

COBALT CASE STUDY



www.sevrrar.com

Industry

Real Estate Association

SEVRAR's Mission

"The mission of the Southeast Valley Regional Association of REALTORS® (SEVRAR) is to support its members through education, products and services which enable them to ethically and professionally operate their business. We will foster strategic alliances promoting the preservation of property rights, advocating responsible citizenship, strengthening the REALTOR® image, and be the resource for information and expertise in real estate."

Why Cobalt

"Cobalt's product provided the flexible reporting that we needed. The staff is outstanding, patient and knowledgeable, which makes life easier," Samuel Aubrey, Director of Government Affairs.

CAMS-RES

"I believe this platform could benefit every Real Estate Association. CAMS-RES's functionality surpasses every other system Real Estate Associations are currently on and improves the way membership is managed," Samuel Aubrey, Director of Government Relations.

The Challenge

The Southeast Valley Regional Association of REALTORS® (SEVRAR) experienced tremendous growth with much fewer staff resources than many similar sized organizations. SEVRAR's current contact management system did not allow for them to access their data to create reports and new data sets.

SEVRAR needed to improve efficiency and enhance service to its members through better data management, automated workflow, enhanced access and comprehensive reporting. In addition, SEVRAR desired improved interactions and communications with members by providing self-service functionality online, easy events management and marketing campaign tracking tools.

The Solution

In order to meet the needs of SEVRAR and their broad member base, Cobalt implemented their CAMS-RES solution. CAMS-RES allows for SEVRAR staff to easily access and understand all facets of their member based organization. Additionally, SEVRAR members are able to easily and seamlessly access, update and review their member data through a custom Portal. This portal interacts directly and dynamically with the CAMS-RES database which SEVRAR staff access. The Portal's flexibility, derived through user roles, allows for SEVRAR to communicate effectively with different segments of their member base and focus marketing and resources in order to maximize their impact.

Reporting effectiveness is unparalleled by any other Real Estate solution on the market, because of the custom reports designed specifically for SEVRAR, the ability of staff to create and manage their own reports as well as the full integration of CAMS-RES with all Microsoft Office Products.