

Spokane AOR Association of Month Interview: January 2020

What do Spokane REALTORS[®] need to be successful? Keyword: “Access.” And the Spokane Association of REALTORS[®] (AOR) delivers.

As solutions seekers, Spokane AOR, the largest REALTOR[®]-owned MLS in Washington state, commits itself to offering its members access to the most relevant, comprehensive and credible data and tools available in today’s market.

“Our mission is simple,” says Spokane AOR Executive Officer Rob Higgins. “We provide tools and services that help our members succeed, in essence, helps them feed their families.”

In 2010, Rob predicted that Realtors Property Resource[®] (RPR[®]) would play an integral role in that mission. The Association, including leadership and staff, opted to serve as a Break It Early Test Application (BETA) for RPR[®] and have never looked back.

Today, the Spokane AOR yields an impressive 61% RPR[®] usage rate among members over a 90-day period, one of the highest nationwide. “RPR[®] is an essential tool for our members. Moving forward, I’d like to see usage go ever higher,” says Rob.

Leveraging the real estate data platform to convey value and build engagement is a straightforward strategy for the Association, which has about 2,300 members. “We post RPR[®] news and training everywhere,” says MLS systems administrator and RPR[®] certified trainer Denise Ware. “From orientations to webinars, live training and publishing the [RPR webinar widget](#) on our site, we make it known that RPR[®] has everything they need to succeed in the marketplace, and is included in their member dues.”

Technology and Innovation Director Edward Chovgan says that providing access to contemporary tools is more critical than ever for Spokane REALTORS[®]. “Our market is in crisis mode right now,” says Edward. “Agents are desperate for inventory. Spokane is growing at an unprecedented rate so REALTORS[®] need to be on their game in such a competitive market.”

Edward is keen to the demands of his local market. According to a [recent article](#) from the REALTOR[®] Party, Spokane’s (pop. 204,000) inventory of available housing stock is at its lowest point ever in city records.

“By providing our members with access to RPR[®], they get all of their data in one place, including public records and listing data, plus the platform offers a great comp analysis tool. I teach the *Getting Started With RPR[®]* class, which is always well attended,” says Denise.

Spokane AOR’s Public Affairs and Communications Director Tom McArthur also plays an important role in opening up doors for member success. “It’s essential that we continually educate our members about RPR[®],” says Tom. “Every week we include a new RPR[®] tool or webinar in our member newsletter.” This week, Tom shared RPR[®]’s blog article, [2020 Vision: Using RPR For Success In The New Year](#).

Overall, Spokane AOR’s mission is to make access to RPR[®] data and training as easy as possible for its members. Currently, the Association displays a highly visible RPR[®] “button” on its MLS Dashboard that directly links to the [platform](#) and its [blog](#) for training and news. Denise continues to build RPR[®] classes into their education calendar, Edward looks for ways to build awareness on the Association’s website, and Tom builds awareness and engagement through its communications channels. It’s a total team effort, one built on a solid foundation of shared goals, commitment to service and great enthusiasm.

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