**Commercial Innovation Grant**

**Executive Summary**

**Innovation Name: Commercial Day of Education**

**Association Name: Charleston Trident Association of REALTORS®**

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1. Project Summary (purpose and concept)
   1. Statement of purpose :

The Commercial Day of Education was held to offer our Commercial Investment Division (CID) Members a great member benefit of receiving 4 hours of CE credit for FREE and encourage their continued education and professionalism.

* 1. Objectives:

-Offer a 4 hour commercial CE course to Commercial Investment Division (CID) members and a discounted course for other commercial REALTORS®

-Enhance professionalism of Commercial REALTOR® members

-Offer a member benefit to provide value of membership

-Attract new members to CTAR and CID

1. Project Financials
   1. Project Budget Overview

$2,000 in revenue and $2,000 in expenses

* 1. Income (fees, grant, etc.)

$2,000 NAR Grant

* 1. Expenses (how was money spent?)

$1,500 Cindy Chandler Teaching Fee

$400 food/beverage

$100 printing/admin fees

1. Performance Measures & Benchmarks
   1. Outline task, meetings and activities required to close the project

The CID staff liaison worked closely with the Director of Education to coordinate the CE course offered by Cindy Chandler and handle registration. The CID Board of Directors chose the course topic and the administrative details were handled by association staff.

* 1. To what level of success was achieved?

The class sold out with 75 attendees and about 5 new members were recruited so 100% success was achieved.

1. Project Timeline (how long did it take)

February 15:

Innovation Grant Application Submitted

Cindy Chandler booked

Venue booked

March 29: Received notice of award

April 4: Began marketing course to CID, CCIM, SIOR, and other commercial REALTORS®

April 25: Course sold out

May 2: Commercial Day of Education

1. Project Management
   1. Marketing Strategy

-We marketed the Commercial Day of Education to the target market of our CID Members (160+ members), CCIM Members, SIOR Members, and other Commercial REALTORS®

-The marketing was done in person at the April CID meeting and via email

* 1. Planning Meetings

-Initial in person planning meetings were held with the CID Board of Directors to choose the course topic and with the Director of Education to line up Cindy Chandler

-Additional planning was conducted via email

* 1. Day‐to‐Day Project Management

-Most of the project management was done via planning meetings in February and registration was handled online.

-The event was executed like a normal CE course (with the added perk of snacks) the day of the event.

1. Lessons Learned/Outcomes
   1. Who Benefitted From Your Project?

75 CID/CTAR members benefitted from this project.

* 1. Project Highlights

-The positive feedback received from all course attendees

-5 new CID members joined because of the member benefit

-Increased member value

-Increased member professionalism/education

* 1. Project Best Practices

-Choose a well-received presenter

-Show membership value

-Work closely with other association staff to facilitate program

* 1. What processes worked well

-In person marketing, online marketing, online registration

* 1. What could have been improved, and how?

-A little more time between deciding to hold the Day of Commercial Education and the day of the event. We were trying to hold the Day of Education before the deadline for license renewal June 30 and wanted to hold it on the same day as our Commercial Investment Division monthly luncheon. It was a little close for comfort, but still worked out well.

* 1. Advice/Comments for Implementing in Another Association

-Our members love the member benefit of getting 4 hours of CE credit for free. They constantly expressed their gratitude and the new members joining proved the value. They also appreciated us offering a course specific to them with an entertaining presenter.

1. Supporting Documents

*In case of questions, contact: Melanie Sligh* [*msligh@realtors.org*](mailto:msligh@realtors.org) *or 312-329-8282*