

National Association of REALTORS®
2014 NAR Commercial Innovation Grant
Executive Summary

Innovation Name: Commercial Regional MLS Education & Networking Event
Association Name: Emerald Coast Association of Realtors
Contact Person: Michaela Mitchell

1. Project Summary (purpose and concept)
 - a. Statement of purpose
 - b. Original Goals
 - c. Objectives
 - d. Success criteria

The Emerald Coast Association of Realtors and the Pensacola Association of Realtors partnered together to form the Gulf Coast Commercial MLS (GCCMLS) in 2012. The purpose is to serve Commercial Realtors from across the Gulf Coast to give them access to an MLS designed with their needs in mind. In 2014, the two associations want to raise the profile of the GCCMLS to bring awareness to more of our commercial practitioners as well as introduce the concept of Realtor membership to non-Realtor commercial practitioners in the area. This educational program, featuring Robert Nahigian, will be used as a vehicle to bring much-needed high quality commercial education to commercial Realtors and other commercial practitioners in Northwest Florida. It will serve as an introduction to the GCCMLS to many commercial Realtors and practitioners. We will also use this as an opportunity to introduce the concept of Realtor membership to non-Realtors, as well as highlight the value of membership to current commercial Realtors.

Objectives – bring commercial real estate practitioners together for education and networking, exposing them to the value of the association.

Success criteria – level of participation and enthusiasm of the attendees

2. Project Financials

- a. Project Budget Overview
- b. Income (fees, grant, etc)
- c. Expenses (how was money spent?)

Budget overview – we had less attendees than expected so income was lower, but our costs were also lower than expected.

Income (including grant monies) - \$4,225

Expense (including speaker fee) - \$5,181

- ## 3. Performance Measures & Benchmarks (i.e. how many attended your event, how many used your product or outcomes from your meeting)
- a. To what level of success was achieved?

40 members between the Emerald Coast Association and the Pensacola Association attended the class. Approximately half of those members stayed for the networking event.

In reviewing the class evaluations the next day, the instructor and course received overwhelmingly positive reviews. Commenters asked for more commercial classes and thanked ECAR for our efforts in bringing the information to them.

4. Project Timeline (how long did it take)

The planning of this event occurred in January 2014 and the execution of the event was May 20, 2014.

5. Project Management

- a. Marketing Strategy
- b. Planning Meetings
- c. Day-to-Day Project Management

The two associations targeted our own commercial members for marketing. Current members of the GCCMLS were also targeted. Announcements about the class were also included in education announcements to the general membership. Committee members contacted commercial agents directly inviting them to attend. Staff from various departments worked together to plan the class and event (Education, Communications, Event)

6. Lessons Learned/Outcomes

- a. Who Benefitted From Your Project?
- b. Project Highlights
- c. Project Best Practices
- d. What processes worked well
- e. What could have been improved, and how?
- f. Advice/Comments for Implementing in Another Association

Commercial members with more advanced educational needs benefitted from the project. The Associations benefited as well by sowing the seeds of goodwill amongst commercial agents who often feel left that the association caters only to residential agents.

Project highlights – the positive reaction to our instructor; never before seen members attending class

Best practices – committee members reaching out directly to agents

Processes that worked well – email marketing

Improvements – reaching out to members by phone earlier; discussing the networking more clearly; spending more time during the networking event discussing GCCMLS

Other associations should consider advanced commercial education outside of CCIM and other designation/certification classes. There is a wealth of information for an underserved population of the association.

7. Supporting Documents

Copies of evaluations and budget can be supplied if needed.