

**Arizona REALTORS®**  
**BUSINESS TECHNOLOGY & COMMUNICATIONS**  
**2023 Business Plan**

**From:** Business Technology and Communications  
**Chair:** Nicole Cumbie  
**Staff Liaison:** Dan Pemberton  
**Date:** 2023

**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 promoting new member benefits such as Photofy and Breeze
- 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.).

**Aaronline.com website redesign Workgroup**

This workgroup will be responsible for suggesting cleanup of outdated or irrelevant content on our website. The workgroup will also be responsible for suggesting new relevant content and webpage redesign suggestions. (Risk Management Pages are not considered for updates or changes at this time)

**Social Media Messaging Workgroup**

This workgroup will be responsible for brainstorming new relevant content to increase our social media clicks, likes, shares and subscribes (examples: Hot Real Estate topics, trends, tips and tricks, video ideas).

**New Tech Workgroup**

The New Tech workgroup will be responsible for investigating and presenting to the committee new trending technologies pertinent to the REALTOR® member.

**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.E)

| <b>Measurable Objectives</b>   | <b>Status</b>  |
|--|--|
| Negotiate discounts for products and services that benefit members and consistently market those offerings.  | Ongoing- Latest entry to Tech Marketplace-Spin Top Signs |
| Market for member awareness and increased use  | Ongoing – Voice Weekly                                   |
| Pursue partnership and collaboration opportunities to the REALTORS® how to use business technologies through various platforms.  |  |
| Utilize member information via our membership database to identify REALTORS® with pertinent expertise. Creation and use of targeted committee application, nomination and referrals. |  |
| Create pre-formatted graphics and content for local associations to populate their websites and distribute as needed through Photofy.  | Ongoing - Monthly  |
| Provide information and assistance to local associations and brokerages to promote REALTOR® technology tools and provide training on their usage.                                    | Ongoing, offsite training is scheduled as needed.        |

**Photofy, Breeze and The 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® researches, vets 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)

| <b>Measurable Objectives</b>  | <b>Status</b>   |
|---|---|
| Usage statistics are compiled and shared with the Committee.  | Ongoing - Quarterly   |
| Market for member awareness and increased use   | Ongoing – The Voice   |
| Research and inform REALTORS® on how to choose the right technologies for their business through multiple channels of communication with the Tech Workgroup being tasked to investigate products and services and making recommendations. | Ongoing – The New Tech workgroup has reviewed the Peardrop App. Spin Top Signs (Approved) |
| Maintain positive member responses.   | Member responses are mostly positive  |

## **Forms**

Arizona REALTORS® controls and provides the delivery of Arizona REALTORS® forms as a member benefit through Transaction Desk/Authentisign and or forms licensee partners. 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.   | Ongoing - Quarterly                             |
| Conduct trainings on a monthly/bi-weekly basis  | Ongoing – Training is conducted weekly Via Zoom |
| Pursue partnership and collaboration opportunities to teach REALTORS® how to use business technologies through various platforms. | .   |
| Maintain positive member responses  | Member responses are mostly 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® researches, vets 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 with BT&C Committee.   | Ongoing - Quarterly   |
| Conduct trainings on a weekly basis   | Ongoing – Weekly Zoom Trainings   |
| Research and inform REALTORS® on how to choose the right technologies for their business through multiple channels of communication with the Tech Workgroup being tasked with investigating products and services and making recommendations. |   |
| Maintain positive member responses  | Member responses are mostly positive  |
| 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.  | Ongoing – Pop-up messaging is used to alert system issues and to notify members of Association Conferences, classes and events. |

## **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. |               |

## **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.D).

| <b>Measurable Objectives</b>   | <b>Status</b>  |
|--|--|
| Provide data analytics of AAROnline.com members logged-in.           |  |
| Develop “Enhanced Member Profile” through RAMCO AMS.                 | Ongoing – Member information is gathered through our member Database |
| Maintain RAMCO as the data warehouse for the Enhanced Member Profile | Ongoing – Member information is gathered through our member Database |

## **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 – Meeting Objectives                       |
| Security exploits conducted against Arizona REALTORS® receive urgent attention and appropriate measure taken to prevent reoccurrence | Ongoing – Meeting Objectives                       |
| Build an effective disaster recovery infrastructure to allow immediate phone and email recovery                                      | Ongoing – Cloud based systems – Meeting Objectives |

## **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            | Meeting Objectives |
| Troubleshoot problems in a quick and efficient manner. | Meeting Objectives |

