

Arizona REALTORS®
BUSINESS SERVICES & TECHNOLOGY
2019 Business Plan

From: Business Services and Technology
Chair: Aaron Pfeifer
Staff Liaison: Nick Catanesi
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REALTOR® - The best prepared real estate practitioner with the highest standards.

The following are programs, products, services and activities (PPSA's) with Business Services and Technology oversight.

BUSINESS SERVICES

Arizona REALTORS® provides technology tools other than forms delivery as a member benefit only if Arizona REALTORS® is in a unique position to provide the tool, or the tool create value statewide, or if the tool advances the real estate industry and the Arizona REALTORS® vision. Arizona REALTORS® explores, identifies and recruits members who are technologically adept to enhance the goals of the committee. (Strategic Objectives 5.B and 5.F)

Strategic Focus Points:

| Measurable Objectives | Status |
|--|---|
| Negotiate discounts for products and services that benefit members and consistently market those offerings. | Discounts on products and services in the Tech Marketplace as well as member benefits |
| Market for member awareness and increased use | Marketing via the Voice at least once/month. |
| Pursue partnership and collaboration opportunities to the members how to use business technologies. | Pending |
| Research and inform members on how to choose the right technologies for business through channels of communication. | Tech Marketplace provides members the options for the technologies that make sense for their individual needs. |
| Create a mechanism for consistent member generated content regarding technology related issues and practices. | Pending |
| Research and inform members on how to choose the right technologies for business through multiple channels of communication. | The Transaction Management Matrix has been updated for brokers to “shop” for the best transaction management system for their need. |

Tech Helpline®

Arizona REALTORS® provides technology tools, other than forms delivery, as a member benefit only if: Arizona REALTORS® is in a unique position to provide the tool; the tool creates value statewide; or the tool advances the real estate industry and the Arizona REALTORS® vision. Arizona REALTORS® investigates and provides information on member or staff recommended products and services that increase efficiency, profitability and digital security of member business operations. Arizona REALTORS® negotiates discounts for products and services that benefit members. (Strategic Objectives 5.B, 5.C and 5.D)

Strategic Focus Points:

| Measurable Objectives | Status |
|---|---|
| Usage statistics are compiled and shared monthly. | Statistics are shared monthly with the Communications Workgroup and the BS&T Committee |
| Market for member awareness and increased use | Internally promoted by the Voice email and externally through Tech Helpline monthly mailing |
| Pursue partnership and collaboration opportunities to the members how to use business technologies. | Internally promoted by the Voice email and externally through Tech Helpline monthly mailing |
| Maintain positive member responses | All feedback from membership has been positive |

Forms

Arizona REALTORS® controls and provides the delivery of Arizona REALTORS® forms to the members as a member benefit. Arizona REALTORS® negotiates discounts for products and services that benefit members. (Strategic Objectives 5.A and 5.D)

Strategic Focus Points:

| Measurable Objectives | Status |
|---|---|
| Usage statistics are compiled and shared monthly. | Statistics are shared monthly with the Communications Workgroup and the BS&T Committee |
| Conduct trainings on a monthly/bi-weekly basis | zipForm trainings have been suspended in order to focus on transitioning members to TransactionDesk. TransactionDesk trainings are ongoing. Currently, there have been 26 live webinars, 11 live trainings held at AAR, and 52 trainings held throughout Arizona as of September 2019. |
| Pursue partnership and collaboration opportunities to the members how to use business technologies. | Internally promoted by the Voice email and externally through Tech Helpline monthly mailing |
| Maintain positive member responses | Feedback from membership is generally positive |

Arizona REALTORS® eSign

Arizona REALTORS® provides technology tools, other than forms delivery, as a member benefit only if: Arizona REALTORS® is in a unique position to provide the tool; the tool creates value statewide; or the tool advances the real estate industry and the Arizona REALTORS® vision. Arizona REALTORS® investigates and provides information on member or staff recommended products and services that increase efficiency, profitability and digital security of member business operations. Arizona REALTORS® negotiates discounts for products and services that benefit members. (Strategic Objective 5.B, 5.C and 5.D)

