



▶▶ **Website Domain**
missoularealestate.com

▶▶ **Location**
Missoula, Montana

▶▶ **Metrics Impacted**
Within fifteen months of launch in May of 2005, MOR's website visitors viewed 18 pages on average, which is over 9,000 page views every single day in a county of just over 100,000 people. Average pageviews are now up to over 20 per visitor, and visitors spend an average of over 9 minutes on the site each time they visit.

▶▶ The Challenge

The Missoula Organization of Realtors (MOR) wanted to create a single forum for buyers and sellers, brokers, vendors, and community decision-makers to use as an information gathering grounds for Missoula real estate. They also needed to update information quickly on a daily basis, "in a way that we could understand and handle – with no programming necessary, in plain English," says Mae Hassman, CEO.

▶▶ The Solution

SuiteFin gave MOR an easy to update, truly community-used website that offers Missoula real estate information to a variety of visitors and generational preferences. It also creates non-dues revenues opportunities for the Association through affiliate ads and links, and

“Our website has become an integral part of how we can interact with our members and the community. It gives us a presence that we really couldn't accomplish any other way.”

– Mae Hassman, CEO

“There is no other central, neutral hub available where such a wide cross section of users can access this scope of information.”

– Mae Hassman, CEO

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