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February 15-16, 2017

Achieve

Motor City Casino-Hotel, Detroit

April 20, 2017

Broker Summit

Somerset Inn, Troy

September 27-29, 2017

The Convention

Amway Grand Plaza Hotel & DeVos Place, Grand Rapids



Michigan Realtors® Leadership Academy, year one.

The Michigan Realtors® Leadership Academy develops leaders who have demonstrated leadership potential through job-related and community activities, creating a network of industry experts across the state who are actively involved in improving our Association and profession. 2016 was the inaugural year for this organization, and they hit the ground running.



The Michigan Realtors® Leadership Academy is modeled after the NAR LA as well as those of some other states in which those Realtors® seeking to expand their leadership capabilities for roles within our industry or their community can learn, grow and excel. The first session set the tone with helping participants understand personality types including their own and how to work together in teams for a common goal. The result from the year is great camaraderie, lifelong friendships, referral networks and 14 Realtors® better prepared to take on leadership challenges wherever they encounter them.

— Gene Szepeinski, Managing Broker / Commercial Realtor®
Keller Williams RiverTown

Realtors® from 9 different local associations across the state met throughout the year at Michigan Realtors® events as well as community improvement events to empower members to maximize their leadership potential. Those associations include Greater Metropolitan, Livingston County, Grand Rapids, Greater Lansing, Upper Peninsula, Greater Kalamazoo, East Central, Detroit and West Michigan Lakeshore.

The 2016 Leadership Academy met several times as a group throughout the year. At Achieve in January; at Michigan Realtors® office and the Brokers

Summit in April; visiting the Chicago Association of Realtors® and the National Association of Realtors® building in July; and their graduation in October at The Convention.

“It gave us an opportunity to get a first-hand look at the operations of the Michigan Realtors®, and National Association of Realtors®, and see how we can shape the future of these organizations,” said Christopher Germain of the Upper Peninsula Association of Realtors®.

They were involved in a plethora of unique leadership building events throughout the



Realtors® from 9 different local associations across the state met throughout the year at Michigan Realtors® events as well as community improvement events to **EMPOWER MEMBERS TO MAXIMIZE THEIR LEADERSHIP POTENTIAL.**

year, including a zombie escape room, a TED Talk from co-founder of Palmer Labs, LLC and a Master Chef challenge. This revolutionary take on skill building provided the opportunity for Academy members to build their leadership and relational skills while enjoying themselves at the same time.

“I wanted to join the Leadership Academy to expand my mind and business, but what actually happened is I learned how to think even bigger, beyond what I thought I wanted. I was given skills that many never obtain and I gained lifelong friends, too! This truly changed me, I loved every minute” said Ashley Dietch-Schaefer of the Grand Rapids Association of Realtors®.

In January, the Academy completed a DISC Profile, learning more about themselves as leaders as well as collabora-

tors. They also assembled and presented bicycles to children in need through the Boys & Girls Clubs of America.

“One of the best things that came out of my Leadership Academy experiences was the understanding of placemaking and our relationship with the BGCA. Both of these have had positive and immediate impact on my local association. It’s profound the impact we can have on our local communities” said Karen Greenwood of the Greater Metropolitan Association of Realtors®.

April brought a tour of the Michigan State Capitol, a trip to the Lansing Lugnuts for a spring baseball game, and a chance to catch the end of the Michigan Realtors® Broker Summit.

“Having the honor of participating in the Michigan Realtors® Leadership Academy has

been one of the best and rewarding experiences of my career. Being a Leader is so much more than just having good ideas and being the boss. It takes vision and the ability to see the bigger picture” said Nicole Bartolomucci of the Livingston County Association of Realtors®.

The Leadership Academy went on the road in July, visiting the Chicago Association of Realtors® and the National Association of Realtors® headquarters. The year wouldn’t be complete without another volunteer activity with the Boys & Girls Clubs of America. The year was brought to an end in October, with graduation with Michigan Realtors® President, Gary J. Reggish and CEO, Rob Campau respectively.

