



WORLD CLASS CUSTOMER SERVICE HANDGUIDE

Meeting Members Where They R[®]

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#MMWTR

MEETING MEMBERS WHERE THEY R[®]

Where The Experience Meets The Member

WHAT IS #MMWTR?

Meeting Members Where They R[®] means putting members first. It is a mindset to always provide multiple options for accessing all benefits, tools, and resources.

Our members live and work throughout the DC Metropolitan area including: Arlington County, Fairfax County, City of Fairfax, City of Falls Church, Town of Vienna, and City of Alexandria. Although not part of the official NVAR footprint, many NVAR members work and live in the neighboring communities of Loudoun and Prince William Counties.

Our diverse and inclusive network of cultures, skills and interests span multiple generations to create a well-rounded and highly productive membership.

This booklet is intended to outline how an association can engage and communicate to provide its members with World Class Customer Service. The following is a guide that demonstrates how NVAR MEETS MEMBERS WHERE THEY R[®].



NVAR'S STRATEGIC VISION

NVAR promises its members to "Take You Further" by providing a variety of services, including educational opportunities, professional services, market statistics, legislative reviews, issues lobbying, multiple listing and lockbox services, and more.

Our mission is to elevate Realtor® success by delivering exceptional value, driving innovation, and impacting the industry.



VISION 100

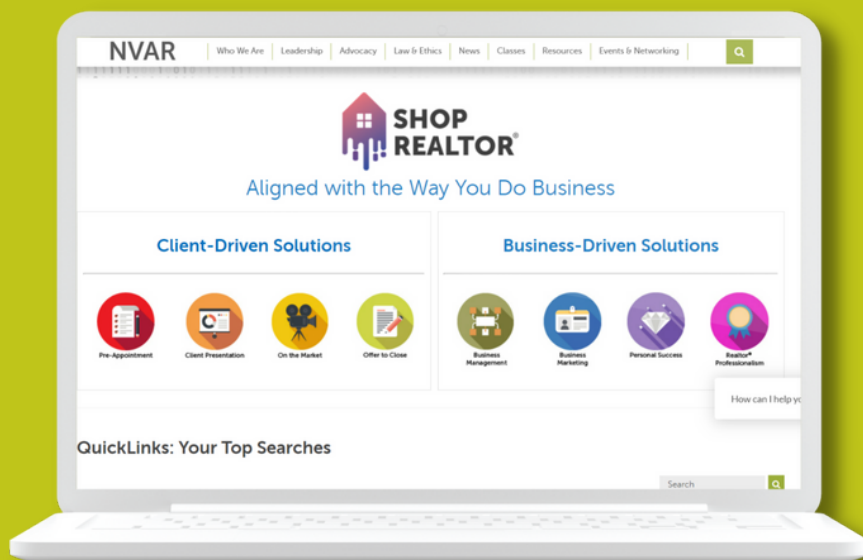
In 2021, NVAR celebrated its Centennial Year. Out of that year came a concept we call, "Vision 100." The graphic above depicts the intersecting and complementary visions of both the CEO and the Board of Directors about where NVAR is heading over the next 100 years. This symbiotic relationship between the CEO and Board of Directors will create a stronger, more nimble and future-focused association where member engagement is everyone's responsibility.

SHOP REALTOR®



NVAR's Shop Realtor® program organizes all of NVAR, VAR, and NAR's resources, benefits, store items, and service providers in a way that aligns with how Realtors do® business! It originated from a study that the Orlando Regional Realtor Association conducted on, "The Stages of the Transaction." Their research concluded that the average real estate transaction takes approximately 237 steps from start to finish.

In 2017, NVAR's Products and Services Advisory Group was tasked with condensing these steps into 8 core competencies and determining which benefits fit into each competency. This is Shop Realtor®.



NEW MEMBER EXPERIENCE

1. NEW ONLINE APPLICATION

Simple, Short, and Digital

New members can fill out an application online which is then promptly processed by the Member Services Team.

2. WELCOME EMAIL

Active and Ready to Go!

The Member Services Team then sends a welcome email with a link to the Onboarding Wheel (listed on the next page), NRDS ID and login information.



3. NEW MEMBER ORIENTATION

Get Oriented and Build Your Network

NVAR loves bringing its members together. We want our new members to start off on the right foot and have as many opportunities to build their portfolio as possible. Because of this, we encourage them to attend New Member Orientation in person.

