**Montana Association of REALTORS®**

**State Leadership Idea Exchange Council**

**Small State Idea Exchange Council:**

Project/Idea: Montana Association of REALTORS® Gamechangers Shared Landscapes Communications Initiative Still On the Move

The Montana Association of REALTORS® was one of the winners of the original NAR Gamechangers Grants awarded in 2009. Our goal was to utilize the best available communications strategies and technologies to build a statewide “community of REALTOR® members”. We also wanted to better inform members about the activities of the state association and encourage them to get involved without having to travel long distances to attend meetings. Using the funds and professional expertise provided by NAR through our Gamechangers grant, we created a more robust and interactive website, upgraded to a new membership database, and created a communications center for different groups of members to share information. We have also provided more opportunities for members to participate in key meetings electronically through webinars and/or teleconferences.

Earlier this Fall, we took our communication efforts to a new level by purchasing a SMART Board and new conferencing software. Ordinary conference calls are transformed into visual collaboration of individuals working together. Members, legislators and others can now use their personal computer, Smartphone, or iPad to call in and interact with each other and the host of the meeting. This has special appeal to our newer, more tech-savvy members who can play a more active role in our committees. The SMART Board is portable and can be used at off-site meetings and conferences. We look forward to putting this new technology to use in a variety of ways, including engaging more members in our political affairs and advocacy activities.

Submitted by the Montana Association of REALTORS®

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