

AEI INSTITUTE

MARCH 17-20, 2023 | SEATTLE, WA



#NARAEI2023



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**NATIONAL
ASSOCIATION OF
REALTORS®**

Welcome to

Better Engage and Serve Members with Market and Member Stats

Thank You To Our Sponsor



Better Engage and Serve Members with Market and Member Stats

TERRIE SUIT – CAE
CEO - Virginia REALTORS®



Getting to Know You

- **How Many AEs in the Room?**
- **How Many Staff Specialists?**
- **What is your Association Size?**
 - **< 500?**
 - **500 to 1999?**
 - **2000 to 6999?**
 - **Over 7000?**
- **Experienced using Surveys and Polling?**

KEY TAKE AWAYS



- How to use membership data to better engage members
- How to do simple, cost-efficient polling and surveys
- The value, and how to use, trend data or on-going polling, to monitor success and movement on key issues and belief's
- How to improve open rates on communications



**How Will This
Help Me?**



Managing the Good Idea Fairy



“The Good Idea Fairy is the source of those inspired ideas some people whiffle up for other people to implement without ever really considering their practical consequences and downstream impact.”

John Lipinski- BPI Modern Talent



“In some instances, the Good Idea Fairy is fed simply by ego, and someone’s need to make an imprint on an organization regardless of whether the effort even attempts to solve a real problem.

In other instances, the people are genuine and well-meaning, but they haven’t really thought through the underlying issues, questions, or processes.

In either case, you end up with wasted resources and time lost, headed down the wrong path.”

John Lipinski- BPI Modern Talent

What could be wrong with a good idea?

- It doesn't apply to our members
- It's not what our members are interested in
- It's not what our members want or need
- It's not what our members are willing to spend their money on
- It would be great if we only had the resources
- If I could get rid of ten other time sucks, I could support the new idea

How do you know this to be true?

Because the data tells us so
and the data doesn't lie!



I don't want to
be the one that
gets accused of
always saying
NO!



Every good idea
is somebody's
baby



I Don't want to be
the one to call a Past
Illustrious Leader's
baby... UGLY!

You won't have to if you let the data do the talking

- Use member statistics to know your members and what applies to them
- Use polling and survey data to know what your members are interested in
- Use member records on license and membership renewal requirements, and designation classes outstanding, to know what your members need
- Use past registration data to know what your members are willing to spend their money on
- Use all of this to support eliminating under performing programs and benefits so you can free up resources for the really good ideas the data support

Show them the Data!

How to use membership data to better engage members

What do we mean by “Engage”?



To Increase:

- Attendance
- Adoption Rates
- Readership
- What Else??

Know Your Members



- Taylor your programs and benefits based on your member needs.
- Segment your communications based on what information applies to which members. Don't send everyone everything.
- Use member data to support decisions on what programs to initiate and what programs to eliminate.

What Data is Helpful?



Experience level

New member programs and communications versus programs for more seasoned members



Type of Member

Sales Associate
Sales Manager/Supervising Broker
Educator
New Home Sales
Commercial
Appraiser
Property Management



Attendance History



Designations

GRI, CCIM, RLI, ABR, Etc.



Where Can I Get the Data?

- M1
- Your Association Management System
- Your Annual Survey
- Periodic Surveys (event, program, education)

- 
- Keep it Simple
 - Keep it Updated
 - Keep it Relevant to what you need to know to use effectively

How Do I use this Data?

- Say Yes to Programs, Benefits, Events, that Apply to your Members. Let the Data Say NO to those that Don't.
- Segment communications based on what information applies to which members.
- Let the Data Drive Eliminating or Changing Stale Programs, Events, or Benefits and Free up Resources for Good Idea.

How to do Simple Cost-Efficient Polling and Surveys

What programs to use?

- **Google Forms**
- **Survey Monkey**
- **Qualtrics**
- **Others???**

- Most have both free version and subscription versions
- Try before you subscribe
- Watch out for auto renewals
- Use their tutorials and templates.

What Should I Survey?

- Events
 - Membership and Committee Meetings, Fundraisers, Conventions
- Education and Training Programs.
 - Content, Instructor, Venue
- Member Benefit Programs
 - Anything you are using Association resources to provide
- Tools
 - Lockbox, Store,
- What Else????

Best Practices for a Successful Survey

- Keep it Short
 - Ask only what you really need to know
- Tell them how much time it will take to respond
- Be consistent so the Members trust the data
 - Annual survey same time each year
 - Survey every Instructor
 - Survey every event
 - Survey every program

Net Promoter Score (NPS)

“How likely is it that you would recommend: [Organization X/Product Y/Service Z] to a friend or colleague?”

Net Promoter Score (NPS)



- Single question survey:
- The Gold Standard of customer experience metrics developed in 2003 by Bain and Company
- The percentage of respondents who are promoters (those who scored 9 or 10) minus the percentage of those who are detractors (scored 0-6)
- Score ranges from -100 to +100



Hi Terrie,

Thanks for using CLEAR on your recent trip at **Dulles International Airport** on **March 17, 2023!** We're always looking for ways to keep you moving faster, safer, and easier. Do you mind taking 30 seconds to answer a few questions about your experience?

