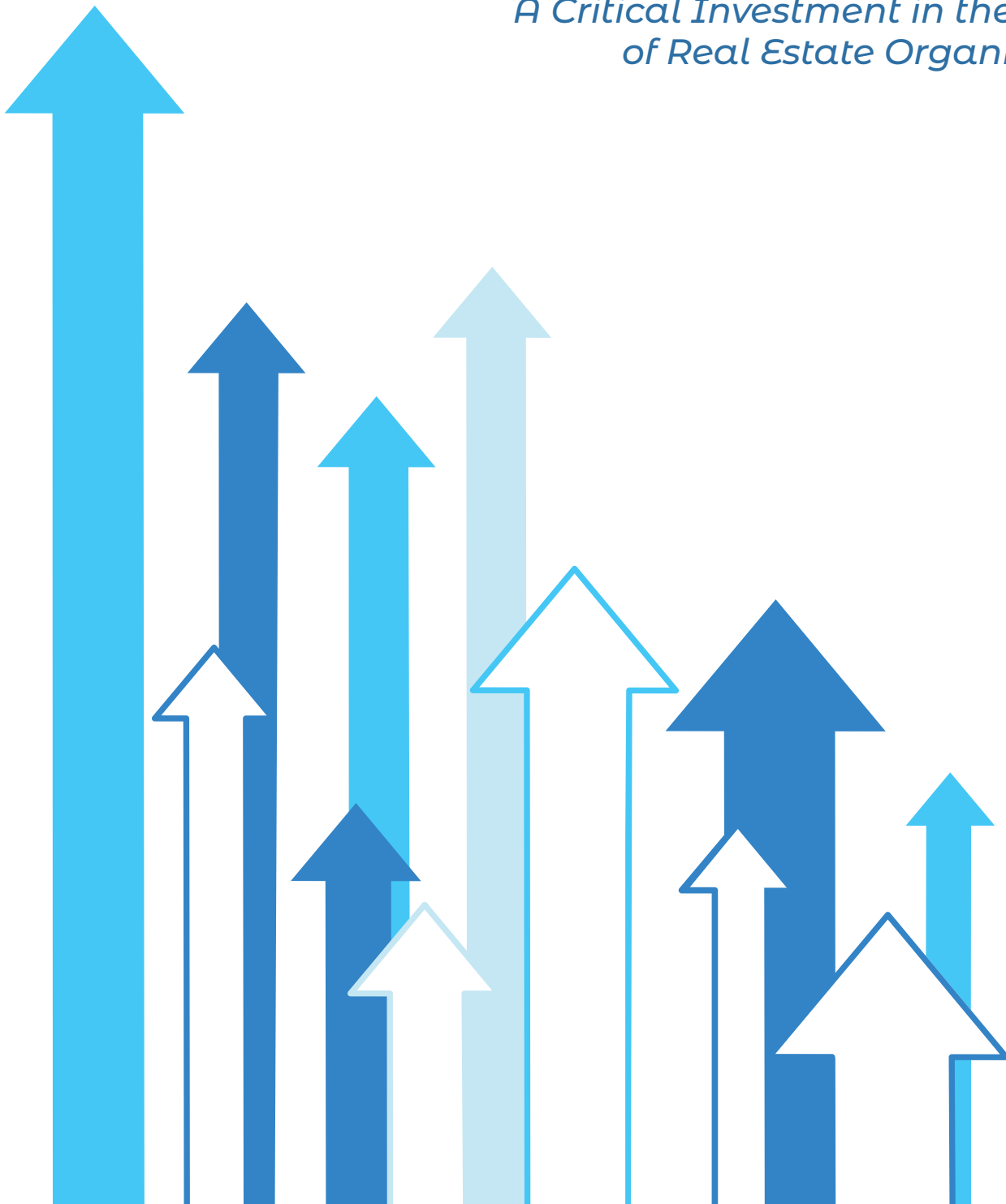


The ROI of a Smarter Real Estate Association Management System

*A Critical Investment in the Future
of Real Estate Organizations*



THE ROI OF SMARTER REAL ESTATE ASSOCIATION MANAGEMENT SOFTWARE

Intro

Today's real estate association must be lean and agile while keeping a laser focus on its core strategy.

Investing in a powerful AMS for real estate associations is essential because it allows them to optimize operations and scale efficiently, effectively, and sustainably while providing the foundation which supports their strategy.

A multi-functional AMS empowers real estate associations to:

- Reduce waste and redundancies
- Limit non-value-added functions
- Improve return on capital

A robust AMS delivers ROI by unlocking an association's potential and seamlessly integrating with core processes to save costs, generate revenue, and maximize capacity. It also allows staff more time to focus on member needs and growing the association.