“The Michigan Realtors® Leadership Academy is a rare opportunity to sharpen

and further develop Leadership Skills from an association viewpoint. It affords the opportunity to network with some of the best and brightest in our state! Leadership Academy has inspired me to explore my future as a leader in both my local association and Michigan Realtors®,” said Robbin Barnes of the Greater Metropolitan Association of Realtors®.

All in all, it was a successful year for Michigan Realtors® inaugural Leadership Academy class. We are excited to continue the program in 2017, and encourage the leaders of our state to apply for future classes. Don’t miss the opportunity to build your skills as a trailblazer, as well as help your community thrive through volunteerism. For more information, visit www.mirealtors.com/Education-Events/Leadership-Academy. ●

Engagement Counts at THE CONVENTION

The Convention, held at the Soaring Eagle Casino & Resort in Mt. Pleasant on October 5th through the 7th, drew over 1,100 real estate professionals (175 first time attendees) and was an engaging event. Here are some of the many highlights.

The Convention not only offered attendees the perfect forum to engage with and learn from their peers, but also provided them with the opportunity to attend CE Marketplace certified knowledge sessions conducted by some of the best and brightest experts in the real estate industry and their respective fields. The subjects and sessions ran the gamut of critical subjects for Realtors®, encompassing technology, marketing, sales, legal issues and much more.

Kicking off The Convention, as the Grand Assembly Keynote Speaker was Greg Schwem. The Chicago Tribune recently proclaimed Greg Schwem “king of the hill in the growing world of corporate comedy.” His comedic take on the 21st century workplace and work/life balance has landed him on XM/Sirius Radio, FOX News, Comedy Central and the pages of Parents Magazine. Other important highlights of the Grand Assembly included the graduation ceremony of the Michigan Realtors® Leadership Academy Class of 2016 and Jason Copeman

being sworn in as 2017 President of the Michigan Realtors®. Jason is the first ever association president from the Upper Peninsula, having served many leadership roles at the Upper Peninsula Association of Realtors®.

Thursday during the Grand Gathering, Paul Bishop, the Vice President of Research at the National Association of Realtors®, gave an economic forecast for 2017. Dr. Bishop participates in the Harvard Industrial Economists Roundtable and has served on the editorial board of the Journal of Housing Research. He is also a contributor to the McKinsey Quarterly Online Executive Panel.

On Thursday, the Broker Idea Exchange invited brokers from across the state to participate in a group think tank on issues impacting the industry. Special guests included Mark Allen from Realtor.com and a leadership behaviors panel moderated by Jack O'Connor of the Denver 100. This was an invitation-only event, as the Michigan Realtors® continues to provide programs valuable to brokers.

In addition to providing a forum for Realtor® interaction and education, The Convention provides a platform for the recognition of individuals who have demonstrated outstanding performance in the real estate industry.

Beth Foley of the West Michigan Lakeshore As-



...subjects and sessions ran the gamut of critical subjects for Realtors®, encompassing **TECHNOLOGY, MARKETING, SALES, LEGAL ISSUES** and **MUCH MORE.**

sociation of Realtors® was awarded the 2016 Realtor® Active in Politics Award. The RAP Award recognizes a Realtor® who serves their profession, association and community through political involvement. Beth is a past president of the Michigan Realtors® and serves as a federal political coordinator for Bill Huizenga in congressional district 2. She is an associate broker with Summit Properties in Holland, Michigan and has been practicing real estate since 1986.

The 2016 State Realtor® of the Year award went to Gene Szepeinski of the Grand Rapids Association of Realtors®. The ROTY Award is the highest honor bestowed upon a Michigan Realtor®. It stands for integrity, leadership and service to the general public. Gene is also a past president of the Michigan Realtors®, is a broker at Keller Williams in Grand Rapids and has been practicing real estate since 1986.

As is normally the case, the Trade/Expo was once again sold out. Over 80 exhibitors attended, ranging from insurance companies, financial institutions, utilities, marketing and collateral services, technology and state agencies.

