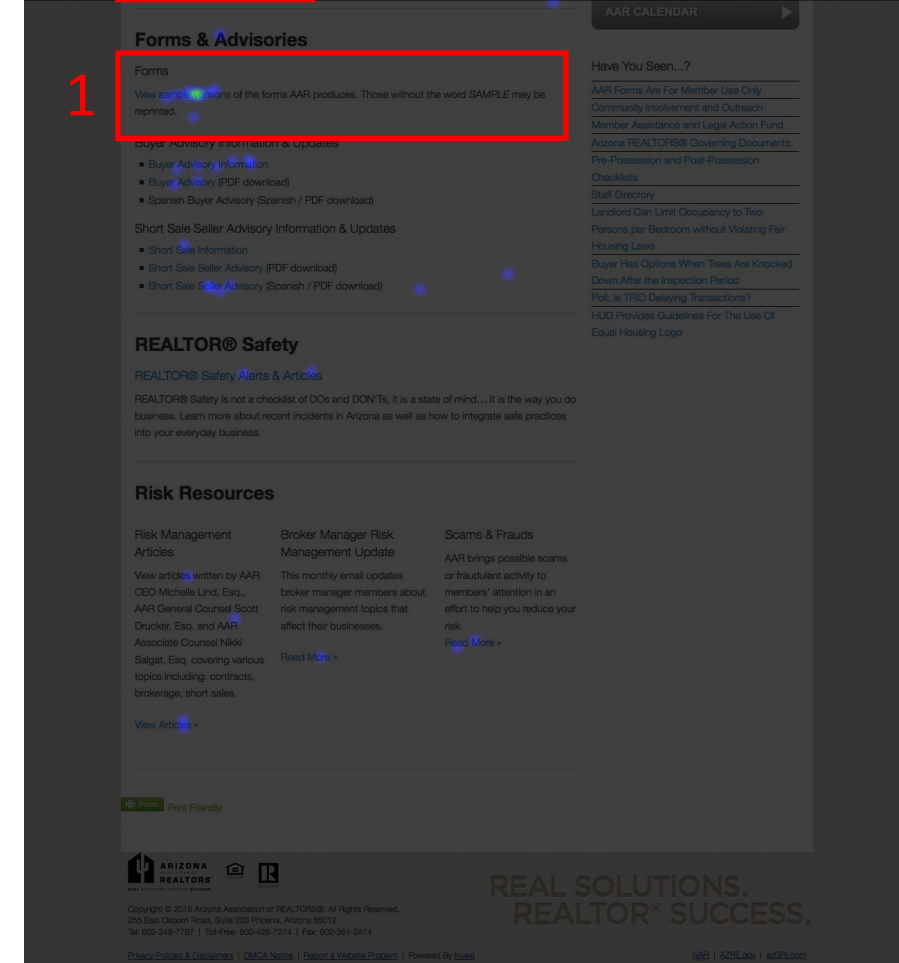
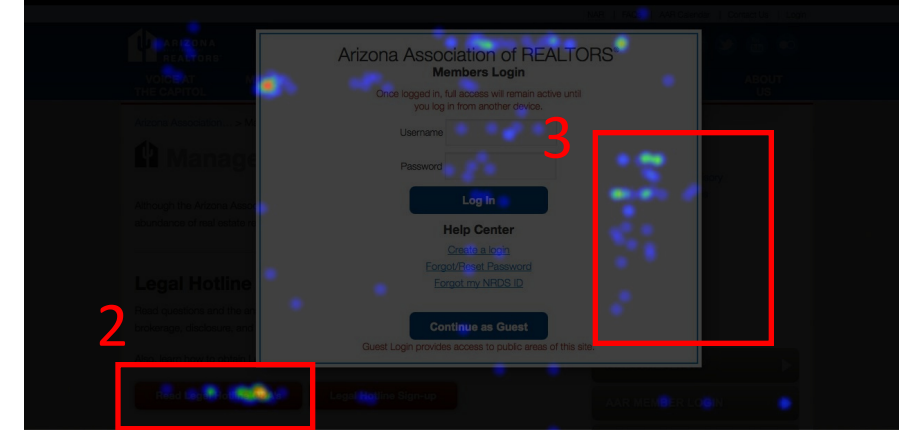


AARonline.com Manage Risk

Forms are very popular (1,
3)

Users use this as a way to
get to the Legal Hotline
Q & A's (2)

Quick Links are more
popular than the page
content itself. (3)



AARonline.com Manage Risk - Sample Forms

Lots of clicks on "Sample Forms" in the sidebar, suggesting people don't know that is the page they're currently on.

