



CASE STUDY  
**AFIRE**

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**NAYLOR**   
ASSOCIATION SOLUTIONS

## INTERVIEWEE



### BETH MURPHY

Executive Assistant and Director of  
Web Services - Association of Foreign  
Investors in Real Estate (AFIRE)

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## EXECUTIVE SUMMARY

What do you do when you’ve invested significant time and money to build a custom website and database only to realize it’s impossible to update or glean reports from? You turn to Timberlake AMS Solutions, a Naylor Company.

- Timberlake simplified AFIRE’s processes by developing a new website that seamlessly integrated their online registration process and enabled e-tailing of AFIRE’s products, resulting in substantial time savings for AFIRE staff, online revenue and high-quality data capture.
- Reports are easy to pull and provide AFIRE with timely and relevant member and event registration information.

## CHALLENGES FACED BY AFIRE

AFIRE’s mission is to promote cross-border investment in real estate in the United States. Unlike other associations that seek to grow membership, AFIRE is an exclusive association of “invitation only” members comprised of 725 delegates from 200 member organizations around the world.

The international nature of their membership created data-capture challenges that required AFIRE’s backend systems to be able to track members by organization and country of residence. They needed a system that:

- Linked to their website and was user-friendly for their members
- Could accommodate different levels of membership
- Would support online registration and e-tail capabilities
- Provided the ability to run quick queries when needed

To solve these issues, AFIRE turned to Timberlake.

## HOW TIMBERLAKE AMS SOLUTIONS HELPED

“One year prior to contacting Timberlake, we invested in a custom website and database and it did not perform as promised. It was so complicated; it took an act of Congress to pull a report! When we needed help, we couldn’t reach anyone in customer service for assistance,” comments Beth Murphy, Executive Assistant and Director of Web Services for AFIRE.

When researching new options, AFIRE went to the American Society of Association Executives (ASAE) website where they obtained the names of a number of possible new vendors, including Timberlake. According to Beth, “Timberlake’s platform received great reviews from their users and we liked that it was built for small staff associations. After seeing a demonstration of Timberlake’s platform, we could see it was really easy to use and we knew it was the best fit for our business. Our salesperson, Brian, and our implementation specialist, Melissa, were upfront about what they could or could not do for us. If something we asked for was not possible, they always had another way of getting it done that we had not thought about. We got exactly what we thought we would. There will always be tweaks that we wish could be made, but we will just keep our customer service people apprised as to what we would like to see and maybe other clients will be able to use them, too. They are very open to our suggestions and that is most appreciated.”

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## RESULTS, RETURN ON INVESTMENT AND FUTURE PLANS

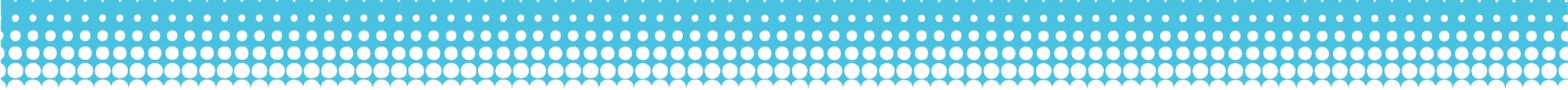
Timberlake helped AFIRE develop a new website with a similar look and feel to their former website so it wouldn't be daunting for their members, who were used to interacting with their site in a particular way. "Our members have been very pleased with our increased capabilities. Initially, we weren't going to use them (Timberlake) for the website but we ended up using them. They accomplished everything we needed. Because most of our members are international, we have a lot of international addresses that are different. We thought we would need more custom fields to capture country of residence along with any U.S. addresses, but the Timberlake solution proved otherwise. Timberlake was able to simplify our processes. All we did was send them excel spreadsheets of our data and they input the data into the fields we asked for. It was so easy on our end and I think they did a really good job," states Murphy.

When asked what the results of implementing the Timberlake solution has had on the organization, Ms. Murphy highlighted that the new system saves them so much time and is much more efficient. "The best surprise about working with Timberlake is the responsiveness that we get. Without Melissa, we would all be crazy by now. She was SO supportive when we had questions and it was nice to deal with someone who put everything in English and not computer-ese! If I can't get a hold of Melissa, someone else will get back to me. It's nice to know there's always someone at the other end. They know us; we're not just a number."





## CASE STUDY



Naylor provides member engagement and revenue solutions to 1,800+ associations throughout North America.

