

2022 PBD Measurable Objective Update

From: Professional and Business Development (PBD) Committee
Chair: Barbara Wilson
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REALTOR® - The best prepared real estate professional with the highest standards.

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

Current Top Priorities

- Education Outreach schedule and marketing
- New agent training program and webinar calendar
- Task Force scheduling
- Education Achievement Marketing and Processing

Recommendations

- None at this time

Groups Formed

- GRI Oversight Workgroup – Kathy Laswick
- Broker Workgroup – Serena Jones
- CRPM Advisory Board – Sue Flucke

BROKER UNIVERSITY

This plan provides for the development, delivery or promotion of education programs/resources designed specifically for brokers and managers to stay informed of emerging legal issues, trends and regulations.

Measurable Objectives	
Offer programs designed to keep brokers educated and updated on issues and trends.	Monthly virtual Broker to Broker Forums
When feasible, offer or promote CRB classes.	
Provide information regarding Arizona REALTORS® education programs and the CRB designation information.	

rCRMS (Certified Risk Management Specialist)

This plan provides for an education certification program that is designed to enhance member’s knowledge on how to manage and minimize member’s liability. The rCRMS program is the only state-specific risk management program available to the Arizona REALTORS® members.

Measurable Objectives	
Partnership opportunities are made available to local associations and firms for live and virtual offerings.	5 courses scheduled to be delivered to local association classrooms via Zoom DTC
Monitor attendee feedback to update curriculum as needed.	
Maintain a cadre of qualified instructors.	On-going Jim Sexton added to cadre in 2022
Maintain a dedicated instructor page to house course materials.	On-going (Currently being updated)
Provide competitive and affordable registration fees including a discounted registration fee for rCRMS holders.	\$69/\$89-member price (1-day classes) \$99/\$109 non-member price (1-day classes) \$89/\$109-member price for 2-day classes Certified members receive a \$25 discount
Recognize newly certified members on the Arizona REALTORS® social media and events where appropriate.	On-going - monthly

EDUCATION OUTREACH

The Arizona REALTORS® provides comprehensive, reliable, and accessible professional development that is learner-centered to REALTOR® members. This program establishes an overall structure for partnership opportunities with local associations, brokerages and allied industries to deliver education programs at competitive and affordable fees through live classroom and live streaming classes. This program also includes an annual Trends Summit to prepare members for changing trends and business practices in the industry.

Measurable Objectives	
Engage experienced instructors who meet the AAR Instructor Standards.	On-going Butch Lieber and Derek Anglin added to 2022 CE schedule
Participate in collaboration with allied entities where feasible.	

Provide partnership opportunities for direct offerings and revenue share opportunities for live streaming classes for education related classes in the PBD business plan.	5 REBAC (CRD) classes scheduled to be delivered into local association classrooms (DTC) CE classes will be delivered direct to members (DTM)
Maintain an 80% student satisfaction level in all classes offered relating to relevancy, engagement and application.	
Provide course partners with marketing flyers.	
Provide local associations with an annual education catalog.	2022 class catalog has been sent to local associations along with the Outreach program details.
Deliver an annual program featuring national speakers for changing trends and business practices in the industry.	Trends Summit
Assist local associations with interpreting new or current ADRE education rules.	As needed

EDUCATION DEVELOPMENT

This plan sets the foundation that raises the bar in the quality of online and live education in content design. Education program development provides direction and structure to be learner focused and contain engagement and application activities that position the REALTOR® member to grow and succeed.

Measurable Objectives	
Maintain and update education platform license.	
Conduct annual review of live streaming platform	
Curriculum development and delivery resources are available and utilized.	
Produce Contract Conversation videos as needed.	

INSTRUCTOR DEVELOPMENT

This plan provides resources, tools and growth opportunities to ensure the Arizona REALTORS® attracts, retains and develops instructors who have exceptional skills and embrace modern teaching techniques. Investing in instructor growth is a critical to the Arizona REALTORS® efforts in providing quality education programs.

