

New England CPE
Board of Directors
Jan. 16, 2025

ZOOM Mtg.
10:00 am – 11:00 am

MINUTES

1. Call to Order
2. Roll Call

NECPE Board of Directors P=Present/A=Absent

Alkova, Viktoria (P)	Cobb, Mike (P)	Gandia, Laura (A)
Ash, Ethan (P)	Culver, Rose (P)	Lefebvre, Matt (A)
Bacon, Matt (P)	Dano, Brian (P)	Nesmith, Laura (P)
Boufford, Jeff (P)	DeMello, Kathy (P)	O'Connor, Brice (A)

1. Secretary's Report – R. Culver

- a. **MOTION** to accept the minutes of the November 2024 meeting. **MOTION** was **SECONDED** and **APPROVED**.

2. President's Report – K. DeMello

- a. Moodys CRE Flat Rate Proposal
 - a. E Ash is more up to speed on this: Two months ago, there were two different proposals: (1) Flat rate; or (2) Based on number of members. Based off comments from people having issues with the system, it is a risky time to commit to flat rate slightly above what is being paid. Still margin if people take pro account, they recommended \$150, but we can still charge \$100. However still need to understand benefits of pro membership before committing. Benefit - can make extra money; also access to additional data. Crexi would like the flat rate it seems. We as board need to make decision on whether to offer and at what rate. \$1200-1600 for pro version in addition to \$580 annual. Compare to costar \$300-400 monthly or even more – this is going to be significantly less. Program good for those who don't do commercial deals exclusively.
 - b. K DeMello – this is good for those not able to afford costar. Downside, she is getting emails from members not happy with Moodys and search engine. We should hold steady until committing further.

- c. M Cobb - not finding platform to be very helpful, towns in Maine not even showing up on searches. Only way to search is by zip code which is a factor that is not widely known. Concerned about NECPE member retention. On Moodys to fix this, contract is signed but end users are not happy. For example, if one big brokerage pulls out, then entire membership will have to cover liability.
- d. A Ropes - indicates that she has heard more complaints also.
- e. J Bouffard - wants to know more about complaints and amount. More proactive is to keep track and make sure that they are being taken care of. Certain that issues are technological and can be fixed.
- f. A Ropes - 5 complaints a week. Mainly the same people. She sends complaints on to the help desk.
- g. E Ash - there are some Moodys problems. Biggest issue is decline on google results for NECPE (google hates when there are two listings that are exact same so SEO gets impacted). Members need to input info into NECPE and make it different as there is an NECPE domain still. Ways to improve SEO – use key words and text in actual listing. EG “Office space for lease in Portsmouth”. Reliant on users putting key words into listing. Secondly, as users of NECPE we have an additional description page which is agent driven in our own listings.
- h. E Ash – Scott Forte is versed in this. Two different pages.
- i. M Cobb - need to get feedback from members and then get input from Moodys as to what they are doing to fix the issues. Can let members know that specific issues are being addressed. Also involve contact at Moodys. Do we have ability to break the contract (E Ash – yes). Need answers from Moodys.
- j. K DeMello – she will draft an email, to be sent by A Ropes, asking for feedback – how is Moodys, what do you see are the issues. Second email, here are the top issues, we have presented to Moodys and we are working on them.
- k. A Ropes – best to use Survey Monkey. 10 questions, (yes or no) and then ability to fill in other remarks.
- l. M Cobb – multiple town search, results don’t show which town the listing is in. It is a little thing but is not user friendly.
- m. E Ash - get survey out before Feb 4th so then could do additional training. Secondly, have had a lot of success going to Moodys and getting them resolved; even if they said they couldn’t do things, sometimes they get resolved. Biggest issue is SEO that is not fixable, way more involved [what can NECPE do to resolve SEO] and secondly can we do training on understanding SEO which would be of benefit across the board for any site.
- n. M Cobb – suggestion for one or two page cheat sheet instead of training.
- o. A Ropes - we had done that a couple of years ago. Did help a lot.
- p. M Bacon – members are getting frustrated and we need to be proactively reaching out with solutions. Specific action needs to be taken on a few fronts, different elements to approach. Need a strategy sooner than later in order to avoid member withdrawal

- q. E Ash – they are classifying properties incorrectly. Descriptions are wrong, Moodys pulling from GIS until corrected by member. They need to figure out how to correct data.
- r. M Bacon - without someone changing property record, it relies on data that is being pulled.
- s. K DeMello - Plan to send out survey, also work on SEO with Moodys, then cheat sheet and training to offer to members (multi-channel).
- t. E Ash – recommends setting up committee to deal with SEO. M Cobb is interested in being on committee.

b. NECPE Governance –

- a. K DeMello – 3 openings (Nicole Canavan, Ali Forma-Knaack, Cassie Farley) not able to fill. Don't necessarily need to fill the seats but Ralph Valentine keeps asking about it.
- b. E Ash – do we want to have more realtors that interact with the system; or is it more important just to have board members.
- c. M Cobb – should we have representatives from the different states.
- d. E Ash – at least one member from each board that should be nominated by that board.
- e. K DeMello will reach out to them

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

- a. The financials for November and December were reviewed and will be put on file.
- b. November – month ended well. P&L (\$70,000) was because Catalyst fee paid.
- c. December - balance looks good. Solid with increased fees coming in. (\$12,000) which is consistent. Income 6% overbudget and expenses under budget.
- d. Bank Statements are always available for anyone's review. Reviewed between A Ropes and Bouffard every month.

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

- a. Since the last meeting in Nov. there have been 9 inquiries into NECPE: 5 in NH and 4 in ME.
- b. As always working on withdrawals/deletions.
- c. A Ropes working with Shane to set up NECPE Zoom training for NECPE members. The training will be Tuesday, Feb. 4th at 10 am EST and Thursday Feb. 6th at 10 am EST. You will have to register for it. Once Shane confirms this, A Ropes will get this right on the website and start advertising.
- d. RI NECPE members are slowly coming on board. Currently there are 14 who have paid dues and 21 RI members still unpaid.
- e. A Ropes still helping NECPE members to log in to the new platform. She also receives a lot of Deletion of listings request and many of the reasons are that the property has sold or leased or it has the wrong square footage. A Ropes et them know that she can't delete

listings because of that and usually copies the Help Desk for the help desk to let them know how to correctly mark properties sold, leased, change square footage, etc.

5. **New Business**

- a. K DeMello – own personal complaint as to how members are putting info into Moodys, properties come up without much info including price. Dollar figures need to be included and if not then decreasing an ability to use comps or can't use numbers for potential clients to stick to budget.
 - b. M Bacon – clients can give permission to withheld in writing. However, if not in writing, then can't withhold.
 - c. E Ash – new Moodys platform allows that we can require that pricing has to be in there in order to close out but can hold that info out from the public seeing it. Consequence for not complying.
 - d. M Bacon – fine, then suspend, etc so doesn't violate contract. Need to educate members.
 - e. K DeMello – maybe new members are not aware of bylaws. Ralph Valentine RSA 331 deals with unlicensed, would like that on agenda for next time. There are listings in Moodys that need listing agent that is actually licensed in NH according to Valentine. Bigger issue, who polices it.
 - f. M Bacon – alternate listing contacts can be on it, but has to show broker name, address, contact on all materials.
 - g. E Ash - Our platform is better at keeping unlicensed people off. OPLC is the governing board.
6. A **MOTION** to adjourn the meeting was **SECONDED** and **APPROVED**. Meeting adjourned at 11:04 am

Respectfully submitted,

Rose Culver
Secretary NECPE