NEREN BOD Meeting Talking Points

July 13, 2022

- The Board reviewed the Remine Pro product offering. NEREN is in the final year of the Remine Pro contract. After considering the high product cost and low member usage of Remine Pro, the Board has decided to not renew this product and therefore Remine Pro will be removed from the NEREN system at the end of this year.

- The Board reviewed and approved a recommendation from the Executive Committee to strengthen the public fields restrictions rule as shown below:

Section 1.2.D Public Field Restriction

There shall be no promotion, reference, information, or messaging that brands, relates, associates, or correlates ~~of~~ any website address, phone number, agent, office, office address, product, service, program, or ~~reference to any agent, office, website address, email address or phone number, or~~ any listing owner name or related contact information, in any public field including photographs, public attachments (excluding unaltered attachments sourced directly from a state Realtor Association forms vendor and not further enhanced with additional branding upgrades) and virtual tours. Text, logos, descriptions, labels, or other similar alterations cannot be added to, or overlayed onto, any photograph, drawing or depiction entered into the NEREN database unless such is relating to the accuracy of the entered image itself, the physical location of the property, or a physical characteristic of the property. Bar codes, QR codes, and other like coded images are prohibited from being attached as a document or included in a virtual tour or added as a photo to any listing in the MLS database. Photographer information (including but not limited to promotion, logos, branding, and watermarks) cannot appear on photos submitted to the system. Permitted exceptions include mandatory entry of an Auctioneer's name and license number if required by State law, and branded attachments to listings in the commercial/industrial property type.

- Since July of last year, the Board has been considering the overall branding of NEREN. The Board was seeking to broaden the appeal of NEREN beyond the New England states. Historically, our company has demonstrated the flexibility to rebrand whenever doing such was advantageous for growth. The expansion in Vermont was helped by rebranding from the Granite State Information Services (GSIN) to the Northern New England Real Estate Network (NNEREN). Recently, expansion in Massachusetts was helped by dropping "Northern" from the name and simplifying to NEREN. The Board is also aware of the national trend of major MLSs rebranding so that they will not be tied to geographic areas, making growth and expansion easier for them. This also sends a signal to members and employees that the company has a forward-looking mindset and is evolving with the times. A leading name in consideration was PrimeMLS. The Board was updated that the Federal trademark effort has been successful, and after discussions, the Board approved rebranding to PrimeMLS.

- The Board was updated on the usage stats of the commercial.neren.com website. Since going live in June of 2020, there have been 80,000 visitors to the site that have initiated at least one session. In total, there have been 131,000 sessions, and 1,192,000 pageviews.

- The Board reminds members to complete the 2022 NEREN Member Feedback Survey. This was distributed to all members on July 11th and is open for responses until August 5th. Include your full name and email address if you want to be entered for a chance to 1 of 4 $50 Amazon gift cards. The survey can be completed here: https://www.surveymonkey.com/r/6VTCF7G