Popular Items/Areas:

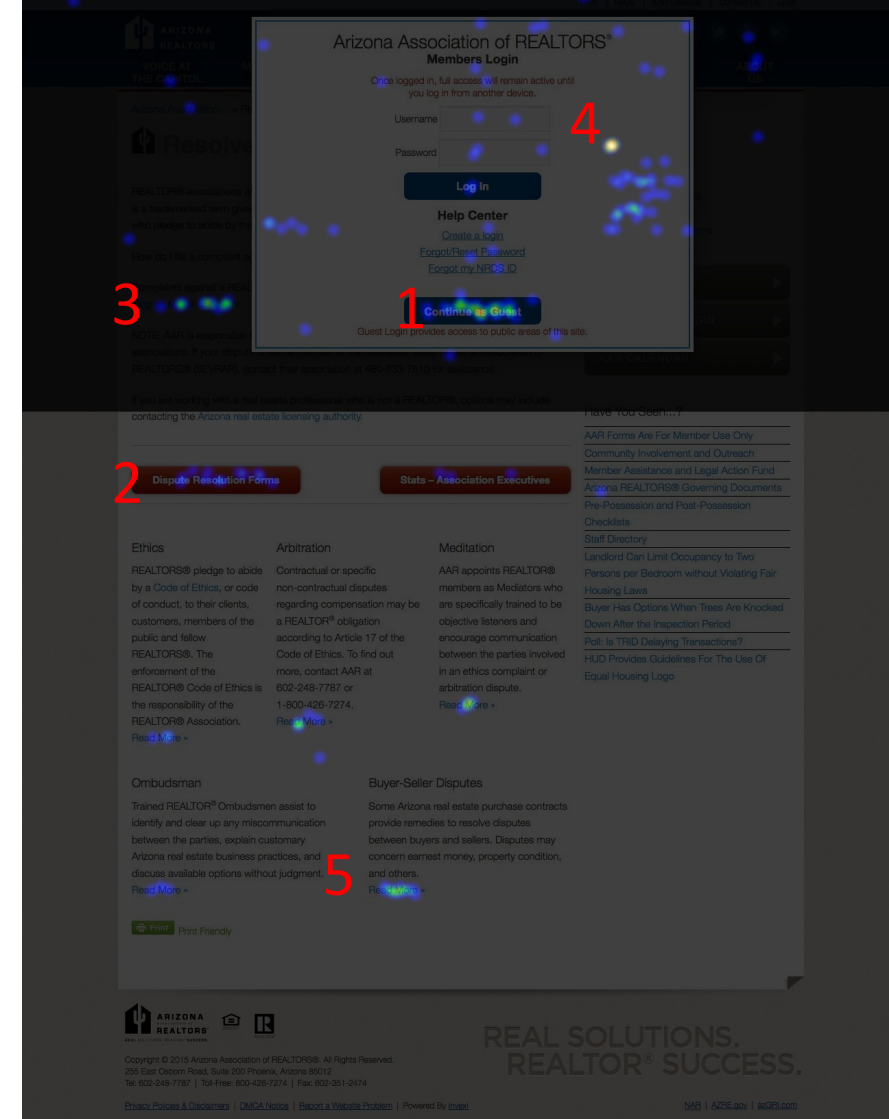
1. Continue as guest
2. Quick links
3. Links to forms (Residential Resale Transaction Form, Property Management Forms, Agency/Employment Forms, etc)



AARonline.com Resolve Disputes

Not a very heavily trafficked area of the site.

