

JOINT

AEI INSTITUTE

MARCH 12-15 | SAN DIEGO, CA



REALTORS® are members of the National Association of REALTORS®.



NARdotRealtor



nar.realtor

#AEI2024

VALUE PROPOSITION

JOHN GORMLEY

CHIEF EXECUTIVE OFFICER
Mainstreet Organization of REALTORS®
Downers Grove, IL



Why communicating your association's unique value is more important than ever

CAPTAIN OBVIOUS STATEMENT:

- Class-action lawsuits and DOJ vs. organized real estate have members angry, confused and questioning why they should continue to pay dues.

Why communicating your association's unique value is more important than ever

REVISED STATEMENT:

- Members question **why** they should continue to pay dues to any association [**insert crisis du jour***] — especially **if** they've never understood the value of being a REALTOR® or what the association does for them.

* scandal, suits, DOJ, etc. ...

What's YOUR association's unique value?



DEFINITIONS:

- Unique value proposition – *what sets you apart*
- Brand promise – *what members can expect from you*
- Elevator speech – *how you tell your story, concisely*

What Mainstreet is known for ...



Education to prepare members for an evolving marketplace



Productivity tools, marketing and safety



Forms and contracts to give consumers clarity and member protection



Market data and solid information to rely on

Mainstreet's pivot points

- ✓ January 2023, decided to talk frankly with members about external threats
- ✓ A few months later, strategic planning was all about it
- ✓ Hired Membio to help us with our brand work
- ✓ Did the BIG ReThink roadshow for DRs
- ✓ Offered free ABR to DRs
- ✓ Rewrote forms & contracts to trigger compensation discussion
- ✓ Adapted ABR/SRS concepts into CE renewal courses
- ✓ Delivered BIG ReThink Redux and tons of relevant content

**ESSENTIALS FOR
REAL ESTATE TRIUMPH:**

A YPN Webinar Series
Part 3

**WEDNESDAY, MARCH 6
6-7 P.M. CST · LIVESTREAM**

PROTECTING YOUR PRACTICE:

NAR Lawsuits & Strategies for Resilient REALTORS®

CARRIE LITTLE
CarMarc Realty Group

PAUL GARVER
Hawbecker and Garver, LLC

CONNIE VAVRA
Domin'are

DOUG BENAVIDES
Benavides Team
CrossCountry Mortgage

KRISTI GORSKI
DPG RE Corp.

JOHN SINTICH
Keller Williams
Preferred Rity

Empower YOU

MAINSTREET
ORGANIZATION OF REALTORS®



Mainstreet's Brand Hierarchy

Putting it together

PURPOSE → MISSION → VISION → VALUES → TAGLINE → POSITIONING

To champion every member's goals with integrity, intelligence and inspiration.

To empower real estate professionals to thrive and find joy in their careers.

To help every member realize their full potential.

We believe in **every** member.
We are obsessed with what works.
We make it easy.
We are change-makers.
We do the right thing.
We are really, *really* nice.

Empower YOU.

Mainstreet empowers every member to define and achieve their goals.

Conclusion: Key Points

- We stayed true to our past value proposition (real-world education, quality information localized to our market and a strong customer service culture) while updating and acknowledging/adapting to a fast-changing landscape.
- Our 2023-24 brand work focused on members finding:
 - **Success**
 - **Joy**; and a ...
 - **Home** with Mainstreet
- You can do the same by being true to your association's core identity while evolving to address members' new needs and concerns!

