

MLSSAZ Programs, Products and Services	Start Date	Timeline	Status	Lead	Budget
<b>Goal #1 Hub of Data, Resources and connections</b>					
<b>Goal #2 Education and Training-Participants and Subscribers</b>					
Create Video and Webinar Library-(Rename-Playlist)					
Organize and define categories	8/1/2020	9/20/2020	in process, several up, organization on going, website	Amy	none
Determine links and access	9/1/2020	9/30/2020	*in process, change to current sites	Amy/Jennifer	none
Determine plan for communication to customers	9/15/2020	10/15/2020		Jennifer	none
Develop "Why they need it" series					
Determine topics for agent to use with buyer and sellers	9/15/2020	10/1/2020		BethAnn/Amy	none
Quick Start Guides					
Determine products needing quick start	6/1/2020	9/20/2020	*Top 5 products selected CCP, CS, Showing time, Stats	BethAnn	none
Develop one page guides	6/1/2020	12/31/2020	CCP-done, Showingtime-done, App video done	BethAnn	\$250 copies
Agent/Brokerage Training					
Determine various segments of Agents/brokerage and needs	9/20/2020	9/30/2020		BethAnn	none
Determine top 5 office needs (ex. Listing transfers, etc)	7/1/2020	9/1/2020	*completed. Training to implement	BethAnn	none
develop education and awareness plan	9/1/2020	10/15/2020	*in process, Training working on plan	BethAnn/Jen	none
Determine top 5 Agent needs	9/1/2020	10/15/2020		BethAnn	none
develop education and awareness plan (Tips and tricks)	9/15/2020	10/30/2020	*in process, Tutorial Tuesday's, additional options	BethAnn/Amy	none
MLS Class 1					
Evaluate delivery and plan during COVID -new agents	6/1/2020	7/1/2020	Training adjusted to zoom and video, completed	BethAnn	none
Develop refresher on-line course-all agents	10/1/2020	10/31/2020		Amy	none
<b>Goal #2 Customer Service</b>					
SUPRA Lock Box support hours					
Adjusted hours for efficiency/covid	6/1/2020	6/30/2020	complete	Amy	none
Tech Support Hours					
Adjust temp hours for Covid/Saturday hours-Future hours	5/1/2020	12/31/2020	complete	Randy	none, in place already
Determine need for expanded hours	8/1/2020	9/30/2020	initial discussion, staffing roles in process*complete	Randy	TBD
Finalize and implement expanded hours pilot program	10/1/2020	10/15/2020	* no adjustment to current hours, add staff, in process	Randy	
Review success and adjust for 2021	12/1/2020	12/15/2020		Randy	
Helpdesk/Tech Support customer service system					
Determine needs and outcome for system	7/1/2020	8/30/2020	in process, 8/20 final team review* completed	Randy	TBD, in process
Review of 5-8 other MLS's	6/1/2020	8/1/2020	*completed, zendesk is top	Christine	
Vendor review	8/1/2020	8/30/2020	in process, 8/20 final team review*completed	Randy/Christine	
Implementation	9/15/2020	10/15/2020	*in process over October	Christine	
Define service delivery needs for region					
ExComm and Board to determine overall plan	8/1/2020	12/1/2020	initial discussion started	Randy	TBD, 2021 plan
<b>Goal #5 Value of MLSSAZ Brand</b>					
<b>Goal #5 Robust Market Reports</b>					
Market Stats review (adoption rates, success, needs for training/promo	10/1/2020	10/30/2020		Randy	none