A lot of people are either already logged in by the time they get here, or they're choosing to continue as a guest. (2)



1. Continue as Guest 2. Dispute Resolution Form 3. Ethics Brochure 4. Quick Links 5. Buyer Seller Disputes

IVIO

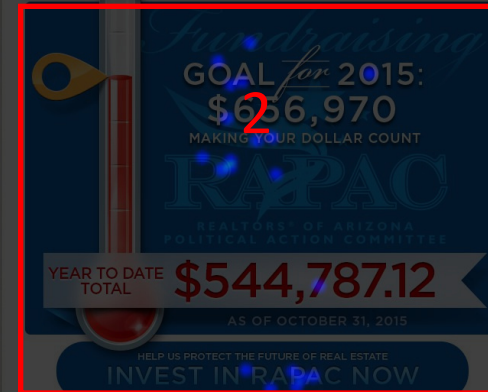
AARonline.com Voice at the Capitol

Again, not a very heavily trafficked area of the site.

The RAPAC form and infographic get a decent amount of attention (scrollmap)

Very few people continue to scroll past the RAPAC information

1. RAPAC calculator 2. Image/Link 3. RAPAC infographic



WHAT DOES RAPAC DO FOR ME?

I currently make: \$
in commissions each year.
RAPAC saved me \$
by deterring attempts to place a sales tax on my commissions.

The highest sales price I negotiated for my clients was: \$
RAPAC saved my clients \$
by passing a Constitutional Amendment banning ANY real estate transfer tax. Sellers could have paid as much as 2.2% of the full sales price in taxes.

INVEST IN RAPAC NOW

RAPAC & You

Anti-Deficiency Update + AAR's Efforts to Protect Your Rights

AAR Forms Are For Member Use Only
Community Involvement and Outreach
Member Assistance and Legal Action Fund
Arizona REALTORS® Governing Documents
Pre-Possession and Post-Possession
Checklists
Staff Directory
Landlord Can Limit Occupancy to Two
Persons per Bedroom without Violating Fair
Housing Laws
Buyer Has Options When Trees Are Knocked
Down After the Inspection Period
Post-Is TRID Delaying Transactions?
HUD Provides Guidelines For The Use Of
Equal Housing Logo

AARonline.com About Us

Clicks next to phone numbers and addresses, suggesting that people are copying them in order to either save them (phone) or search them (addresses)

1. Hotlinks to Local Associations

Local Associations

Select to view Local Association Executive Officers contact information.

Bullhead City/Mohave Valley Central Arizona Douglas Green Valley/Sahuarita Kingman/Golden Valley Lake Havasu	Northern Arizona Phoenix Prescott Area Santa Cruz County Scottsdale Area Sedona/Verde Valley	Southwest Arizona Southeast Valley Regional Flagstaff Western Pinal West Maricopa County Regional White Mountain Yuma
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Bullhead City/Mohave Valley Association of REALTORS® (Region 1) 2016 President: Michael Lueck Association Executive: Sharon Marsh (acting) Email: Sharon@BullheadRealtors.com Phone: 928-758-4808 Fax: 888-412-4667 841 Hancock Rd. Bullhead City, AZ 86442 Leadership Assn Exec/Staff	Central Arizona Board of REALTORS® (Region 3) 2016 President: Jim Lewin Association Executive: Joan Backman Email: joan@cazbr.com Phone: 928-474-1944 Fax: 928-472-8016 600 E. Highway 260 #12 Payson, AZ 85541 Leadership Assn Exec/Staff Facebook
Douglas Association of REALTORS® (Region 5) 2016 President: Michael Gutierrez Association Executive: Cindy Beerman Email: saarae@seazrealtor.com Phone: 520-458-7802 Fax: 520-458-7620 948 F. Avenue Douglas, AZ 85607 Leadership Assn Exec/Staff	Green Valley/Sahuarita Association of REALTORS® (Region 5) 2016 President: Judi Monday, CRS Association Executive: Janie MacDonald Email: Janie@gvsar.com Phone: 520-648-0600 210 W Continental Rd. #244 Green Valley, AZ 85622 Fax: Leadership Assn Exec/Staff
Kingman/Golden Valley Association of REALTORS® (Region 1) 2016 President: Bob Bass, CRS, GRI Association Executive: Robin Day Email: Robinkgvar@gmail.com Phone: 928-692-3222 Fax: 928-692-3224 1923 Kino Ave. Kingman, AZ 86409-3063 Leadership Assn Exec/Staff	Lake Havasu Association of REALTORS® (Region 1) 2016 President: Jim Durham Association Executive: Laura Tarin Email: laura@havasurealtors.com Phone: 928-855-8423 Fax: 928-855-6255 2293 Swanson Ave. Lake Havasu City, AZ 86403 Leadership Assn Exec/Staff
La Paz Council to the Lake Havasu Association of REALTORS® See Lake Havasu Association of REALTORS®	Northern Arizona Association of REALTORS® (Region 3) 2016 President: Danielle Lawrence Association Executive: Judy Jackson, RCE Email: judy@nazrealtor.com Phone: 928-779-4303 Fax: 928-774-3230 1515 E. Cedar Ave., Ste. C-4 Flagstaff, AZ 86004 Leadership Assn Exec/Staff

