

Industry Case Study

Transforming Organized Real Estate Through Value-Driven Services



Introduction

The real estate industry is undergoing significant transformation, and the role of organized real estate must evolve with it. Traditionally, associations and MLS organizations have relied on mandatory membership and data access as their core value propositions. However, the T3 Sixty Opportunity Report underscores the urgent need for these organizations to shift their focus toward delivering high-value services that enhance member experience and operational efficiency.

One organization that exemplifies this shift is the Greater Rochester Association of REALTORS® (GRAR), which partnered with Voiceflip to implement an AI-driven communication system, ARDI. This case study explores how GRAR's strategic adoption of AI aligns with industry trends and demonstrates the potential for associations to provide real, value-driven services rather than relying solely on data access and legacy membership structures.



The Challenge: Making Real Estate Associations Indispensable Through Service, Not Mandates

About the Greater Rochester Association of REALTORS® (GRAR)

Established in 1910, the Greater Rochester Association of REALTORS® (GRAR) is a not-for-profit trade association representing and supporting more than 3,100 REALTORS® in the Rochester metro area and beyond, with chapters serving portions of the Finger Lakes and Southern Tier. GRAR provides resources and education, promotes professionalism, and helps position its members for success. The association is governed by a Board of Directors and operates under founding principles that are the cornerstone of its outstanding reputation. Members of GRAR are also members of the New York State Association of REALTORS® (NYSAR) and the National Association of REALTORS® (NAR). GRAR actively supports the community through advocacy to ensure the preservation of real property rights and supports local charitable programs that encourage homeownership, create sustainable neighborhoods, and address critical housing needs through the REALTORS® Charitable Foundation.

Real estate professionals demand more from their associations and MLSs than just access to listings. The Opportunity Report highlights that organized real estate must transition toward becoming service-driven entities, focusing on:



Enhanced operational efficiency: Removing friction in member interactions and streamlining support systems.



Expanded service offerings: Providing tools that support agents in their day-to-day business, rather than acting solely as data gatekeepers.



Technology-driven engagement: Leveraging automation, AI, and real-time support solutions to meet modern expectations.

GRAR faced these challenges firsthand, recognizing the inefficiency of traditional support structures and the growing need for seamless member engagement. The association sought an innovative solution to provide value beyond data access.

The Solution: Implementing ARDI by Voiceflip

To address these challenges, GRAR partnered with Voiceflip to deploy ARDI, an AI-powered communication assistant capable of handling member inquiries via phone and text. This forward-thinking solution aligned with several key themes outlined in T3 Sixty's Opportunity Report. The Opportunity Report serves as a strategic analysis of the evolving real estate landscape, identifying key areas where associations and MLS organizations must adapt to remain relevant.:

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MLSs should expand their role, becoming curators of comprehensive property data and equipping agents with consumer-friendly tools. (Opportunity B2)

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To remain relevant, MLS organizations should be fully enabled to develop strategies that address shifting market demands and competitive innovation. (Opportunity B4)

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AI is among the most transformative technologies ever introduced into residential real estate, potentially serving as the catalyst to fully digitize the real estate transaction process. (Opportunity A5)

According to the official press release from GRAR and Voiceflip, ARDI was designed specifically to meet the needs of real estate associations by offering 24/7 multilingual support across multiple platforms, including SMS, voice, WhatsApp, and Facebook Messenger. GRAR CEO Jim Yockel emphasized:

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Real estate is not a 9-5 business, and now we can meet our members' needs in real time, regardless of the time of day.”

This ability to offer continuous support represents a paradigm shift in association operations.



Key Differentiators: How ARDI Elevates Association Services

Unlike basic chatbot solutions, ARDI is designed to provide more than just simple answers.



“Ardi is more than just a tool for answering basic questions. When I give the example of complex data sets like ‘for sale sign regulations by town for every county we serve,’ it shifts people’s thinking from a simple chatbot to a true AI solution.”

– Jim Yockel, CEO, Greater Rochester Association of REALTORS®

Ardi goes beyond providing basic answers by handling complex data sets, such as for-sale sign regulations by town across multiple counties. This capability shifts user perception from thinking of Ardi as a simple chatbot to recognizing it as a true AI solution.

