

JOINT

AEI INSTITUTE

MARCH 12-15 | SAN DIEGO, CA



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AMS Best Practices

Elevate Your Association and Embrace Transitions

Thu Mar 14 | 9:45 AM

PRESENTERS



Mike Valerino

CEO, Akron Cleveland Association of REALTORS®



Neil Collins

CEO, Santa Clara County Association of REALTORS®



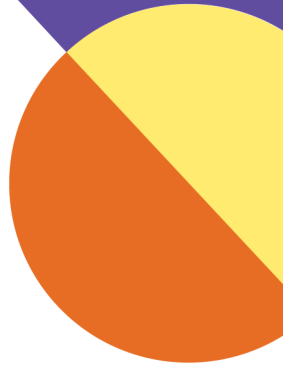
Katie Fletcher

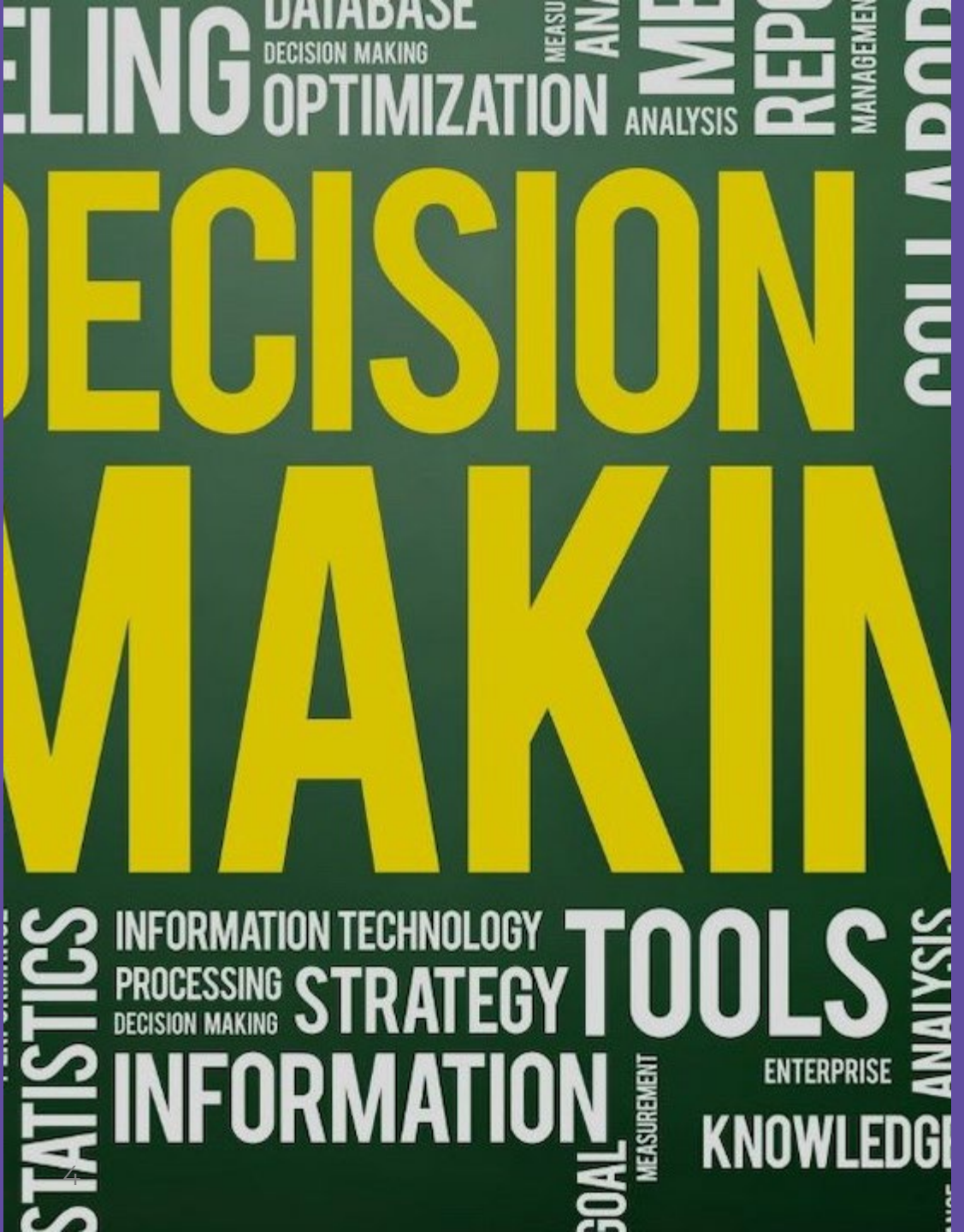
Vice President of Operations, Sierra Nevada REALTORS®



Emily Chenevert

CEO, Austin Board of REALTORS®





1. CRITICAL FIRST STEPS

- Contemplating change
 - Internal Factors
 - External Factors (or both)
- Review Your Governing Documents / Policy



2. EMBRACING CHANGE

- Fostering a culture of adaptability
- Providing comprehensive training
- Facilitating open communication and feedback channels



3. FOSTERING OWNERSHIP

- Early involvement
- Foster collaboration
- Training and education
- Open communication
- Hands-On experience



4. THE MEMBER EXPERIENCE

- Prioritize user experience and satisfaction
- Training & buy-in
- Consistent communication



KEY TAKEAWAYS

Katie Fletcher

Vice President of Operations, Sierra Nevada REALTORS®



1

Restructure point of view.

2

Compare the two systems.

3

Which system supports the restructure.

4

How does the system function in the new Association Polices & Procedures.

KEY TAKEAWAYS

Neil Collins

CEO, Santa Clara County Association of REALTORS®



1

Identify your pain points

2

Engage staff by business unit to prioritize needs or wish list

3

Improve the member experience and add member value

KEY TAKEAWAYS

Emily Chenevert

CEO, Austin Board of REALTORS®



1

Embrace operational infrastructure as a cultural tool.

2

Use this change to consider staff reorganization.

3

Get your Board on Board.



THANK YOU.



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