AARonline.com Calendar of Events

Lots of interaction with this page, even
towards the bottom

Event	Type	Date	Location
Broker Revolution	AAR Events	January 11, 2016	Venue 800 / Scottsdale Area Association of REALTORS®
REALTOR® Day at the Capital Luncheon 2016	AAR Events	January 12, 2016	Wesley Bolin Plaza Park
Property Management Hot Issues	AAR Events	January 13, 2016	Online Webinar
2016/2018 Leadership Training Academy (LTA)	AAR Events	January 20, 2016 - January 21, 2016	Hilton Garden Inn
Money Money Who Gets the Money (AM Remo)	AAR Events	January 22, 2016	"LIVE" streaming to the following locations:
The Cure, Warranties & BIRSR (PM Remo)	AAR Events	January 22, 2016	"LIVE" streaming to the following locations:
iCRMS: Federal Legal Issues	AAR Events	January 28, 2016	WAMAR
TRO LIVE: Real Stories, Real Solutions	AAR Events	February 4, 2016	Orange Tree Golf Resort
2016 Professional Standards Workshop	AAR Events	February 10, 2016	Black Canyon Conference Center
iCRMS: Disclosure & Due Diligence Remo	AAR Events	February 16, 2016	"LIVE" streaming to the following locations ONLY
iCRMS: Disclosure & Due Diligence Remo	AAR Events	February 16, 2016	"LIVE" Broadcast to the following:
A Property Management Duty to Disclose AM REMOTE	AAR Events	February 19, 2016	"LIVE" streaming to the following locations ONLY
Case Studies in AITLA PM REMOTE	AAR Events	February 19, 2016	"LIVE" streaming to the following locations ONLY
2016/2018 Leadership Training Academy (LTA)	AAR Events	February 24, 2016 - February 25, 2016	Hilton Garden Inn
AAR's Property Management Boot Camp	AAR Events	February 26, 2016	Scottsdale Area Association of REALTORS®
PMBC: Will the Real Property Manager Please Stand Up?	AAR Events	February 26, 2016	Scottsdale Area Association of REALTORS®
To Tell or Not to Tell PM REMOTE	AAR Events	February 26, 2016	"LIVE" streaming to the following locations ONLY
iCRMS: Federal Legal Issues REMOTE	AAR Events	March 3, 2016	"LIVE" streaming to the following locations ONLY
iCRMS: Federal Legal Issues Remo	AAR Events	March 3, 2016	"LIVE" Broadcast to the following:
AAR's Advanced Property Management Boot Camp	AAR Events	March 4, 2016	Lake Havasu Association
AAR's Property Management Boot Camp	AAR Events	March 5, 2016	SEVVAR
PMBC: Will the Real Property Manager Please Stand Up?	AAR Events	March 5, 2016	SEVVAR
2016 Spring Convention	AAR Events	March 26, 2016 - April 1, 2016	
GRS Market Essentials Remo	GRS	April 7, 2016	"LIVE" Broadcast to the following:
iCRMS: Essential Skills For A Successful Closing	AAR Events	April 12, 2016	Scottsdale Area Association of REALTORS®
iCRMS: Employment, Agency & The Standard of Care Remo	AAR Events	April 14, 2016	"LIVE" Broadcast to the following:
AAR's Advanced Property Management Boot Camp	AAR Events	April 15, 2016	WAMAR
AAR Accredited Buyer's Representative	AAR Designations / Certifications	April 20, 2016 - April 21, 2016	Lake Havasu Association
iCRMS: Federal Legal Issues	AAR Events	May 5, 2016	Phoenix Association
AAR's Broker Management Clinics Remo	AAR Events	May 24, 2016 - May 25, 2016	"LIVE" Broadcast to the following:
iCRMS: Claims & Remedies	AAR Events	May 25, 2016	Scottsdale Area Association of REALTORS®
GRS: Transaction Technologies Remo	GRS	June 9, 2016	"LIVE" Broadcast to the following:
iCRMS: Leasing Essentials	AAR Events	June 22, 2016	Phoenix Association
AAR's Property Management Boot Camp	AAR Events	July 7, 2016	Phoenix Association
iCRMS: Leasing Essentials Remo	AAR Events	July 21, 2016	"LIVE" Broadcast to the following:

