

New England CPE
Board of Directors
March 15, 2018

Londonderry, NH

10:30 am

MINUTES

1. Call to Order
2. Roll Call

NECPE Board of Directors P=Present/Ph=Phone/A=Absent

Arden, Deana (P)	Hirsch, Larry(A)	Litchfield, Brenda(P)
Bacon, Matt (Ph)	Jackman, John (P)	Martin, Doug (P)
DeMello, Kathy (P)	Jean, Bill (P)	Perry, Greg(Ph)
Forte, Scott (P)	Johnson, Star (P)	Valentine, Ralph(P)

1. Secretary's Report – L. Hirsch

- a. **MOTION** to accept the minutes of the January 2018 meeting was **SECONDED** and **APPROVED**.

2. President's Report – R. Valentine

- a. MCAR Discussion Update:

A point that came up in discussion with MCAR is why do we carry so much cash on the balance sheet? Bill Jean explained that we collect our dues in June and draw down from that. The accountant recommended that we keep six to eight months of operating expenses which we have maintained.

Other concerns MCAR had is how to make our system more robust. They are concerned about Costar and Loopnet. The real meat of the issue is NECPE's SEO. Costar and Loopnet spend millions of dollars to be on top of the SEO search. Discussion was had around the cost of Loopnet.

Scott Forte thought a solution to the SEO issue might be to come up with a standard operating procedure that would be suggested to follow. Tell them what to do when a listed is posted, post to facebook, twitter, etc. If we educate brokers collectively as a group, we will all have a better outcome in the long run.

Brenda mentioned that a few years back we encouraged EDC links. The actual link is free, but if you want to customize it around geographic areas, it is a paid for service. Brenda will share the brochure on EDC links which explains how to get links on your sites. Perhaps this is something Maine could do.

- b. DRED Feed Update:

The last we heard was the feed was not working (ChooseNH.com).

3. **Treasurer's Report – B. Jean**

- a. **MOTION** to accept the month end financials for January and February 2018.
MOTION was **SECONDED** and **APPROVED**.

4. **Office Administration Report – A. Ropes**

- Since the last meeting in January there have been 21 inquires for NECPE: 7 NH, 8 ME and 6 MA.
- As always I continue to monitor request for deletions/withdrawals.
- There was a listing that came up from KW that showed compensation. It was originally imported when people were allowed to import listings via Buildout and KW used this feature, and that's how that field got in. Catylist removed it from the listing. Catylist also removed the same from 46 other listing.

5. **New Business**

- a. MidYear Convention in DC:
Should we schedule an additional BOD meeting in April to discuss SEO? It was decided to schedule a meeting in April since the next meeting won't be till the end of May.

6. **Adjournment**

A **MOTION** to adjourn the meeting was **SECONDED** and **APPROVED**. Meeting adjourned at 11:43 am.

Respectfully submitted,

Allison Ropes
Executive Officer