

The Lubbock Association of REALTORS® is a professional organization made up of 1,250+ members who serve the greater Lubbock, Texas area.

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## Challenges before Mindflash

New members are required to complete a multiple listing service (MLS) training course. Before implementing Mindflash, the course was conducted in person, which presented the following challenges:

- Training sessions were held twice a month, requiring new members to rearrange their schedules and set aside a few hours to participate.
- Members from other parts of Texas had to drive for hours—and in some cases take a flight—just to come in for the training session.
- Some members failed to complete their training on time. The association set a deadline but it was difficult to keep track of who missed it.
- The association didn't require members to take a test after the training session. They had to trust each participant paid attention and learned the necessary lessons.

## How Mindflash solved their challenges

The association moved their MLS training to Mindflash in 2016 and now enjoy all the advantages of an online learning management system (LMS) built for a great user experience. They've experienced the following benefits to date:

- New members take the MLS training course when and where they please, using their personal computer or mobile device. They don't have to change their schedules or travel to Lubbock.
- Members are completing their training within the required timeframe. Mindflash sends automated reminder emails that let them know about the approaching deadline.
- MLS Administrator Tonya Marley now includes interactive quizzes consisting of different types of questions (e.g. multiple choice, multiple correct, true/false, sequencing, label items in a picture), helping her ensure members are retaining the information presented.

# Mindflash

**Lubbock Association  
of REALTORS®**

## Key results

- Members enjoy the seamless learning experience the Mindflash LMS offers. The association rarely gets questions on how to access or use the software.
- The course creation process is “dead simple,” according to Tonya. It takes her a few hours to build a multiple module course consisting of PowerPoint slides, narration, and quizzes.
- The association now offers optional courses on Mindflash that help members get more value out of being part of the organization.

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“Right away, I realized how intuitive Mindflash is. It's robust in what it offers yet is still so easy to use.”

Tonya Marley, MLS Administrator

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