

RCA IS DELIVERING ON THE PROMISE

REALTORS® Commercial Alliance (RCA) - The commercial division of NAR

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SACS – Share a Commercial Success

REALTORS® Commercial Alliance of the California Association of REALTORS®

Electronic Forum for Statewide Commercial Leadership

In California, we have 13 recognized commercial REALTOR® groups and a number of other local associations each with over one hundred commercial members. Currently, the state has about 10,000 identified commercial or part-time commercial members. It has been an ongoing challenge to keep in contact with these groups and their members.

Last year, the California's RCA Commercial Investment Committee instituted a program that designated two people in each local association, one staff person and one REALTOR® member, as "Commercial Contacts". These Commercial Contacts are responsible for keeping the State RCA informed on local commercial activities and issues, and in turn informing local members about statewide and other local activities and issues.

To get the program working, we needed an effective way to communicate. On the recommendation of RCA, we contacted the Center for REALTOR® Technology (CRT), who suggested we set up a Forum. A Forum is simply an electronic bulletin board that allows members to post and respond to information, questions and comments. Each time a new item is posted it alerts registered Forum members by email, and alternately members can log on and view posts at anytime. We have set up our Forum up with pre-defined topics for easy reference. The Forum also contains a calendar and allows members to post events, Web site links, and upload files.

We are just getting started with the Commercial Contact program and the Forum but it has already demonstrated its potential. We have high hopes about the possibilities and have already discussed creating a broader member Forum linked to a State commercial Web site we are working on. You can view our Forum at www.rcacalifornia.com/forum.

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