<b>Data Quality and Technology</b>						
<b>Goal #4 Application of Advanced Technology</b>						
Showing Time review (adoption rates, success, needs for training)	9/1/2020	11/30/2020			Randy/Tech Com	none
Clear Cooperation Policy and Coming Soon review (success, needs)	8/1/2020	12/31/2020	*new workgroup in place, tracking,		Andrew	none
Supra lockbox review (success, needs, training)	7/1/2020	10/31/2020	*completed, training with videos, on site		Amy	none
Active key retirement	7/1/2020	12/31/2020	in process, 530 left to convert, * 410 current		Amy	none
Clariety/CRS Product review	7/1/2020	11/1/2020	July tech review, September for Clariety*now October		Lori/Tech Com	none
<b>Goal #3 Regional integration and Quality of Data</b>						
Regional data integration success review and needs	10/1/2020	11/30/2020			Tech Com/Lori	none
Property Mgmt compliance issues and concerns	8/1/2020	10/30/2020	in process. *Workgroup completed		Andrew/Lori/Exec	none
Compliance-proactive review plan established and executed	7/1/2020	12/31/2020	on going, *Compliance educating/plan needed		Andrew/Standard	none
Profile Sheet review (if needed)	10/1/2020	12/31/2020	*Completed		Tech Com/Lori	TBD
<b>Goal #3 Data Expansion</b>						
Property Mgmt/Rental Property enhancement w/FlexMLS						
Workgroup established	8/10/2020	8/31/2020	*Completed		President/Andrew	none
Review input sheet/Flex fields	8/10/2020	9/30/2020	*Completed		Lori/Tech Com	none
Enhancement to rules and regulations	8/10/2020	11/30/2020	* in process from workgroup		Andrew/Standard	none
<b>Marketing, Communication and Outreach</b>						
Website RFP development						
Workgroup chair and members and liaison determined	7/1/2020	8/1/2020	complete		Jennifer	none
Workgroup Goals and meetings scheduled	7/1/2020	8/30/2020	* Completed		Jennifer	none
Website capabilities, audience, update plan	8/1/2020	9/30/2020	*Completed		Workgroup/Jen	none
Evaluate other Websites (top 5 )	8/1/2020	8/30/2020	*Completed		Workgroup/Jen	none
RFP completed, sent, final company selected	10/1/2020	11/15/2020	*RFP in process		Workgroup/Exec	TBD
Information Delivery Methods						
Texting	10/1/2020	11/30/2020	*Vendors being reviewed		Jennifer	TBD, system?
Develop guidelines of use	10/1/2020	10/30/2020			Jennifer	none
Implement plan for use	11/1/2020	11/30/2020			Jennifer	none
Newsletter						
Template review and frequency determination	7/1/2020	8/30/2020	complete, monthly to all, segments still to go		Jennifer	none
Audience segmentation determined (Participant, Mgr, subscriber)	9/1/2020	9/30/2020			Jennifer	none
Implementation of monthly newsletter	8/1/2020	12/31/2020	first newsletter to drop in August *September		Jennifer	none
Plan and process for each group and each item communicated	9/1/2020	9/30/2020			Jennifer	none
Different subject lines, messages for each group determined	9/1/2020	9/1/2020	*completed but will have adjustments, Bkr, mgr, agent		Jennifer	none
Training Communication Plan						
Determine plan for each audience to communicate Goal #2 efforts	9/1/2020	11/1/2020	* in process, staff trainer in place		Jennifer	none
<b>Organizational Development and Sustainability</b>						
<b>Goal #7 Efficient and Effective Business Model</b>						
VPN/Technology enhancements-for tech support effectiveness	7/1/2020	9/15/2020	updates complete, final phase in process*completed		Brian	\$5000/split with TAR

Server upgrades, wireless enhancements	7/1/2020	8/30/2020	updates complete	Brian	\$5000/split with TAR
IT/Data Audit and security test	9/1/2020	9/30/2020		Randy/Brian	TBD
Business Plan review and adjustments COVID	7/1/2020	8/30/2020	adjustments made, August Board review*completed	Randy	none
Organizational Staff Roles review					
Determine needs and execute additions,changes	7/1/2020	9/30/2020	Review complete, phase 1 of 3 complete*interviewing	Randy	TBD
Staff training Plan					
Cross training plan and execution of plan	9/1/2020	10/31/2020	*in process, Gateway, compliance, training	BethAnn	none
Life of an agent/brokerage series plan and implementation	9/1/2020	10/31/2020	* in process, first office complete, list developed	BethAnn	none
			* MLS contact sheet developed		
<b>Goal #7 Expansion/Growth Strategy</b>					
Analysis of pandemic impact	10/1/2020	12/31/2020		Exec/Board/Randy	none
Plan established based on review of impact	11/1/2020	12/31/2020		Exec/Board/Randy	TBD
<b>Goal #7 Leadership and Governance</b>					
Research changes if needed and complete	9/1/2020	11/30/2020		Exec/Board/Randy	none
<b>Goal #7 Resource Capacity</b>					
Review Reserve requirements and adjustments	7/1/2020	8/31/2020	August Exec meeting/Board*move to October	Randy/Exec	none
Cooperative Agreement review and adjustments	9/1/2020	9/30/2020		Randy/Exec	TBD
2021 Service Center Agreements reviewd, completed	7/1/2020	8/30/2020	SC in process, GV next 8/10/20*GV completed	Randy/Exec	TBD
2021 Budget Planning and adoption	8/1/2020	11/1/2020	*in process, first mtg set, 2nd draft complete	Randy/Exec	none
Billing Cycle Review 2020/21	8/1/2020	8/30/2020	Cycle complete, 97% renewal*completed	Randy/Exec	none
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\* New updates added