

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

**From:** Business Services and Technology  
**Chair:** Steve Redmond  
**Staff Liaison:** Dan Pemberton  
**Date:** September 2020

**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**

•

**RECOMMENDATIONS**

•

**GROUPS FORMED**

•

**BUSINESS SERVICES**

**PPSA – Defined as programs, products, services and activities**

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)

**Brief description of how the PPSA contributes to achieving Arizona REALTORS® vision:** Arizona REALTORS® Business Services provide tangible products members use every day in increasing their professionalism and providing a higher quality of service to consumers.

**Importance of PPSA to the critical-to-serve customer:** Business Services enhances member’s professionalism and prepares them to better serve tomorrow’s consumers.

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 Marketed quarterly via the Voice.
Market for member awareness and increased use	Marketing via the Voice quarterly.
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.	A Facebook page is being created for members to share technology related issues and practices.
Create pre-formatted graphics & content for local associations to populate their websites and distribute as needed.	Completed, added tool to AAR website.
Collaborate with real estate schools in the state.	Pending – May move to Professional & Business Development
Provide grants to locals to promote and train.	Pending – May move to Professional & Business Development

### **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)

**Brief description of how the PPSA contributes to achieving Arizona REALTORS® vision:** Provides members with a source to minimize computer and device issues with a trusted REALTOR® friendly resource.  
**Importance of PPSA to the critical-to-serve customer:** Provides members with an inexpensive resource for computer and device technical assistance as a benefit **provided 24 hours a day, 7 days a week, at no charge for our members.**

<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)

**Brief description of how the PPSA contributes to achieving Arizona REALTORS® vision:** Instanet Solutions has been selected to control the delivery of Arizona REALTORS® forms and provide the delivery of Arizona REALTORS® forms to the members as a member benefit. zipForm® Plus is provided to members as a

benefit from NAR. while zipForm® Mobile, MLS Connect and zipForm® standard addition are optional features at an additional charge per package selected.

**Importance of PPSA to the critical-to-serve customer:** zipForm® controls risk and enhances member’s professionalism, preparing them to better serve tomorrow’s consumers.

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	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)

**Brief description of how the PPSA contributes to achieving Arizona REALTORS® vision:** Arizona REALTORS® eSign provides members with a technology tool through Arizona REALTORS® unique position to provide the tool. Arizona REALTORS® eSign creates value statewide and advances the real estate industry.

**Importance of PPSA to the critical-to-serve customer:** Arizona REALTORS® eSign controls risk and enhances member’s professionalism, preparing them to better serve tomorrow’s consumers.

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	Questions answered by support
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)

**Brief description of how the PPSA contributes to achieving the Arizona REALTORS® vision:** Arizona REALTORS® Single Sign-On provides members with a technology tool through Arizona REALTORS® unique position to provide the tool. Arizona REALTORS® eSign creates value statewide and advances the real estate industry.

**Importance of PPSA to the critical-to-serve customer:** Arizona REALTORS® Single Sign-On controls risk and enhances member’s professionalism, preparing them to better serve tomorrow’s consumers.

Measurable Objectives	Status
Usage statistics are compiled and shared monthly.	Ongoing
Conduct trainings on a monthly/bi-weekly basis	Mini Trainings/Questions answered by support
Pursue partnership and collaboration opportunities to the members how to use business technologies.	Ongoing
Maintain positive member responses	Generally overall member response has been Mixed, <b>but leaning more positive as more members get acquainted with the product</b>

## 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.

**Brief description of how the PPSA contributes to achieving Arizona REALTORS® vision:** Arizona REALTORS® Business Services provide tangible products members use every day in increasing their professionalism and providing a higher quality of service to consumers.

**Importance of PPSA to the critical-to-serve customer:** Applications provided by Arizona REALTORS® allow members to work effectively and efficiently.

Measurable Objectives	Status
Develop and maintain data and access to data for Arizona REALTORS® purposes.	<b>Member out of compliance report is currently being updated to provide a more accurate summary of licensees out of compliance with active membership requirements. (completed 6/20)</b>

### 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).

**Brief description of how the PPSA contributes to achieving Arizona REALTORS® vision:** The Enhanced Member Profile provides the tools to communicate the right message to the right people in methods that reach out, inform and engage the membership.

**Importance of PPSA to the critical-to-serve customer:** The Enhanced Member Profile is a necessary tool to provide information on members to effectively communicate and coordinate information.

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

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.	Ongoing. <b>Currently have access to Voter Data and email opens</b>
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).

**Brief description of how the PPSA contributes to achieving the Arizona REALTORS® vision:** This program contains basic support items for the network and communications infrastructure of the association.  
**Importance of PPSA to the critical-to-serve customer:** This is an “enabling” program that provides for development and delivery of essential customer benefits.