Measurable Objectives	
Provide Instructor Development opportunities to adapt to the learner and utilize modern teaching techniques.	
Provide opportunities for instructors to network and share teaching strategies, engagement activities and technology tools with each other.	6 virtual Mastermind Sessions scheduled for 2022
Develop and offer incentives for instructors to participate and engage in AAR approved/sponsored activities/programs focused on elevated instructor practices.	Instructors who have participated in AAR IDW's receive priority in scheduling
Provide information to members interested in becoming an ADRE approved instructor.	
Provide training and resources for instructors who utilize Zoom platform to teach AAR's live streaming classes.	
Continue to proactively monitor and share emerging trends in instructor skills which can aid instructors in enhancing their skills.	
Provide one scholarship to the Bob Pike "Train the Trainer" for one Arizona REALTORS® instructor who would benefit from the program.	Susan Nicolson is the 2022 recipient.
Recognize an exceptional instructor through Excellence in Education Award.	October Leadership Conference

INDUSTRY PARTNERS CONFERENCE

This plan affords the Arizona REALTORS® an opportunity to partner with the Arizona Mortgage Lenders Association and Arizona State Escrow Association to offer a one-day program bringing REALTORS®, lenders and escrow reps together to learn from each other.

Measurable Objectives	Status
Participate as a partner with the Arizona Mortgage Lenders Association and Arizona State Escrow Association, to offer a program designed to help members understand each other's role in the real estate transaction.	March 10, 2022 Desert Willow Conference Center, Phoenix

LEADERSHIP TRAINING & DEVELOPMENT

This plan provides leadership training programs to develop REALTOR® and member leaders and a conference for on-going development leaders.

Measurable Objectives	
Offer an annual conference for incoming leadership and members who wish to become leaders.	October 13-15 (Tucson)
Offer a leadership development program (LTA) specifically for incoming local association presidents-elect.	2022 dates: LTA1 – February 16-17th (live in person) (1:00 – 5:00 / 8:30 – 2:30) LTA2 TBD (live in person) (8:30 – 4:00) LTA3 (virtual) June 1st 1:00 – 12:30 / June 2nd (8:00 – 12:30) LTA4 (live in person at AAR office) September 20th (8:30 – 2:30)
Develop and/or partner to provide opportunities to enhance leadership skills and pathways to Leadership.	
Provide resources addressing “how to be a leader – where do I start?”	

Professionalism Program Outreach

This plan provides a recognition and marketing vehicle for members to assist in positioning themselves as trusted, knowledgeable, and skilled professionals as well as growth resources for new agents who strive to succeed.

Measurable Objectives	
Provide a program which recognizes members’ life-long learning commitment and educational accomplishments.	Education Achievement Program
Utilize a variety of channels to distribute Education Achievement program information.	
Monitor and promote NAR’s Commitment to Excellence program through a variety of methods and targets.	
Provide opportunities and resources to help new members’ journey to success.	
If feasible, provide a virtual new agent training workshop/program.	
Co-host a quarterly annual webinar with the GRI program to provide a special educational webinar week.	

Increase awareness of AAR's Professionalism webpage.	
Create marketing strategies for C2EX, Professionalism and new agent programs.	

PROPERTY MANAGEMENT CERTIFICATION

This plan provides for an education certification program (CRPM) that is designed to enhance member's skills and knowledge in the property management field. The CRPM program is the only state-specific residential property management program available to the Arizona REALTORS® members.

Measurable Objectives	
Partnership opportunities are available to local associations and firms for live and virtual offerings.	Partnering with NARPM to offer CRPM classes 8 CRPM classes scheduled to be delivered to local association classrooms (DTC)
Maintain a cadre of qualified instructors.	On-going
Offer a Summit and or webinars that addresses property management issues and topics.	December
Announce and maintain a list of members who earned the CRPM certification on Facebook and to local associations.	On-going (monthly)

REALTOR® INSTITUTE: GRI DESIGNATION

This plan provides for a comprehensive training program for the member at large delivering specific how-to and best practices training in all aspects of residential real estate in the current marketplace. Additionally, this plan provides the administrative resources to ensure that the GRI Designation offers unsurpassed post licensing curriculum.

