



# North Dakota Association of REALTOR®s®

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## Minutes

### Technology Committee

April 9, 2014 – 10:30 a.m.

Quality Inn, Jamestown

Present: Ben Schroeder, Jamie McLean, Jeff Shipley, Geni Holben and Beth Posey.

Absent: Dawn Mahlum, Todd Fettig, Kristy Hardy, Denise Messmer, Guy Miller, Jared Miller, Clyde Thorne and Jessica Tschakert.

Guests: Lyn Dwyer, Mary Goroski, Danette Krumwiede, Weezie Potter, Jodi Tollefson, Phil Vanyo, John Coulter, Nancy Deichert, Marti Kaiser and Beth Mayer.

Staff: Jill Beck and Heather Balkowitsch.

Chairperson Ben Schroeder called the meeting to order. Welcome and Introductions where made.

Schroeder reviewed the committee's purpose.

Schroeder reviewed the March 18, 2014 conference call minutes. **M/S/C**

Schroeder talked about the technology survey that was sent out and that the survey questions were selected during the March call. The committee felt social media and calendars where the two areas to focus on. There were 171 members who responded to the survey. Those responding to the question, "What app do you feel is most important in your real estate business?" felt the two most important were *DocuSign* and *REALTOR®.com*.

The committee discussed survey question #4, "What do you feel you need the most assistance with or would like to see NDAR offer as technology training?" The top responses were: Social Media and Tracking Expenses. McLean recommended *Mile Bug* for tracking expenses. He said they offer a free demo and it is very user friendly.

Schroeder told the committee that REALTOR®.com is coming out with a REALTOR® branded iPad. It will already have REALTOR®.com and other REALTOR® friendly apps downloaded.

Schroeder reviewed 2014 goals.

**2014 Goal - Conduct a survey. Completed**

**2014 Goal - Use an hour of quarterly meetings to explore different technology topics to benefit members. Ongoing**

Information on *DocuSign* will be presented during lunch.



Schroeder and the committee discussed what app training they will offer during July meetings in Fargo. It was decided to offer four 15 minute presentation, McLean will present on *Mile Bug*; Posey will present *Hoot Suite*; Schroeder will present *Linked-In*. The fourth presentation will be on a scanner application, which application and the presenter will be decided on conference call before the July meetings.

#### **2014 Goal – Reach out to new agents to come to quarterly meetings.**

Schroeder said that new agents need to get involved. He said he had invited someone to come and their response was, “Why would I go? I’m not on a committee.” Nantt suggested putting something together about coming to state meetings even if you’re not on a committee, to stress if you’re not on a committee, the importance of coming and learning. Tollefson said they struggle at the local level to get people to come to meetings. Maybe it has to be at the grassroots level inviting people one on one. The committee discussed setting a budget for marketing the Fargo meeting, giving people a reason to come. Each committee member should invite and bring three people to the meeting. Schroeder sees technology as the reason people would come to meetings. The committee discussed promotion for the Fargo meeting asking people to give us an hour – “Come Have Lunch – Give Us An Hour.” Matson suggested a Happy Hour.

Mayer said that as a new member it may be intimidating to come to state meetings, an option might be to start streaming the meetings. Schroeder and Posey both said streaming meetings has been discussed. Vanyo said if we can do one, then it will have a ripple effect.

#### **Action Steps:**

- Promote or market the meetings - start small scale with one hour of technology
- Set up the next conference call

The committee discussed other information of benefit to members. Roller suggested moving toward paperless offices using apps like *DocuSign* and *DropBox*. Members discussed how to reach all members and how to encourage them to use apps. This is something to work toward.

#### **2014 Goal - Educate members on advertising rules and social media.**

Discussion was that someone is needed to come in and explain all that is needed on social media. The committee could ask someone from the Real Estate Commission to come and speak. Do agents know the voice mail rule? Voicemail needs to include office information. Members commented this is dated and in their opinions, no longer needed. Text messaging needs to have business signature with each text with broker’s information. Comment was that people interpret the rules differently.

#### **Discussion on Texting members:**

Balkowitsch asked the committee if they felt members would prefer to be notified using text messages and not only email. The service would be used in moderation to compliment other social media. Schroeder, McLean and Posey all agreed receiving a text message reminder from the association would be very beneficial, in their business they get an overwhelming amount of email, but always read text messages. Balkowitsch said she would look into services that are available and the cost.

Does NDAR need to include *Google+* in its communications. Committee members discussed adding *Google+* and *Linked In* to the social media NDAR uses to communicate with members. McLean made a motion to use *Google+* and *Linked In* to NDAR communications. **M/S/C**

NDAR Website – No suggestions at this time.

Technology Tidbits – Members and guests went around the room and shared the following apps:

- Posey - *QuickBooks* - tracking expenses, a person can take a picture of receipts and they are entered into your *QuickBooks*.
- Roller - *icon.me* FREE signature service - demo on app - you need to have a signature. Also *roll.me* – will filter important mail for you. Will un-enroll you from junk mail.
- Beck - Will share the list of apps they learned in Chicago.
- McLean - *iMovie* - uploads your photos and adds music to make your listings better. *Show Home* - only for iPads - you can swipe through listings that you have pre-loaded for your client to look at before meeting with them. *Milebug* – to track mileage and expenses.
- Schroeder - *Slack* - online chat program for committees.
- Mayer - *EverNote* - Digital post its.
- Matson - *Chomp* - signature line (Droid)

There being no further business the meeting was adjourned.

Respectfully submitted

Heather Balkowitsch and Nancy R. Willis