4. NAR CODE OF ETHICS

Honesty and Integrity

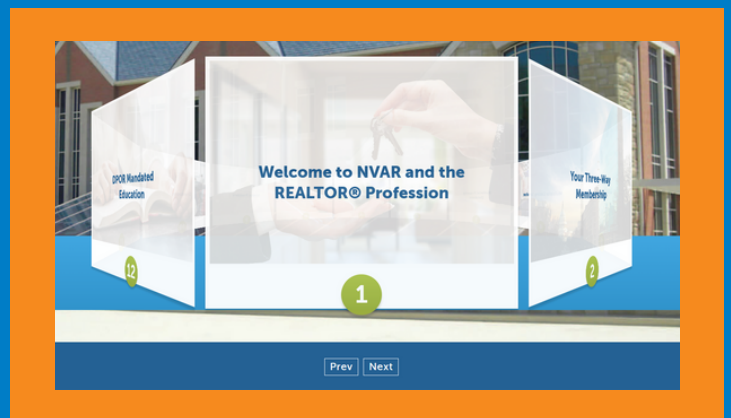
The Code of Ethics is the backbone of what it is to be a Realtor[®]. NVAR makes sure that the link to the NAR Code of Ethics is always readily available on our website.



ONBOARDING WHEEL

NVAR created a digital experience for new members which consists of 12 different videos that highlight key member benefits, welcome new members to the association, and provide them with information, helping them reach their highest potential.

Take it for a spin at www.nvar.com/onboarding



The Onboarding Wheel allows members to move forward and backward through a series of 12 videos.



WELCOME EMAIL SERIES

Members who hear from their association multiple times over the course of their first 90 days typically have a higher retention rate*. NVAR takes the guesswork out of being a new member by sending correspondence every thirty days for the first three months of their membership. To view sample emails, check out www.nvar.com/emails

**According to a study done by Matrix Group International.*



THE CALL



PRIVATIZE

Don't Broadcast the Call

Always use discretion. Be respectful of any personal information that is shared with you.

PRIORITIZE

Answer Promptly

Phone calls are an important part of any association's reach-in. Everyone has their own preferred method of communication and for many Realtors[®], it's the phone! Don't leave 'em hanging!

PROFESSIONALIZE

Keep a Professional and Caring Tone

Staff should always exhibit a professional and proper demeanor as a representative of the association.

LISTENING



ANTICIPATE

Know the Answers to the Frequently Asked Questions (FAQs)

Use the website as the foundation for finding answers to FAQs and direct members accordingly. If an answer to a FAQ is not available on the website, that presents an opportunity for content creation.

DIRECT HELP

Know Who Knows!

Learning about the different teams and resources within the association will allow you to direct calls appropriately. If you are unsure about the answer to a question, be specific about how you will help them find the answer.

UNDERSTAND

What Does the Member Want to Accomplish With This Call?

Always let the member talk through their concerns. Be there to listen and support them as needed to positively impact their experience!



TAKING A MESSAGE

EXPLAIN

Always Keep It Positive

If you are unable to find the specific staff person that the member is looking for, take a message or give them an alternative way to find the answer they need.

OFFER

You May Be Able to Help, Too!

Be sure to offer your assistance before asking to leave a message.

KEEP TRACK

Write It Down

Whenever a change occurs in a member's record, make sure to notate the change that happened, the date, and initial it so that future staff can reference it in your Customer Service Management software (CSM).

FOLLOW-THROUGH

Have a Plan

If a project or situation is left unfinished, make sure that another staff person is aware and a plan is in place to follow-through to completion.

TRANSFERS AND HOLDS

Make Sure it's Okay First

NVAR recommends asking the caller's permission before transferring the call or placing them on hold.

Give Them a Valid Reason

Always explain why their call is being transferred and to whom they are being transferred. This will allow the member to mentally prepare for their next engagement.

Show Gratitude

The NVAR Staff thanks their members for their time before and after they are put on hold.

Respect Their Time

Return to the call in a timely manner. Offer members a call-back option or a follow-up email if you know the person will be on hold for an extended period of time.