## **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 | Ongoing – Meeting Objectives – Nextiva Phone systems. |
| Maintain the network to ensure it remains secure and reliable  | Ongoing – 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 quarterly financials  |               |
| Support and enhance customer service platforms (such as ZenDesk) to identify and track technology issues. Gather demographics and make the information and data available to local REALTOR® Associations when appropriate. | Ongoing       |
| At year-end, income and expense for this committee's overall budget are within 10%   |               |
|  |               |

## **2023 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. | <b>On-going</b> |
| Engage with REALTORS® and local associations to identify needs, provide communication services, and inform on issue resolution techniques.     | <b>On-going</b> |

|  |                 |
|--|-----------------|
| Review, best practices in search functionality, website navigation, and user interface; and integrates these practices into the Arizona REALTORS® website. | <b>On-going</b> |
| Organize information on the website for easy search and access by members.   | <b>On-going</b> |

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|--|-----------------|
| 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.   |                 |
| 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>On-going</b> |
| Communicate the value and successes of REALTOR® associations throughout the state by placing at least ten mentions in print or broadcast media in 2023.                      |                 |
| Use social media to deliver timely and relevant content to member associations to help foster discussion; and is managed and monitored to ensure a steady rise in engagement | <b>On-going</b> |
| Communicate the association's initiatives and work in progress to members.   | <b>On-going</b> |
| Communication statistics are compiled and shared monthly.  | <b>On-going</b> |
| Print and digital collateral adheres to the Arizona REALTORS® brand and is member centric and speaks to Arizona REALTORS® value proposition.                                 | <b>On-going</b> |
| Engage in regular outreach to members to elicit discussions by posing questions on social media and in The Voice.  |                 |
| Meet or exceed real estate industry email open and click-through rates with The Voice.   | <b>On-going</b> |
| Conduct member and consumer research as needed to provide information to decision makers by fielding at least two email surveys.   |                 |

**2023 EQUITY, DIVERSITY, AND INCLUSION  
BUSINESS PLAN**

**Torey Gannon, Committee Chair**

**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.  |                 |
| Maintain a DEI Ambassador group – welcome members to events and help share our messaging on social media.  |                 |
| Create a Leadership Mentor Program – identify and mentor upcoming diverse leaders.   |                 |
| Create graphics showcasing various leaders.  | <b>On-going</b> |
| Provide REALTORS® with opportunities for open dialogue about equity, diversity, and inclusion.   |                 |
| Host sessions and create videos with scenarios on empowering action when faced with discrimination.  |                 |
| Create videos to educate and re-educate about the importance of inclusivity and Article 10 changes.  |                 |
| Create videos on pronoun usage and how to get comfortable discussing this topic with consumers.  |                 |
| Promote REALTORS® understanding and perception of diversity to create a more respectful and inclusive industry and consumer experience.  |                 |
| Emphasize and educate both REALTORS® and the public about the document recorded by ADRE with every County Recorder’s Office in Arizona disclaiming the validity and enforceability of discriminatory restrictions and covenants. |                 |
| Create opportunities for REALTOR® outreach to diverse communities to provide those communities with information about the real estate industry and profession.   |                 |
| Record videos about empowering consumers to become homeowners.   |                 |
| Promote, via a 2-year plan in underserved communities, the importance of home ownership, convey the message that the association is their ally in getting them to their goal of home ownership.                                  |                 |
| 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.   |                 |

|  |  |
|--|--|
| Research conducting outreach presentations to high schools, career fairs, and in underserved communities in collaboration with YPN agents.                                     |  |
| Create a resource on the Arizona REALTORS® website with presentation materials for REALTOR® members to utilize when engaging in outreach activities.                           |  |
| 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.   |  |
| Maintain the “DEI in A Box” resource for Association/Board trainings.  | <b>On-going</b>  |
| Maintain a DEI social media Calendar (pride month, women’s history month, etc.).   | <b>On-going</b>  |
| Support and promote fair housing.  | <b>On-going</b>  |
| Continue working with NAR on its “Tester Program” for brokers to identify fair housing violations.   | <b>On-going</b>  |
| Request that the Risk Management Committee consider drafting a Fair Housing Disclosure either as a separate document or to be included in an existing residential resale form. | <b>NEW Fair Housing Advisory was approved by the Risk Management Committee on January 5, 2023; and the Advisory is now available on the association’s website.</b> |
| Create Fair Housing “Marketing in a Box.”  |  |