AARonline.com Web Survey

- Users value Business Tools, Education, Legal Hotline, and Risk Management above all else
- Leadership/committee info and Find a REALTOR® are the least important features for users
- Users were not satisfied with the mobile-friendliness of the site
- ~20% of respondents visit AARonline.com several times a week or daily
- Overall 95% of the respondents are “Very Satisfied” (53.3%) or “Somewhat Satisfied” (42.7%) with AARonline.com

Comparison with other REALTOR® Association sites

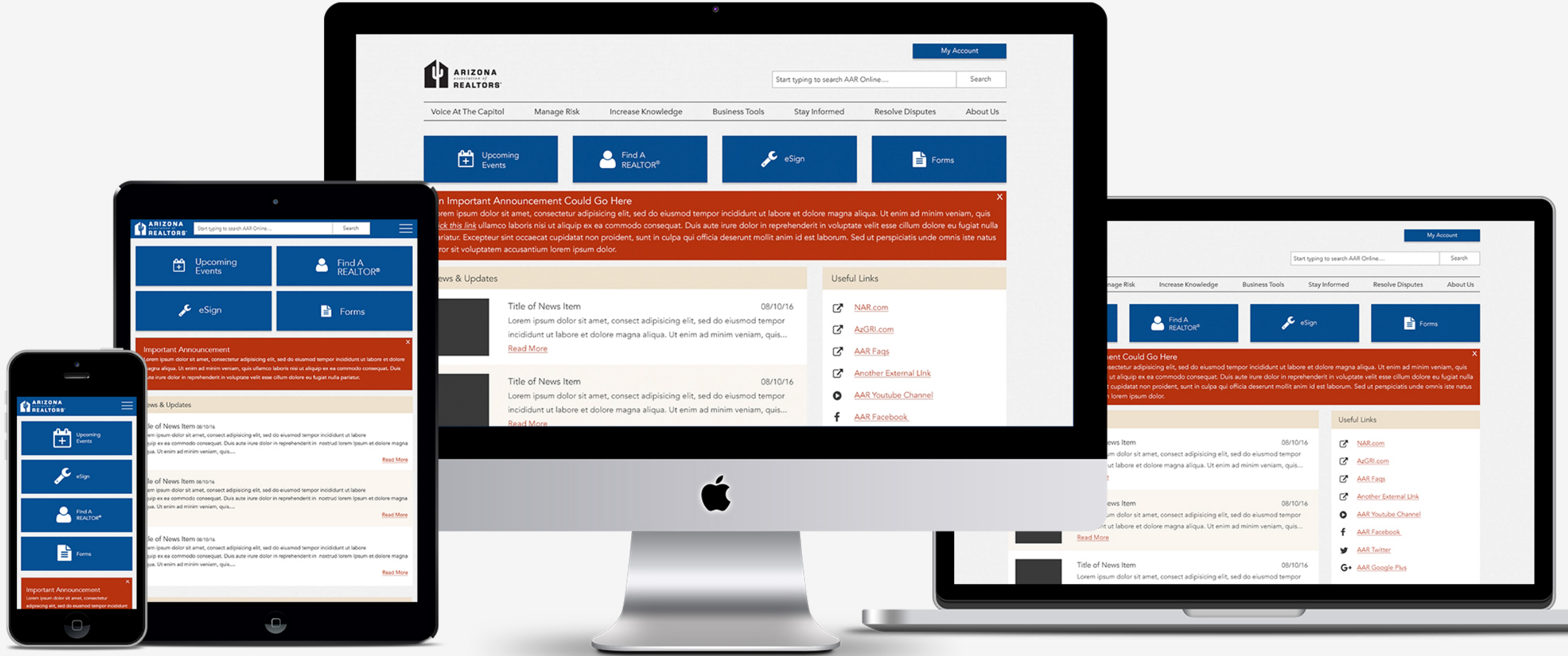
- AAR's navigation is confusing and cluttered compared to other Association sites.
- The design of AARonline.com is several years dated.
- AAR's site has more content than most other state's sites, making 1-to-1 comparisons difficult.
 - AAR is an information resource, as compared to some other Associations which have less content and are more consumer facing

