

CUSTOMER STORY

# Creating Digital Membership Applications

With hundreds of members and a small staff of five, the The Brunswick County Association of REALTORS® (BCAR) needed a better way to process membership applications. Formstack provided them the tools to digitize the process and improve their data collection.



The BCAR is the local association level of the largest trade association in the nation presently serving its members comprised of REALTORS®, Appraisers, and Affiliate Members.

**Industry**  
Real Estate

**Customer Since**  
2019

**Use Case**  
Digital Membership Applications

**Products**  
Forms

**Features**  
Drag-and-Drop Form Builder, Workflows, Themes and CSS

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## Challenge

A PDF-based membership application was slowing the BCAR staff down and frustrating members. When any type of application needed to be submitted, members would have to print, hand fill, scan, and send the paperwork in. Oftentimes, the forms would come back with missing fields or illegible writing. This would delay processing new members, negatively impacting the member experience.

**2 hours**  
of processing time per PDF-based membership application

## Solution

BCAR created a digital membership application form, which provided members a much better experience and drastically improved processing time for staff. The branded form collects applicant data, signatures, and payments within minutes. The form has been so successful that BCAR has created nearly 30 additional forms to transform other processes and workflows, such as waivers and program enrollment.

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**Formstack is a solution that works well for our needs when dealing with applications for membership and other services. We continue to add new forms to reduce steps and hassle when processing.**



**Shannon Jackson**

Director of Membership at The Brunswick County Association of Realtors

## The Results



Increased member satisfaction due to easier processes



Minimized data errors by eliminating handwriting



Reduced multiple manual steps into one streamlined process



Eliminated two hours of processing time per application



Removed physical paper forms from the process



Expedited the saving and storing of applications