



## **EFFICIENCY THROUGH AUTOMATION: RAMCO'S IMPACT ON THE MIAMI ASSOCIATION OF REALTORS® MEMBERSHIP OPERATIONS**

The Miami Association of REALTORS® has powered their many programs and member benefits with RAMCO since 2013, deploying a variety of custom fields and automations to manage over 55,000 members.

Incentivizing timely payment of dues for this many REALTORS® and affiliates is a challenge, so Miami offers discounts across their many educational offerings if members pay before certain deadlines. Miami automated a completely custom structure for these discounts using RAMCO, starting with the data structure and workflows, and they've expanded the program over the years as the success has grown.

As members pay their dues, RAMCO checks if they are paying in full prior to the deadline and, if they are, the system awards them several types of Education Credits. Prior to launching their dues each year, Miami staff decide how many Education, Designation and CE credits are awarded for on-time dues payment and set this information in their RAMCO automations. This is done without the RAMCO team's assistance since these custom automations are flexible and totally under Miami's control.

Through the admin side of the system Miami staff assigned a number of Education Pass hours to the included classes. Once a member is paid and their credits awarded a few seconds later, they can browse Miami's classes through their RAMCO member portal. As members register for a class they can choose if they want to pay through a credit card or use their Education Pass hours. RAMCO's custom automation checks, at the time of registration, if a member has sufficient hours left for the class and registers them appropriately. If the member later cancels their registration, RAMCO automatically returns those Education Pass hours to the member's account.

The flexibility and automation available through RAMCO, powered by the underlying platform of Microsoft Dynamics CRM, allows Miami to manage this custom data and member benefit for tens of thousands of members, with no additional staff time required beyond the indication of how many Education Pass hours are required for each class they create. As the program has changed over the years, Miami has modified the processes in RAMCO with no costly development hours or extended development timelines, allowing them to adapt to the changing environment.