



Jerry Matthews, Advisor



Consolidation Alternatives

There are often compelling business reasons for Associations to consider joining forces with other Associations to create not just a larger entity, but also a more effective one for the members. The challenges of the recession have forced Associations to craft new ways to do business, not for just economic reasons.

The real estate business will be different after this downturn. Expectations of Associations will also change. Associations can position now to be even stronger organizations for members when the market cycles back.

Consolidation is the first thought in this environment. But consolidation does not just mean “merger.” The major unification formats are: Absorption, Merger, Overlay, Alliance, and Cooperation. There are various permutations of these structures, which deliver core competencies and increase Association value.

“Synergy: Alternatives for Associations” is a presentation on different structures, options, and methods to combine strengths of separate Associations. Included are five issues, rarely addressed, that kill unification efforts. Developed from actual events, the presentation covers emerging concepts in this changed environment, and includes recent examples.

“Synergy” is presented by Jerry Matthews, who for over 25 years has facilitated organizational change and delivered accurate trends presentations. Using 27 years experience as a Realtor® state association executive, Jerry specializes in implementing strategic structures. He is the creator of the Unify™ program to facilitate mergers (recently funded by NAR), and advisor to numerous successful consolidation efforts.

See the creative options available to your Association through “Synergy”.

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Jerry Matthews is the presenter of “Synergy: Consolidation Alternatives”. Jerry assists organizations and individuals to create a successful future.

Jerry specializes in making presentations on future trends, facilitating strategic thinking, executive coaching, and recruiting. During his 27 years of experience as CEO of the Illinois and Florida State Realtor® Associations he created a vast array of new programs, products and services. He is recognized nationally for interpreting future concepts through live presentations and videos.

As a consultant for seven years, Jerry has made hundreds of presentations (keynote speeches, leadership conferences, and creative workshops) on future trends. He has also completed hundreds of Strategic Planning



“Jerry has the unique ability to cut through the haze and provide clear direction.”

**Bill Chee, Past President
National Association of
Realtors®**

events. Many were multiple planning steps (surveys, focus groups, key player interviews, trends presentations, planning retreats, implementation).

Jerry has facilitated numerous Association and MLS mergers or cooperative ventures. His direct experience is the basis of the “Synergy” presentation.

Personal interaction with thousands of professionals gives Jerry a clear and deep understanding of business challenges and changes. This creates accurate future trends presentations and realistic strategic sessions. And he thoroughly enjoys the action – the debate – the creativity – the fun – of future thinking and interactive presentations.

Jerry has a BS degree from Samford University and an MBA from Florida Atlantic University. He earned the CAE as well as a Black Belt in Karate. He is a Professional member of National Speakers Association.

Jerry has unique experience from inside and outside the Realtor® organization.

He will assist you in creating a successful future.