Findings Overview

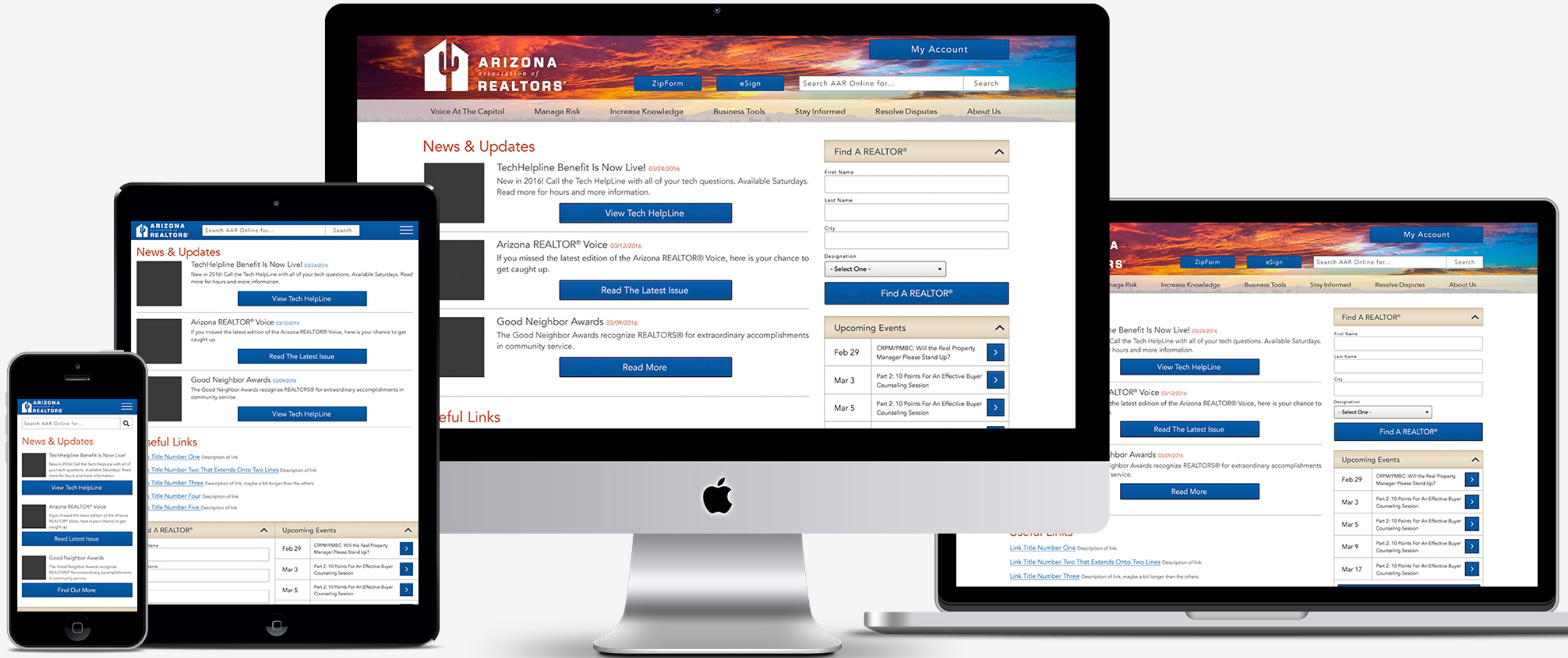
- Mobile usage is on the rise
- Forms are popular
- eSign is even more popular
- The site's navigation is a bit cluttered
- The design of the site is dated