E-MAILS

EFFICIENT

Limit the Number of Back-and-Forth Messages

Email responses should contain all the necessary details. Always start with a greeting and end with a salutation. Supplemental phone calls may be necessary depending on the amount of information shared. If your email seems to be too lengthy, consider using bullet points to deliver a better visual of the message. It is also ideal for all staff to have a consistent email signature, including complete contact information.



TIMELY

Response Time Should Not Exceed One Business Day

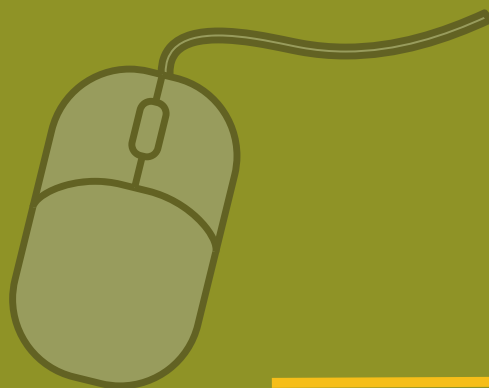
NVAR will respond to member emails within the same business day. We want our members to know that their inquiries are a priority.



PROOFREAD

Have Multiple Eyes on Every Published Content

At NVAR, we have a general rule that nothing gets published without two or more sets of eyes having read it over. Be mindful of your tone, spelling, and punctuation.



URGENCY

Evaluate Your Response

If your email demands an immediate response, consider making a phone call instead.

DIFFICULT SITUATIONS

01.

WAIT

Be patient. Let the member explain their scenario.



02.

RELAX

Stay calm and be sympathetic. Reassure the member that you will help them find a solution no matter what.



03.

RESOLVE

Offer a solution to their problem. Provide them with information or find someone who can answer their questions.

04.

ESCALATE

Reach out for help if you need it. Have a plan in place for escalation by subject matter or scenario.



MEMBER ENGAGEMENT

NVAR uses multiple forms of communications to engage with our members.

ASSOCIATION SOCIAL PLATFORMS

Social Media Accounts

NVAR has an account on all major social media platforms: Facebook, Instagram, LinkedIn, TikTok, Twitter, and YouTube. NVAR posts a minimum of once per day on each of these platforms. Each type of media holds a distinctive tone. Know where your members are most active and how they engage with each platform.



Facebook is the ideal social media platform for networking and sharing photos, videos, and graphics.

@nvar.realestate



LinkedIn is ideal for sharing content on education, current trends, and market updates.

@Northern Virginia Association of Realtors



TikTok is a fantastic platform to create quick videos to engage your members.

@nvarffx



Twitter is primarily used for news updates to members.

@nvar



@Northern Virginia Association of Realtors

YouTube is NVAR's favorite platform for storing recorded sessions.

