

5 Steps for your Association WEBSITE

Nobu Hata, National Association of REALTORS
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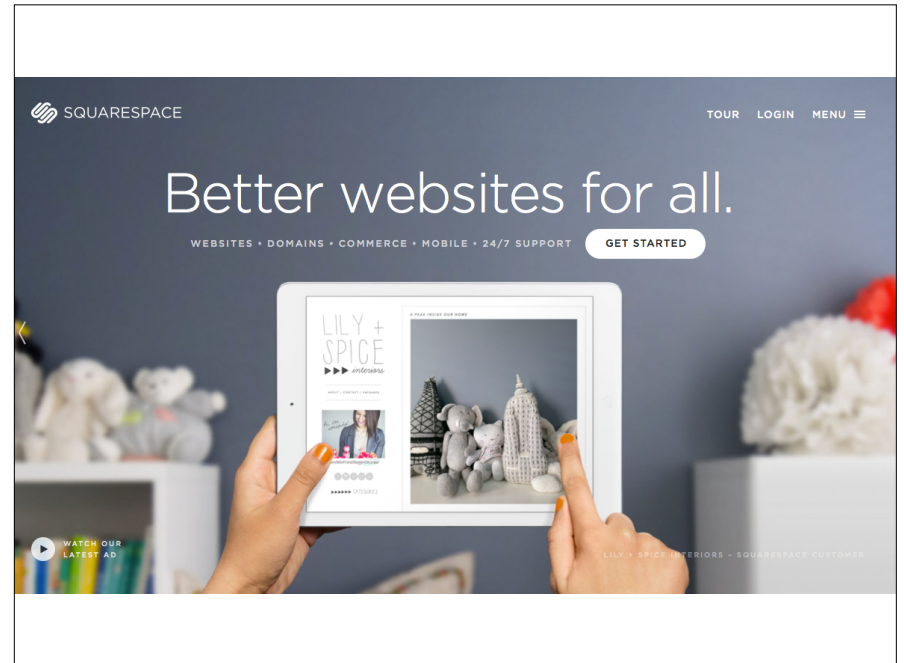
“Every association must have an interactive website (defined as the ability to move between websites and create active links), post access to professional standards and arbitration filing processes on the website and create a link to the websites of the other levels of the association for promotion of member programs, products and services.”

Link to definition of
Pro-Standards and
arbitration filing process.

Links to
events, education
and you.