Measurable Objectives	Status
Data and voice systems uptime is better than 99%, excluding planned maintenance periods	<b>Ongoing, 24/7 Monitoring daily via email reporting and reporting via nVision</b>
Security exploits conducted against Arizona REALTORS® receive urgent attention and appropriate measure taken to prevent reoccurrence	<b>Ongoing, 24/7 Monitoring daily via email reporting and reporting via nVision</b>
Build an effective disaster recovery infrastructure to allow immediate phone and email recovery	<b>Ongoing, 24/7 Monitoring daily via email reporting and reporting via nVision</b>

### **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).

**Brief description of how the PPSA contributes to achieving the Arizona REALTORS® vision:** The phone system is an integral part necessary to communicate with members. The system is essential to each area of Arizona REALTORS®, providing a direct link to/from members, ensuring Arizona REALTORS® ability to fulfilling its vision.

**Importance of PPSA to the critical-to-serve customer:** The phone system is a necessary tool to provide members with a channel to effectively communicate and coordinate information.

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

### **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).

**Brief description of how the PPSA contributes to achieving the Arizona REALTORS® vision:** Provide resources which support the entire network and infrastructure of the association. A major part of this is securing Arizona REALTORS® networks against unauthorized access, physical damage/failure and providing for restoring the infrastructure in the event of a major disaster. Components of this program include Arizona REALTORS® Internet connections, data backup and restoration, maintenance of Internet firewalls and switches, support for our membership system, and consulting fees for technology and security issues.

**Importance of PPSA to the critical-to-serve customer:** This program provides resources that enable nearly all programs within Arizona REALTORS®.

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	Scheduled for June. (2/20) update, study completed, nVision is working on correcting all issues discovered. <b>(completed)</b>

## **BUSINESS SERVICES AND TECHNOLOGY SUPPORT**

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

**Brief description of how the PPSA contributes to achieving the Arizona REALTORS® vision:** This program contains basic support items for other programs within this committee, as well as programs in other areas. Included are things such as copying, postage, subscriptions and supplies. It supports the vision indirectly by providing resources critical to accomplishing the goals of other programs, products, services, and activities. Specialized training/continuing education of staff and travel of staff to meetings and conferences are included in this budget.

**Importance of PPSA to the critical-to-serve customer:** This is an “enabling” program that provides for development and delivery of essential customer benefits.

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**

### **Christina Smalls Director**

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.).	
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, provided regular updates on media efforts. <b>Contract with Big Yam ended on April 30, 2020.</b>  <b>New PR firm, HMA PR, as of May 4, 2020.</b>
Customize website content for individual users based on user-selected topics and actual use of the site.	Website is updated daily
Print and digital collateral adheres to the Arizona REALTORS® brand and is member centric and speaks to Arizona REALTORS® value proposition.	<b>Value Proposition project in progress &amp; social media is branded.</b>
Communication statistics are compiled and shared monthly.	Statistics are distributed monthly.
Organize information on the website for easy search and access by members.	On-going
Implement a system to determine the preferred communications methods of our members and communicate with our members via segmented content by May 2019.	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> .	<b>Web address changed to:</b> <a href="http://homeownershipmatters.realtor/states/arizona/">homeownershipmatters.realtor/states/arizona/</a>
Solicit community outreach efforts conducted by REALTOR® members and recognize them through an annual award.	
Promote the value and the “why” of the REALTOR® brand to our members by conducting a statewide consumer-directed event.	
Social media channels are managed and monitored to ensure a steady rise in engagement and alternate sources for members to receive information.	Reviewed weekly. Statistics are distributed monthly.
Develop a system to foster discussions with member association for the purpose of delivering timely and relevant content.	Editions of The Voice 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.	Meeting industry open rates.

Conduct member and consumer research as needed to provide information to decision makers by fielding at least two email surveys.	
Communicate the value and success of REALTOR® associations throughout the state by placing at least ten mentions in print or broadcast media in 2019.	<b>27 earned media spots</b> between October 29, 2019 and <b>May 12, 2020</b> See: <a href="http://www.aaronline.com/press/">www.aaronline.com/press/</a>
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.	<b>Completed, Popup message system is in place.</b>
Consider creating a “What do you want to hear about?” input field for member suggestions in the Arizona REALTOR VOICE.	Posted in The Voice: January 7, <b>March 10,</b> Scheduled for: June 2 and August 25.
Consider creating pop-up box to chat on website.	
Send a traditional postcard mailing reminding members of the Arizona REALTOR VOICE.	