CASE STUDY

American Legal & Financial Network (ALFN)

AMERICAN
LEGAL &
FINANCIAL
NETWORK

TIMBERLAKE
AMS SOLUTIONS
A NAYLOR COMPANY

American Legal & Financial Network (ALFN)

CADE HOLLEMAN
Vice President, Government Affairs & Communications

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EXECUTIVE SUMMARY

The ALFN is a national network of legal and residential mortgage banking professionals. The largest national organization of its kind, the ALFN offers members of the residential mortgage banking community high quality educational and training resources.

As a smaller association with a limited budget, ALFN needed to consolidate internal systems with a single vendor that could provide cost savings, excellent training and ongoing support. For ALFN, many of the benefits of switching to Timberlake AMS were experienced immediately:

- **Eliminated third party vendor fees and reduced overall event registration costs by 50%** with Timberlake's event registration system

- Leveraged Timberlake's ecommerce engine to **sell sponsorships online, saving countless hours of staff time** previously spent on paper invoicing

- **Grew sponsorship sales** with a new and previously untapped client base simply by offering sponsorship opportunities for sale via ecommerce.

CHALLENGES FACED BY ALFN

Prior to selecting Timberlake AMS, ALFN struggled with a platform that was difficult to administer and update. Their prior solution had limited creative capabilities so their site was not fully branded to the association. Their vendor experienced high turnover, so it was also difficult for ALFN to get support. Dissatisfied, ALFN purchased licenses to test another solution. Again, they found themselves struggling to get the customer service support they needed to properly utilize the system. Recognizing that their membership is built

on their ability to deliver seamlessly for their members, ALFN needed to find a solution that could be easily administered, offered ongoing support and could be custom branded. One of ALFN's team members had a great experience implementing Timberlake's AMS while working at a prior job and suggested they take a look at Timberlake's solution.

HOW NAYLOR'S TIMBERLAKE AMS HELPED

ALFN had an aggressive launch timeline, so Timberlake's project manager, Cara, sat down with ALFN staff to hash out the details. Cade Holleman, ALFN's Vice President, Government Affairs & Communications recalls, "Timberlake had a 'get the job done' kind of attitude. If you're measuring response time and devotion to our project, Cara felt like a full time employee. It required the equivalent dedication on our end to make it happen because Timberlake can't tell you what data is critical or not to your business. They can't decide for you what data you should collect and why. Once we figured that out, we sat down with Cara and nailed down a plan in one day."

ALFN had some very unique requirements relating to their event registration process and so maximizing Timberlake's recently revamped registration portal was a priority for them. "I can't say enough about the elasticity of Timberlake's software. That hands on, face-to-face time is critical, especially to determine how to manage workarounds. Every association has their own quirks with how they do things and the software can accommodate. These project managers do this every day and they can show results of workarounds they've done with other clients who had similar issues. This isn't easy to accomplish over email. Being face to face enabled us to make decisions in real time and move on to set up," notes Holleman.

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A key requirement during vendor selection was ensuring the ALFN website could be fully branded to create an integrated user experience. ALFN was able to provide a mock up of what they wanted and Timberlake's professional design staff replicated that in ALFN's website. "It is fully branded to our association as if we designed it in-house and the flexibility of updating it has been really vital. I can promote five different things on the homepage or one thing. This is a great way to promote our annual conference and then when it's finished, we can highlight five other things."

"When it comes to ongoing support, one of the best things that Timberlake does is they record your training sessions and store the recordings on your system's backend, so any time you have to train new staff, they can watch those videos to learn how to use the system. Our staff picked it up pretty quickly, but the videos are available to reference anytime."

"I also appreciate Timberlake's level of transparency. You know everything you're getting is included in the price unless they tell you otherwise. They are very clear if there is an upcharge. You're never going to get a surprise bill. That's something I've always appreciated in working with Timberlake," states Cade.

RESULTS, RETURN ON INVESTMENT AND FUTURE PLANS

Transitioning to Timberlake offered immediate cost savings and provided ALFN the opportunity to really examine their data and carry forward only those data fields that will benefit the organization's long term plans. The end result is scrubbed, healthy data that makes interacting with and marketing to its members more efficient.

In addition to growing overall sponsorship sales via ecommerce, top-level sponsorships are also offered online on a first come, first served basis. This has created more competition and a sense of urgency among sponsors to secure high-level sponsorships, and has also shortened the sponsorship sales cycle. "We've found that sponsors are comfortable with online transactions up to $5K and we're getting more of those than we used to. We also don't have to negotiate perks for partners at that level. For larger sponsorships, partners will commit online but want to negotiate benefits and be invoiced," notes Holleman.

Moving forward, ALFN will use Timberlake's AMS to process dues renewals via the website. This will result in further savings, since ALFN won't have to pay an accountant to send out those invoices or pay for postage.

When asked if ALFN is satisfied with Timberlake's AMS, Holleman says, "We tried a couple of other solutions and always experienced the same thing…you cut a check and then you get no support. There is no onboarding training or proper implementation. Then, once you spend the money to get it up and running you have to spend the same amount or more to get a consultant to teach you how to use the system. We receive white-glove service from Timberlake and year over year, we'll actually make money using Timberlake. Our AMS will no longer be a cost center. Plus, the Naylor acquisition was a pleasant surprise. We'll be implementing their LMS and job portal and now I feel like I have an ecosystem and there's a very holistic feel to services I receive. It will also make processes more user-friendly for our members."

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For more information, please contact us.