



AMS | Accounting | Member Portals
SSO | Identity Management

**Driving Member
Engagement
with the
MMSI Member Portal**



Driving Member Engagement with the MMSI Member Portal

Seamlessly Integrates SSO into Industry-Leading AMS

MMSI, makers of the Membership Director™ Association Management System have announced the release of their integrated single sign on (SSO) dashboard to shift agent engagement to Association and MLS Member Portals. This new feature is lowering the cost of adopting SSO and contributing to the success of organizations in driving member engagement and service adoption. Every Association and MLS has absolutely unique needs when it comes to billing, communications, service access, support, and the many other functions that our software supports. We are providing this case study to give you an update on our development progress and to deliver a few insights into how companies like yours are thriving with Membership Director.

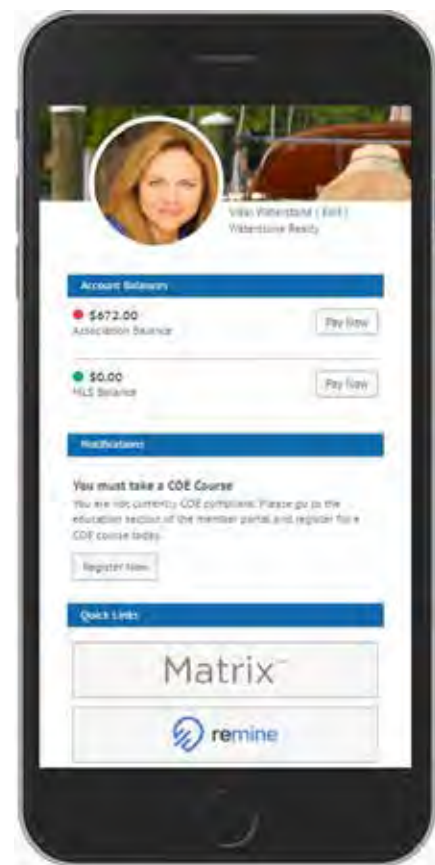
Membership Director is a leader in providing REALTOR® Associations and MLSs with tools to manage their member relationships with communications, support and billing. The most important component of an Association and MLS Management System is the Member Portal – the member-facing site that empowers agents and brokers to serve themselves by paying their dues, registering for courses and events, voting in online elections, and staying engaged with the organization. “A key challenge for Associations and MLSs is drawing the member’s attention before MLS login,” says Mark Richburg, President of MMSI. “Now our Membership Director Member Portal is the gateway to the MLS and the many other tools and services that REALTORS® rely on, and we can extend our broker and agent engagement through the SSO integration.



Every day, our customers get the opportunity to display the full menu of services they offer, curated messaging, education, event, and committee reminders to their members. It's their total value proposition, in front of their members, every single day.

This is an important best practice. For Associations and MLSs to engage with their agents and brokers, it is critical that they route access to the Multiple Listing Service and other core services through a Member Portal. This gives the company an opportunity to highlight information that is vital to establishing and maintaining direct communication with customers.

In many cases, associations are the shareholders of the MLS and often, the providers of MLS services to REALTORS®. Over the years, agents have logged directly into the MLS or had to pass through a legacy dashboard and skipped the association website all together. Users do not see the value in existing SSO Dashboards; they are pages full of buttons with no value added. Now that changes," says Richburg. "More than ever, this allows our Association and MLS customers to greet members at the digital front door to the services being provided."





SINGLE SIGN ON SUCCESS

Central Jersey Multiple Listing System



Richard Steinberg is the CEO of the broker-owned Central Jersey MLS serving 7,000 subscribers. CJMLS has been an MMSI customer for 10 years and they highly value Membership Director; using the platform to manage their roster, communications programs, billing system, and other key

activities. The company competes with nine other MLSs in the State of New Jersey and is always focused on enhancing features and usability without increasing prices.

Steinberg says "More than ever, MMSI has really stepped up their product and service over the last five years. We cannot say enough about Mark (Richburg) and Rich (Richburg) for their personalized service. We have always wanted to deploy single sign on, but we could not afford it until now." Like many MLSs, CJMLS weighs the expense of offering SSO against adding other valued services to the base fees charged to the agents. MMSI was able to tip the value scale for their organization by delivering excellent SSO functionality without the need to increase MLS fees. "We are all plagued with the encumbrance of trying to remember an awful lot of passwords," says Steinberg. "Now our subscribers will be able to remember one, and from there they can access all of our services with a click or a tap."

Steinberg also praised MMSI for the recent enhancements to their Dynamic Messaging and email communications tools.

In the future, CJMLS intends to offer a variety of listing input and edit options beyond those native to CoreLogic Matrix like Bridge or Upstream. These options will be powered by MMSI single sign on.

"We used to pull reports of user groups out of MMSI to create email campaigns for newsletters, orientation reminders, unpaid dues, data feed renewals, or whatever. Then staff would export those groups into Constant Contact for email. Now we can eliminate Constant Contact and manage all of those communications directly inside of Membership Director."

**- Richard Steinberg
CEO of the broker-owned
Central Jersey MLS**



TARGETED MESSAGING



Savannah Area REALTORS®

MMSI also delivers many advantages for a smaller customer based in Savannah, Georgia, operating three companies on a single Membership Director platform - Savannah Multi-List Corp., Savannah Area REALTORS®, and REALTORS® Commercial Alliance.



