

NEREN BOD Meeting Talking Points

November 20, 2019

- The Board took part in a two-day corporate retreat led by national strategic planning consultant Marilyn Wilson Lund of the Wav Group. The Board discussed various topics such as how to better educate our members on the numerous benefits and products that are available now through NEREN membership, and what national trends and efforts are being undertaken that may impact our business strategies going forward.
- The Board was advised by staff that Remine will be ready to go live for our members in late January. Remine will be NEREN's optional user interface for conducting searches and performing other MLS like functions. Use of this product is both optional and free to members. Remine combines public records and MLS data into a single platform, with robust and cutting-edge search and filtering ability. It's intuitive, predictive and fast. It has a long list of exciting features and members will be hearing more about its abilities in the coming weeks.
- The Board discussed the potential impact of NAR's newly announced Clear Cooperation Policy 8.0. NEREN has until May 1, 2020 to adopt the policy in order to remain in compliance with NAR. The policy states: ***Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public.***
- The Board received information about a new product offering for NEREN members called IA9 that will be rolled-out in the first quarter of 2020. NEREN members will be able to utilize a limited free version to test the product and learn how leads can be generated.
 - Brief product description: An Agent places a FREE sign rider on their for-sale sign that has a QR code, as well as their own personal URL that says: 123Appt.com plus their phone number. A consumer drives by the agent's listing and, using their phone camera, points at the QR code. Instantly, the listing from the IA9 IDX website appears on their phone, as well as IA9's appointment calendar. The consumer picks a day and time for a showing right from the phone, then hits send. The agent's cell phone rings a "doorbell" sound, indicating a scheduled appointment for their listing. They tap on the word "ACCEPT" and the showing is scheduled, or they propose an alternative time.
- The Board was updated on the next round of Paragon field visits. Paragon's Product Manager will for the second time in as many months be visiting several NEREN offices to obtain feedback to help improve the Paragon MLS platform.