The RPAC Appreciation Breakfast featured speaker was Lansing Capitol Correspondent, Tim Skubick. Mr. Skubick spoke on the presidential election and the importance of knowing your local elected officials. Unannounced special guest, Attorney General of Michigan, Bill Schuette, also surprised attendees. This was an invitation only breakfast to RPAC investors of \$200 or more.

Once again, Convention attendees promoted the real estate community by supporting RPAC during both the live and silent auctions. Bidders had their choice of a number of different items in all price points, including a Disney vacation getaway, propane fire pit and a virtual reality head set. In total, a record of over \$22,000 was made with both the RPAC

Live and Silent Auction combined!

Wrapping up The Convention and presenting the Closing Keynote was professional speaker Terry Watson. Watson posed the question, why be normal in today's business and day-to-day culture. Terry Watson is the "AHA guy," who makes people, companies and organizations large and small aware of the conscious and unconscious ways they sabotage their businesses and their lives.

The Michigan Realtors® want to thank all of the exhibitors, sponsors and attendees for their support...and mark your calendars for next year as the engagement continues in Grand Rapids for The Convention taking place September 27-29, 2017. ●



measuring the SUCCESS *of your* CAMPAIGNS

Strategies for quantifying the performance
of your digital marketing campaign.

BY PAUL SALLEY,
MANAGER OF MARKETING
AND BUSINESS DEVELOPMENT



The age of digital marketing has made it easy for business owners to reach a new audience: a digital one. Gone are the days of relying solely on flashy billboards or rectangle ads in the local newspaper. Technology has allowed business owners to reach their intended audience using popular display networks and social channels. We now have the ability to predict behavior and an algorithm to attract new customers. While this is great news for any business owner, there are some questions left unanswered.

As digital marketing professionals, we are often asked the best way to quantify the performance of digital marketing cam-

paigns as well as how to track return on investment (ROI). While there is no silver bullet when it comes to tracking the success of any digital campaign, there are things you can do to monitor performance.

Above all, set your objectives early. Is your goal to increase brand awareness? If so, you're probably less focused on metrics such as click-through rate (CTR) and more focused on reaching as many people as possible (impressions). On the other hand, if your goal is to convert as many clicks into leads as possible, then you have some strategizing to do. While I won't dive deep into conversion tracking, you should make sure your site, or at the very least the landing pages you're using for your campaigns is optimized for conversion tracking. I recommend implementing as many lead-capture opportunities as possible without creating a poor user experience (think simple calls to action with enticing lead capture forms). Make sure you have a Google Analytics tag installed on your site and, if necessary, a conversion pixel implemented and tracking on your chosen marketing platform.

Aside from conversions, other important performance indicators will help you understand the effectiveness of your campaigns. Here are a few to consider:

- 1. TRAFFIC TO YOUR SITE.** Regardless of your chosen objective, only positive things can come from driving more people to your site. Of course, the age-old rule of quality over quantity still applies here, but your site traffic can play a big role in truly understanding your marketing efforts. If your traffic increases 20 percent, that's great! Now, harness that traffic and establish a strategy for capturing leads once your visitors land on your site. Pay close attention to which pages are driving your traffic to increase. If they are campaign related, chances are your digital marketing efforts are paying off.
- 2. AVERAGE TIME ON SITE AND BOUNCE RATE.** If you're driving more traffic to your site, your goal is to keep them there as long as possible. Pay close attention to the number of clicks your campaigns receive; the page users land on and how long they stay there. If the bounce rate is high, chances are visitors are landing on a page that does not accurately reflect information for which they were expecting or looking.
- 3. MONITOR THE TRAFFIC SOURCES TO YOUR SITE.** MOBILE users are increasing and slowly taking over as the No. 1 device used when browsing the web. However, this may not be true for certain sites or even specific pages on your site. If your driving traffic to a page that is not optimized for mobile and your campaign traffic is primarily mobile; you have a problem.