To see good ROI on real estate association software, you must have a platform that's both innovative and dependable. Any Association Management System worth its salt should offer the following benefits:

Table of Contents

Real Estate Edition	2
Productivity	3
Member Management	4
Member Engagement	5
Financial Management	6
Revenue	7
Marketing	8
Event Management	9
Website CMS	10
Conclusion	11



REAL ESTATE ASSOCIATIONS

STREAMLINED OPERATIONS FREE UP TIME TO HELP MEMBERS DRIVE MORE BUSINESS.

For real estate associations, powerful software has the power to completely transform how they do business. To leverage that power for ROI, it's critical to use a platform built specifically for real estate associations.

STREAMLINE DAY-TO-DAY OPERATIONS

NAR INTEGRATION

Update records in NRDS automatically; update member contact data, code of ethics training, and statuses.

MLS INTERFACE

Link to a growing selection of MLS platforms.

ECOMMERCE NETWORK

Use GrowthZone with **NAR eCommerce Network** to facilitate payment transactions, invoicing, dues splits, and more.

CONTINUING EDUCATION

With the explosion of online education offerings, member interest in certification, accreditation, credit tracking, and LMS Integration will continue to grow. **Education offerings and credit tracking are valuable member benefits, a revenue generator, and a staff timesaver.**

LOCKBOX INTEGRATIONS

Integrates with select MLS providers, Supra, and SentriLock; with push-to-sync updates processing 24/7.

PLUS A SUITE OF POWERFUL MODULES TO EMPOWER MEMBERS AND INCREASE ROI:

- Productivity
- Membership Management
- Member Engagement
- Event Management
- Financial Management
- Revenue
- Marketing
- Website

“

I look forward to working with GrowthZone for years to come (never thought I'd say that about association management software).

Chris Studebaker, CEO
Realtor® Association of Fox Valley



PRODUCTIVITY

THE UNSUNG HERO OF ROI.

Just by using an AMS, organizations will **immediately realize software ROI** – helping to save time, reduce errors, and improve efficiency. Powerful data management and detailed analytics provide the basis for systemized operations and effectual productivity. This enables staff to make tactical decisions based on real-time, actionable data, ensuring they maintain momentum and have time to focus on the mission.

TOOLS FOR ADVANCED MANAGEMENT OF DAY-TO-DAY FUNCTIONS

CUSTOMIZABLE DASHBOARDS

Provide real-time visibility to **keep things from falling through the cracks**.

REPORTING & ANALYTICS

Grant the ability to **run quick reports** and customize report preferences – which provides data to maximize member relationships and drive revenue.

STREAMLINED WORKFLOW

By **bypassing cumbersome, repetitive, time-consuming tasks** and instead automating functions, **staff can focus on project specifics** that keep the organization moving forward.

PROJECT MANAGEMENT

Manage all projects from one location and track according to individual, organization, membership, and event without switching between multiple applications.

DOCUMENT MANAGEMENT

Cloud-based document storage keeps **information accessible and easily retrievable**.

MOBILE STAFF APP

Whether in the office or at a member event, staff can register/check-in event attendees, process payments, **give status updates, and more** – **all at the tip of their fingers with a mobile app** like the [GrowthZone Staff App](#).

“

I estimate that we're at minimum 20% more efficient since we started using GrowthZone.

*Terry Stevens, CEO
Rocky Mount Area Association of REALTORS®*



MEMBER MANAGEMENT

THE GIFT OF TIME.

Flexibility to customize processes and **avoid manual, duplicative work is critical to maximizing the return on employee capital.** Staff dexterity to address short-term needs without losing sight of long-term goals is key to association progress.

DATA UPDATES & MAINTENANCE

DATABASE & CONTACT MANAGEMENT

Easily manage and digest data with custom views, lists, committee management, segments, sorting, member directories, and more.

FULLY AUTOMATED RENEWAL PROCESS

Avoid hours of manual renewal work with membership auto-renewals and auto drops.

COMMUNICATIONS

Maximize member and prospect interaction with integrated communication like email automation, push notifications, communication tracking, note logging, meeting/phone call tracking, etc.

CUSTOM MEMBERSHIP STRUCTURES

Gone are the days of the one-size-fits-all membership. **Stay ahead of the curve with variable dues structures, interval payments, and company memberships.** Even if you're not quite ready for a tiered dues structure now, it will be there when it's time.

CONTINUING EDUCATION

With the explosion of online education offerings, member interest in certification, accreditation, credit tracking, and LMS Integration will continue to grow. **Education offerings and credit tracking are valuable member benefits, a revenue generator, and a staff timesaver.**

CHAPTER MANAGEMENT

Parent-level organizations can scale their operations to optimize the member experience. Manage chapter structure, connect membership applications with a chapter, and execute member communication at the chapter level.

