



# NATIONAL ASSOCIATION of REALTORS®

## Commercial Innovation Grant Executive Summary

**Innovation Name: Rainmaker Series**

**Association Name: CARW – Commercial Association of REALTORS® Wisconsin**

**Contact Person: Jim Villa, CAE**

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1. Project Summary (purpose and concept)
  - a. Statement of purpose – The purpose of the event is to provide an outside perspective on the global, national and regional economies and how they impact the commercial real estate market as well as to educate members on the REALTOR® value proposition.
  - b. Objectives
    - i. Quality programming not normally offered
    - ii. Educate members about REALTOR® value proposition
2. Project Financials
  - a. Project Budget Overview – ~ (\$200)
  - b. Income (fees, grant, etc.)
    - i. NAR Innovation Grant - \$2,500.00
    - ii. Registration Fees - \$1725.00
    - iii. Sponsor Fees - \$1,000.00
  - c. Expenses (how was money spent?)
    - i. Venue - \$1,000.00
    - ii. Speaker Fees/Travel - \$4,300.00
3. Performance Measures & Benchmarks
  - a. Outline task, meetings and activities required to close the project
    - i. CARW Programs Committee and staff evaluated several speakers and collectively endorsed Dr. Dotzour. Staff coordinated with Dr. Dotzour and his team as well as locally with the venue staff, local media and CARW leadership.
  - b. To what level of success was achieved?
    - i. CARW Program Committee Members and Board Directors reported receiving very positive feedback for the program from attendees. In addition, the Committee reviewed the program after and also determined that the value of a) an outside speaker; b) an economist with a CRE knowledge base and experience, and c) a program that is not otherwise offered to the CRE industry locally made the program very worth the time, effort and resources.
4. Project Timeline (how long did it take)
  - a. The project took approximately 3 weeks to plan; the majority of time was spent on 1) evaluating and picking a speaker; 2) communicating with and booking the speaker; and 3) marketing the program to members and local CRE industry and business professionals.
5. Project Management



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- a. Marketing Strategy
  - i. Members: CARW marketed to members in 3 unique ways – 1) electronically by email; 2) hard copy by USPS; and 3) member to member communications from the Programs Committee members.
  - ii. External: CARW marketed to non-members in the CRE industry thru an electronic marketing email and thru announcements to the CRE media (print and electronic); as well as thru marketing emails to related industry organizations (and personal invites to their leaders).
- b. Planning Meetings
  - i. Programs Committee Meeting – evaluate and choose speaker
  - ii. Programs Committee Meeting – Determine and deploy marketing strategies
  - iii. Staff meeting with venue to determine set up
- c. Day-to-Day Project Management

### 6. Lessons Learned/Outcomes

- a. Who Benefitted From Your Project?
  - i. CARW member participants
- b. Project Highlights
  - i. Outstanding presentation by Dr. Dotzour
  - ii. Special discussion about REALTOR® value proposition
  - iii. Positive feedback by attendees
  - iv. Key brokers and industry leaders attended
- c. Project Best Practices
  - i. Don't overthink it – let the presenter be the highlight/story not the “hype” or special effects
- d. What processes worked well
  - i. Member to member calls to educate on the value of the program certainly increased awareness and attendance
- e. What could have been improved, and how?
  - i. We will work to better manage the speaker's schedule and manage the event timeline for future events
- f. Advice/Comments for Implementing in Another Association
  - i. Pick the right speaker and promote the value of their presentation rather than just another association event – members want to garner new knowledge and information

### 7. Supporting Documents

*In case of questions, contact: Melanie Sligh [msligh@realtors.org](mailto:msligh@realtors.org) or 312-329-8282*

# CARW RAINMAKER SERIES

presents:

## "Making Good Investment & Business Decisions"

With Special Guest Speaker

### Dr. Mark Dotzour

Chief Economist of the Real Estate Center  
at Texas A&M University



Wednesday, September 25, 2013

Milwaukee Athletic Club  
758 North Broadway  
Milwaukee, WI 53202

3:30pm Rainmaker Reception & Session  
4:30pm CARW Member Reception & Program

Rainmaker Session - \$75 per person; This will be a limited seating, intimate and interactive session with Dr. Dotzour. Complimentary cocktails and appetizers served.

CARW Member Session - \$35 per person; This open program will feature Dr. Dotzour's look at the state of the economy and the impact on commercial real estate. Complimentary wine, beer, soda and snacks served.

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Please submit completed REGISTRATION form along with payment to the CARW office:  
735 N Water Street Suite 205, MKE, WI 53202 | p: 414/271.2021 | f: 414/271.6126 | e: jim@carw.com

NAME:			
COMPANY:			
ADDRESS:			
CITY:	STATE:	ZIP:	
EMAIL:	PHONE:		

#### PAYMENT OPTIONS:

CREDIT CARD (MC or VISA):	# _____ exp _____
CHECK:	\$ _____ amount enclosed
	___ Rainmaker Session ___ CARW Member

#### CANCELLATION POLICY:

Cancellations MUST be made in writing (email or fax) FIVE business days prior to the start of the event for a full refund. Registrations are non-transferrable.