

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

Innovation Name: REALTOR® Community Coming Together
Association Name: Northern California Commercial AOR
Contact Person: Steven McMurtrie

1. Project Summary (purpose and concept)
 - a. Statement of purpose

The purpose was to connect and engage members through training, education support and systems for their business. In addition, this project elevated the exposure and expertise of our members with other association in the residential and commercial real estate community through their networking during the training and events that they will discover during this event.

- b. Original Goals

The goals of this event was to provide a platform for the Residential Realtor to explore the opportunities that may be available to them in the Commercial RE environment.

- c. Objectives

Provide a platform for the Commercial member to engage with other commercial and residential members.

Provide a platform for the residential member to engage the commercial member and better understand the commercial side of real estate.

Help the members understand the needs of both residential and commercial members and to enhance their relationships which vital and necessary for future real estate referral opportunities to flow between residential and commercial members

d. Success criteria

We gaged our success by the following;

The number of Attendees

The number of new members who signed up

The number of members who signed up for the training and events programs

2. Project Financials

a. Project Budget Overview

i. Furniture, Refreshments, Double Booth, Audio Visual, - \$3,000

ii. Printing - \$2,000 (200 manuals)

b. Income (fees, grant, etc)

i. \$3,000 Innovation Grant

c. Expenses (how was money spent?)

i. Booth \$1,500

ii. Booth equipment and materials \$800.00 Banners, Balloons, Refreshments

iii. Marketing and flyers \$1000.00

iv. Door Prize (IPad) \$890.00

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?

i. 3,000+ attendees

ii. 1,004 attendees signed up for training and events

iii. 28 New members

4. Project Timeline (how long did it take)

a. Committee formed in November 2013

b. Board Approval in March 2014

c. Event was in October 2014

5. Project Management

a. Marketing Strategy

Committee relied on email to members and non-members every two weeks, added to the website and calendar of events. Flyers were distributed to local Associations and Brokerages. Announcements to the media (print and electronic) and at all attended events; as well as thru marketing emails to related industry organizations (and personal invites to their leadership).

b. Planning Meetings

Programs and Events Committee Meeting –

Select Events to develop for the year.

Determine and deploy marketing strategies

Meeting with venue to determine set up

c. Day-to-Day Project Management

Association Executive

6. Lessons Learned/Outcomes

a. Who Benefitted From Your Project?

i. NCCAR members

ii. Santa Clara County AOR members

iii. Silicon Valley AOR members

iv. Pajaro Valley AOR members

v. Santa Cruz AOR members

vi. Bay East AOR members

vii. San Mateo County AOR members

viii. Members of the Public

ix. Non-Realtors, commercial and residential, who attended

b. Project Highlights

i. The overwhelming surprise that a Commercial REALTOR Association existed. Many attendees from throughout the SF Bay Area were unaware of the existence of a commercial board within CAR and NAR.

c. Project Best Practices

i. Good planning to produce a well-organized and professional presented event does provide a great experience for both the organizers and the attendees.

- d. What processes worked well
 - i. Have an attractive booth and a nice door prize to attract participation
- e. What could have been improved, and how?
 - i. Initially we were going to have a double booth. But, due to budget constraints, we only got one booth. The improvement would be to have a larger booth and a larger budget.
- f. Advice/Comments for Implementing in Another Association
 - Reach out to the other local associations within your market and collaborate by organizing a joint ventured event.

7. Supporting Documents

