

MINUTES

1. Call to Order at 10:04 AM
2. Roll Call

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

Ash, Ethan (P)	Farley, Cassie (P)	Lape, Danielle (P)	Roxo, Nate (A)
Boufford, Jeff (P)	Forte, Scott (P)	Lefebvre, Matt (P)	Stallkamp, Christian (P)
Canavan, Nicole (P)	Friedman, Joe (P)	Medeiros, Catie (P)	Wright, Bryan (P)
Culver, Rose (P)	Johnson, Star (P)	Perry, Greg (P)	

1. **Secretary's Report** – S. Johnson

- A. **MOTION** to accept the minutes of the November 2020 meeting. **MOTION** was **SECONDED** and **APPROVED**.

2. **President's Report** – J. Friedman:

A. Moody Analytical's purchase of Catylist

- a. *Scott Forte: Moody's purchased Catylist and the NECPE platform is supported by Catylist. Christian felt the acquisition by Moody's – was a positive thing; It is a large company with more money. They can invest money into the platform. It is a plus. It can compete with Loopnet. The capability of the new system is good and it will add to the value of the system. The reason it is slow to roll out is that they are making changes to the system making listings "address-specific", which will make data compilation better. They are integrating their system. They have tripled their staff.*

B. NEREN's New Commercial Platform: <https://commercial.neren.com>

- a. *Joe Robinson reported on a conference call with NEREN, where NEREN was interested in feedback regarding their commercial platform, and possible future coordination. NEREN's new system has been in business at least a year. There was discussion as to whether NECPE cooperative or competitive with NEREN? We have to be very cautious.*
 - i. *Nicole commented: Any members can post on NEREN.*
 - ii. *Danielle Lape observed: There is a commercial system in Maine, but the system isn't as robust as NECPE.*
 - iii. *Nicole also stated she had looked into the many platforms: Crexi, Loopnet, Co-Star, and feels that in NH, we don't have enough information per parcel level--- Need more data, suggested a GIS-based system.*
 - iv. *NEREN is looking at a new platform – possibly Remine*

C. NECPE Marketing Task Force Update – C. Stallkamp

- a. *NHCIBOR had been working with NHAR on a commercial brokers ad with funds provided by NAR. Were working on it last year, then COVID happened and there was a breakdown in communication from NHAR. Just found out that the commercial went out last week without more work from CIBOR. Found out from a friend of Doug Martin's who saw the ad-- Believe it went out on Hulu, possibly Facebook. Anyway, NAR is providing funding, and, we are planning another ad this year and Christian Stallkamp and Doug Martin will be working on that with Dave Cummings and Bob Quinn.*
 - i. *Matt Lefebvre: Had a question about the ad...does it bring the public towards NEREN's Commercial database or NECPE?? (Don't know the answer cause haven't seen the ad.)*
- b. *Doug also reported they continue working with Danielle to get news items, releases, etc., regarding commercial real estate, NECPE, etc. out on various venues: Facebook, LinkedIn, Instagram, Twitter. It is hard getting members to send in information to publicize. Several comments were made about the importance of the Task Force, and need for more material on a continuous basis. Joe mentioned sending an email out to the general membership regarding this.*

3. **Treasurer's Report** – J. Boufford

- A. Motion to accept the month end financials December 2020. *TABLED till next month due to a problem with the bank reporting.*

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

- A. Since the last meeting in September there have been 17 inquiries for NECPE: 12 NH, 2 ME, 2 MA and 1 VT. As always, I continue to monitor request for deletions/withdrawals.
- B. I have had a violation where the agents name was in company overview/comments section--they were promptly removed.
- C. Continue working with Task force posting articles, etc.

5. **New Business:** No new business.

6. **Adjournment:** **MOTION** to adjourn the meeting was **SECONDED** and **APPROVED**. Meeting adjourned at 10:32 am.

Respectfully submitted,

Star Johson
Secretary