Design proposal

Design Concept 1



Design Concept 2



Projected Cost and Timeline

Cost:

\$20,000 - \$25,000

Timeline:

60 – 90 days from approval of the design

Which direction to go?

ARIZONA Association of REALTORS®

My Account

Start typing to search AAR Online... Search

Voice At The Capitol | Manage Risk | Increase Knowledge | Business Tools | Stay Informed | Resolve Disputes | About Us

Upcoming Events | Find A REALTOR® | eSign | Forms

An Important Announcement Could Go Here
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis [click this link](#) ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium lorem ipsum dolor.

News & Updates

- Title of News Item 08/10/16
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis... [Read More](#)
- Title of News Item 08/10/16
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Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis... [Read More](#)

Useful Links

- [NAR.com](#)
- [AzGRI.com](#)
- [AAR Faqs](#)
- [Another External Link](#)
- [AAR Youtube Channel](#)
- [AAR Facebook](#)
- [AAR Twitter](#)
- [AAR Google Plus](#)

Arizona Association of REALTORS® | 255 East Osborn Road, Suite 200 Phoenix, AZ 85012
Tel: 602-248-7787 | Toll-Free: 800-426-7274 | Fax: 602-351-2474

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DMCA Notice
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ARIZONA Association of REALTORS®

My Account

ZipForm | eSign | Search AAR Online for... Search

Voice At The Capitol | Manage Risk | Increase Knowledge | Business Tools | Stay Informed | Resolve Disputes | About Us

News & Updates

- TechHelpline Benefit Is Now Live!** 03/24/2016
New in 2016! Call the Tech Helpline with all of your tech questions. Available Saturdays. Read more for hours and more information. [View Tech Helpline](#)
- Arizona REALTOR® Voice** 03/12/2016
If you missed the latest edition of the Arizona REALTOR® Voice, here is your chance to get caught up. [Read The Latest Issue](#)
- Good Neighbor Awards** 03/09/2016
The Good Neighbor Awards recognize REALTORS® for extraordinary accomplishments in community service. [Read More](#)

Useful Links

- [Link Title Number One](#) Description of link
- [Link Title Number Two That Extends Onto Two Lines](#) Description of link
- [Link Title Number Three](#) Description of link, maybe a bit longer than the others
- [Link Title Number Four](#) Description of link
- [Link Title Number Five](#) Description of link

Find A REALTOR®

First Name
Last Name
City
Designation
- Select One -

[Find A REALTOR®](#)

Upcoming Events

Feb 29	CRPM/PMB: Will the Real Property Manager Please Stand Up?	>
Mar 3	Part 2: 10 Points For An Effective Buyer Counseling Session	>
Mar 5	Part 2: 10 Points For An Effective Buyer Counseling Session	>
Mar 9	Part 2: 10 Points For An Effective Buyer Counseling Session	>
Mar 17	Part 2: 10 Points For An Effective Buyer Counseling Session	>

[View All Upcoming Events](#)

Arizona Association of REALTORS® | 255 East Osborn Road, Suite 200 Phoenix, AZ 85012
Tel: 602-248-7787 | Toll-Free: 800-426-7274 | Fax: 602-351-2474

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Accessibility

We're striving to make the site more accessible to people with disabilities. This requires:

- Replacing (most) PDF documents with web pages
- Ensuring all graphics on the site have alt text, and that graphics are not being used to convey vital information.
- A thorough scrubbing of the site for any major issues