

Ideas from Pennsylvania...

1. The Pennsylvania Association of Realtors® has taken a leadership role in getting real property tax reform in the Commonwealth. There are many ideas being floated around the state legislature, media, and special interest groups. We have decided to lead the march toward real property tax reform. PAR has used its polling and data service, Keystone Analytics, to gather valuable statistics related to public opinions and conducted extensive analysis of the proposed legislation. Our simple message on real property tax reform has been highlighted on a new website dedicated to informing the public and the legislature. The site, www.realreform76.com<<http://www.realreform76.com>><<http://www.realreform76.com/>>, even contains a list of Senators who have co-sponsored the legislation and provides the public a system to quickly send a message to their Senator.

2. Communications with members is more important today than ever and more difficult as well. The Pennsylvania Association has seen a spike in readers in 2013 thanks to a coordinated all-electronic communications effort. It all starts with PAR's news blog JustListed (www.parjustlisted.com<<http://www.parjustlisted.com>><<http://www.parjustlisted.com/>>) where one article is published each weekday. From there, the article is fed into various social media outlets and is often reposted by several members to their own sphere of influence. Although articles are often posted with PAR officers as the author, promoting the association is not the editorial emphasis of the news blog. The main mission of the blog is to provide members with timely and important information relevant to their business. Readership has expanded beyond state borders and JustListed boasts subscribers in all 50 states. In 2013, JustListed has averaged almost 6000 unique visitors and 45,000 page views each month with 2600 readers who subscribe via email.