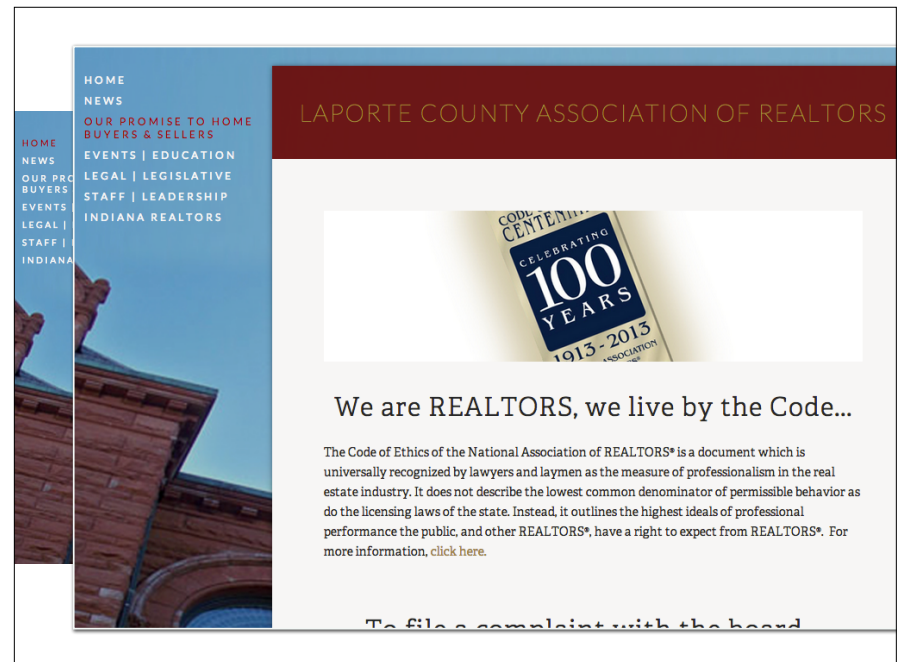
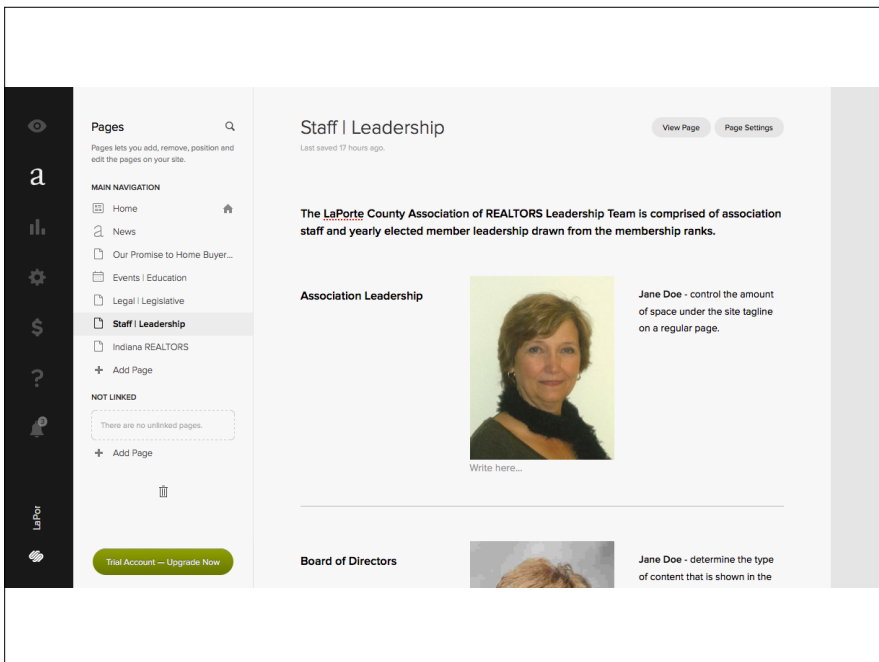
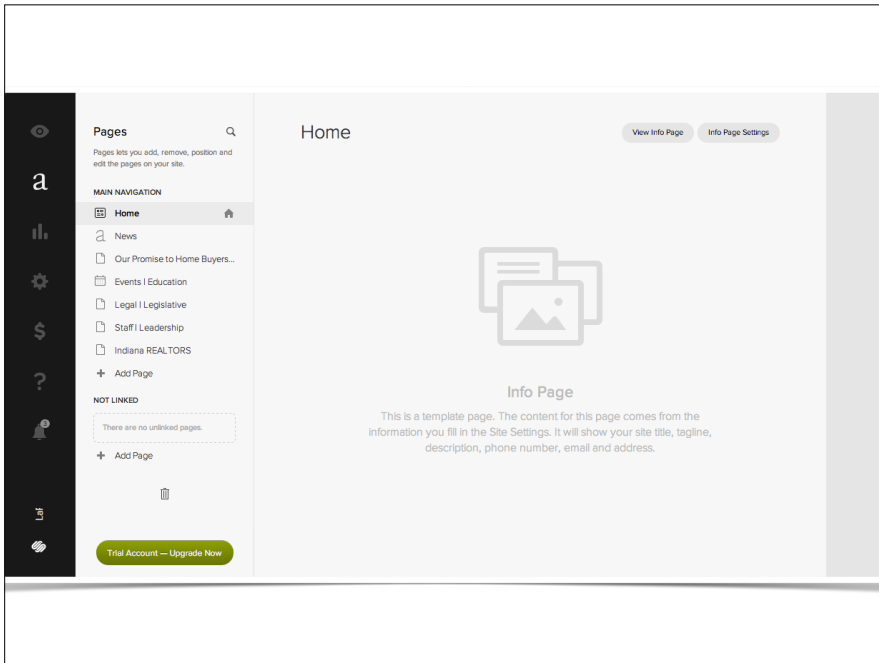
Building a site is literally
point, click and write.