The old metrics are still important, as well. Make sure you understand the numbers generated from your campaigns. Metrics such as CTR and Impressions are still important and must be evaluated. Understand the averages for your particular market or industry, as well as campaign type. Display campaigns will usually have a lower CTR than search, so do your research before jumping to conclusions when evaluating campaign reports. ●

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Placemaking Success in Michigan

Placemaking is a multi-faceted approach to the planning, design and management of public spaces. It capitalizes on a local community's assets, inspiration and potential with the intention of creating public spaces that promote people's health, happiness and well-being.

Lighter, Quicker, Cheaper (LQC) is a component of Placemaking and entails low cost experiments and translating community's vision into reality.

A simpler and clearer definition is offered by Lansing-based Realtor, Gil White.

"In a nutshell, Placemaking is about making better people in public places," says White, an advocate of the program. "It's all about neighborhood blocks and developing public places where people can congregate and enjoy themselves with the goal of bringing the community closer."

According to White, there are two levels. The higher ones are more strategic in nature and deal with larger and more expensive undertakings, like main street projects and parks holding music every Saturday. The lower levels allow for low cost experiments in public places and let people see what works and doesn't work with minimal risk and in a lesser time frame.

Placemaking is a national concept and the Michigan Realtors® picked up that ball and ran with it. They award grants to programs to qualified applicants. In 2016 they saw successful projects completed in Flint, Jackson, Royal Oak, Kalamazoo, Detroit, Manchester and Marquette.

While there are many success stories to talk about, two specific examples of successful Placemaking are Jackson and Brighton.

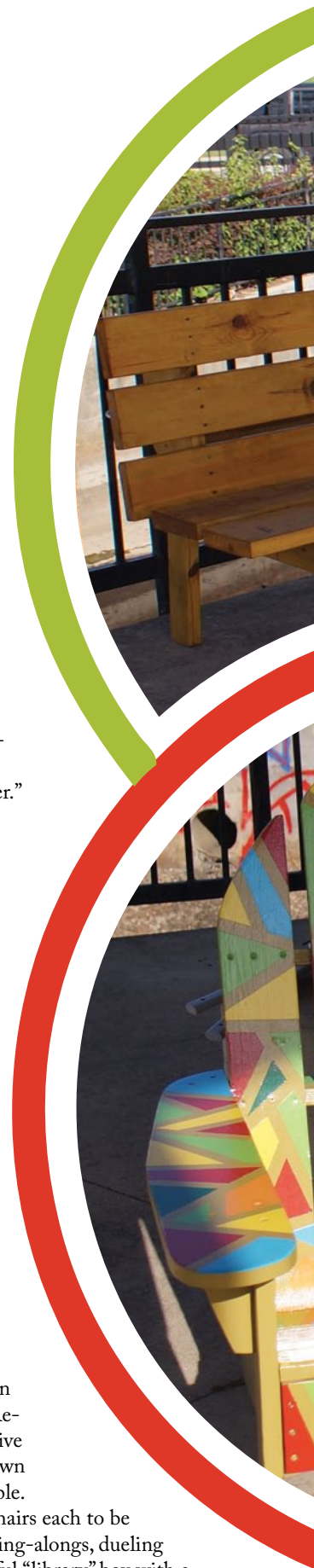
Jackson had a desire to work with the local farmer's market to create a special place and atmosphere where people could come, do a little shopping, take advantage of programs and events to relax and enjoy themselves.

When they received a grant from the Michigan Realtors® it set the wheels in motion. They then set up a panel comprised of local Realtors who came up with an extensive list of items, which they to pare down to the items they felt were achievable.

The list included: Adirondack chairs each to be uniquely painted by local artists, two donated pianos for sing-alongs, dueling piano events and just for people to play and enjoy, a colorful "library" box with a door for people to donate and take books, picnic tables and seating, promotion of



MICHIGAN REALTORS®
Lighter, Quicker, Cheaper
Shaping Neighborhoods and Cities Through Placemaking





Lighter, Quicker, Cheaper Place

Lighter, Quicker, Cheaper Placemaking is a program designed to promote testing new ideas in an inexpensive way. These projects will be used to gauge if there is a need for more permanent solutions. The goal of the program is to create great community.

