

Tennessee Association of REALTORS®
Summary for State Leadership Idea Exchange Council
Randy Durham, 2016 President

Idea:

ERMA — Educational Resource Mobile App

Problem:

REALTORS® are busy! It can be hard to find the courses they need, where and when they need them, to grow professionally and fulfill continuing-education (CE) requirements. Real estate professionals are constantly on the go; they depend on fingertip access to resources that help them serve their clients and engage their communities. In Tennessee, there was not one place for REALTORS® to locate CE courses or to track their hours on their mobile device.



Solution:

Meet ERMA—Tennessee’s **Educational Resource Mobile App** for iOS and Android

ERMA is a one-stop shop where REALTORS® can easily find state-accredited professional development and CE courses available throughout Tennessee.

An idea first discussed by TAR’s volunteer Executive Committee and staff in 2014, the app became a reality in 2015 thanks to a commitment from leadership and a dedicated effort by staff members.

TAR unveiled ERMA in the fall of 2015 and, in early 2016, began heavily promoting the app to members through email, web, video, and live at the Association’s spring conference in March, thanks to a real-life ERMA (actress/TV personality Janet Ivey).

ERMA features (phase 1)

- Search three kinds of courses: classroom, online, correspondence
- Browse a list of courses *or* type keywords into the Search box
- Find detailed descriptions and registration information for each course
- Search for courses within 25, 50, or 100 miles of your (geocoded) location
- Mark a course as “Taken”
- “Bookmark” a course to return to later



ERMA's features (planned for phase 2)

- A data feed from the Tennessee Real Estate Commission (TREC) directly to ERMA, allowing members to check their CE in real time, including renewal date, and easily track their licensure requirements via the app. *We are working closely with the Commission on this possibility.*

Supporting materials:

- The app itself (*Search "ERMA" on your device's app store*)
- Graphics created in 2015 to illustrate ERMA
- Videos produced in 2016 to introduce the app, featuring real-life ERMA

Watch the video series at these links:

1. Overview (1:59) — <https://vimeo.com/159857082>
2. Three Kinds of Courses (:59) — <https://vimeo.com/159853781>
3. How to Find a Course (1:34) — <https://vimeo.com/159856530>
4. CE Requirements for Licensure (1:24) — <https://vimeo.com/159856760>
5. Give ERMA a Try! (:50) — <https://vimeo.com/159856863>