VALUE PROPOSITION

NORMAN MORRIS

CHIEF EXECUTIVE OFFICER
Louisiana REALTORS®



Association Value Proposition

- ✓ Associations have to get back to the basics
- ✓ Have well-defined value proposition plan and execute
- ✓ Build a culture of excellence
- ✓ Deliver cutting edge programs and services
- ✓ Continuously promoting value of these services
- ✓ Specifically show how a service or program benefits the member
- ✓ Train leadership on delivering the value proposition
- ✓ Show passion with your value proposition

Techniques on How to Promote the Value Proposition

- Send postcards to highlight a program or service
- Use short videos to show your value
- Use text messaging tools
- Survey or use focus groups with members on programs and services
- Engage brokers and educate them on value
- Define value messaging for different target audiences

How to Keep Your Value Proposition Moving Forward



Focus on your data and listen to what your member needs and wants are



Know the value proposition process is never-ending



Make sure your internal documents are aligned with the same focus and commitment to the value proposition



Be innovative and seek new opportunities

Conclusion: Key Points

- When members need tools or answers to assist them in their real estate career, they will call your association first and that is the only place they will go for value.
- Never stop reaching for that excellence line, and commit to:
 - Building new value – added tools
 - Increase your passion for your value proposition
 - Find new ways to communicate the value of your association
 - Keep refining and improving your value-added plans
 - Learn from others
 - Keep engaging members
 - Listen
 - It can be done and anything is possible with hard work and a vision to create success

VALUE PROPOSITION

Cade Fowler

CHIEF EXECUTIVE OFFICER
Lubbock Association of REALTORS®



Focus Groups Every Other Year

- Feed them
- Small groups allow for great feedback
- Gives more opportunity to educate and inform
- Groups included Top Producers, Team Leaders, Property Managers, Commercial Agents, Small Offices

“A-Team” Office Visits

- Involve your Officers, Directors, Committee Members to Visit Brokerages during their office meetings
- Reach out twice a year – can be more if you need
- Minimal time commitment that creates great connections
- Communicate what you’re doing for members and how they can help
- Example: We’re focusing on REALTOR® community service projects and legislative victories

Developing Your Value Proposition Materials



Fiverr.com – small fees to create great marketing materials



Your value can also be your Member's value



Utilize your local college/university interns



Word of mouth is the best advertising

VALUE PROPOSITION

Kim Cox

CHIEF EXECUTIVE OFFICER

Ozark Gateway Association of REALTORS®

REALTOR® Benevolence Fund

- Find a local philanthropic foundation to set the account up
- Specify guidelines for your fund's usage
- Create an application for your members to apply
- Form a committee to discuss and approve applications, making sure they sign confidentiality agreements
- Amounts are paid straight to vendors, not to members
- Affiliates & REALTORS® can apply and/or be on committee

Our Benevolence Fund Story



Opened the fund in 2009



Received 46 applications



116 vendor checks written



\$55,000 paid out in assistance

Local Political Coordinator Program

- Additional charge on our RPAC & Advocacy Committee
- Send out engagement letter to entire membership
- Set up list of contacts for communication (ie; senators, state reps, chamber directors, school supers, city managers, charitable agency leaders, housing authority execs, etc.)
- Select a member for each contact and create spreadsheet
- Helps w/CFA's and spreading pertinent info quickly
- Easily start a grassroots campaign or share local, state and national talking points

Our Local Political Coordinator Story



Started in 2022 with 15 members & 22 key contacts



Now over 50+ members involved & 78 key contacts



Meets quarterly with our RPAC Committee



Our work is recognized through our efforts

Pre & Post Conference Meetings

- Who is involved: Board of Directors, State Directors & committee members, NAR Directors & committee members, others who attend state meetings on their own
- Meet one week before upcoming conference
- Run through schedule and check for ultimate coverage
- Go over any major issues or concerns to look for
- Meet one week after conference is completed
- We allow verbal reports here in lieu of written ones
- Derive educational items to send out to membership

Our Pre & Post Conference Meetings



We have about 25 people that attend each meeting



Allow state candidates to come and talk with this group



Bring the “hall talk” and confirm anything that might need shared



Voted favorite meeting held and the most pertinent to business

THANK YOU.



REALTORS® are members of the National Association of REALTORS®.



NARdotRealtor



nar.realtor