

**Arizona REALTORS®**  
**BUSINESS TECHNOLOGY & COMMUNICATIONS**  
**2022 Business Plan**

**From:** Business Technology and Communications  
**Chair:** Shane Cook  
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**Date:** 2022

**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 zipForm® to Transaction Desk 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**

The Business Technology and Communications (BTC) committee will work on all Communications tasks and the Member Communications Committee will be used only for special projects that the BTC Committee wants the group to focus on (member surveys, event communications, social media ambassador program, etc.).

**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 REALTORS® 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 REALTORS® how to use business technologies.	Facebook page to address how to use business technologies and new ideas.
Create a mechanism for REALTOR® 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 and content for local associations to populate their websites and distribute as needed.	Graphics and content tool added to the Arizona REALTORS® Website
Provide information and assistance to real estate schools and local associations to promote REALTOR® technology tools and provide training on their usage.	Under review

### **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 REALTOR® 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	Promoted by The Voice Newsletter and externally through Tech Helpline monthly mailing
Research and inform REALTORS® on how to choose the right technologies for business through multiple channels of communication.	Promoted by The Voice Newsletter and Monthly Tech Helpline email to members.
Maintain positive member responses.	Member feedback is generally 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 REALTOR® 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	Trainings are conducted weekly through Zoom
Pursue partnership and collaboration opportunities to teach REALTORS® how to use business technologies.	Promoted by The Voice Newsletter and Monthly Tech Helpline email to members.
Maintain positive member responses	Member feedback 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 recommended products and services that increase efficiency, profitability, and digital security of REALTOR® business operations. Arizona REALTORS® negotiates discounts for products and services that benefit REALTORS® 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	Training is provided by our inhouse technical support team
Research and inform REALTORS® on how to choose the right technologies for business through multiple channels of communication.	Promoted by The Voice Newsletter and our media channels.
Maintain positive member responses	Feedback from membership is generally positive. Primary complaint is that members are unable to save their primary login information. New UI is expected in 4 <sup>th</sup> quarter 2021 to address this issue
Investigate strategies for member engagement via the Single Sign-On platform using targeted pop-up messaging based on criteria from the enhanced member profile data within RAMCO.	Under review

## **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.	Member out of compliance report summary of licensees out of compliance with active membership requirements. (System is currently down as of 10/2021 due to technical server issues that are currently being addressed) Branch managers are identifiable 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, engage more effectively with members and maximize adoption of Arizona REALTORS® programs and services (SP: 5.E).

<b>Measurable Objectives</b>	<b>Status</b>
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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.	Current data includes access to Voter Data and email opens, Member Demographics statistics.
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, engage 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	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 engage 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>
Maintain a secure and reliable phone system	Cloud based Nextiva system, phone app and online system available in the event of a local outage
Troubleshoot problems in a quick and efficient manner.	Meeting objectives, staff feedback has been largely positive

### **Network**

Arizona REALTORS® Information Technology resources will ensure that the network infrastructure is secure and reliable, allowing Arizona REALTORS® to engage 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	Under Review
Maintain the network to ensure it remains secure and reliable	Meeting objectives

## **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
Support and enhance customer service platforms (such as ZenDesk) to identify and track technology issues.	Ongoing
At year-end, income and expense for this committee's overall budget are within 10%	

## **2022 COMMUNICATIONS: REALTOR ENGAGEMENT AND CONSUMER OUTREACH BUSINESS PLAN**

**Christina Smalls, Staff Liaison**

The Arizona REALTORS® communicates using methods that inform, connect, and engage REALTORS®, local REALTOR® associations, and consumers.

<b>Measurable Objectives</b>	<b>Status</b>
Disseminate pertinent, relevant and timely industry and association information through social media, aaronline.com, videos, and newsletters.	On-Going
Engage with REALTORS® and local associations to identify needs, provide communication services, and inform on issue resolution techniques.	On-going Working with PR firm, HMA PR, as of May 4, 2020
Organize information on the website for easy search and access by members.	Ongoing
Conduct research on the preferred communications methods of our REALTOR® members and communicate with our members through those methods.	
Engage in at least four consumer outreach activities each year and promote community involvement activities of members.	
Promote REALTOR® volunteerism and community involvement.	<b>Solicited volunteer stories in the 11/9 and 11/23 issues of The Voice to commemorate National Volunteer Day which was on December 5<sup>th</sup>. Featured REALTOR® volunteer in December 7 issue of The Voice.</b>
Promote advocacy efforts with a focus on consumer outreach and education to the public and REALTOR® members.	

Identify community outreach efforts conducted by REALTORS® and recognize them through an annual award.	
Promote the value of using REALTORS®.	<b>Promoted <a href="http://www.competition.realtor">www.competition.realtor</a> on social media.</b>
Communicate the value and successes of REALTOR® associations throughout the state by placing at least ten mentions in print or broadcast media in 2021.	2 earned media spots since December 1, 2021. See: <a href="https://www.aaronline.com/media-contacts-coverage/">https://www.aaronline.com/media-contacts-coverage/</a>
Deliver timely and relevant content through social media.	On-going
Communicate the association's initiatives and work in progress to members.	On-going
Communication statistics are compiled and shared monthly.	On-going
Print and digital collateral adheres to the Arizona REALTORS® brand and is member centric and speaks to Arizona REALTORS® value proposition.	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>	
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.	
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
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.	On-going
Conduct member and consumer research as needed to provide information to decision makers by fielding at least two email surveys.	
Investigate strategies for member engagement via the Single Sign-On platform using pop-up messaging based on criteria from the enhanced member profile data within RAMCO.	

# **2022 DIVERSITY, EQUITY, AND INCLUSION BUSINESS PLAN**

## **Christina Smalls, Staff Liaison**

The Arizona REALTORS® commits to building stronger, inclusive, and diverse association leadership and membership to better represent the communities served and ensure a superior consumer experience by building dynamic, inclusive, and safe communities.

<b>Measurable Objectives</b>	<b>Status</b>
Increase the diversity of REALTOR® members and REALTOR® leadership to better represent the communities in which they serve.	
Provide REALTORS® with opportunities for open dialogue about diversity, equity, and inclusion.	
Promote REALTORS® understanding and perception of diversity to create a more respectful and inclusive industry and consumer experience.	
Create opportunities for REALTOR® outreach to diverse communities to provide those communities with information about the real estate industry and profession.	
Investigate the feasibility of providing scholarships for pre-licensing and academic programs for diverse individuals with an interest in becoming a REALTOR® and implement if feasible.	
Provide additional education and mentoring resources.	
Develop communications that promote real estate as an inclusive profession.	
Promote real estate as a first-time profession to individuals in high schools, colleges, and universities.	
Support and promote fair housing.	