Measurable Objectives	
The GRI program is available and accessible to members throughout the state through partnerships and live streaming.	
Co-host a quarterly webinar week with the MRES Society program to provide a special educational webinar week.	
Maintain and enhance the GRI website as needed.	
Evaluate the program annually.	

Survey designees to measure how and what they implemented into their business practice as a result of what they learned in the GRI Program.	
Maintain, monitor and grow a cadre of qualified instructors.	
Pre-announce scholarship entry dates to brokers with a reminder of the value of GRI to their agent's success.	
Provide GRI Administration orientation to new education staff.	
Recognize new designees through social media and announcements and provide resources to help them promote their accomplishment.	
Provide a financial scholarship program to members with a portion dedicated to opportunities for new members.	
Increase the awareness of the GRI program to new members.	
Participate in collaboration efforts with CRS to increase awareness of the building blocks from each program.	
Monitor national trends in the GRI programs to keep the Arizona REALTORS® GRI program growing and evolving.	
Compile and monitor student demographics.	

REALTOR® CONVENTION (Success Summit)

This plan offers a premier annual REALTOR® event that: (1) energizes members and leaves them full of passion for the real estate industry and their business; (2) provides an opportunity for members to build their networks; (3) provides an opportunity to discover best practices; and (4) helps members understand the Arizona REALTORS® value proposition and also includes the Arizona REALTORS® business meetings (Executive Committee, Regional Caucuses and the Board of Directors Meeting). Conference format varies from year to year.

Measurable Objectives	
Offer a statewide convention that addresses the trends and challenges of the current market and provides information on best practices to help members learn how to adapt and succeed	Late August in conjunction with REALTOR® Caucus

as well as energizing networking opportunities.	
Feature national speakers to provide a broad scope in national business practices, trends and techniques.	
Utilize a variety of marketing efforts to inform members of the convention and its value, promote date and location one year in advance.	
Provide sessions that assist members in enhancing their business and in understanding the Arizona REALTORS® value proposition and benefits.	
Investigate partnership/promotion opportunities with brokerages, builders and other real estate related organizations.	
Investigate and implement, if feasible, virtual delivery option.	
Identify event facilities/dates two years in advance.	
Promote convention one year in advance.	Rollout of save the date – waiting on final confirmation of facility.
Develop talking points and distribute to Region Vice Presidents, officers and PBD committee members.	

SUPPORT & RESOURCES

This is a support budget for services and resources that contribute to the development, administration and offering of the Arizona REALTORS® educational programs and products that provide high-level skill based and risk management programs that focus on member competencies and set the standard in quality and meaningful education that positions the REALTOR® member to succeed. The ultimate goal of all programs and activities ultimately lead to a culture of lifelong learning.

Measurable Objectives	
Appropriate groups are formed and kept updated throughout the year.	On-going
Provide the necessary equipment, supplies, subscriptions, licenses and tools to implement the business plans, host/house online program and registration functions.	
Participate in firm and local events when available to promote education programs.	

<p>Work through appropriate committees to influence ADRE to permit continuing education credit for business-skill related topics.</p>	<p>REALTOR Caucus sets direction for AAR's legislative efforts.</p>
<p>Develop, if feasible, an education app which could house the education calendar, class evaluations and registration information and how the Reteach site could be incorporated.</p>	<p>2021 determined not to move forward with this</p>
<p>Appropriate technologies and resources are available and utilized to create and retain a state-of-the-art learning environment available to members.</p>	
<p>Appropriate resources are available for staff attendance at the Arizona REALTORS®, NAR and Education-related conferences/forums.</p>	
<p>Identify and monitor student demographics for each of the Arizona REALTORS® education programs and utilize in target marketing efforts.</p>	