

JOINT
AEI INSTITUTE

MARCH 12-15 | SAN DIEGO, CA



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NARdotRealtor



nar.realtor

#AEI2024

MORE THAN STATUS QUO: TECH SOLUTIONS TO ASSOCIATION CHALLENGES

DAVID COREY

CEO

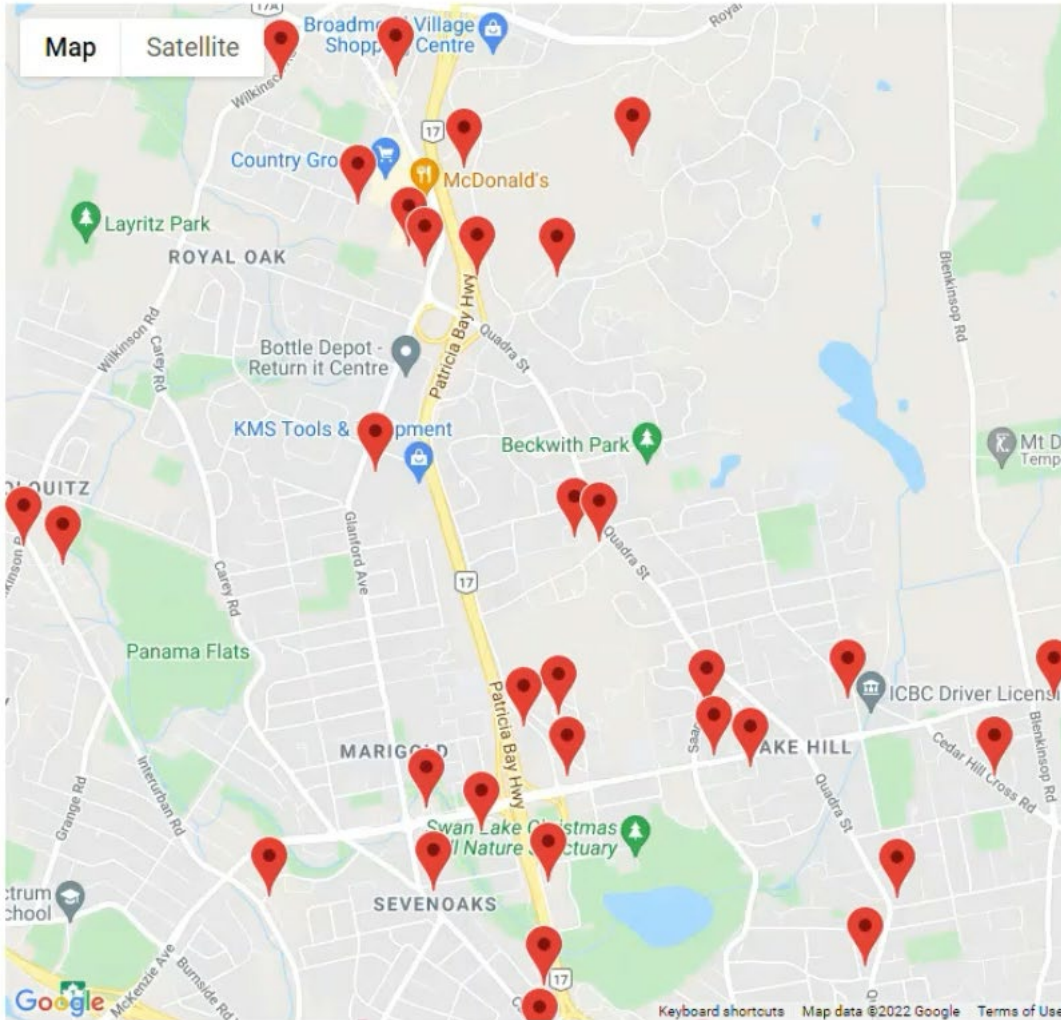
VICTORIA REAL ESTATE BOARD



StrataDocs

- What is it? CondoDocs?
- Let's start with why...