Strategic Focus Points:

| Measurable Objectives | Status |
|------------------------------|---------------|
|------------------------------|---------------|

| | |
|---|---|
| Usage statistics are compiled and shared monthly. | Statistics are shared monthly with the Communications Workgroup and the BS&T Committee |
| Conduct trainings on a monthly/bi-weekly basis | Trainings have been suspended in order to focus on transitioning members over to Authentisign. |
| Pursue partnership and collaboration opportunities to the members how to use business technologies. | Ongoing |
| Maintain positive member responses | Feedback from membership is generally positive |

Arizona REALTORS® Single Sign-On

Arizona REALTORS® provides technology tools, other than forms delivery, as a member benefit only if: Arizona REALTORS® is in a unique position to provide the tool; the tool creates value statewide; or the tool advances the real estate industry and the Arizona REALTORS® vision. Arizona REALTORS® investigates and provides information on member or staff recommended products and services that increase efficiency, profitability and digital security of member business operations. Arizona REALTORS® negotiates discounts for products and services that benefit members. (Strategic Objectives 5.B, 5.C and 5.D)

Strategic Focus Points:

| Measurable Objectives | Status |
|---|--|
| Usage statistics are compiled and shared monthly. | Shared Monthly with Communications Workgroup and the BS&T Committee |
| Conduct trainings on a monthly/bi-weekly basis | Trainings have been suspended due to lack of member registration. |
| Pursue partnership and collaboration opportunities to the members how to use business technologies. | On-going |
| Maintain positive member responses | Generally overall member response has been positive |

SOFTWARE DEVELOPMENT

Arizona REALTORS® will develop and monitor software that will help Arizona REALTORS® maintain data to better understand member needs, communicate more effectively with members and maximize adoption of Arizona REALTORS® programs and services.

Strategic Focus Points:

| Measurable Objectives | Status |
|--|---|
| Develop and maintain data and access to data for Arizona REALTORS® purposes. | Non-Member report and Top Broker reports have been developed. Data on state license renewal is now being collected monthly. New licensee information is being shared with local associations. MLS ID has been collected on 85% members, plans in place to collect the remaining 15%. Plans to capture the following from ADRE: branch manager, change of brokerage. |

Enhanced Member Profile

Arizona REALTORS® develops and maintains data, beginning with an enhanced member profile, to better understand member needs, communicate more effectively with members and maximize adoption of Arizona REALTORS® programs and services (SP: 5.E).

Strategic Focus Points:

| Measurable Objectives | Status |
|---|---|
| Provide data analytics of Arizona REALTORS® Online.com members logged-in. | Data on members is continually being collected via VOICE and educational emails |
| Develop “Enhanced Member Profile” through RAMCO AMS. | Ongoing. See above in Software Development. |
| Maintain RAMCO as the data warehouse for the Enhanced Member Profile | Enhanced data set has been obtained through TargetSmart data feed. |

IT RESOURCES AND SECURITY MANAGEMENT

Arizona REALTORS® will develop and monitor software that will help members’ access to Arizona REALTORS® forms as a member benefit (SP: 5.A) and maintain data to better understand member needs, communicate more effectively with members and maximize adoption of Arizona REALTORS® programs and services (SP: 5.E).

Strategic Focus Points:

| Measurable Objectives | Status |
|--|---|
| Data and voice systems uptime is better than 99%, excluding planned maintenance periods | Meeting objectives |
| Security exploits conducted against Arizona REALTORS® receive urgent attention and appropriate measure taken to prevent recurrence | Meeting objectives |
| Build an effective disaster recovery infrastructure to allow immediate phone and email recovery | Meeting objectives for email. Phone system pending moving of server to colocation. |

Phone

Arizona REALTORS® Information Technology resources will ensure that phone communications are secure and reliable, allowing Arizona REALTORS® to communicate more effectively with members (SP: 5.E).

Strategic Focus Points:

| Measurable Objectives | Status |
|--|--|
| Enhance disaster recovery infrastructure to maintain phone system in event of local physical failure | Pending moving of server to colocation |
| Maintain a secure and reliable phone system | Meeting objectives |
| Troubleshoot problems in a quick and efficient manner. | Meeting objectives |

Network

Arizona REALTORS® Information Technology resources will ensure that the network infrastructure is secure and reliable, allowing Arizona REALTORS® to communicate more effectively with members and each other (SP: 5.E).

