Primary questions

* Will it help our members make more money? If so, how?
* Is it something that only my association can offer (vs. commercial providers in the industry)?
* Will it help me deliver on my value proposition? (you’ll need to have defined that first – strategic plan – and know it)
* What is the ROI of building and maintaining this?
* How many members will use it, and how important are those members?

Secondary questions

* It is something members want and that I can offer affordably (or, ideally, at no cost to them) because it exists (buy vs. build)?
* Is it something I can offer members for free or cheaper than they would have to pay for it elsewhere?
* Will it detract from my association’s value for the members who don’t use it?
* Will it save me time or money so I can invest in more programming?
* Will it reduce unnecessary phone calls from members by fostering self-service?
* Is the effort to keep it updated sustainable for me and/or my staff?
* Will it help REALTORS® gain advantage over other real estate agents?
* Will it help my members look smarter to customers?

**Takeaway learnings**

Consider adopting a tool

* if it will highlight your value to a small but important group of members
* if you have the budget to get it set up
* if it requires a manageable amount of time to keep updated

Say no to a tool

* if it exists elsewhere
* if it will detract from the experience your association provides to non-users
* if it will require more effort to keep updated than you can provide

Either way, put your rationale in writing and share that information with the person who requested it and your leadership.