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Greater San Diego Association of REALTORS® and Roy.com Announce Strategic Marketing Partnership

SAN DIEGO (January 10, 2018) – The Greater San Diego Association of REALTORS® (SDAR), the “Trusted Voice of San Diego Real Estate” with over 20,000 active members, has announced a strategic partnership with Roya.com, a “Software as a Service” provider of digital marketing and CMS Platforms specializing in Real Estate Website Design and Marketing. Through this marketing partnership, Roy.com will provide Technology and Marketing services to the Association and serve as the preferred marketing vendor for active SDAR members.

SDAR is the largest REALTOR® Association in California and is dedicated to supporting their members by offering services and exclusive benefits that provide members with the necessary tools to succeed. SDAR’s main goal with launching this new partnership includes leveraging new technologies to assist with digital resources, as well as enhancing the overall experience of digital content delivery. “The capabilities of the Canvas® CMS platform made it clear that a relationship with Roy.com would prove to be the perfect fit. Simultaneously providing an excellent member benefit and an impressive, proprietary, and cloud-based platform designed to meet our business objectives as an association,” said Nicholas Zavala, VP of Business Development for SDAR.

The first phase of this partnership included the redesign of sdar.com, with the new AI-powered natural search feature, improved menu navigation structure for a more intuitive user experience, and an overall enhanced digital experience. The creative teams of Roy.com and SDAR diligently worked together to ensure vision for the brand was represented in a new, modern design, while utilizing the best practices to provide a best in class experience.

“We are excited and extremely proud to serve our local community of Real Estate professionals with the cutting-edge technologies that will improve the overall experience of Associations, Brokerages, REALTORS®, and Homeowners”, said Mo Ranji, CEO of Roy.com.

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As the preferred marketing partner for SDAR, Roya.com will additionally provide exclusive member benefits to active SDAR members with special pricing and packages developed to help them generate more business opportunities.

About Roya.com and the Canvas® CMS Platform - Roya.com is a “Software as a Service” provider of digital marketing & content management platforms for small to mid-size businesses across the nation. As one of the fastest growing companies in San Diego, CA, Roya.com has developed the proprietary Canvas® CMS platform with a wide range of built-in features to transform online marketing and bring cloud technologies to businesses of all sizes.

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The [Greater San Diego Association of REALTORS®](#) is the largest trade association in the San Diego County and the largest REALTOR® association in California. We help our members, who adhere to a code of ethics and professional standards, sell more homes. We also help people realize the dream of home ownership, and we are dedicated to protecting private property rights. You can follow SDAR on [Facebook](#), [Twitter](#) and [YouTube](#).