

Increasing Online Usage

**URL:**

<https://secure.utah.gov/rer/rer>

Agencies Involved

Department of Commerce
Division of Real Estate

Real Estate Renewal (RER)

Target Customers

Real Estate Agents and Mortgage Brokers

Application Description**Service overview:**

- This system currently allows mortgage lenders, real estate sales agents and associate brokers to renew their professional licenses online with a Visa or MasterCard.

Benefits to users:

- Real Estate agents are able to renew their license outside of the normal business hours.

Past Marketing & Promotional Initiatives

The Real Estate Renewal application was marketed by simply referencing the URL on the renewal form that is mailed out to each agent.

Planned Marketing & Promotional Initiatives

The Division of Real Estate plans on making the online renewal mandatory in about a year from now. The web site is currently being reviewed for changes that would allow more agents to renew online as well as reduce the amount of time spent auditing the online applications.

Application Metrics

- Adoption Rates: The online adoption averaged 43% for 2005
- Transaction Rate: There were 4,526 online renewals in 2005.

Testimonials / Success Stories

“Perfect. it was complete”, “It makes life so much easier.”