



To advocate for the success of our members in partnership with our local Associations and the National Association of REALTORS®

Minutes

Cyber Alliance

June 20, 2017 9:00 a.m.

Lewis and Clark Room, Courtyard by Marriott, Bismarck, ND

Present: Dave Lanpher, Vice Chair, Jill Kjorstad, Director Liaison, Jamie McLean, Shane Cullen, Nick Leavy, Amber Carlton, Dawid Boroski,

Absent with Prior Notice: Elizabeth Nelson, Dave Blumkin, Ruth Ann Halvorson, Kari Donner

Absent: Geni Holben, Tyler Hofland

Guests: Lyn Dwyer, Ben Schroeder, Amy Hullet, Kevin Fisher, Emily Johnson, Lynda Hartmann, Barb Lupo, Nancy Deichert, Scot Nething, Mary Shelkey Miller, Chris Feickert, Vicky Matson, Deborah Nichols, LuAnn White (joined 9:20), Joyce Kuntz (joined 9:40), Ninetta Wandler (joined 9:40)

Staff: Jane Marum, Jill Beck, Nancy Willis

Dave Lanpher, Vice Chair, called the meeting to order. Welcome and introductions were made.

Minutes from the February 14, 2017, meeting were approved as presented. M/S/C

The Committee Purpose was reviewed.

**Website Task Force Update:** Shane Cullen, Chair, updated the group on task force activities and thanked task force members for their work. The new home page was previewed. Feedback on the new design included: member access and education are priorities for the site, links on the bottom of the page should stand out more, dates of NDAR meetings and educational offerings should be readily available, education should be in both the slideshow and in a separate tab, track analytics to determine the value of web site content and report on at each meeting so adjustments can be made to page content, resolution with your computer may be an issue in viewing the web site, a consumer tab could include how RPAC benefits the industry and the benefits of using a REALTOR®, a non-member section could include education and also information about the benefits of being a member as a “teaser” to get non-members interested in becoming a member.

**Desktop Reference Guide Task Force Update:** Nancy Willis reported that the group met and the Index has been completed. The next step is to develop the questions corresponding to each topic/item. “Hot topics” will contain more information than just the questions. The group will meet in the next month to continue their work and the goal is to have the Guide finalized in October.

**NAR Committee Report:** Ben Schroeder attended the Data Strategies Committee meeting. A Smart Home checklist is being developed as a tool to be used at closing or the final walk through to familiarize buyers with Smart Home features. The CRT Lab has developed a camera that sees in sixteen colors which will be beneficial in identifying mold, moisture and temperature within homes. Upstream is working on a having a clearer control of data in a system much like Broker feeds. Realtor.com is everywhere and perceived as being owned by NAR even though it is majority owned by Newscorp. Blockchains is a technology developed to keep listing information uneditable to protect property owner’s information.

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Additional technology comments: It is not widely known that NAR does technology testing with REALTORS®. The question of who owns the data in Realtor.com has been an issue for years. The general rule for “This listing coming soon” listings is to follow your local MLS rules on this issue. Home efficiencies are a hot topic. A national survey shows that consumers spend two times as much time on Realtor.com than on Zillow.

There being no further business, the meeting adjourned.

Respectfully Submitted,

Jane Marum  
Administrative and Membership Services Director

