

From One-Size-Fits-All to Data-Driven: How GLAR Transformed Member Communication With NoteRouter

Introduction: Setting the Stage for Smarter Member Communication

The Greater Los Angeles REALTORS® Association (GLAR) serves one of the largest REALTOR® memberships in the country. Reaching that audience with timely, relevant information has always been central to the association's mission. Over time, that task became harder to manage as member expectations increased and communication workflows grew more complex.

Like many associations, GLAR relied on communication tools that required manual processes and limited integration with member data. Segmentation was limited, staff spent significant time managing recurring tasks and messaging consistency was difficult to maintain. These challenges made it harder to engage members in a strategic, sustained way.

GLAR set out to find a communications platform built specifically for REALTOR® associations. The goal was clear: connect communications directly to member data, automate recurring outreach and deliver more relevant content without increasing staff workload.

That search led GLAR to NoteRouter, a communications platform designed for MLSs and REALTOR® associations to streamline outreach and improve engagement. With NoteRouter, GLAR saw an opportunity

to move beyond one-size-fits-all emails and toward smarter, data-driven communication that supports members throughout their lifecycle.

GLAR's adoption of NoteRouter aligned with a focus on speed, usability and long-term value. The platform has become a core part of how the association communicates with members, supports engagement initiatives and measures performance against industry benchmarks.

"The decision followed ongoing challenges with email platforms that were not designed to meet the specific needs of REALTOR® associations," said Dustin Balloun, Marketing Director at GLAR. *"We were seeking a purpose-built solution that could integrate seamlessly with member data, support automation, and enable more strategic, consistent, and relevant communication with our members."*



The Challenge: Delivering Timely, Relevant Communication at Scale

For an MLS or association serving a broad membership, consistent and relevant communication is essential. GLAR needed to reach members at different stages of their careers with information that was timely, accurate and meaningful. As communication volume increased, meeting those expectations required more coordination and oversight.

Many critical messages required recurring outreach, including new-member onboarding, Code of Ethics reminders and education-related communications. Managing these efforts manually added strain to staff workloads and made it difficult to maintain uniform timing and messaging.

GLAR also needed better visibility into how members were responding to communications. Without performance data tied directly to member activity, it was challenging to evaluate results, refine messaging strategies or understand what resonated most with members.

The association sought a more effective way to manage communications while improving relevance and engagement. Any solution needed to support automation, integrate with member data and scale alongside the organization's needs.

The Solution: A Purpose-Built Platform for MLS and Association Communications

GLAR launched NoteRouter to centralize and modernize its member communications. Designed specifically for MLSs and REALTOR® associations, the platform connects directly to member data, allowing messages to be targeted, automated and aligned with each member's status and activity.

Several NoteRouter features quickly became foundational to GLAR's communications strategy:



Seamless integration with member databases

Including automatic, regular AMS syncs that eliminate the need for manual spreadsheet imports and exports.



Data-driven segmentation

That allows messages to be tailored by a variety of data such as member type, license expiration, dues status, and event attendance.



The Solution: A Purpose-Built Platform for MLS and Association Communications



Automated workflows

For recurring communications such as new-member onboarding, Code of Ethics reminders and education-related outreach.



Built-in analytics and reporting

That track open rates, click-through rates and engagement trends.



Multi-channel communication capabilities

Including email and two-way SMS that supports individual, conversational texting with members from the team's office number inside the NoteRouter app.



Performance insights

That help the association evaluate results and benchmark engagement against industry standards.

By adopting a communications platform designed around association needs, GLAR moved toward a more strategic approach to member outreach. NoteRouter supports scalable, data-driven communication while reducing the hands-on effort required to manage recurring tasks.

Implementation: From Decision to Deployment

GLAR's launch of NoteRouter emphasized speed and ease of adoption. The association worked closely with the NoteRouter team to configure the platform, connect member data and establish communication workflows aligned with internal processes.

"The implementation process was very hands-on and well supported," Balloun said. *"From decision to launch, the timeline was remarkably swift, with the NoteRouter team actively guiding setup, integrations, and best practices throughout the process."*

This guided approach allowed GLAR to move quickly while building confidence in the platform's capabilities. Staff were able to begin using NoteRouter effectively without lengthy onboarding or disruption to ongoing communications.



Results: Stronger Engagement and Reduced Manual Work



Since launching NoteRouter, GLAR has seen measurable improvements in member engagement and communication performance:

- **37.4% average open rate and 10.7% click-through rate** by the end of 2025, exceeding real estate industry benchmarks.
- **Stronger member engagement** driven by more targeted, relevant messaging tied directly to member data.

"Our communications consistently outperform industry benchmarks, particularly in open rates and click-through rates," said Balloun. *"This reflects both improved targeting through member data and clearer, more relevant messaging."*

NoteRouter has also reduced the time and effort required to manage recurring communications.

"Automations tied directly to member data have been a major time saver, reducing manual work and saving staff several hours each month," Balloun said. *"Ongoing new-member communications, Code of Ethics reminders, and course or education recommendations have all been streamlined."*

The platform has also improved how the association manages administrative and compliance-related outreach. *"Code of Ethics reminders and billing-related communications are now more consistent, timely, and easier to manage,"* said Balloun.

Advice from the Field for MLS and Association Leaders

For other MLS and association leaders considering a similar solution, Balloun offered clear recommendations.

"NoteRouter is intuitive to use and, importantly, actively evolves based on user feedback. It feels like a true partner rather than a static vendor," he said.

"Take full advantage of the ongoing training and one-on-one support NoteRouter offers early on," Balloun added. *"That support accelerates adoption and helps organizations realize value faster."*

Conclusion: Sustaining Impact Through Data-Driven Communication

GLAR's experience with NoteRouter highlights the value of using a communications platform made for MLSs and REALTOR® associations. With NoteRouter, the association has strengthened engagement while simplifying day-to-day communication management. Beyond engagement, the platform has helped GLAR better manage onboarding, compliance reminders, education outreach and billing-related communications, allowing staff to focus more time on higher-value initiatives.

"Since communication is a key element in how we reach and serve our members, investing in a one-stop platform like NoteRouter was an easy decision," said Wyndi Austin, CEO of GLAR. *"The seamless AMS integration and ability to manage email and text in one place is a game changer. Add in a responsive, innovative team that truly values association feedback, and the only question left is, why isn't your association using it?"*

Looking ahead, GLAR plans to continue using NoteRouter as a core component of its communications strategy, with an emphasis on adaptability and long-term value.

"We expected a flexible, easy-to-navigate platform and that expectation was met," Balloun said. *"What surprised us most was how responsive the NoteRouter team has been to user feedback, feature requests, and upgrade suggestions. The level of customization and ongoing product evolution has exceeded expectations."*

To learn how NoteRouter can help MLSs and REALTOR® associations streamline communications, improve engagement and operate more effectively, visit [NoteRouter.com](https://www.NoteRouter.com).



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