We look forward to welcoming you back soon,

- Your CLEAR Ambassadors at IAD



How likely are you to recommend CLEAR to a colleague or friend?



Net Promoter Score (NPS)

The creators of the NPS metric, Bain & Company, say that although an NPS score above 0 is good,

- above 20 is great and
- above 50 is amazing.
- Anywhere above 80 is the top percentile.



How Do I use this Data?



- To support your decisions and recommendations
- To Say Yes to Programs, Benefits, Events, that your members support
- To Eliminate or Change Programs, Events, or Benefits your members do not support
- To set performance goals

The value of, and how to use, trend data to monitor success and movement on key issues and beliefs

What is Trend Data?



Data that is consistently collected over time which can reliably predict future behavior and needs

Trend Data Examples



- Participation over time predicts future participation
 - Registration and attendance numbers
 - Store Sales (popular items)
- Annual Membership Survey foretells future member interests and needs
 - Specialty areas (property management, teams)
- Professional Standards data to inform training needs
 - Are complaints growing or declining?
 - Types of violations?

How to improve open Rates on all Communications

What's In it for the Member (WIIFM)?



Why should I open this Email?



Why should I click on this Link?



Why should I attend this event?



Why should I care?

What's In it for Me?

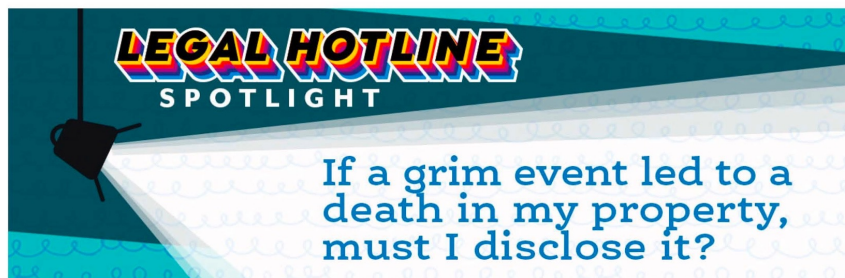
Best Practices for open and click rates

- **Send the right communications to the right members; Use your data! Segment your marketing!**
 - The member who has already registered doesn't need the "remember to register" email
 - The long-time member doesn't need New Member Orientation dates
 - The member who has GRI doesn't need the GRI class schedule
 - The Sales Associate doesn't need the Broker Newsletter
- **Effective Subject lines; Why should I open this email?**
 - Keep it short
 - Use WIIFM
 - Use FOMO (fear of missing out)

Best Practices for open and click rates

- **Digestible Email content**
 - Keep it short, **make them click to get the rest**
 - Focus on what the member wants to hear not what you want to say
 - Put most popular topics at the top and don't overload it
 - Make it easy to read, write at the 5th grade level
 - Action link, make it easy to take action, **TEST THE LINKS!**
- **Less is More!**
 - Fewer Emails
 - Same day each week or month
 - Tailored Content to the Member's WIIFM

From: Virginia REALTORS® <members@virginiarealtors.org>
Sent: Friday, March 10, 2023 11:39 AM
To: Terrie Suit
Subject: e-news: Costly Commission Mistakes, Look at Down Payments in VA



A Shareable Look at VA's Down Payment Trends

The Virginia REALTORS® Research Team is delivering an infographic to highlight what down payment trends REALLY look like in Virginia. [We hope you'll share this resource on your own page, or with clients](#), to help shed a light on Virginia's most recent trends.

**NAR WEBSITE
PLANNED OUTAGE**

**3/11-3/12 ACCESS TO FORM PROVIDERS AND
TRANSACTION PLATFORMS WILL BE IMPACTED.
LEARN MORE HERE ►**

VAR Participates in Universal Licensure Bill Signing

On March 3rd, Virginia REALTORS® received an exclusive invitation from the Governor to participate in the signing of a bill that eases the requirements for all who require a license

**GOVERNOR INVITES VIRGINIA REALTORS®
TO PARTICIPATE IN BILL SIGNING**

Subject Lines:

Not so Good vs. Good

Please Register for the annual membership meeting April 1st at 4:00 pm at the Association Office; we need the head count to order food.

Please Register for the legal update class on April 10, 2023, at 10:00 am, location: Association office.

Message from the President; Please Read

Uh-oh! Did you forget? You're about to miss out

Legal Updates: Someone screwed up.! Don't make the same mistakes they did!

Important Info from President Joey; delete at your own risk

Just Remember

What's In It for the Member (WIIFM)

Wrapping it Up



- Use your membership data to know your members so you can better serve and communicate to them
- Use simple, cost-efficient polling and surveys to inform your management decisions and support those decisions with your leadership
- Use, trend data or on-going polling, to monitor success and to understand members wants and needs
- Use the What's In it for the Member (WIIFM) Strategy to more effectively communicate with your members



You don't have
to be the one
that gets
accused of
always saying
NO!

Let the Data do the Talking!

And we will all live happily ever after



**TERRIE SUIT – CAE
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THANK YOU.



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