StrataDocs

- Risks / Resources
- Uptake
- Member response





StrataDocs

- David Corey
CEO, Victoria Real Estate Board
- Victoria, BC 



SAM SCOTT

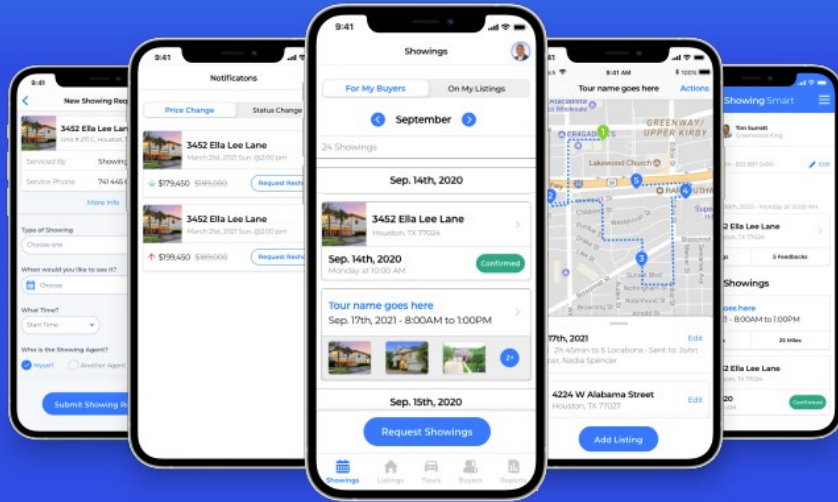
DIRECTOR OF INFORMATION

HOUSTON ASSOCIATION OF REALTORS®





Showing Smart



Download on the
App Store

GET IT ON
Google Play

Schedule Showings

- Instant Notifications for Appointment Approvals
- Call Center 7 days a week
- Route Optimization for Tours
- MLS Integration and Data
- Buyer and Agent Feedback
- ShowingTime+ Integration





The need



The process



Lessons learned

KAT NEWEL

VP OF BUSINESS INNOVATION
GREATER VANCOUVER REALTORS®



For Sale		For Lease						
REGIONS OF INTEREST	PROPERTY TYPES							
	Retail	Office	Industrial	Land	Multifamily	Agribusiness	Business	Institu
<input checked="" type="checkbox"/> All Sale	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Greater Vancouver	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Fraser Valley/Chilliwack	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Victoria/Vancouver Island	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Thompson/Okanagan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Cariboo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> North Coast/Nechako Region	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Northeast Region	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Kootenay Region	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Commercial Broadcast Email Service - CBES

FOR LEASE | Brand New Retail Space at Campbell Crossing
 19255 28th Avenue, Surrey, British Columbia, Canada



Lease Details

CRU 1: 2,523 SF
CRU 2: 2,177 SF
CRU 3: 2,081 SF
CRU 4: 2,152 SF
Total: 8,933 SF

Property Features

- Excellent co-tenancy – McDonald's, Burger King, Petro Canada, and many others
- Great visibility from 192th Street and 28th Avenue intersection
- Access from all points of traffic
- Outstanding daytime population with the

Broadcast Email

Message Subject:

Message Type:

Transaction Type:

Property Type:

Area:

Attachment File:

Select a Signature:

Edit Insert Format Table

Paragraph **B** *I*



Mailing Summary

MAILING SUBJECT	TOTAL RECIPIENTS	TOTAL OPENS	UNIQUE OPENS
Commercial Broadcast - Have - Greater Vancouver - Multifamily - FOR SALE: VANCOUVER WEST SIDE MULTI-FAMILY INVESTMENT OPPORTUNITY	825	690	441

Top Url Click Throughs

URL	TOTAL
https://bc.commercialbroadcast.ca/notification	4
https://members.rebgv.org/cbes/rebgv%20-commercial%20broadcast%20email%20service%20guidelines.pdf	12
https://bc.commercialbroadcast.ca/static/contact	2
https://bc.commercialbroadcast.ca/Attachments/1179668-58257-Brochure_Highbury_Residences.pdf	151
https://bc.commercialbroadcast.ca/	8
https://bc.commercialbroadcast.ca/static/terms	4

CBES - STATS

REALTORS® across the province using CBES **1500+**

Emails received in 2023 **3.5m+**

Average open rate **40%**

Click through rate (depending on asset class) **10-15%**

Market insights from CBES

- 2022 - Tight market and a record low vacancy rate
- 2024 - Longer DOM and higher number of 'Haves'

Examples of Participating Commercial Brokerages:

- Avison Young
- Colliers
- CBRE
- Marcus & Millichap
- RE/MAX Commercial





"The Commercial Broadcast Email Service has been paramount in our marketing efforts for commercial listings.

