

North Shore – Barrington Association of REALTORS® OBJECTIVES November 2004

1. Members are more productive through the use of new information and technologies affecting the real estate industry.
 - Staff is currently working with Nextel and the Blackberry to have MAP listings and pictures via the internet to view on the Blackberry screen
 - NSBAR provides free Blackberry courses on how the real estate agent can fully use the Blackberry for their day to day business.
 - Promote tech courses and forums via newsletter, fax blast, emails, www.nsbar.org, and through tech committees.
 - On or about the same time each month an email should be sent to each member called the Tech Talk which can be similar to a consumer report on technology for the real estate practitioner
 - Establish Quarterly Tech Night where companies such as CDW will be invited to show their products which would be of interest to the real estate practitioner.
 - NSBAR should try to create partnerships with tech companies that can provide valuable products to the real estate practitioner.
 - NSBAR staff are to assist members in selecting the correct tech "toys" for the members and when possible have devices at the Northbrook headquarters so the member may touch the equipment.

2. Members have access to resources for the effective practice of real estate, with new information and technology in a changing environment.
 - Investigate developing online classes with BlueSky Broadcast Company who will tape the class and then place on the internet or on CD.
 - Develop courses that would be conducive to CD-ROM training and investigate if those classes could be CE approved.
 - Find a way to communicate with the members when new items are added to the web page
 - Market the web page to the members outlining the information and advantages
 - Should the majority of the web page be behind the member's only page? If yes, then the page must be redeveloped.
 - Promote the Member's Only section to the members and show how to view bills, pay bills, change information including the passwords.
 - Develop a plan whereby the member has to pay if they make an appointment for a class and do not attend.
 - Expand the products in the Board store

3. Brokerage firms have access to services that provide efficient operation of the firms.
 - Assist the broker by providing information for risk reduction.

- Continue to provide answers to questions from the membership
4. Members have access to a repository of information for issues and laws affecting the real estate industry and consumers.
 - Multiboard Grievance committee meetings are to be held via web cams instead of the member having to drive a long distance for a meeting.
 - Set up a speaker's bureau of current directors and other members who would be available to speak at sales meetings
 - Have meetings with a panel of members covering topics of interest to the real estate practitioner
 - Move the meetings around to areas in the board territories such as libraries using panels to cover the topics of interest to the real estate practitioner
 - The orientation class should cover nsbar.org, what NSBAR is all about, contracts, code of ethics and a member to make a presentation.
 5. Effective standards of practice in the real estate business are in operation.
 - Wait for Uniform Standards of Practice Committee results from Orlando.
 6. Consumers understand the value provided by REALTORS®
 - Public section on the web to define REALTOR® vs. Typical Agent
 - ??Public speakers bureau to talk on such items as downsizing, tax contingencies, etc.???
 7. Brokers and agents are fully informed and in compliance with ethics, standards of practice, license law, and local customs of real estate transactions.
 - Put the code of ethics cases in the "It's the Rule" back into the newsletter
 - BlastFax / Email Blast with new information
 - Roundtables / Committees
 - Put the actual cases in the newsletter without the names
 8. The broker's license is secured through education and actual real estate transaction experience.
 - Ask members if they would like to be a mentor for other brokers (and maybe get paid for it?)
 - Inform the brokers of the RealTalk Forum for Brokers (Internet Crusade) and how to sign up
 - Mandatory minimum knowledge needed to run a real estate office developed and distributed
 - Develop a two tier orientation – one for agents and another for sponsoring brokers.
 9. REALTORS® right, concerns and issues are effectively addressed by the appropriate regulatory body.

- Make information on position the association takes on political issues more visible on the web
- Cover issues in the monthly newsletter
- Find other resources (this will be accomplished once we have a full time Governmental Affairs Director)

NSBAR is an active participant in local, state and national issues affecting all aspects of real estate.

NSBAR is the gateway to education, information, technology, and professionalism.