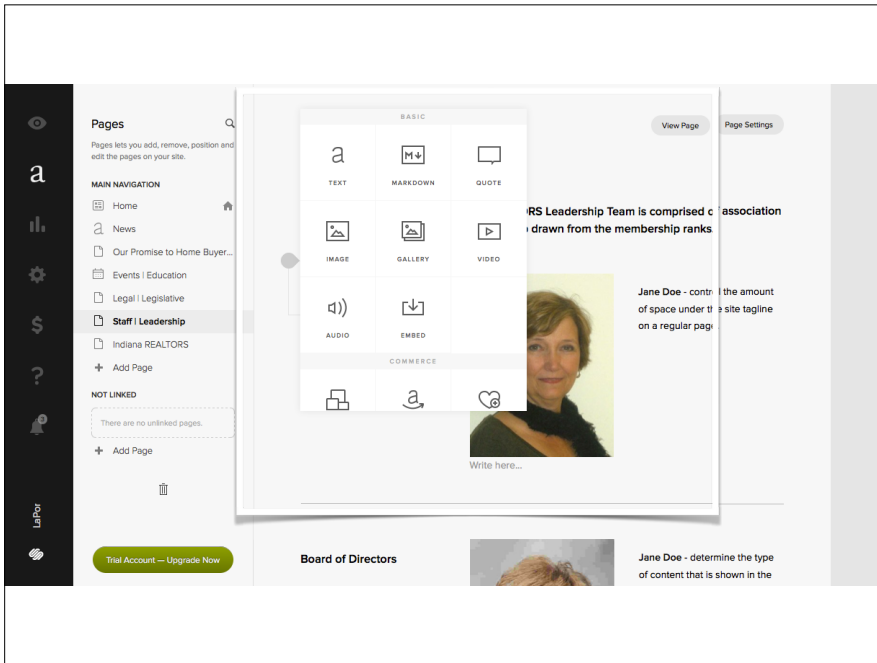
Recognize your skill-set limitations and engage with specialist members.



Build a site.
Buy a domain.
Share events.
Monitor analytics.
Send out e-newsletters.
Connect to social media.

Personal	Professional	Business
Everything you need for your personal site.	Unlimited pages and contributors.	Optimized for your business with robust integrations.
\$8 PER MONTH Billed annually or \$10 month-to-month.	\$16 PER MONTH Billed annually or \$20 month-to-month.	\$24 PER MONTH Billed annually or \$30 month-to-month.
SELECT	SELECT	SELECT
20 Pages, Galleries & Blogs, 500 GB Bandwidth, 2 GB Storage, 2 Contributors	Unlimited Pages, Galleries & Blogs. Unlimited Storage & Bandwidth. Unlimited Contributors.	Unlimited Pages, Galleries & Blogs. Unlimited Storage & Bandwidth. Unlimited Contributors.
1 Product	20 Products	Unlimited Products
Fully Integrated E-Commerce	Unlimited Bandwidth	Real-Time Carrier Shipping
Mobile Website and Store	Unlimited Storage	Label Printing via ShipStation
Custom Domain [FREE]	Unlimited Contributors	Accounting via Xero
24/7 Customer Support	Developer Platform	Developer Platform
	Fully Integrated E-Commerce	Fully Integrated E-Commerce
	Mobile Website and Store	Mobile Website and Store
	Custom Domain [FREE]	Custom Domain [FREE]
	24/7 Customer Support	24/7 Customer Support



