

NEREN BOD Meeting Talking Points

May 19, 2021

- The Board received an update from staff pertaining to six new optional MLS best practices that NAR recently adopted. NEREN already meets most of these and will follow-up if needed on the others.
 - 1) The MLS should provide participants and subscribers annual updates (in person or through written materials) that explain the changes in MLS policy and local MLS rules.
 - 2) Starting January 1, 2022, the MLS should offer the RESO Web API as its primary data access method and move to retire all other data feed mechanisms in the future (e.g., RETS).
 - 3) Prior to serving on the MLS, officers, directors, and committee members should complete training that will assist them in serving in their positions. Each position of the MLS should include an explanation of its essential duties and responsibilities.
 - 4) MLSs should have a Board of Directors that is unique from the Association, and if operated as a Committee of the Association, the Association should move to create a separate legal entity for the MLS.
 - 5) MLSs should engage with their participants and subscribers on an ongoing and consistent basis.
 - 6) MLS executives and key MLS staff should fulfill a minimum of 12 hours of training every two years covering: MLS policy, technology, customer service, or other MLS-related topics. Attendance at industry events and conferences is an acceptable way to receive education/training.
- The Board also learned of a new NAR rule adopted at the May meetings pertaining to entering the listing address. The NAR rule reads as follows: “Where an address exists, it must be included with any residential listing filed with the MLS and be immediately displayed to other MLS participants and subscribers.” NEREN already has this rule in place so is compliant with NAR policy.
- The Board welcomed a new Shareholder Realtor Association to NEREN. The Greater Newburyport Realtors in Massachusetts joined as a shareholder, bringing the total number of NEREN Shareholders to 25. They are the second Massachusetts Association to join NEREN.
- The Board was advised that the NEREN subscriber count continues to climb and is now nearly at 11,000 subscribers. When adding admin users, the total user count now exceeds 12,000 for the first time in NEREN history.
- The Board was made aware that the new Paragon Affiliate Connect program has launched and NEREN is already receiving applications. To learn more about Affiliate Connect [click here](#).

- The Board was reminded that the NAR/DOJ settlement is still in progress. There are changes expected to result from the settlement once finalized. According to NAR, some examples include:
 - NAR will have a policy that will prohibit buyer agents from representing that their service is free.
 - MLSs must display compensation on their public facing websites and consumer reports.
 - MLSs must include compensation fields in IDX and VOW feeds.
 - Agents must disclose compensation to clients before an offer on a listing is made.
 - Searches (within the MLS and on member public facing websites) cannot be filtered based on compensation or brokerage / agent name.
 - MLSs must provide the ability for non-member real estate licensees to have access to lockboxes.
 - MLSs can require the above licensees to execute a lockbox agreement and pay a reasonable fee.

- The Board observed a demonstration of the following enhancements and member benefits:
 - ListTrac is a new member benefit that will soon be available. It aggregates listing views from a number of websites and will allow NEREN members to send reports to their sellers showing the websites where their listings are being viewed.
 - Helpdesk is a new benefit where members can submit tickets for assistance from NEREN staff and review their previously submitted tickets, as well as easily find instructional guides and videos for answering their own questions 24/7.
 - Paragon Connect (Mobile) has recently had some enhancements, including the ability to update agent photo via your mobile device and a way to set up a contact with the Collaboration Center. For a refresher on adding a contact on the go, check out this [video](#).