



# NATIONAL ASSOCIATION *of* REALTORS®

## Commercial Innovation Grant Executive Summary

Innovation Name: WSRAR RCA Membership Drive  
Association Name: Winston Salem Regional Association of REALTORS®  
Contact Person: Susan Jester  
Contact Email: sjester@wsrar.com  
Contact Phone Number: 336-768-5560

1. Project Summary (purpose and concept)
  - a. Statement of purpose: Hold a membership drive targeting local commercial practitioners who don't currently belong to our RCA Division.
  - b. Objectives: Increase our membership thereby enhancing networking opportunities and increase the data available in our local commercial information exchange.
2. Project Financials
  - a. Project Budget Overview: \$2,500
  - b. Income (fees, grant, etc.): \$1,500 grant
  - c. Expenses (how was money spent?): \$499.54 iPad (purchased to demonstrate our local commercial information exchange during potential member office visits), \$171.56 membership brochures [remaining grant amount returned]
3. Performance Measures & Benchmarks
  - a. Outline task, meetings and activities required to close the project: Our RCA Board of Directors met monthly to discuss the membership drive including office visits and outreach.
  - b. To what level of success was achieved? 13 new members joined RCA this year, an increase of more than 10%.
4. Project Timeline (how long did it take): Initial planning was completed mid-year with execution this fall.
5. Project Management
  - a. Marketing Strategy: Personal visits and phone calls; our commercial information exchange offered webinars.
  - b. Planning Meetings: Monthly
  - c. Day-to-Day Project Management: Staff reviewed objectives and execution.



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### 6. Lessons Learned/Outcomes

- a. Who Benefitted From Your Project? New members benefitted by joining our RCA Division which offers invaluable networking opportunities, access to our commercial information exchange and legislative advocacy. Our current members also benefitted by interacting with a greater number of local commercial practitioners and improved data in our commercial information exchange.
- b. Project Highlights: Our monthly membership breakfasts had record attendance this year; improved data in our commercial information exchange greatly improved our ability to deliver comprehensive statistical data to our membership and local media (this will increase the value of RCA membership to both potential members and the general public.)
- c. Project Best Practices: Meeting monthly with the RCA Board of Directors; input from other members of the WSRAR staff and the commercial information exchange staff.
- d. What processes worked well: Meeting monthly with RCA leadership helped keep the project on track; input from several members of the WSRAR staff and the commercial information exchange staff helped create a very professional set of brochures.
- e. What could have been improved, and how? We could have had a more comprehensive media plan.
- f. Advice/Comments for Implementing in Another Association: Membership drives require commitment from both leadership and association staff. Regular meetings with specific goals are very important. Set objectives but be flexible in case a planned approach is ineffective.

### 7. Supporting Documents

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



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# Triad CIE - Membership Benefits

Feature Comparison by Membership Level

Features	Guest	Member
<b>Generate Leads</b>	Your Listings Appear on Public Database	●
	View Public Wants/Needs	●
	Track Listing View Activity	●
<b>Broadcast Email Marketing</b>	Receive Broadcast Emails	●
	Send Unlimited Broadcast Emails	●
<b>Searching</b>	Search Public Listing Database	●
	Search Entire Listing Database	●
	Search Historical Sale and Lease Transactions	●
	Search Closed and Withdrawn Property Database	●
	Locate Properties Using Radius and Polygon Searches	●
	Save Radii/Polygon Boundaries for Future Searches	●
	Save Search Criteria for Future Searches	●
	Create/View Private Comments on Listings	●
<b>Brochures, Printing &amp; Emailing</b>	Create Print Quality Customizable PDF Brochures	●
	Receive Portfolio Update Emails for Tracking Competitors	●
	Receive Saved Search Notifications	●
	Print or Email Property Details	●
	Print or Email Groups of Properties	●
	View/Print Satellite Maps	●
<b>Broker Marketing</b>	Appear in Broker Directory	●
	Appear as Featured Broker <sup>2</sup>	●
	Appear as Feature Company <sup>2</sup>	●
	Featured Property Exposure <sup>2</sup>	●
	Broker Homepage with Listings	●
<b>Market Analysis</b>	Access KARNES Reports (Office, Industrial & Retail)	●
	View Historical Property Transaction Activity	●
	View Preliminary Reports Statistics from Live Data	●
<b>Listing Management</b>	Add/Edit Listings	●
	Export Listings	●
	LoopNet Export <sup>1</sup>	●
	Listings Updates in Real-Time on Your Company Website <sup>2</sup>	●
	Free Access for Staff/Administrators	●
<b>Help and Training</b>	Unlimited Technical Support	●
	Online Webinars	●
	Offsite Training	●
	Comprehensive Online Help Documentation	●

<sup>1</sup> Requires a separate subscription to LoopNet. <sup>2</sup> Included with optional CPE Weblink subscription (only \$150 annually per organization).

# Added Benefits


 **NCAR Partners**-Save money and support your local association by using trusted REALTOR® partners for all your business needs. For more information, visit [www.ncrealtors.org](http://www.ncrealtors.org) or call NCAR at (800) 443-9956. Be sure to identify yourself as a NCAR member to get great discounts and quality service you deserve.




 **WSRAR Membership Development Committee**

Breakfast Meetings and Learn @ Lunch– A great way to get information on hot topics, stay involved and network with your fellow REALTOR® members. Learn from fellow members! Neighbor Discount Program– Local business discounts or incentives : <http://discounts.wsrar.com/>




 **Property Management Division**-Join the PMD of WSRAR and receive important and specific information to Property Management. Attend separate meetings that include timely topics and speakers.




 **REALTOR® Commercial Alliance Division**-Join the RCA of WSRAR that has received NAR's Commercial Services Accreditation as well as join the commercial listing exchange. RCA also has separate meetings that include governmental updates and speakers on informative topics.




 **Triad MLS**- Triad MLS serves over 4000 users in the 11-county Piedmont Triad area including Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry and Yadkin counties.

- Knowledgeable Help Desk
- Training Facility
- Weekly Tempo™ Training Classes
- Monthly Advanced™ Tempo Training Classes
- Wireless Access to the MLS database
- Staff of Business and Technology Professionals
- We have had 99.998% uptime since April 2000
- State-of-the-art Web-based Software
- State-of-the-art Equipment
- We own, manage, and maintain our Servers and
- Telecommunications Equipment 24/7
- Public Search Portal <http://www.triadmls.com>



 **Electronic KeyBoxes**-The KeyBox captures information of who's entered a listing. Knowing and having access to this information can help an agent better position a property to sell. A KeyBox on the property tracks agent entries and provides a reliable system for security during the real estate selling process.

 **Young Professionals Network**-YPN is a growing group of young, career-minded real estate professionals who want to stay abreast of the latest tools, resources, and networking opportunities. As a member, you'll receive invitations to exclusive events at REALTOR® conferences, news on how to get involved in leadership roles at NAR, and updates on new tools and resources that will help you grow your career.



**Winston-Salem Regional Association of REALTORS®**  
*Professionalism. Service. Knowledge. Vision.*



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