

NAR MLS Committee Report  
November 5, 2016  
NAR Convention, Orlando, FL  
Submitted by: Nancy Deichert, North Dakota Rep on the Committee

(The room was packed – people standing and sitting along the sides of the room.)

Introduced Caitlyn McCrory – hired by NAR to do MLS outreach with MLSs and associations.

Forum Topics:

RPR Update -

There are 716 MLSs, 661 participate in RPR, there are 130,000 “power users” – members who use RPR every month. A rookie from California talked about how she uses RPR and how she has only been in the business two years and has been highly successful partly because of tools in RPR.

Legal Copyright Update

- File your copyright agent with the Copyright office
- Put DMCA notice on the web sites, and a take-down notice
- Most legal issues arising from use of photos and not having proper permissions
- A short update on patent trolls – NAR settled with the primary culprit (DDT).
- ADA web site accessibility – brokers are getting letters from attorneys,
  - Rules are slated to take effect in 2018
  - Include link to contact person on your site
  - Resources are on realtor.org

Upstream Update

- Agreements will be with brokerages
- Allows unlimited photos, videos, tours
- Their governance documents say they cannot compete with MLSs (trying to put the rumors to rest)
- Will work with each MLS on rules, fields, overlays, etc.
- Not just listings, but also contacts, action plans, etc.
- Did a demo – looks super cool...plus integration with other marketing programs, etc.
- Pricing will either be per listing or per user (more likely by user)

RESO/Data Dictionary Update

- Need to do recertification
- Talked about Blockchains – I’m still a little unclear about this

REALTOR.com update

- At 53 million users/month
- Launched new app this summer
- Over 1/3 of visitors do not go to other RE sites.
- Visitors spend more time on R.com than other sites - #3 in most time of all sites – only behind Facebook and YouTube.
- Ads targeted to millennials
- Coming: larger photos, maps with photo, enhanced broker and agent attribution
- Developing a new resource center
- Consumers are 10x more apt to use an agent with the most complete profile
- See Research.realtor.com
- Will be tiered agent levels based on completeness of profiles: starter, participant, competitor, and winner
- Generating monthly traffic reports now

Associations report can see # of agents @ each level

Government Affairs Update – Melanie Wyne – NAR Staff

Touched on patent trolls

Congress has basically done nothing for 2 years – and they'll continue to be dysfunctional after the election (those were her words)

Talked about the Internet of Things – devices, networks – phones, refrigerators, windows, etc. Who sees the data after you don't own it any longer?

Corporate Ally Program – talked about the program in which MLSs invest in RPAC/Issues.

Will also be asking corporations like Wells Fargo, Chrysler and others to invest

Committee Agenda Items:

NAR/CMLS Collaborative Partnership – review of how NAR and CMLS are working together, more communication, etc.

CMLX Certification Program – CMLS rep talked about the staff certifications that can be pursued in the MLS world, and there's one for MLS volunteers

Consolidations/Mergers – lots of idea sharing of what works and what doesn't – info to be used to develop resources for associations/MLSs looking at these options