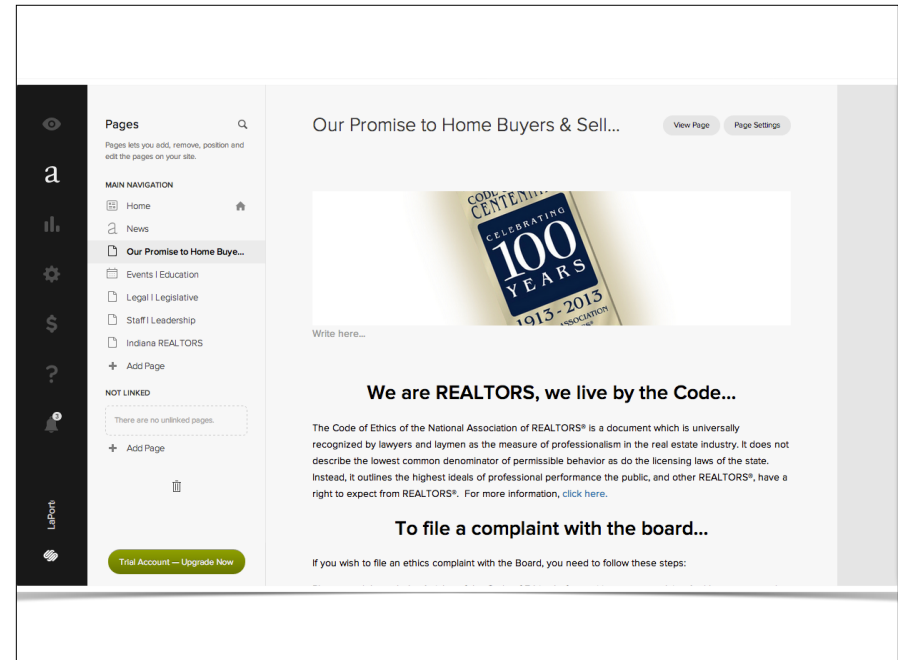
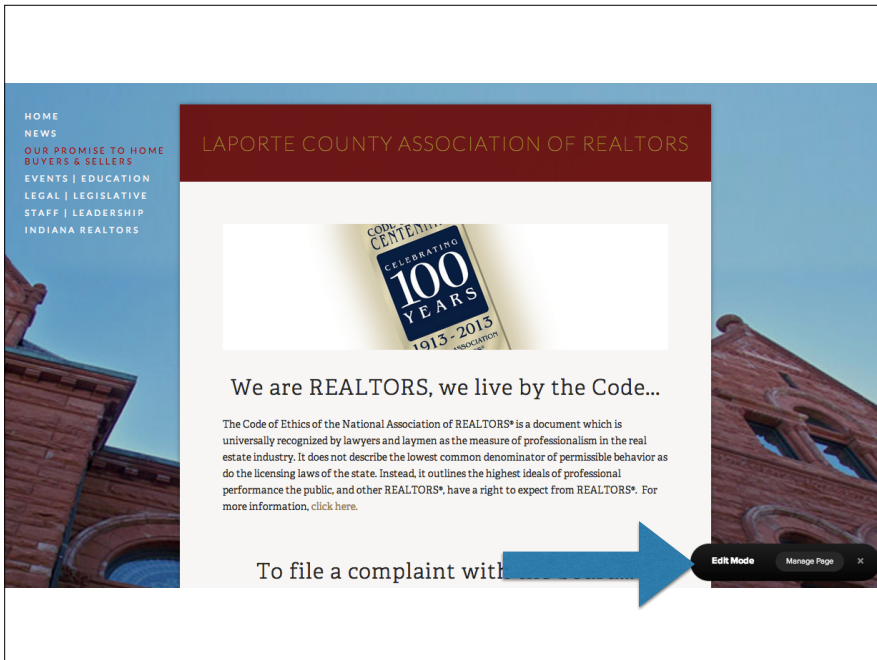
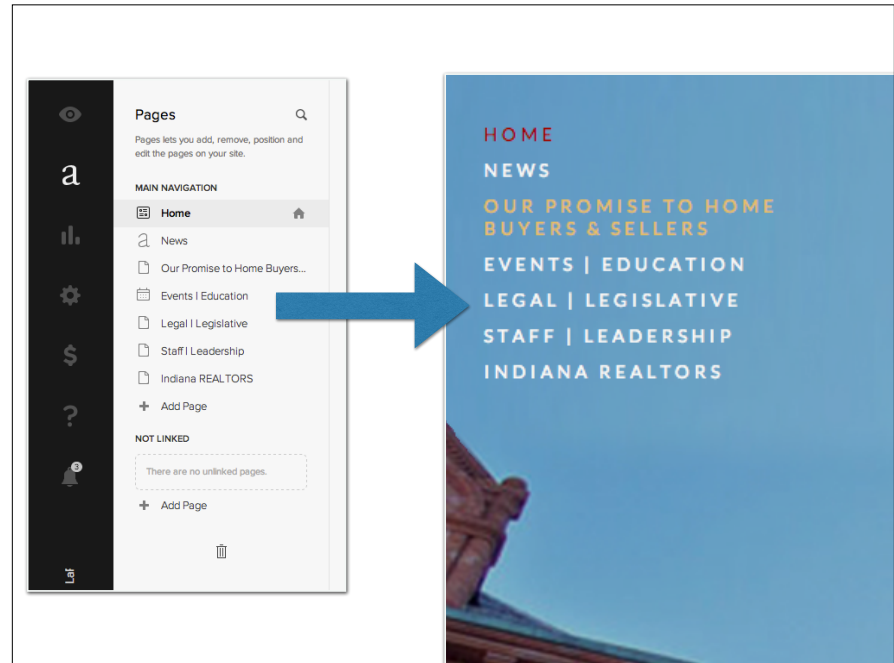


