Arizona REALTORS®
BUSINESS TECHNOLOGY & COMMUNICATIONS
2021 Business Plan

From: Business Services and Technology
Chair: Gunner Mitchell
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The following are programs, products, services and activities (PPSAs) with Business Services and Technology oversight.

CURRENT TOP PRIORITIES

- Focus on smooth transition from AAR eSign to Authentisign with minimal member impact.
- Identify products and services that will provide cost savings to the Association.
- Continue to provide members with strong support and training of member benefits via our support channels.

RECOMMENDATIONS

GROUPS FORMED

- Diversity & Inclusion Committee formed as a separate committee from the Communications Workgroup. (See Strategic Plan, Objective 6,G: Form a Diversity Committee to aid in the increasing awareness of the association's membership diversity, promote the real estate profession and other diversity initiatives in partnership with NAR.

BUSINESS SERVICES

Arizona REALTORS® provides technology tools 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® identifies and recruits members who are technologically adept to enhance the goals of the committee. (Strategic Objectives 5.B and 5.F)

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.	Created Facebook page to address how to use business technologies and new ideas.
Create a mechanism for member generated content regarding technology related issues and practices.	Tech Marketplace provides members the options for the technologies that make sense for their individual needs.
Create pre-formatted graphics & content for local associations to populate their websites and distribute as needed.	Completed, added tool to AAR website.

Tech Helpline®

Arizona REALTORS® provides technology tools, 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 and market those offerings. (Strategic Objectives 5.B, 5.C and 5.D)

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 as a member benefit. Arizona REALTORS® negotiates discounts for products and services that benefit members and market those offerings. (Strategic Objectives 5.A and 5.D)

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 – Member benefit until April 2021

Arizona REALTORS® provides technology tools, 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 and market those offerings. (Strategic Objective 5.B, 5.C and 5.D)

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 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 and market those offerings. (Strategic Objectives 5.B, 5.C and 5.D)

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, **but leaning more positive as more members get acquainted with the product**

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. Identify products and services that will provide cost savings to the Association.

Measurable Objectives	Status
Develop and maintain data and access to data for Arizona REALTORS® purposes.	**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) A project was completed on 2/19/2021 to identify branch managers in RAMCO. Marketing and reports specific to that group can now be accessed.**

Enhanced Member Profile

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

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. **Currently have access to Voter Data and email opens**

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).

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

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). Nextiva is our new phone web based phone service provider effective 12/2020.

Measurable Objectives	Status
Enhance disaster recovery infrastructure to maintain phone system in event of local physical failure	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).

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	Completed

BUSINESS SERVICES AND TECHNOLOGY SUPPORT

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

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, Staff Liaison

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
Promotes real estate as a first-time profession to high schools, junior colleges and colleges.	
Disseminate pertinent, relevant and timely industry and association information through social media, aaronline.com, videos, and newsletters.	On-going
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.	On-going Working with PR firm, HMA PR, as of May 4, 2020.
Print and digital collateral adheres to the Arizona REALTORS® brand and is member centric and speaks to Arizona REALTORS® value proposition.	On-going
Communication statistics are compiled and shared monthly.	On-going
Organize information on the website for easy search and access by members.	On-going
Conduct research on the preferred communications methods of our members and communicate with our members through those methods.	
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 www.HomeOwnershipMatters.realtor/states/Arizona	
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.	On-going
Deliver timely and relevant content through social media.	On-going
Engage in regular outreach to members to elicit discussions by posing monthly questions on social media.	Question posted in February 9th issue of The Voice.

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.	
Communicate the value and successes of REALTOR® associations throughout the state by placing at least ten mentions in print or broadcast media in 2021.	_14_ **earned media spots** between November 1, 2020 and April 24, 2021. See: https://www.aaronline.com/media-contacts-coverage/
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 in 2020. Popup message system is in place.
Communicate the association's initiatives, and work in progress to members.	On-going
Research the creation of a pop-up box to chat on website.	**New pop-up chat feature is currently being tested.**
Mail a traditional postcard reminding members of the Arizona REALTOR® VOICE.	The 2020 Communications Workgroup voted not to mail a postcard, and to only provide a flyer to local associations to use during orientation sessions.
Form a Diversity Committee to aid in increasing awareness of the association's membership diversity, promote real estate as an inclusive profession, and other diversity initiatives in partnership with NAR.	Diversity Committee formed in 2020. **Five meetings have been held:** September 9, November 4, December 3, February 3, **April 7.** **Two statewide presentations have been held:** February 11th – the History of Fair Housing with Dr. Leonard Moore – University of Texas at Austin April 22nd - "Long Island Divided/Testing the Divide" Fair Housing Presentation with Bill Dedman
Promote advocacy efforts with a focus on consumer outreach and education to the public and members.	
Retain a third-party marketing firm to assist in identifying, defining, creating and accomplishing measurable member communication efforts.	
Engage in four consumer outreach activities each year and promote community involvement activities of members.	