

### Helping the Arizona Association of REALTORS® give its members something more.

#### The Company

The Arizona Association of REALTORS® (AAR) is the largest trade association in Arizona, representing over 42,000 Arizona REALTORS® belonging to 21 local associations. Members are active real estate licensees from all areas of real estate.

#### The Situation

AAR was looking for a statewide web-based transaction management system to provide members the ability to improve their work environment, raise their level of professionalism and obtain additional value-added benefits. Success would be measured by member adoption and usage of the system.

#### The Stewart Solution

To achieve their objectives, Stewart first helped AAR build the necessary infrastructure in Arizona to launch and support the technology's release and ensure adoption.

At AAR's request we developed a unique private-label version of our SureClose® transaction management system and branded it AAR TM. A statewide advertising campaign was launched to educate members on the benefits of AAR TM and increase real estate broker lead generation. For this campaign we created a new website, email blasts, partner-marketing promotions as well as regional training events and training materials.

Stewart created the first online registration process ever for this type of technology as part of the campaign. To facilitate sign-up, data for all real estate brokers in the state was pre-populated in the system and integrated with AAR's membership roster.

AAR's research determined a successful statewide implementation needed hands-on training and support from AAR TM employees. Stewart provided intensive training and assistance as the AAR team developed new training and support processes for their membership.

#### The Results

320 brokers, over 44% of AAR's members, signed up for AAR TM. No other association has achieved numbers similar to these adoption rates.

System usage grew from approximately 1,000 files generated in February 2008 to over 18,000 files generated in June 2009.

"The deployment of AAR TM is raising our level of professionalism, creating a better work environment for our members, as well as enhancing the service we offer our homebuyers and sellers," said 2009 Arizona Association of REALTORS® President, Mike Wasmann.

To learn more about how Stewart can help you provide more to your agents/members contact us at [smarttechnology@stewart.com](mailto:smarttechnology@stewart.com) or (866) 608-6657.



“The SureClose system and the Stewart team give us the confidence that we have the right mix of technology, marketing and people to be successful.”

Mike Wasmann  
2009 AAR President