1. Know your people.
2. Organize brain/site.
3. Know your message.
4. Know core standards.
5. Deploy.

1 Know your people.

**Who is your
Chief Nerd Officer?
Staff? Leadership?
Intern?**

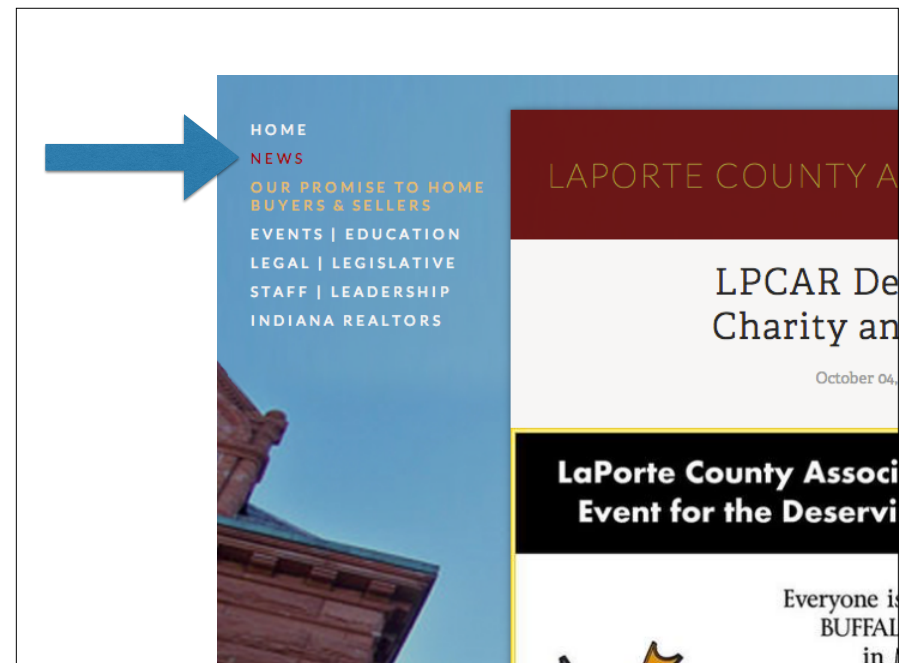
2 Organize your brian and site.



