



OKLAHOMA
ASSOCIATION OF
REALTORS®
CONNECTING · INFORMING · UNITING

State Leadership Idea Exchange

2016 NAR Legislative Meetings



GROWS INTO STATEWIDE INDUSTRY EVENT



Creating a statewide Real Estate Industry Conference was so successful in 2015 that we carried it into – and expanded it – in 2016. Partnering with the Oklahoma Association of REALTORS® were the Oklahoma Mortgage Bankers Association, Oklahoma State Home Builders Association, Oklahoma Land Title Association, Oklahoma Credit Union Association

and the Oklahoma Employees Credit Union. From a half-day program last year, 2016's "OwnOK" program grew into a full day featuring a "Real Estate Day at the Capitol" and Legislative Reception. Drawing around 400 attendees, the program featured a political focus, with The Hill columnist A.B. Stoddard as a featured speaker.

Committee takes new approach to effective public relations

This year the Oklahoma Association of REALTORS' communications & outreach committee began meeting for monthly "trends" phone calls. What comes out of those has given us some very relevant and timely pitches for the media, and they've responded very favorably to them. Reporters know they're getting hyperlocal, "boots-on-the-ground" information.

Of course we always find a way to insert the value REALTORS® bring to the process! An added bonus is it's given committee members a renewed sense of value to what we're doing and the importance of their role. And because we're fast at finding local spokespeople, reporters are happy with the outcome. Win-win!





GRI continues to be flagship education vehicle

Oklahoma's GRI program continues to be hugely successful with a 26% increase in students over 2015 - even after graduating 36 new GRIs last year. One of the things that has helped with this is our offer to new members of half-off their first GRI class if taken within one year of their Realtor join date. The "bring a friend" promotion (if you bring a new student with you, each of you receive half-off one class), started about three years ago, was so successful in bringing new students in that we've continued it into 2016. The Oklahoma GRI "culture" allows for national speakers and fun activities alongside classroom learning: everything from a taco truck for lunch to drinks on the patio after class.



15 Seconds of Fame

The Oklahoma Association of REALTORS' uses video to gather powerful testimonials for committee involvement, GRI, and conferences. These testimonials have a great engagement and resonate more with members. Members are able to see the impact, knowledge and advantages their peers have gained through their involvement with the association.

Text Message Reminders/Updates

Text messages have a ~98% read rate, so it only makes sense to deliver important news and updates to our members via text messages. We reserve these messages for only critical and time sensitive information. Text messages also provide a great tool for obtaining feedback from members and participants.