“

The GrowthZone platform allows us to do more in less time, so now we can exceed the expectations of our chapters and individual members.

*Matt Levine, Project Manager/Consultant
American Subcontractors Association*



MEMBER ENGAGEMENT

ENGAGED MEMBERS RENEW & RECRUIT. THE ROI IS CLEAR.

Member engagement is at the heart of renewals, recruitment, and non-dues revenue. It **makes sense for staff and members to operate off of one platform**, allowing staff collaboration, tracking of inner-organization communications, measurement of member benefit usage to assess engagement, and providing records of member interactions.

STRENGTHEN THE MEMBER EXPERIENCE

MEMBER PORTAL

Make it almost effortless for members to get what they need with self-serve member portal access to member resources and a member forum.

JOB BOARDS

Share career opportunities with members and **generate revenue with sponsored job listings**.

MEMBER APP

Amplify the member experience with mobile communication and collaboration. The GrowthZone **MemberPlus App frees up staff time and improves your value proposition**. Members can stay informed, access resources, register for events, contact other members – all with the tap of a finger.

MEMBER DIRECTORY

Expand on directory basics with **value-added benefits like increased networking, exposure, and revenue opportunities**.

FORM BUILDER

Create surveys and collect data from landing pages and your website; results auto-populate within **GrowthZone AMS to make data actionable**.

“

We now have the ability to not just manage member data, but to fully engage members across the association.

Ryan Tucholski, CEO

West Volusia REALTORS® Association



FINANCIAL MANAGEMENT

EASILY TRACKABLE ROI DATA.

The backbone of it all is the financial health of an organization. It's integral to every organization's very existence but can also be a rabbit hole of inefficiency. The return on investment in time alone is enormous – but **configuring, automating, and tracking essential financials reveals clear, bottom-line savings, demonstrating hard ROI numbers.**

“

GrowthZone ended up checking all our boxes - I think we've saved over \$20,000 in credit card fees just in our first year.

Maria Brogan, CEO

Northeast Association of REALTORS®

STREAMLINED ACCOUNTING

AUTOMATED INVOICING/DUES PAYMENTS

Expedite accounting functions and improve accuracy, resulting in **lower postage costs, reduced printing, elimination of manual invoice matching**, minimized check processing, and freed up staff time.

MOBILE CREDIT CARD READER

Accept payments anywhere with a simple swipe on a compact card reader.

PAYMENT PROCESSING

Minimize transaction fees with all-in-one credit card processing, ACH withdrawal capabilities, recurring and one-time payments, and a mobile card reader.

ACCOUNTING REPORTING

Bring financial data together in one place and generate simple financial snapshots or in-depth reports. Relax knowing **up-to-date financial information is accessible at a moment's notice.**



Use GrowthZone Pay to easily process one-time & automatic credit card, debit card, and US bank account payments.



REVENUE

EFFICIENT OPERATIONS PROVIDE MORE TIME TO DRIVE REVENUE.

For associations to truly thrive, they must develop multiple revenue streams. A full-bodied AMS provides ample opportunity to **generate income while helping members and improving the bottom line.**

BEYOND DUES

DIGITAL ADVERTISING

Member-based organizations offer every advertiser's dream audience. Marketing through a membership organization provides advertisers with a valuable opportunity to target a very specific demographic. Capitalize on the unique audience your organization provides by **selling online sponsorship and advertising options.**

FUNDRAISING/ONLINE DONATIONS

Generating non-dues revenue is fluid. Many organizations never had donations on their radar until the pandemic; you never know when you might need it. Manage **fundraising campaigns for pledge-based and non-pledge donations**; provide reporting and financial tracking to your staff and board.

ONLINE STORE

Selling merchandise on your website? The process can be **easily managed with GrowthZone AMS, maximizing non-dues revenue with minimal staff effort.**

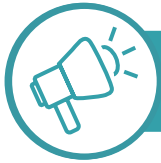
SPONSORSHIP MANAGEMENT

From the prospecting stage through the sales cycle and beyond, a **robust AMS makes sponsor sales and management a breeze** - allowing you time to focus on maximizing their exposure.

“

We wanted an AMS that would help automate our operations - without large upfront costs. Choosing GrowthZone was easy. It was like moving from a sandbox to a boardroom.

*Ryan Tucholski, CEO
West Volusia REALTORS® Association*



MARKETING

THE DRIVER OF RECRUITMENT, RETENTION, AND REVENUE.

Increase revenue by monetizing and tracking sales opportunities efficiently with association-specific marketing and sales tools like GrowthZone's Sales and Marketing Modules.

INCREASE OUTREACH

MARKETING AUTOMATION

Reinforce your value proposition with automatic, ongoing, personalized, branded interval email campaigns.

