

NAR GAME CHANGING IDEA

To go where no Association has gone before.....



Request Date:

Submitting Association:

Association	Contra Costa Association of REALTORS®
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REALTORS® encourage your state and local associations to take new perspectives of day-to-day work, focus on the value of finding new ideas and formulate them to answer the challenge. The game changing ideas must impact the association; a new product, program, process or service that improves the organization are all up for consideration. The game changing idea form must be submitted through a REALTOR® association.

Game Changing Idea Name: HOT - HomesOpenToday

Topic Addressed [please check]:

- | | |
|--|--|
| <input type="checkbox"/> Planning | <input checked="" type="checkbox"/> IT/Web |
| <input type="checkbox"/> Finance/Administration/Facilities | <input type="checkbox"/> Networking |
| <input type="checkbox"/> Committees | <input type="checkbox"/> Leadership Development |
| <input type="checkbox"/> Marketing/Promotion | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Membership/Customer Service | <input type="checkbox"/> Commercial/International Services |
| <input type="checkbox"/> Events/Community | <input type="checkbox"/> Other |
| <input type="checkbox"/> Education/Training | |

Explain your Game Changing Idea (attach any material you wish to the application):

For the past three years the Contra Costa Association has focused significant energy into creating a scalable system for local open house portals. Local property searches have an inherent value that national brands cannot achieve. By creating a 'franchised' implementation of the existing HOT - HomesOpenToday.com application, local associations can leverage a low cost, high impact model to reach consumers.

Direct Member Benefit:

Greater exposure for listings and especially open homes, provided in direct consultation with their local association. Quality, controlled content that does not suffer from 'for profit' models to provide open house functionality. A highly visible tool to provide as a part of their listing package. A time tested method of lead generation at a fraction the cost of advertising the 'traditional' open house.

Value to the Association:

A low cost benefit to provide to members that increases their productivity, decreases their marketing costs, and creates a boundary-less method for searching open homes across MLS boundaries.