

NEREN BOD Meeting Talking Points

April 29, 2020

- As reported in previous communications to our members, NEREN will comply with NAR's mandatory Clear Cooperation Policy, which will go into effect as required on May 1, 2020.

At this month's Board meeting, after staff reported on recent communication with NAR, the Board has now more narrowly defined the NAR policy to specifically focus on residential properties.

The updated policy states:

Within one (1) business day of marketing a residential property to the public, the listing broker must submit the residential 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.

Note: Section 1 and 1.1 of the NEREN rules identify the types of properties mandated for inclusion in the MLS which include the following properties. For clarity, the reference to "residential property" above includes Single-Families, Multi-Families (up to 4 units), Condos, Timeshares and Mobile Homes. It excludes Commercial Properties, Business Opportunities, Commercial Multi-Families (5 or more units), Land, Boat Facilities, Rentals and new construction developments with multiple properties.

- Staff advised the Board that May 4th has been set as a target date for the launch of Paragon's new mobile platform, known as Paragon Connect, which will eventually replace the old Paragon Mobile. Our members will find the new platform to be substantially 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 considered the situation that our members are facing as the economic consequences of the Covid virus continue to impact our industry. The Board, in an effort to be helpful to our members, has reduced subscriber dues by 50% for quarter 3 and quarter 4 of this year. That means that Realtor® rates for July through December will be reduced from \$21/month to \$10.50/month. The Board hopes that this reduction will assist our members during these trying times.
- The President reported the results of the MLS System Review Task Force. After examining other MLS platforms, the Task Force and the Executive Committee recommended, and the Board has now approved, extending the Paragon contract. Staff will follow through with executing the Board's decision.
- The Board also extended the Supra contract. Under the new terms, all basic Supra eKEY users will be upgraded at no addition cost to the Supra Pro eKEY. There are many great features that will become available. Supra users can learn more about the upgrade by following the link that will be provided in the next NEREN "Advantage" monthly newsletter, or by visiting the Supra public website.

- The Board approved a modification to the NEREN rules that will allow for the entering of the word “Withheld” into the street name field for Commercial properties. Upon closing, the listing agent will be required to enter the accurate street name. The Executive Committee has been directed to re-evaluate this change in one year and report back to the BOD. Again, this is for Commercial Sale and Commercial Lease property classes ONLY.
- Staff advised the Board that final tweaks are being made to the soon-to-be-launched commercial.neren.com website. Once live, we will be able to better service our commercial members by highlighting commercial properties to the public on a new website dedicated to the display of commercial property listings.