



REALTORS® COMMERCIAL ALLIANCE (RCA) — The commercial division of NAR



SACS – SHARE A COMMERCIAL SUCCESS
ISSUE 26 – OCTOBER 2009

Association: Indiana Commercial Board of REALTORS®

Topic: Commercial Information Exchange

As a statewide commercial overlay board, it can be a challenge to ensure services appeal to and benefit all members. One area of undoubted value for all members is ICREX, the Commercial Information Exchange (CIE) owned and operated by the Indiana Commercial Board of REALTORS®. All members of ICBR are provided a free basic user account in ICREX, allowing them to input property listings at no charge.

ICREX had existed since 2006, but had been slow to catch on and be embraced by the membership with so many listing service options available. To put ICREX back in front of the members and gain support, a re-launch was in order. The focus of marketing needed to be on building participation of members who would input property listing data.

The kick-off was planned for the Annual Conference scheduled in early November, just a week after the 2008 U.S. Presidential Campaign ended. Borrowing from that high-profile national campaign, ICREX marketing materials were created with a stock photo of a businessman who was given the nickname “Joe the Broker”. Much as “Joe the Plumber” was used to represent every man, “Joe the Broker” represented every broker.

The postcard, flyer, and luncheon place cards used to promote ICREX during the daylong conference all included the phrasing “ICREX. A Better Listing Solution. YOUR Property Listing Solution.” and included a photo of “Joe the Broker”. As the prototypical commercial broker, “Joe the Broker” put his listings on ICREX, and he encouraged everyone else to do the same.

From the beginning, it was known there was a limited lifespan during which his name would remain topical. “Joe the Broker’s” celebrity faded alongside that of his namesake “Joe the Plumber”. Even so, since the annual conference the number of listings on ICREX has increased by 25% and continues to grow.

For more information, please contact:

Kim Paugh
Director of Meetings & Membership
Indiana Commercial Board of REALTORS®

Phone: 317-328-5259
Email: kpaugh@icbor.com
Web site: www.ICBOR.com

CONNECTIONS COUNT



COMMERCIAL
Real Estate
NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate®