

**Arizona REALTORS®  
BUSINESS SERVICES & TECHNOLOGY  
2020 Business Plan**

**From:** Business Services and Technology  
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**REALTOR® . . . The best prepared real estate practitioner with the highest standards.**

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

**CURRENT TOP PRIORITIES**

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**RECOMMENDATIONS**

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**GROUPS FORMED**

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**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)

<b>Measurable Objectives</b>	<b>Status</b>
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. The Transaction Management Matrix has been updated for brokers to “shop” for the best transaction management system for their need.
Create a mechanism for consistent member generated content regarding technology related issues and practices.	Pending

Create pre-formatted graphics & content for local associations to populate their websites and distribute as needed.	Pending
Collaborate with real estate schools in the state.	Pending
Provide grants to locals to promote and train.	Pending

### **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)

<b>Measurable Objectives</b>	<b>Status</b>
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)

<b>Measurable Objectives</b>	<b>Status</b>
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	Ongoing
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® 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)

<b>Measurable Objectives</b>	<b>Status</b>
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	Ongoing
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)

<b>Measurable Objectives</b>	<b>Status</b>
Usage statistics are compiled and shared monthly.	Ongoing
Conduct trainings on a monthly/bi-weekly basis	Ongoing
Pursue partnership and collaboration opportunities to the members how to use business technologies.	Ongoing
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.

<b>Measurable Objectives</b>	<b>Status</b>
Develop and maintain data and access to data for Arizona REALTORS® purposes.	Non-Member Report is generated monthly and distributed to local associations

### **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).

<b>Measurable Objectives</b>	<b>Status</b>
Provide data analytics of AAROnline.com members logged-in.	Data on members is continually being collected via VOICE and educational emails
Develop “Enhanced Member Profile” through RAMCO AMS.	Meeting objectives
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).

<b>Measurable Objectives</b>	<b>Status</b>
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 reoccurrence	Meeting objectives
Build an effective disaster recovery infrastructure to allow immediate phone and email recovery	In Progress

### **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).

<b>Measurable Objectives</b>	<b>Status</b>
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).

<b>Measurable Objectives</b>	<b>Status</b>
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	Scheduled for January 2020, post network re-design.

## **BUSINESS SERVICES AND TECHNOLOGY SUPPORT**

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

<b>Measurable Objectives</b>	<b>Status</b>
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.

Measurable Objectives	Status
* The Arizona REALTORS® promotes real estate as a first-time profession to high schools, junior colleges and colleges.	
Disseminate pertinent, relevant and timely industry and association information, (i.e.; social networks, website, video, newsletters, etc.).	Meeting Objectives: Monthly statistics are being distributed
* 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.	Meeting Objectives: PR Firm Big Yam provides 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: updated daily
* Print and digital collateral adheres to the Arizona REALTORS® brand and is member centric and speaks to Arizona REALTORS® value proposition.	Meeting Objectives: Value Prop project in progress & Social Media is branded
Communication statistics are compiled and shared monthly.	Meeting Objectives: Completed on schedule
Organize information on the website for easy search and access by members.	Meeting Objectives
* Implement a system to determine the preferred communications methods of our members and communicate with our members via segmented content by May 2019. <span style="color: red;">(Remove this objective for 2020)</span>	Meeting Objectives: Completed
* 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 <a href="http://www.HomeOwnershipMatters.com/Arizona">www.HomeOwnershipMatters.com/Arizona</a>	In Progress
Solicit community outreach efforts conducted by REALTOR® members and recognize them through an annual award.	Meeting Objectives: Completed
Promote the value and the “why” of the REALTOR® brand to our members by conducting a statewide consumer-directed event.	Asking Monika about this
Social media channels are managed and monitored to ensure a steady rise in engagement and alternate sources for members to receive information.	Exceeding Objectives: Reviewed weekly at minimum. Monthly stats are collected and distributed
Develop a system to foster discussions with member association for the purpose of delivering timely and relevant content.	Meeting Objectives: VOICE editions are being segmented with content unique to each local area.
Engage in regular outreach to members to elicit discussions by posing monthly questions on social media.	

Meet or exceed real estate industry email open and click-through rates with The Voice.	
Conduct member and consumer research as needed to provide information to decision makers by fielding at least two email surveys.	We are only posting the results.
Communicate the value and success of REALTOR® associations throughout the state by placing at least ten mentions in print or broadcast media in 2019.	[via big yam] Met Objectives: Per 18 earned media spots Report on results.
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.	
* Consider creating a “What do you want to hear about?” input field for member suggestions in the Arizona REALTOR VOICE.	Pending
* Consider creating pop-up box to chat on website.	Pending
* Send a traditional postcard mailing reminding members of the Arizona REALTOR VOICE.	Pending