Additionally, GRAR is leveraging Ardi to build a short-term rental regulations database, providing members with crucial regulatory information by location. Further innovation includes integrating continuing education (CE) course content so that members can access key knowledge even if they haven’t attended a class



“We are building a database of ‘short-term rental regulations by town’ that our members can access. We are following that by adding all of our Continuing Education course content to ARDI so that any member can benefit from the information in our CE classes, even if they have never taken the class.”

Jim Yockel

Key Results from the Implementation

GRAR’s adoption of AI-driven communication yielded substantial benefits, especially during the 2024 holiday break. From December 25th to January 2nd, ARDI produced impressive results for the association:



164

phone queries handled



33

text inquiries managed



66

total users engaged



273

hours of extra PTO granted to GRAR staff



1,000

Over 1,000 member inquiries answered within the first month

Insights from the Data

The performance of ARDI provided valuable insights into how AI-driven systems can enhance service delivery for real estate associations:

Member Expectations Are Changing



The high volume of inquiries during office closure proves that demand for support remains strong even outside business hours.

AI Increases Efficiency



By automating repetitive inquiries, ARDI reduced staff workload and allowed GRAR employees to focus on high-value tasks.

Technology Must Support Human Service, Not Replace It



While ARDI managed routine inquiries, complex member needs still required human oversight, reinforcing the necessity of a blended approach.

The Future Lies in Service-Oriented Engagement



AI-powered communication tools enable associations to provide immediate, reliable support, which is a significant differentiator in a rapidly evolving market.



The other piece I really love, and connects with people, is that we track the questions our members ask that Ardi can't answer and then build those answer resources. This allows Ardi to grow based on real member needs rather than staff or volunteer leader perception of member needs..

Jim Yockel

This continuous improvement process ensures that ARDI evolves to meet actual member needs rather than assumptions, further strengthening its role as a valuable resource.

The Bigger Picture: What This Means for Organized Real Estate

The GRAR-Voiceflip partnership is not just a case study—it is a blueprint for how associations can embrace technology to drive real value. The Opportunity Report makes it clear that organized real estate must pivot toward service-driven engagement:

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Larger, economically sustainable associations with experienced management are significantly better positioned to serve real estate professionals with the high standards they expect and deserve. (Opportunity B7)

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The industry must shift from viewing agents as mere salespeople to recognizing them as trusted advisors, and that requires implementing stricter licensing and service standards.” (Opportunity C)

GRAR’s initiative exemplifies this transition by using AI to deliver seamless, always-available support to members while allowing human staff to focus on strategic initiatives. This approach demonstrates how associations can stay relevant by prioritizing service excellence over traditional value models.

Conclusion: A New Model for Real Estate Associations

Voiceflip is committed to revolutionizing real estate communication through AI-powered solutions that improve the way people search for and interact with real estate information. Voiceflip enables real estate associations to scale their member engagement, reduce administrative burdens, and deliver value-driven services. The GRAR-Voiceflip case study illustrates the growing importance of service-oriented innovation in organized real estate. AI-driven solutions like ARDI enable associations to shift from being passive gatekeepers of data to proactive providers of high-value services.

As the Opportunity Report outlines, the industry must evolve, and associations that fail to innovate risk becoming obsolete. By embracing AI and other technology-driven solutions, real estate organizations can enhance member engagement, optimize operations, and redefine their role in a rapidly changing landscape.



Next Steps for Associations Seeking to Drive Value



Assess Service Gaps

Identify areas where technology can improve responsiveness and efficiency.



Pilot AI-Driven Solutions

Test AI-based communication tools to enhance member support.



Measure Success Metrics

Track member interactions, satisfaction, and operational efficiency improvements.



Position Technology as a Service, Not a Replacement

Leverage AI to complement human service teams and enhance overall experience.



voiceflip[®]



Disclaimer

This case study was developed in collaboration between Voiceflip and T3 Sixty to highlight the impact of AI-driven solutions in real estate associations. The insights presented are based on real-world implementation and industry research from the T3 Sixty Opportunity Report.

To learn more about ARDI
Visit ardi.realestate

Download the T3 Sixty Opportunity Report for free by scanning the QR Code



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