Strategic Focus Points:

| Measurable Objectives | Status |
|--|--------------------|
| Establish disaster recovery infrastructure to maintain phone system in event of local physical failure | Meeting objectives |
| Maintain the network to ensure it remains secure and reliable | Meeting objectives |
| Conduct vulnerability study and remediation by June 2019 | Pending |

BUSINESS SERVICES AND TECHNOLOGY SUPPORT

Arizona REALTORS® Business Services and Technology area will provide top notch technical and customer support to its members.

Strategic Focus Points:

| Measurable Objectives | Status |
|--|--------------------|
| Staff and committee leadership review use of resources via monthly financials | Meeting objectives |
| At year-end, income and expense for this committee's overall budget are within 10% | Meeting objectives |

MEMBER COMMUNICATIONS

Arizona REALTORS® creates and maintains a consistent, coordinated system of communication management for all areas of the association. Efforts in this area include investigating and implementing communication methods to increase the effectiveness of Arizona REALTORS® efforts to inform, engage and reach out to the membership.

Strategic Focus Points:

| Measurable Objectives | Status |
|---|---|
| The Arizona REALTORS® promotes real estate as a first-time profession to high schools, junior colleges and colleges. | Contacted the Career and Technical Education unit at the AZ Dept. of Education; they, and the Adult Education department, have information for students looking for particular career paths or questions. |
| Disseminate pertinent, relevant and timely industry and association information, (i.e.; social networks, website, video, newsletters, etc.). | Meeting objectives through The VOICE, Facebook, YouTube, and educational emails |
| Create and update Communications and Public Relations plans for the organization based on members' interests and the coordinated efforts with area managers, local associations, and the Executive Committee. | PR firm Big Yam has provided regular status updates on their media efforts. |
| Customize website content for individual users based on user-selected topics and actual use of the site. | Meeting objectives |
| Print and digital collateral adheres to the Arizona REALTORS® brand and is member centric and speaks to Arizona REALTORS® value proposition. | Creation of webpage where members will be able to print value proposition for listing or buying opportunity with local |

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|---|---|
| | branding, has been included in 2020 Business Plan for implementation. |
| Communication statistics are compiled and shared monthly. | Statistics are shared monthly with the Communications Workgroup and the BS&T Committee |
| Organize information on the website for easy search and access by members. | Enhanced “Find A REALTOR®” search has been implemented |
| Implement a system to determine the preferred communications methods of our members and communicate with our members via segmented content by May 2019. | Completed - Worked with ClickDimensions to develop subscription list for member feedback on communication preferences |
| Provide a consistent voice at Arizona REALTORS® which will speak to advocacy efforts with a focus on consumer outreach and education to the public and members by making at least two posts to HomeOwnershipMatters.realtor/states/Arizona. | Site currently has 6 posts including 2 regarding Prop 126. |
| Solicit community outreach efforts conducted by REALTOR® members and recognize them through an annual award. | Pending |
| Promote the value and the “why” of the REALTOR® brand to our members by conducting a statewide consumer-directed event. | Pending |
| Social media channels are managed and monitored to ensure a steady rise in engagement and alternate sources for members to receive information. | Exceeding objectives |
| Develop a system to foster discussions with member association for the purpose of delivering timely and relevant content. | Segmented VOICE E-updates with localized content has increased exposure to relevant information from member association. |
| Engage in regular outreach to members to elicit discussions by posing monthly questions on social media. | Social media outreach and engagement continues to increase in 2019. (Statistics in September meeting materials) |
| Meet or exceed real estate industry email open and click-through rates with The Voice. | Overall open rates have increased 5% to 10% in 2019. (Statistics in September meeting materials) |
| Conduct member and consumer research as needed to provide information to decision makers by fielding at least two email surveys. | Surveys completed, results announced in September 3rd issue of The Voice. |
| Communicate the value and success of REALTOR® associations throughout the state by placing at least ten mentions in print or broadcast media in 2019. | Between December 5, 2018 and September 11, 2019 there have been 18 earned media spots. |
| Investigate strategies for member communications via the Single Sign-On platform using pop-up messaging based on criteria from the enhanced member profile data within RAMCO. | Completed. |