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Sitefinity CMS
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CASE STUDY

SouthEast Valley
REGIONAL ASSOCIATION OF REALTORS

www.sevrar.com

INDUSTRY
Real Estate

BACKGROUND
The mission of the Southeast Valley Regional Association of REALTORS® is to support its members through education, products and services which enable them to ethically and professionally operate their business. The association fosters strategic alliances and is the resource for information and expertise in real estate.

CHALLENGE
SEVRAR needed a page which allowed them to register members for educational courses, and which integrated with their association management software.

WHY SITEFINITY
SEVRAR needed a CMS system that is user friendly and requires minimum efforts to update and add events.

TECHNICAL DETAILS
SEVRAR uses Sitefinity version 3.5, and is running on Windows Server 2003 and Microsoft SQL Server 2005. One developer worked on the project for three months, creating a unique education course list control.

HOW SITEFINITY HELPED THE SOUTHEAST VALLEY REGIONAL ASSOCIATION OF REALTORS© (SEVRAR) SOLVE THEIR CMS ISSUES.

THE CHALLENGE
The Southeast Valley Regional Association of REALTORS© (SEVRAR) wanted to do more with their website. They found that getting the necessary website updates completed in a timely manner was becoming a problem with their existing website. Members were not getting the important information they needed to sign up for educational courses and the website was not the valuable tool for their member base.

Overall, SEVRAR wanted to offer their members more information and functionality, including the ability to complete forms online. The SEVRAR staff needed to be able to post more information online and to do so easily and in some cases automatically. They recognized the importance of their web presence and decided to launch a new website to meet the needs of their members. SEVRAR required a data-driven website developed in Microsoft .Net and SQL Server, all built within and managed by a single system.

THE SOLUTION
The use of Sitefinity was able to present a solution that would give the association control and flexibility of their website and its content.

The team at Cobalt developed a custom Sitefinity control that allows members to fill in an online form to sign up for SEVRAR's educational events. This form has custom fields, drop-down menus and an area to pay for their educational course. Once the form is completed, the information was submitted into SEVRAR's association management software. The self-service approach helped reduce SEVRAR's staff time spent registering and managing their educational courses. The use of online forms also ensured accurate registrant information.

THE RESULTS
With the implementation of Sitefinity, SEVRAR can ensure that the information on their website is always current and can be

RESULTS

Staff time has been significantly reduced in publishing new educational courses to the website and registering attendees.

"Staff time has been significantly reduced in publishing new educational courses to the website and registering attendees."

- Kelly Andreae, Cobalt

updated in a matter of minutes. The value of their web presence for their customers has been significantly improved.

Thanks to Sitefinity's extensibility, the team at Cobalt could easily add custom controls to meet the specific needs of the SEVRAR association. As a result, SEVRAR now has an easy to use custom "education course list" control that provides hassle-free management from the CMS backend and delivers a polished and consistent presentation to the customer on the frontend.

SOLUTION PARTNER

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