Patrick Kelley is the MLS and Technology director for all three companies and says:

"Membership Director allows us to serve our members and easily see the relationships with all three companies in one system. It gives us a 360° view of each person's affiliations with one, two, or all three companies. This enables us to manage communications and billing information aligned with those relationships. Agents who are not members of the Commercial Alliance do not have access to those tools on the Member Portal, but they do have access to the Association and MLS tools. It's a major improvement in how we support our clients, each customer has a curated, individually-tailored experience when they log in."

Chip Kreps, Association Executive for Savannah Area REALTORS® (SAR), credits MMSI with supporting their efforts in reaching a number of key Association goals. They have reached 98% Realtor membership in their MLS and lead the State of Georgia in the percentage of Realtors contributing to RPAC. "We really could not be this effective as a team of 6 people operating these three companies if not for the customer-centric capabilities that Membership Director brings to the table." SAR has been recognized by the National Association of REALTORS® with the President's Cup Triple Play Award for Advocacy, Contributions, and Member Engagement. The Georgia Association of REALTORS® recognizes SAR for RPAC excellence in Highest Dollar Percentage in Class and Highest Member Participation in Class. "Without MMSI, we would need to hire extra staff to accomplish what we have in these important areas of operating a great REALTOR® Association."

For Savannah Area REALTORS®, the ability to seamlessly manage three separate companies within a single platform and manage the customer experience across all three was a unique need that made Membership Director the first choice for their three unique businesses.

"We really could not be this effective as a team of 6 people operating these three companies if not for the customer-centric capabilities that Membership Director brings to the table."

**- Chip Kreps,
Association Executive for
Savannah Area REALTORS®**



CONSOLIDATING SERVICES

Pikes Peak Association of REALTORS®

Pikes Peak Association of REALTORS® (PPAR) is a Colorado-based Association and Multiple Listing Service. With a staff of 23, the company operates an MLS with 4,300 subscribers and an Association with 3,800 subscribers.



For many years, the company approached their membership management, communications, billing, and other functions through in-house development and systems integrations. Although they were able to master the process of their integrated systems, they selected Membership Director as a replacement to centralize operations onto a single platform that met or exceeded their many requirements.

A key communications goal of PPAR is to develop a personalized relationship with each and every one of their members. They have long grouped members together who have commonalities in order to achieve this type of personalization. This involved a great deal of data management as the customer relationship changed and evolved. They developed segmentation strategies for their groups like broker owners, managing brokers, agents, teams, office assistants, licensed assistants, lockbox users, non-lockbox users, REALTOR® subscribers, non-REALTOR® subscribers, affiliates, and so forth. Within each of those groups, they have break downs by other characteristics like size, services used, education attended, and so on.

Membership Director is being deployed to support the organization in streamlining their ability to provide messaging that is curated to each of these user groups by the attributes that they share. "Our members get the feeling that we know them when we communicate with them based upon things we already know," says Amy Reid, Executive Officer. "We really want to engage our members with trust and help them achieve outstanding results in their careers with education and support." For Reid, the communications capabilities allow the company to combine micro-communication strategies of pinpoint messaging with surround sound strategies for blanket communications.

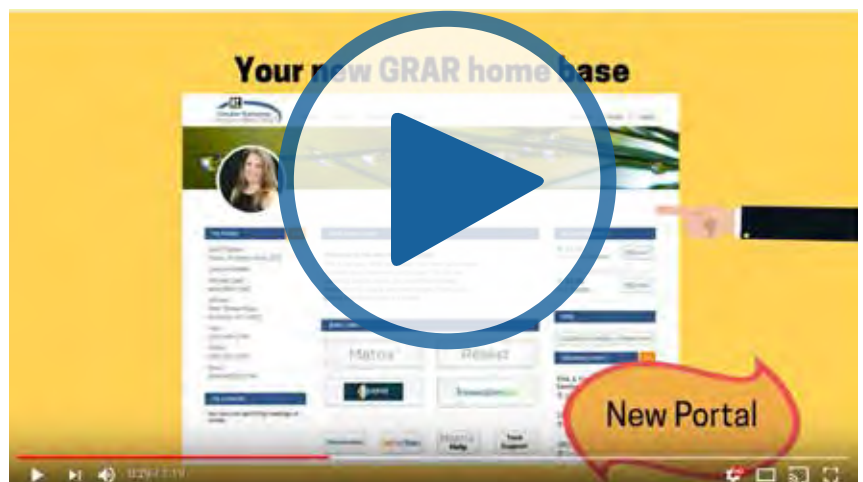
Significant features that drew them to Membership Director include the industry's only fully-integrated general ledger program, call tracking, bulk email capabilities, and accurate Accounts Receivable aging at any point in history. But most of all, it's the ability to consolidate many software products down to one that streamlines their operation, reduces developer and database management, and gives staff a single solution for many of their daily tasks. Said Richburg, "While other vendors are pushing complex APIs and forcing their customers to integrate 3rd party tools on their own, we're bringing these same or better tools onto our platform natively, so they are

intuitive to use, well-supported, and accessible for our customers. It's what the market actually wants and our market share growth bears that out."

Reid worked with MMSI to develop a migration strategy that allocated 6 months for the conversion. They will be launching at the end of their fiscal year. Membership Director delivers solutions that meet the needs of small companies and scales to meet the demands of the largest and most sophisticated MLSs and Associations in real estate.

Check out a video created by the Greater Rochester Association of REALTORS® to introduce their new MMSI Member Portal to their members:

<https://youtu.be/dfKKnk2yBqA>



"If you are still using a number of disjointed tools, you really need to invest in a better membership system. The investment you make will pay back in membership engagement and satisfaction immediately."

**- Amy Reid
Executive Officer for
Pikes Peak Association of REALTORS®**



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