3 Know your message.

Spend more time on what you say on the website rather than how pretty it is.

To me, your value proposition to members is:
**Legal protection,
legislative
awesomeness,
business development.**



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OUR PROMISE TO HOME BUYERS & SELLERS
EVENTS | EDUCATION
LEGAL | LEGISLATIVE
STAFF | LEADERSHIP
INDIANA REALTORS

LAPORTE COUNTY ASSOCIATION OF REALTORS

LPCAR Deserving Children Charity and Shopping Tour

October 06, 2014 / LaPorte REALTORS

LaPorte County Association of Realtors Fundraising Event for the Deserving Children's Shopping Tour

Everyone is invited to gather at
BUFFALO WILD WINGS
in Michigan City

Wednesday - September 17th, 2014
5:00 - 8:00 p.m.

Buffalo Wild Wings is giving back a percentage of all dine-in, carry-out, and gift certificates sold to the Deserving Children charity.

Buffalo Wild Wings Grill & Bar
5800 S. Franklin St.
Michigan City, IN

Edit Mode Manage Blog X

4 Know the Core Standards.

Connect your message to events, meetings, leadership and core standards elements.

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They're Talking Behind Your Back...
Isn't it Time You Hear What They're Saying?



Now you can.

hearitdirect

Can you handle the truth from real estate buyers & sellers?

Hear It Direct offers 4 main topics making it easy for attendees to remember and implement the content into their business:

1. **Attract:** Lead generation strategies from even five years ago have quickly become outdated. Here we discuss what is working when it comes to attracting consumers.
2. **Consult:** The opportunity to build value is largely being missed. This section shows agents how to build value through consultation.
3. **Serve:** Learning how to truly serve your customer is what we are hearing from consumers in many cases makes or breaks the satisfaction level. In this section we discuss some examples consumers are giving us.
4. **Nurture:** In this section we discuss the relationship with the consumer once the transaction is over and the ways consumers prefer to be kept in touch with that specifically causes them to remember us for repeat business and referrals.

They're Talking Behind Your Back...
Isn't it Time You Hear What They're Saying?



Now you can.

hearitdirect

How will this connect to pro-standards?

2. **Consult:** The opportunity to build value is largely being missed. This section shows agents how to build value through consultation.
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Wait, what is pro-standards? Define it now.

3. **Serve:** Learning how to truly serve your customer is what we are hearing from consumers in many cases makes or breaks the satisfaction level. In this section we discuss some examples consumers are giving us.
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The screenshot shows the website www.realtor.org/topics/professional-standards. The page features the NAR logo and a navigation menu with categories like News, Blogs & Videos, Research & Statistics, Member Benefits, Education, Events, Political Advocacy, Law, Ethics & Policy, Business Specialties, and About NAR. The main heading is "Professional Standards". Below this, there are several sections: "Professional Standards Committee Chairs Honored at 2013 Midyear Meetings" (listing Jennifer Pinnick, Rodney Gansho, Ted Loring, Dale Mattison, Kemper Funkhouser, and Carollee Porter Hayward); "Professional Standards Training & Information Resources" (mentioning NAR's Board Policy group); "Professional Courtesy: Where Did It Go?" (discussing negative experiences); "Are You a Smart Casual or Business Casual?" (discussing attire changes); and "A Pathway to Professional Conduct: Respect Starts Here" (emphasizing high standards of professional conduct). A "Most Popular" sidebar lists items like Existing-Home Sales Data, The Code of Ethics, Talking Points, Metro Median Area Prices and Affordability, and Travel and Auto Deals in the REALTOR Benefits Program. A vertical green button on the right says "Help us improve the site".

Complaints:
Listen.
Acknowledge quickly.
Explain the process.
Provide solutions.

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LAPORTE COUNTY ASSOCIATION OF REALTORS

CELEBRATING 100 YEARS 1913-2013

We are REALTORS, we live by the Code...

