

NEREN BOD Meeting Talking Points

April 1, 2020

- As reported in previous communications to our members, the Board has been discussing NAR's Clear Cooperation Policy. NAR requires adoption by May 1, 2020. As a reminder, 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 announces today the following decisions:

- NEREN will adopt the required NAR rule change as stated above and make it effective May 1, 2020.
 - Commercial Sale, Commercial Lease, Rentals and new construction developments with multiple properties, will be excluded from the policy.
 - At this time, NEREN will take an educational approach towards violations. Discussions of possible fines will be addressed at future Board meetings. This will allow time for our members to become familiar with the new NAR requirement.
- Staff advised the Board that we are getting ready to launch Paragon's "new" mobile platform, known as Paragon Connect, which will eventually replace Paragon Mobile. There are a few things that still need to be resolved. But overall, the product is better than what is currently being offered. Paragon Connect is much faster and also has a direct connection with Contacts, Saved Searches, Hotsheets, Member Rosters and more.
- The Board approved the following enhancements to the Paragon system:
 - Add a selection of "Smart Thermostat" to the Interior Features field.
 - Add a selection of "Oil Tank – Underground" to the Utilities field.
 - Move "Programmable Thermostat" from the Heating field to the Interior Features field.
 - Add a new field "Verify Price" into Listing Maintenance, located directly below the existing List Price field.
 - The purpose of this new field is to help agents notice when they have incorrectly entered the list price, which is occurring because the Paragon system automatically enters three zeros in the ones, tens and hundreds spots. The new field will require entry of all digits, and if the system detects a variance between the two fields an error message will be displayed when they try to save the listing.