



North Dakota Association of REALTORS®

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

#### Minutes

Technology Committee

Website Use Task Force

Zoom Videoconference Meeting

January 30, 2018 2:30 p.m.

Present: Nick Leavy, Task Force Chair; Kari Donner, Theresa Halvorson, Jane Hadley

Absent: Amanda Simard

Staff Liaison: Jane Marum

Nick Leavy, Task Force Chair, called the meeting to order. Welcome and introductions were made.

Nick stated that the mission of the task force is to develop three or four ways to drive members to the NDAR website.

There was group consensus that the website needs to be a valuable resource in order to drive members to it.

As a resource, the website could include regional information and should be convenient for members.

Additional discussion focused on the idea that members, especially new members, are not aware that the website exists. Ideas to increase exposure included: broker outreach - brokers need to know what the website has to offer and add it to orientation for new agents; website content should consist of items that local boards don't already provide on their websites; promote items on the website that the local associations no longer do, such as arbitration; and promote the website in the welcome mailer that goes out to new members.

Action plan: Nick will follow up with Dave Lanpher, Technology Committee Chair, Jane will email the new member mailer to the group, and the group will reconvene one more time before the March meetings.

Respectfully Submitted,

Jane Marum, Staff Liaison