Sponsored by



the fishing opportunities of the Grand River, decorative trash cans, a large mural to be painted on a wall that stretches along the river, cooking demonstrations and signage consisting of banners and directional signs.

They also had a special “pumpkin day” tailored to children where they gave away pumpkins.

Jackson Area Association of Realtors® AE, Melissa Tee, who works for Jackson MI Homes, says “We got approval to utilize a warehouse, so currently we provide wood working and are reaching out to local artists. There are places to sit and visit and we have a piano for people to play or just sit and listen.”

“The Home Builders, different organizations, and a lot of people and companies worked together to make this happen,” says Tee.

Brighton is another successful example.

Brighton prides itself on having a very walk-able downtown. It offers wide sidewalks, lighted crosswalks, a bridge and adequate streetlight, all providing for a comfortable atmosphere for pedestrians.

The city had an alley downtown that was being underutilized by being used simply as a walking path. The vision was to renovate the alley, make it more people-friendly and provide a space or folks to sit, dine at local merchants, interact with other people and enjoy themselves.

After receiving a \$2,500 grant from the Michigan Realtors® and another \$4,500 from other sources, Brighton took action.

Brighton renovated the alley and has an oversized chalkboard, oversized checker and chessboards, flowers, seating and lighting. They had four painted chairs, which they sold in their successful on-line auction to raise additional funds for purchases in 2017.

“The growing success of “Lighter, Quicker, Cheaper” (LQC) projects all over the world is proof that expensive and labor-intensive initiatives are not the only, or even the most effective, ways to bring energy and life into a community’s public space. The quality of a public space has always been best defined by the people who use it,” say Michelle Miller, Brighton, Organizational Relations Manager.

Carole Griffith is a fourth gen-

eration Realtor® and co owner of Griffith Reality in Brighton. Griffith was a sponsor of the program contributing \$1,000.

“I was down there one day and heard concert-quality Chopin being played,” says Griffith. “Low and behold, it was a 7ish year-old girl playing. “It is very heartwarming to see people enjoying the facility and interacting,” says Griffith.

Griffith was instrumental in writing the grant and getting it funded. She also worked to make sure it was successfully implemented. “We decided that we wanted to give something back to the community where we live and do business,” says Griffith. “One of the benefits is that it is not only for the residents of the community. And, this project is a great way to get residents and the city involved as well as getting other businesses to get engaged.”

“I believe that Realtors® are natural Pacemakers and have a passion about it,” says Griffith. “They recognize that the LQC allows for lower costs, doesn’t take forever to complete and creates sustainability.”

Kettering University was a recipient of a Michigan Realtors® LQC grant in 2015. Their projects included food truck events at a new park in the University Avenue Corridor of Flint, and a pop up Water Park in a large green space. They had over 850 participants that year.

Kettering also created pop-up restaurants at The Good Beans Cafe. The Good Beans was interested in experimenting with evening hours/programming and so they have had four pop-up events with two or three more planned. Their premise of all this activity was to test out the feasibility of ideas for use of a space or creating opportunities for socialization without a significant investment of time, money, or other resources.

Kettering bought foldable chairs and tables (cafe style), hanging lighting, outdoor speakers, and paid for chefs to prepare and serve food. They leveraged other resources including manpower to physically improve The Good Beans as well.

“Our ultimate goal is to stimulate private investment, which is now happening”, says Tom Wyatt, Kettering Project Manager for “Renew the Avenue.” “There are several multi-million dollar developments in the works as well as developments and enhancements to spaces that cost less than \$1M dollars”

The Michigan Realtors® is now accepting Placemaking grants applications for 2017. For details and an application visit www.mirealtors.com/Education-Events/Lighter-Quicker-Cheaper-LQC. ●

In a nutshell, Placemaking is about . . . neighborhood blocks and developing public places where **PEOPLE CAN CONGREGATE AND ENJOY THEMSELVES** with the goal of bringing the community closer.

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