This system allows us to effectively target and engage a large pool of commercial brokers towards our new listings."

Mike Grewal, CCIM - Senior Vice President, Colliers

[Commercial Broadcast Email Service Video](#)

LEO MOFUNANYA

SENIOR DIRECTOR OF DIGITAL STRATEGY & OPERATIONS

NORTHERN VIRGINIA ASSOCIATION OF REALTORS®





#MMWTR

Meet Members Where They R

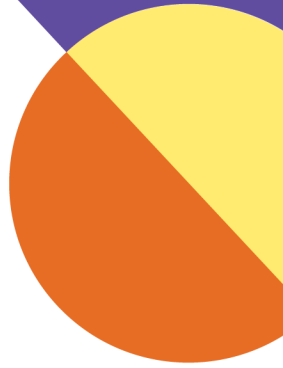




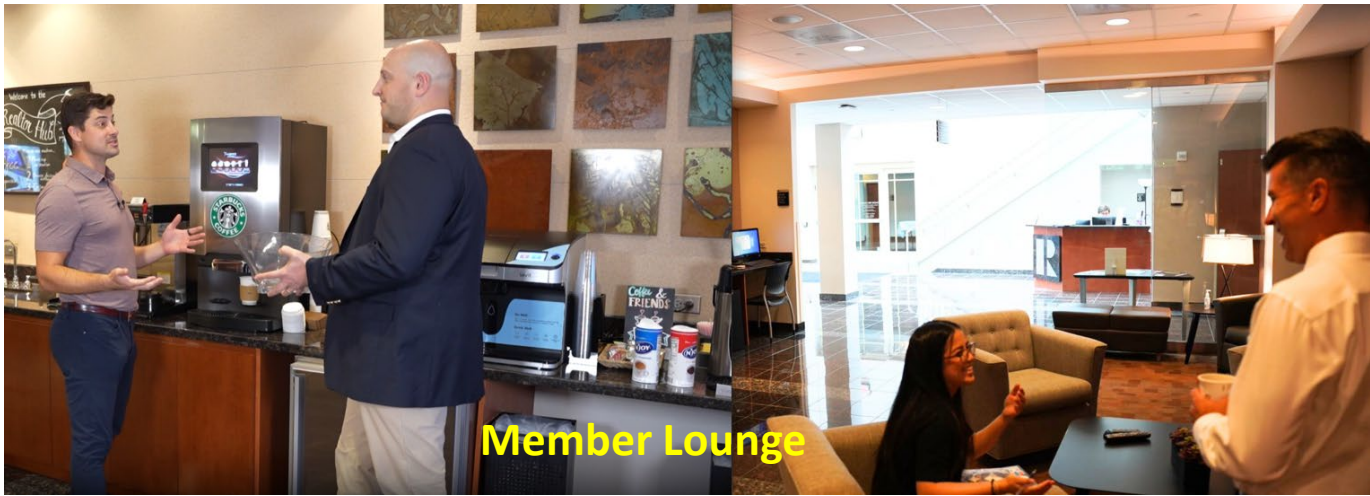
Collaboratory



NVAR Store



Digital Experience Center (DXC)



Member Lounge



Leo Mofunanya CIPS, e-Pro, AHWD
Senior Director of Digital Strategy & Operations
Northern Virginia Association of Realtors



DEBORAH BOZA-VALLEDOR

COO/CMO

MIAMI ASSOCIATION OF REALTORS®



SOUTH FLORIDA PROPERTY SHOWCASE



SEARCH MORE THAN **47,000 PROPERTIES**
8 INCREDIBLE EVENTS IN SOUTH FLORIDA - FEBRUARY 14 - 25, 2024

SFPropertySearch.com • SouthFloridaOpenHouseSearch.com • SFCommSearch.com
and NOW available on Nestfully.com

8 incredible South Florida events, beginning with the World's Largest Boat & Yacht Event – The Miami International Boat Show and ending with the Star-Studded South Beach Wine and Food Festival, will draw more than 500,000 visitors from Florida...from across the country and around the world to South Florida February 14- 25. Consumers can search for South Florida houses, condos, rentals and Commercial properties For Sale and For Lease and visit Hundreds of Open Houses using MIAMI's powerful multilingual websites:

SFPropertySearch.com • SouthFloridaOpenHouseSearch.com • SFCommSearch.com
and NOW available on Nestfully.com

Download this **Social Media Graphic** to promote your properties during the **12 Busiest Days in South Florida!**

Will YOUR listings be ready for the 12 busiest days in South Florida?



