

**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.
 - o Action: Not moving forward as planned but MLSNI you can use [prewireless.com](http://www.prewireless.com) with the following codes: 127516 then 81736 then your ID and password. (You have to have HTML for your web browsers for this to work. MAP has not configured their system for pocket MLS)
- NSBAR provides free Blackberry courses on how the real estate agent can fully use the Blackberry for their day to day business.
 - o Action: Not moving forward as planned. Must have HTML first.
- Promote tech courses and forums via newsletter, fax blast, emails, www.nsbar.org, and through tech committees.
 - o Action: In Progress. A new way of looking at marketing and a new look for flyers, etc
- 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
 - o Action: We are unable to do this – not enough staff or time. Therefore..
 - o Action: Solution: We do keep them up to date on virus scans http://67.108.64.46/technology/Weekly_Tech_Updates.asp
 - o Action: What to buy, in basic needs <http://67.108.64.46/technology/buytoday.asp>
- 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.
 - o Action: CDW refuses to do this
 - o Action: Every company we contacted turned us down – we are too small
 - o Action: This can be accomplished by the “what to buy” page
- NSBAR should try to create partnerships with tech companies that can provide valuable products to the real estate practitioner.
 - o Again, we are too small but we can inform members of NAR programs.
- 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.
 - o Action: Have always done this

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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.
 - o Action: Too complicated for us BUT, we could hire people to write better programs for CE courses such as Martha Williams
- Develop courses that would be conducive to CD-ROM training and investigate if those classes could be CE approved.
 - o Action: Currently working on a Code class to be approved on CD
- Find a way to communicate with the members when new items are added to the web page.
 - o Action: eNews Steve's Street
 - o Action: HotNews
- Market the web page to the members outlining the information and advantages.
 - o Action: New CD and possibly reorganize site depending on cost
- Should the majority of the web page be behind the member's only page? If yes, then the page must be redeveloped.
 - o Action: Staff feels very strongly that having an open page has brought us members and feel it majority of the page should NOT be behind member's only page
- Promote the Member's Only section to the members and show how to view bills, pay bills, change information including the passwords.
 - o Action: this is done on eNews Steve's Street and with most phone calls.
- Develop a plan whereby the member has to pay if they make an appointment for a class and do not attend.
 - o Action: In place. \$39.00
- Expand the products in the Board store.
 - o Action: In place. We have added 4 new products and 14 new books.

3. Brokerage firms have access to services that provide efficient operation of the firms.

- Assist the broker by providing information for risk reduction.
 - o NAR will have materials out this summer for broker data control
- Continue to provide answers to questions from the membership
- **MLS and Brokerage Collaboration**
 - o 1. Provide clear concise sample legal language that can be incorporated into the listing agreements and/or buyer representation agreements that authorize the brokers to use the information that is being gathered. Determine how this could be mandated and by whom.
 - o 2. Draft language for the brokers to use, if they chose to do so, whereby agents assign all related copyright rights to the broker.
 - o 3. Draft language for third party photographers' assignment of copyright to the broker.
 - o 4. Create the strongest possible language addressing ownership rights for the broker to license or assign rights to the MLS, (such as use of the MLS content to deliver MLS

services, copyright the compilation and enforcement policies) while the brokers retain the rights to consent to any additional uses of that broker's listings. While the attorneys disagree on which approach is preferred (see section on "Securing Rights"), in many cases, it is unlikely that the broker will permit the MLS alone to determine what use will be made of the MLS content.

- 5. Incorporate language into the MLS/broker contract and MLS Rules governing display of the MLS content on their Web site that require the broker be in the business of conducting real estate brokerage. Do not permit use of the MLS content for any other purpose. Consider defining different categories of membership and how each category may use MLS content. Determine if MLS Rules and agreements should include a conflict of interest statement requiring disclosure about the intended use of the MLS content.
- 6. Create sample agreements for MLSs to:
 - a. License MLS content to vendors to provide broker or agent Web sites.
 - b. License the MLS content to the brokers (and/or agents depending on the MLS policies) for display on their Web site; use on their Intranet and in their back office support systems.
 - c. License the MLS content to any other third parties.
- 7. Update the NAR MLS Model Rules as necessary to address the issues surrounding MLS content.
- 8. Establish national standards for all data definitions.
- 9. Create a draft "cooperative" agreement that MLSs could use with adjacent MLSs to define data sharing and common data related policies.
- 10. Launch an industry wide education plan.
- 11. Implement automated compliance testing to the extent it is feasible.

- **The Brokerage Firm** The brokerage firms must play a key role in addressing the challenges surrounding MLS content. Key action items for the brokerage firms are:
 - 1. Obtaining seller (or buyer) permission for information use.
 - 2. Implement copyright assignments from agents to transfer rights to the broker.
 - 3. Require that photographers assign copyrights to broker if photo(s) are to be submitted to MLS.
 - 4. Establish data distribution rules and policies within the firm.
 - 5. Implement agent Web site policies. Monitor and enforce those policies.
 - 6. Educate the agents.
 - 7. Actively participate in the decision making about MLS content.

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.**
 - **Action: In place.**
- **Set up a speaker's bureau of current directors and other members who would be available to speak at sales meetings**
 - **Action: each director was given a list of offices to contact offering their assistance**
- **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.
 - o Action: In place.
5. Effective standards of practice in the real estate business are in operation.
- Wait for Uniform Standards of Practice Committee results from Orlando.
 - Promote Pathways to Professionalism.
 - o Action: New CD and flyers
6. Consumers understand the value provided by REALTORS®
- Public section on the web to define REALTOR® vs. Typical Agent.
 - o Action: In Place <http://67.108.64.46/public/realtoroffer.asp>
 - ??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
 - o Action: done
 - BlastFax / Email Blast with new information
 - Roundtables / Committees
 - Put the actual cases in the newsletter without the names
 - o Action: have done this for years – just watered down.
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?)
 - o <http://www.mentoring.org/>
 - o <http://www.coachtrainingalliance.com/opportunities/mentorcoaching.php>
 - o <http://www.mentors.ca/mentor.html>
 - o <http://www.realtor.org/libweb.nsf/pages/fg108>
 - o Develop a mentoring program
 - 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.
 - o Action: Illinois will do this in conjunction with the new law requiring additional CE for brokers which must be completed by 2008
 - o Action: NSBAR will have a quarterly training session for new offices starting June 30, 2005
 - Develop a two tier orientation – one for agents and another for sponsoring brokers.

- Action: Quarterly there will be training for opening up an office
- Agent training is ongoing

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
 - Action: Added to “Call to Action” page (under QuickLinks)
- 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.

Slogans work better if there is only three items – four is too long