

An Executive Overview for Your Association of Realtors®

The Need

Two major challenges facing real estate professionals today are maintaining commission levels and dealing with the “tech-savvy customer”. Internet buyers represent 41 percent (and growing) of all buyers and these spend more time researching their home buying options than traditional buyers. Therefore, the resulting objective for local associations is to help their real estate professionals to succeed in this market. Associations must satisfy the following objectives:

- Offer services that help association members generate more sales (this is their greatest concern)
- Improve the home buying process for the Internet buyer
- Fund additional support by associations for high-tech consumers and realtors
- Provide a trusted source for association members for technology based services

The Solution

Implement a WebCubic-based solution through the association.

- WebCubic provides a “click and build” website creation application delivered as a private labeled service. The application is configured to work with a local MLS provider for IDX services or can use WebCubic’s IDX extension. The association pays a one-time Program setup fee to WebCubic.
- The association provides marketing and sales to their real estate professionals, collects fees from real estate professionals, and provides front line customer support.
- WebCubic provides technical support for real estate professionals and invoices the association for new members and monthly hosting fees.
- The association retains the difference between the revenue collected from their real estate professionals and the revenue shared with WebCubic. The association share generally ranges between 30 – 50% in the first year. This revenue generates significant non-dues revenue for offering additional technology-based programs.
- The association serves as the trusted source for this service, particularly in view of the industry shakeout amongst the many web design companies and providers.

Benefits

Real estate professionals are able to own a website with their own domain name. Their Internet presence means they can be located by Internet buyers as they search for agents – more Internet buyers use agents than traditional buyers. Real estate professionals’ websites help consumers find agents whereas MLS-based solutions help consumers find properties. The association is benefited by creating a significant non-due revenue program, providing improved services to their members, and being regarded as the pre-eminent source of essential business services by members and the association of choice for real estate professionals.

Addendum

Product Features – the “differentiators”

With so many products available, what makes WebCubic different?

Private label, association branded. The entire service is provided with the association’s name and logo. When an association member researches the tool before purchase, or signups, or is used by a consumer, the association brand is always present.

Self-managed. Web site owners can build and maintain the web site entirely on their own. There is no requirement that a Webmaster or technical person be involved.

Administration tool. Using this tool, Web site owners can quickly add or modify the contents of the web site, publish personal news, change the design style and color (8 basic styles, 32 style and color combinations), add new pages and navigation to the web site, and add other information links.

Immediate. A brand new web site can be built in fifteen minutes or less. The site can be modified in less than five minutes. And it is immediate! There is no waiting to see the new web site or the changes made. It is now!

Supports IDX. Depending upon the MLS provider, their IDX presentation can be framed, or WebCubic’s IDX Extension can be used to provide this data.

Display property listings. The web site can be configured for consumers to view just the agent’s (web site owner) listings, the office listings, featured listings (any MLS property), or a home search to search listed properties in the MLS service area. Or all of the above.

Low cost. The MSRP for the web site – both one-time setup charges as well as month-to-month hosting fees – are the most affordable.

Extensible technology. WebCubic’s patent-pending technology allows for new features to be easily added. It even allows third-party applications to be quickly integrated. This means that WebCubic software solutions are not dead-end applications, but are solution sets that will grow over time as business requirements mandate.

Program “differentiators”

Many software providers are selling to associations or the MLS. What makes WebCubic different?

Non-dues revenue. The association generates non-dues revenue. The subscriber pays an MSRP based fee that WebCubic and the association share.

Targeted to the individual professional. Industry software is generally MLS-based (for the MLS operator) or association-based (for the management of the association’s business). WebCubic provides a solution targeted for the individual professional. Of course, the association and MLS both benefit by delivering property data information and creating non-dues revenue.