

## **iMIS SUCCESS STORY**

# **The Real Estate Institute of Queensland (REIQ) takes member engagement into the future with *iMIS***

*Advanced Solutions International (ASI) and IServices aids professional body in quest for single database, better member communication, web offerings and business intelligence*

## **Background**

The Real Estate Institute of Queensland (REIQ) is the peak professional industry association for Real Estate practitioners in Queensland. Today, it represents approximately 2,000 agency offices and more than 15,000 property professionals including principal licensees, salespeople, property managers, resident unit managers, auctioneers, business brokers, buyers' agents, and commercial and industrial agents across the state.

## **The Challenge**

Before *iMIS*, REIQ operated a number of separate databases using proprietary software that was not economical to continue supporting. Each department maintained a separate customer base, with much of the information duplicated across departments. REIQ needed a single source of business intelligence across its customer base in order to reduce manual work by staff and improve member communication and engagement.

With more reliance on web-based services, it was also eager to exploit the web functionality offered in *iMIS* to reduce the need for manual updates between its membership system and website.

## **The Solution**

In its initial search for a membership system, REIQ looked at a number of solutions. Ian Murray, executive manager member services at the Real Estate Institute of Queensland, wanted to ensure a series of capabilities from the investment, specifically: the attainment of a single database; the ability to communicate with all members; improved web offerings; and business intelligence.

*"iMIS* appeared to have the ability to 'bolt on' modules more effectively than other vendors," said Murray. "We liked the concept of 'one customer, one record' and the web capabilities were impressive."

In selecting *iMIS*, REIQ chose the market leading Association Management System (AMS) solution. Its decision to move to a true AMS follows an industry trend amongst Australian membership associations. A recent study by Lehman Associates on the *'Australian Use and Satisfaction of Membership Management Software'*,<sup>1</sup> found that more than half (59%) of Australia's membership associations plan to adopt a commercial AMS. REIQ's search for a solution that provided ease of use, reporting capabilities, support services, support for the organisation's business processes and the ease of upgrade options reflects the sentiment of its peers, with 90% of respondents to the Lehman Associates study rating those five areas most important when choosing an AMS.

Having met the initial business requirements of a single source of business intelligence across the customer base and successfully using *iMIS* across the organisation for a number of years, the industry body was ready to exploit the web functionality offered in *iMIS*. Taking member transactions online, reducing manual updates between *iMIS* and the REIQ website was the next step.

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<sup>1</sup> [Australian Use and Satisfaction of Membership Management Software](#), conducted by Lehman Associates, 2010

REIQ enlisted the services of **authorised *iMIS* solution provider, IServices**, to develop its web presence. REIQ chose *iMIS* web content management (WCM), and *iMIS* Public Views to deliver this web functionality.

## The Results

*iMIS* is now used to manage REIQ's membership, email communication, financial transactions, and continuing professional development (CPD) and importantly, all REIQ's member and customer records and transactions are now maintained in a single database.

REIQ has accomplished a number of operational improvements with its implementation of *iMIS*. The greatest value, however, has come from the ability to empower all staff to manage their own customers while collectively sharing the same data: "We now have one single database that all staff have access to," said Murray. "Since implementing *iMIS*, communication with our members has improved significantly, member participation in events, training and services has increased, and we are now starting to see the benefits of greater business intelligence within the organisation."

"We have had some challenges but REIQ is certainly in a much better position than it was before *iMIS*," said Murray.

REIQ's website, now powered by *iMIS*, greatly improves online registration and the association's online shop. "We are positive about the future of our website and the ability to better engage with members and create a greatly improved user experience," said Murray. "We are satisfied that, with *iMIS*, REIQ has a very bright future."

### About IServices

IServices is an Authorised *iMIS* Solution Provider (AiSP) and provides business and technology services to Not-for-Profit organisations. Specialists in bridging the gap between Membership Systems and websites for NFPs, services include financial systems integrations, solution design, software development & integration, and training & support. Privately owned, IServices have assisted more than 100 mid-sized NFPs since 2004. Visit [www.iservices.com.au](http://www.iservices.com.au)

### About ASI

Advanced Solutions International (ASI) is the largest, privately-owned global provider of web-based software for member and donor-based not-for-profits and has served nearly 3000 customers and millions of users worldwide since 1991. Its products include *iMIS* 15 enterprise-wide software for member and donor management and Donor Management fundraising software for smaller to mid-sized not-for-profits.

### About *iMIS*

*iMIS* 15 is an enterprise-wide member and donor management software solution. It is the most widely used association software in the world with three times the global market share of the nearest solution and a popular choice among a variety of other not-for-profits. *iMIS* 15 leverages Microsoft's .NET development platform to provide a flexible and open web-based solution.

### About Real Estate Institute of Queensland

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### About the Lehman Associates study

Published in December 2010, the *2010 Membership Management Software Use and Satisfaction in Australia* study was developed by Lehman Associates on behalf of Advanced Solutions International. Data for this study was collected through an online survey of Australian associations and related organisations. A total of 132 fully completed surveys were obtained representing 122 organisations.