

**Arizona REALTORS®**  
**BUSINESS TECHNOLOGY & COMMUNICATIONS**  
**2021 Business Plan**

**From:** Business Technology & Communications  
**Chair:** Gunner Mitchell  
**Staff Liaison:** Dan Pemberton  
**Date:** October 2021

**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**

- 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 6G: 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)

<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 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)

<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 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)

<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 – 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)

<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	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)

<b>Measurable Objectives</b>	<b>Status</b>
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. Identify products and services that will provide cost savings to the Association.

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

### **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).

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

<b>Measurable Objectives</b>	<b>Status</b>
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 GMI</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 GMI</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 GMI</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). Nextiva is our new phone web-based phone service provider effective 12/2020.

<b>Measurable Objectives</b>	<b>Status</b>
Enhance disaster recovery infrastructure to maintain phone system in event of local physical failure	Cloud based Nextiva system, phone app and online system available in the event of a local outage.
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).

<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	Completed

## **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**

### **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.

<b>Measurable Objectives</b>	<b>Status</b>
Promotes real estate as a first-time profession to high schools, junior colleges, and colleges.	<b>The 2022 Diversity &amp; Inclusion Committee will be exploring options for implementation.</b>
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 Public Relations, 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.	On-going
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.realtor/states/Arizona">www.HomeOwnershipMatters.realtor/states/Arizona</a>	
Solicit community outreach efforts conducted by REALTOR® members and recognize them through an annual award.	<b>Award recipients will be announced during the October 2021 Leadership Conference.</b>

Promote the value and the “why” of the REALTOR® brand to our members by conducting a statewide consumer-directed event.	<b>On-going via The Voice and social media to our members.</b>  <b>Promotion to consumers via earned media, including paid media ad in Arizona Cardinals Yearbook.</b>
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.	<b>Questions posted in The Voice: February 9, May 4, June 1, and July 20</b>
Meet or exceed real estate industry email open and click-through rates with The Voice.	On-going
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.	<b>27 earned media spots</b> between December 1, 2020 and August 20, 2021.  See: <a href="https://www.aaronline.com/media-contacts-coverage/">https://www.aaronline.com/media-contacts-coverage/</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.	Completed in 2020. Pop-up 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.	<b>Tawk Chat pop up box added to the website May 2021.</b>
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.  <b>Five meetings have been held:</b> September 9, November 4, December 3, February 3, <b>April 7.</b>  <b>Two statewide presentations held in 2021:</b> February 11 <sup>th</sup> – The History of Fair Housing with Dr. Leonard Moore – University of Texas at Austin. April 22 <sup>nd</sup> – “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.	
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