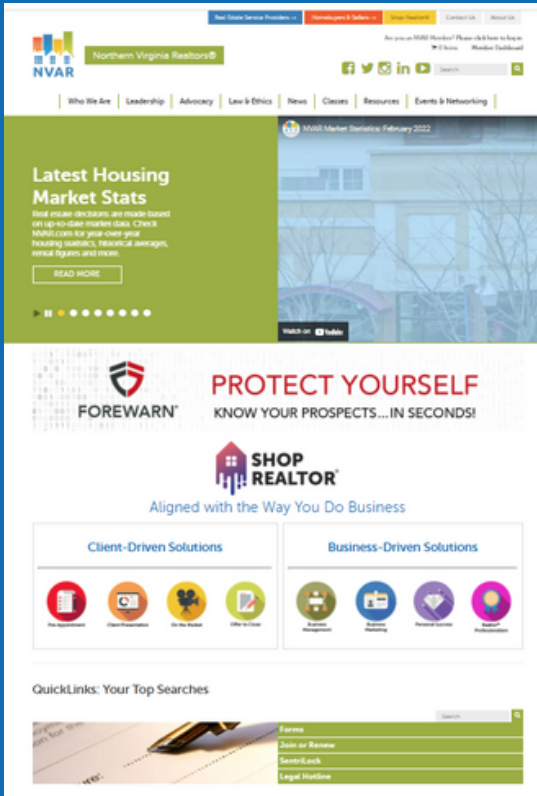


MEMBER ENGAGEMENT

WEBSITE

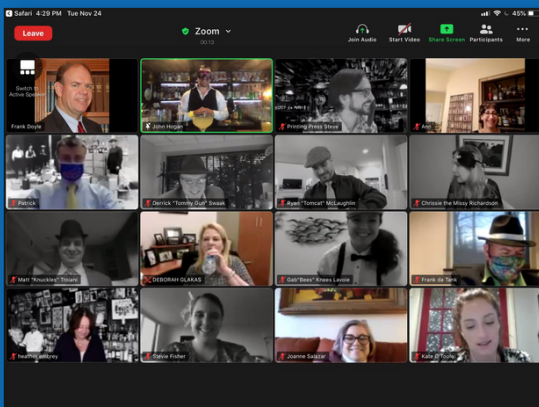
"If It's Not on the Internet, Then It Doesn't Exist."

All benefits and resources must be easily accessible on the website.



ZOOM

Zoom Education and Events for Members



DIGISIGN

Digital + Signage = Digisign



CHATBOX

Text Communication with Staff

Enter your information, and we will text you shortly.

Enter your message weekdays between 8:30 a.m. and 5:00 p.m. (Eastern) to receive a text reply from an NVAR staff team member.

By texting us, you agree to receive text messages at the number provided. Standard message/data rates apply.

Text us!

E-NEWS

Newsletter With Relevant Information

NVAR sends out two E-newsletters every week: NVAR Now and NVAR In the Know.

EVENTS



CONVENTION

NVAR produces an annual convention every October - our biggest event of the year! We typically host it at the local community college campus and bring in 100+ exhibitors and over 3,000 attendees!



NON-CE

These events range in topic from "Presidential Insights: Cultivating and Driving Change" to "I Heart SentiLock!" and are often hosted by one of NVAR's 30+ committees, forums, or advisory groups. NVAR hears time and time again from our members that the education they crave is non-credit based, "how do I actually do my job?"



EDUCATION

NVAR's Realtor® School is a DPOR board-approved school and offers all the education members need to earn and maintain their license. DPOR requires Pre-Licensing, Post-Licensing and Continuing Education courses – all of which members can take at NVAR in our Fairfax and Herndon locations!



NETWORKING EVENTS

Nothing beats human connection. At the end of the day, Associations are all about people coming together for common cause and a sense of affiliation.

GLOBAL

NVAR GLOBAL

Celebrate the World Within Your World!

Meeting Members Where They R[®] also requires meeting members where they're from. Northern Virginia has the entire world in its backyard, which is cause for celebration and inclusion! NVAR is proud to have earned the prestigious Diamond Council Award from the National Association of Realtors[®] in 2021. From our cultural forums, to developing Memorandums of Understanding and furthering our trade mission efforts, NVAR Global is constantly growing.



GLOBAL CONNECT

How Far Does Your Impact Reach?

At NVAR, we believe Northern Virginia is America's Front Lawn, a gateway to the world. NVAR's convention-within-a-convention celebrates all things that pertain to Global and International Real Estate. Global Connect sessions discuss how members can grow their business internationally and make friends with real estate professionals from around the world.



BENEFITS AT-A-GLANCE

NVAR, VAR, and NAR combined provide over 5,000 unique benefits to our memberships. With the Shop Realtor® framework in mind, below are some of NVAR's top member benefits.



NVAR provides the **FOREWARN** safety app at no additional cost to its members.

www.nvar.com/forewarn



R-WORK is co-working space designed and built just for NVAR members.

www.nvar.com/rwork



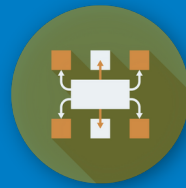
Both offices have a store with open house tools, signs and accessories, and more!

www.realtorshop.com



Standard Forms are provided to members at no additional cost.

www.nvar.com/docs



NVAR has a DPOR board-approved Realtor® School which offers a wide variety of education.

www.nvar.com/realtorschool



NVAR encourages all members to claim their **realtor.com** profile online to maximize their SEO.

www.realtor.com/profile



Realtor® Sphere is a way for members to digitally share their knowledge with the NVAR membership.

www.nvar.com/realtorsphere



The **NVAR Government Affairs Team** works with members to advocate for policies and laws to protect the industry.

www.nvar.com/rpac



Contact Us!

We love to hear from you!

NVAR Main Line

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NORTHERN VIRGINIA ASSOCIATION OF REALTORS®



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