DAVID SALVATORE

CEO

MANITOBA REAL ESTATE ASSOCIATION

CIDREC Dashboard

Salvatore, David
dsalvatore@mrea.mb.ca

- Dashboard
- Reports
- Create
- Search
- Admin
- Users
- Roles
- Flags
- Settings
- DataWarehouse
- Category Maintenance

Category Utilization

Select Organizations: Board Services

Period	MREA	WRREB	BAR	National
Jan 08 - Jan 14	45	95	50	35
Jan 15 - Jan 21	25	98	90	35
Jan 22 - Jan 28	45	95	60	30
Jan 29 - Feb 04	50	95	10	25
Feb 05 - Feb 11	0	0	100	75

MREA Top 5 Categories

for the period of Jan 29, 2024 to Feb 5, 2024

Government Legislation, Regulation & ...

Category	Percentage
Forms	50%
Advertising	20%
Other	15%
Other	15%

MREA Top 5 Categories for Instigator

Broker: Last Year

Category	Percentage
Other	35%
Process	25%
Identification	15%
Other	15%
Adequate Disclosure	10%

MREA Top 7 Flagging Activity

Color	Description	Current Month	Month-to-date +/- %	Current Year	Year-to-date +/- %
Red	Member Benefit Inquiries	0	N/A	1	-50
Cyan	Potential Education Topics	0	N/A	0	N/A
Dark Red	RESA Offer to		N/A		N/A

CIDREC Create Report

Report Date* 2/5/2024 Purpose* Inquiry

Method* Phone Call

Search Instigator Julie Nicole Friesen

Instigator* Broker

Flag* No Flag

Issue-1 + Add Issue

Category*

Notes

Note Detail

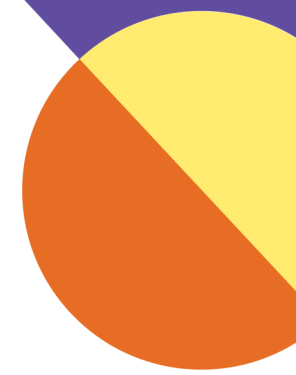
Next Steps*

Category Tree

Select Category

- Government Legislation, Regulation & Policy
 - Provincial
 - The Real Estate Brokers Act
 - The Real Estate Services Act
 - Advertising
 - Conduct Standards
 - Remunerating a Non-Registrant
 - Prohibited Form of Remuneration
 - Business Records
 - Service Agreements
 - Content and Requirements
 - Providing Services Without Service Agreement
 - Inducing Breach of Contract
 - Other
 - Offers to Trade in Real Estate
 - Trading on Own Behalf or a Related Party
 - Trust Accounts
 - E-Signatures
 - Witnessing Requirements
 - Providing Services Without Registration
 - Engaging a Non-Registrant
 - Personal Real Estate Corporations
 - Trading in Subdivision Lots Outside Manitoba

Add Clear Done



CIDREC

Salvatore, David
dsalvatore@mrea.mb.ca

Dashboard

Reports

Create

Search

Admin

Users

Roles

Flags

Settings

DataWarehouse

Category Maintenance

Search Reports

Scope: Local | Category: REALTOR® Code | Notes: []

Search Members (Instigator and Subj...)

Start Date: 1/1/2023 | End Date: 2/5/2024

[] [X] **Advanced Search**

Search Results (18)

Items per page: 25 | 1 - 18 of 18

Report Code	Operator	Date	Purpose	Location	Next Step	Step Details										
MREA-007654	Hyman, Steven	Jan 30, 2024	Inquiry	Manitoba	No Further Action	Resolved										
<table border="1"> <thead> <tr> <th>Method</th> <th>Instigator</th> <th>Subject</th> <th>Next Step</th> <th>Step Details</th> </tr> </thead> <tbody> <tr> <td>Phone Call</td> <td>Broker</td> <td>Not Applicable</td> <td>No Further Action</td> <td>Resolved</td> </tr> </tbody> </table>							Method	Instigator	Subject	Next Step	Step Details	Phone Call	Broker	Not Applicable	No Further Action	Resolved
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MREA-007623	Hyman, Steven	Jan 24, 2024	Inquiry	Winnipeg	Referred	Local Board										
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THANK YOU.



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