SALES FUNNEL MANAGEMENT

Help sales staff become more efficient and self-reliant, providing an increased opportunity to gain members and sponsors while tracking opportunities and forecasting revenue.

EMAIL DESIGNER

Save staff time and reduce spending on outside email services. A powerful AMS should offer drag and drop functionality with customizable email templates to help boost open rates and engagement.



MARKETING AUTOMATION

Build great-looking email campaigns that ensure each prospect or member receives vital information at the right time intervals.



EVENT MANAGEMENT

WELL-MANAGED EVENTS MAXIMIZE REVENUE OPPORTUNITIES.

For some organizations, a single event can be the biggest revenue producer of the year. While others facilitate event after event - sometimes seeming like there's no end in sight - you can **optimize event efficiency to free up time to focus on strategic goals, organizational growth, and generating revenue.**

MAXIMIZE ROI AND BOOST REVENUE BY STREAMLINING EVENT MANAGEMENT WITH:

- Online Registration and Payment
- Exhibitor and Vendor Management
- Virtual Event Integration
- On-site Check-In
- Event Calendar
- Sponsorship Sales Tracking
- Virtual Platform Integration (e.g., Zoom)



WEBSITE CMS

[GrowthZone CMS
Website Success Stories >>](#)

ALL-IN-ONE SYSTEM.

Ideally, the people who build, host, and support your website work side-by-side with the people who develop, teach, and support the software. **Don't let your staff waste time working on a disconnected existing website**, contacting various vendors, searching online for DIY, band-aid fixes, and dealing with irritated members.

With an all-in-one AMS/website provider like GrowthZone, website issues are addressed by one team: allowing staff to focus on what matters – the association's mission.

“

Our ability to use the new GrowthZone hosted website to sign up new members simplifies what used to be a complicated process.

*Matt Levine, Project Manager/Consultant
American Subcontractors Association*

THE FACE OF YOUR ORGANIZATION

AMS-INTEGRATED SITE

Working with a team specializing in association websites, you can be sure your **AMS and website integrate seamlessly**. An expertly built site provides an engaging interface for prospects and members. Experienced association website builders evaluate each organization individually, focusing on their unique offerings to determine which design elements will best serve and attract members.



Upgrade to a New Website for No Money Up Front

GrowthZone Website CMS Benefits:

Evergreen Site: Get a new site every 36 months.

More Flexibility: Easy and intuitive editing capabilities: drag and drop page template editing, flexible page design, mobile device preview, and easy site-wide editing.

Existing Website Options: A solid AMS should easily integrate with an existing website, providing a powerful online experience no matter who your site manager is.

More Support: Access to knowledgeable support with the option to suggest feature enhancements.

Added Security: **Included SSL certificates** across all content and pages.

USER INTERFACE

The key to website ROI is an intuitive Content Management System (CMS) and logical navigation. With a GrowthZone-built site, most **content is auto-populated in real-time with AMS data**. And the GrowthZone CMS Page-Builder and professional design options make it easy for staff to add updates and content.

“

Since the transition to our GrowthZone website, we have more control over the content we can edit, and the website functions much better overall, especially on mobile.

*Kristine A. Scott, Assistant Executive Director
American Council of Engineering Companies*

The ROI of an AMS is cumulative. The impact of small, cross-functional adjustments on internal processes is measured by the bottom line, staff productivity, and the availability to drive member engagement and increase retention. All so you can focus on advancing the core strategy.

The GrowthZone mission is to empower organizations with the tools they need to grow membership, keep members engaged, keep members longer, and do more in less time.

GrowthZone Real Association Estate Edition is a full Association Management System with **payment processing, e-commerce, fundraising, marketing automation, member prospecting, and more.**

GrowthZone Real Estate Association Edition features a comprehensive suite of productivity modules for membership organizations, including:

- ✓ NAR© Integration
- ✓ Lockbox Integrations
- ✓ Email Marketing Automation
- ✓ Fundraising
- ✓ Billing
- ✓ Event Registration
- ✓ Event Exhibitor/Session Management
- ✓ Membership Prospecting
- ✓ MLS Interface
- ✓ Website Content Management
- ✓ Certification Tracking
- ✓ Chapter Management
- ✓ Mobile Staff App
- ✓ Website Hosting
- ✓ Advertising/Sponsorship
- ✓ Online Store
- ✓ NAR© Ecommerce Interface
- ✓ Payment Processing
- ✓ Form Builder
- ✓ Job Boards
- ✓ Contacts
- ✓ Communication
- ✓ Lists/Committees
- ✓ Fundraising
- ✓ Project Management

growthzone.com/real-estate

Schedule a quick, no-pressure demo to see GrowthZone Real Estate AssociationEdition in action.

SCHEDULE DEMO