

New England CPE
Board of Directors
April 19, 2018

Londonderry, NH

10:30 am

This is an additional meeting called for April (discussed at March BOD mtg) to specifically discuss Maine and NECPE's SEO.)

MINUTES

1. Call to Order
2. Roll Call

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

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

1. Secretary's Report – L. Hirsch

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

2. President's Report – R. Valentine

- a. NECPE's SEO: Maine
Suggestion was made to encourage Maine members develop links with various economic development sites – state, regional and town. This will increase the ranking on the search engines.

Matt Bacon has prepared a detailed guide for brokers to use for better SEO. (copy attached)

At the May meeting, there will be discussion of “paid” options for SEO.

3. Treasurer's Report – B. Jean

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

4. Office Administration Report – A. Ropes

Since the last meeting in March there have been 13 inquiries for NECPE: 8 NH, 3 ME, 1 MA and 1 RI.

As always I continue to monitor request for deletions/withdrawals.

This past month I have had to contact a member because they put in \$ 1.00 on a sale. It was a new admin and she corrected the file. I also had to contact another member and get a copy of the exclusive listing – which I received. The listing in NECPE showed that it was available, but apparently it wasn't. The agent told me that the property was leased and the agent fixed the listing.

5. **New Business**

6. **Adjournment**

A **MOTION** to adjourn the meeting was **SECONDED** and **APPROVED**. Meeting adjourned at 11:30 am.

Respectfully submitted,

Larry Hirsch
Secretary