



OKLAHOMA
ASSOCIATION OF
REALTORS®

CONNECTING . INFORMING . UNITING

State Leadership Idea Exchange 2015 REALTORS® Conference & Expo | San Diego, CA

Combine Forces with Related Organizations

In February 2015, the Oklahoma Association of REALTORS® joined together with the Oklahoma Mortgage Bankers Association, Oklahoma State Home Builders Association and the Oklahoma Land Title Association to create a half-day event featuring high caliber speakers and networking among the related industry professionals.



We were able to use the leverage of these large organizations to attract very prominent talent to speak:

David Stevens	President and CEO, National Mortgage Bankers Association and former Assistant Secretary for Housing at the U.S. Department of Housing and Urban Development (HUD)
Gene Marks	Columnist, author and small business owner who writes for <i>The Washington Post</i> , <i>Forbes</i> , <i>Inc. Magazine</i> , <i>Fox Business</i> , <i>The Huffington Post</i> and <i>Entrepreneur.com</i>
Jack Konyk	Executive Director of Government Affairs for Weiner Brodsky Kider, P.C.
Pete Winemiller	Senior Vice President of Guest Relations for the Oklahoma City Thunder NBA team

Oklahoma City is centrally located in the state, and a downtown landmark event center played host to more than 400 of the most influential members of Oklahoma's real estate community.

Each partner invested in the event and was reimbursed for their sponsorship. After all expenses were paid, the partners were able to make a significant monetary donation to a statewide homeless charity. We were successful in attracting major media outlets covering the event.



Plans are underway for a second annual event, and then in the future to incorporate this into each organization's annual statewide conference, providing specialized breakout sessions.

Reach Your Audience Through a Mobile App

The trends are startling. People use apps more than websites. We spend as much time on apps as we do watching TV (more than two hours per day. More than 86% of the time spent on a smartphone or tablet is on apps, while only 14% is on websites. And people have their cell phones within three feet at all times!

Just a little over a year ago, Oklahoma went through a major rebranding, which included a new website. What the association did NOT want was a mobile app that required us to maintain online content in two places. The **okrealtors** mobile app we developed uses some built-in content but primarily points to mobile-optimized pages on our existing website in a seamless user experience.

A mobile app allows us to dramatically cut our paper consumption for large events by having things like conference speaker handouts, schedules and exhibitor information in the palm of the attendees' hands. Literally. The app works beyond our conferences though by linking our blog, Find a REALTOR®, events and other areas.



We have the ability to send messages by push notification. For example, when users come within a pre-determined radius of our offices, we can welcome them and offer a free cup of coffee! We send calls for action, reminders about RPAC and just about anything you'd use email—but with the undivided attention that email doesn't afford.

We're working with the developer to create text codes where members can text their local board "code" to receive

local notices, in addition to state messages. In this regard, our local association executives feel some ownership to make sure their members opt-in to the text messages. This was announced to the AEs last month and was positively received, so we're eager to roll that out!

Two-Way Therapy Experience



For the second consecutive year, the Oklahoma Association of REALTORS® has brought in an organization that trains volunteers and their pets to become certified therapy dog teams. They serve as ambassadors of love and good cheer—visiting nursing homes, assisted living

centers, schools and hospitals in Oklahoma. As part of their training, they come to our annual education conference and work their way through the halls, trade show floor and through the legs of attendees! It's good experience for the dogs and their handlers, and conference goers appreciate getting to roll on the floor and act silly for a few minutes.

Look for a service or therapy dog training center in your area, and we bet they'll "jump" at the chance to be a part of your events!