The Code of Ethics of the National Association of REALTORS® is a document which is universally recognized by lawyers and laymen as the measure of professionalism in the real estate industry. It does not describe the lowest common denominator of permissible behavior as do the licensing laws of the state. Instead, it outlines the highest ideals of professional performance the public, and other REALTORS®, have a right to expect from REALTORS®. For more information, [click here](#).

To file a complaint with the board...

HOME
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To file a complaint with the board...

If you wish to file an ethics complaint with the Board, you need to follow these steps:

Please read through the Articles of the Code of Ethics before writing your complaint. And be sure to read the Functions of the Grievance Committee ([included on the complaint form](#)) for limitations on our process.

As you compose your written complaint, cite an Article or Articles that you feel have been violated in any way.

Complete, sign and date the complaint form. Attach an explanation of the situation surrounding the complaint. Be as specific as possible. State what, when, where, why and how, etc., you think each Article was violated.

Attach copies of any and all pertinent documents such as listing agreements, purchase and sales agreements, addenda, etc.

Send the entire package, keeping a copy for yourself, to the LaPorte County Association of REALTORS®, attention: Grievance Committee. Your complaint will then be processed.

The basis for filing a complaint against a REALTOR® should be an allegation by the complainant that a REALTOR® violated one or more of the articles of the Code of Ethics of the National Association of REALTORS®.

LaPorte
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Pages
Pages lets you add, remove, position and edit the pages on your site.

MAIN NAVIGATION

- Home
- News
- Our Promise to Home Buyers & Sell...
- Events | Education
- Legal | Legislative
- Staff | Leadership
- Indiana REALTORS

NOT LINKED

There are no unlinked pages.

Try Account — Upgrade Now

Our Promise to Home Buyers & Sell...
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Our Promise to Home Buyers & Sell...
Instead, it outlines the highest ideals of professional performance the public, and other REALTORS®, have a right to expect from REALTORS®. For more information, [click here](#).

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javascript:void(Edit Link)

5 Deploy it.

Connect your website to social media and email. Leadership can help!

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LAPORTE COUNTY ASSOCIATION OF REALTORS
P.O. BOX 248, LA PORTE, IN 46352
219-324-8120
LAPORTEREALTORS@GMAIL.COM

LaPorte REALTORS
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ARIZONA REALTORS

VOICE AT THE CAPITOL | MANAGE RISK

VISIT PAGE

Buyer Advisory
Risk Management
Legal Hotline
Fillable Forms
Sample Forms
Scams & Frauds
Short Sales
#AskScott
For Sale Sign Law

They're Talking Behind Your Back...
Isn't it Time You Hear What They're Saying?

Now you can. **hearitdirect**
Arizona Association of REALTORS
Organization · Business Services · Real Estate Agent
10.6.2014

Arizona REALTORS® @AARSUCCESS
4,696 TWEETS | 233 PHOTOS/VIDEOS | 2,781 FOLLOWING | 7,106 FOLLOWERS

Arizona REALTORS® @AARSUCCESS · 1h
Space is running out! Have you registered for Hear It Direct? Don't miss out! Mon 10/6 Statewide! #AAREDU ow.Jy/CaCQS

Arizona REALTORS® @AARSUCCESS · 3h
Learn how to use LinkedIn to grow your business. Register today for 10/22 free webinar w/ @TheAmandaSue #AAREDU ow.Jy/CaHo

Arizona REALTORS® @AARSUCCESS · 4h
New class now available! Sign up for New Home Construction coming up on 10/27 #AAREDU ow.Jy/CaHah

Last Name
City
Designation:
Interpreter & Translator List
Find A REALTOR®

AAR MEMBER LOGIN

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Michigan City, IN

Buffalo Wild Wings is giving back a percentage of all dine-in, carry-out, and gift certificates sold to the Deserving Children charity.
*No Coupons Needed (excludes bar tab)

Eat Wings - Raise Money!
Everyone is invited to gather at BUFFALO WILD WINGS in Michigan City Wednesday - September 17th, 2014 5:00 - 8:00 p.m.
Buffalo Wild Wings is giving back a percentage of all dine-in, carry-out, and gift certificates sold to the Deserving Children charity.

Comments (0) Newest First Subscribe via e-mail

Edit Mode Message Blog

REthink Council at Westin Kierland Resort & Spa
13 mins · 🌐

Some of our national REthink Council members at #SummitAZ!

Anne Meczywor liked this.

Berkshire Realtors
6 hrs · 🌐

Congratulations Suzann Ward – MAR Good Neighbor <http://wp.me/p314jh-4VI>

Suzann Ward
2014 Massachusetts REALTOR® Good Neighbor Award Recipient

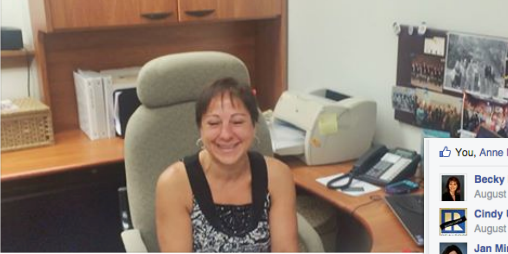
For her Dedication and Work for the Breaking Bread Meal Program, Helping Those in Need in Southern Berkshire MA

Congratulations Suzann Ward - MAR Good Neighbor
We are thrilled to announce that 2014 Berkshire County Board of REALTORS Good Neighbor recipient, Suzann Ward, has been named the 2014 Massachusetts Association of REALTORS Good Neighbor at the MAR convention awards...
BERKSHIREREALTORS.NET

Like · Comment · Share · 🌐

Lenny Harris added 2 new photos — with Rachel Tristano.
August 1 · 🌐

A new beginning...



Chief Executive Officer
Rachel Tristano
CAE

You, Anne Meczywor, Kimberly Allard-Moccia, John Smaby and 104 others like this.

Becky Boomsma With a trusted solution! Best wishes, Rachel!
August 1 at 6:31pm · Like · 🌐 1

Cindy Utarud fabulous selection!!!!
August 1 at 6:37pm · Like

Jan Minichiello Triglione Congrats & Best of luck in your new job Rachel!!
August 1 at 6:50pm · Like

Jennifer MacLay Awesome
August 1 at 6:57pm · Like

Bill Willis Awesome...so excited for you and those lucky people who get to work with you everyday.
August 1 at 7:04pm · Like

Candis LeRossignol Dorsch dreams do come true!
August 1 at 7:11pm · Like

Octavia Toso So proud of you girlfriend!
August 1 at 7:19pm · Like

Rick Coughlin Welcome to Massachusetts, Rachel!!
August 1 at 7:21pm · Like

Deb Greene Woo hoo! 🎉
August 1 at 7:39pm · Like

Lois Cox Looking Pretty Corporate Girl Enjoy the journey
August 1 at 7:46pm · Like

Brian Hickox Yay finally
August 1 at 8:11pm · Like

LPCAR Deserving Children Charity and Shopping Tour

169 likes

Invite your friends to like this Page

ABOUT
LaPorte County Association of Realtors Deserving Children's Christmas Shopping Tour

LPCAR Deserving Children Charity and Shopping Tour
September 17 · 🌐

LaPorte County Association of Realtors Fundraising Event for the Deserving Children's Shopping Tour

Recent
2011
2010

Sponsored
SAVE up
Great Savin hertz.com Save Up to 1 Rental

Westin Hotel starwoodhot The Westin Spa. Escape rate.

Handy utilities:

wordpress.com - blog site

bitly.com - customized, trackable URLs

eventbrite.com - event management

google.com/calendar - calendar app

canva.com - infographics

Website utilities:

squarespace.com wix.com

wordpress.org

Cool sites:

berkshirerealtors.org dabr.com

pvrealtor.wordpress.com

blog.aaronline.com

bit.ly/corestandardsnar

bit.ly/NARwebcopyright

Thanks!

Nobu Hata

National Association of REALTORS

@nobuhata nhata@realtors.org