



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

MEETING AGENDA

Committee: MLSSAZ Board of Directors
Meeting Date: March 23, 2020
Chair: Sue Cartun, President

- I. Call to Order 3:00pm
- II. Consent Agenda*
 - A. Board of Directors Meeting Report, February 21, 2020.....2
 - B. Committee Reports
 - 1. Executive Committee, February 19, 2020.....3
 - 2. Standards, March 4, 2020.....4
 - 3. Technology, March 3, 2020.....5
 - C. New Subscriber Report.....6
 - D. Trends Reports
 - 1. Membership Trends.....8
 - 2. Market Summary.....9
 - 3. Inventory Trends.....10
 - D. Strategic Plan.....11
 - E. CEO Report
 - 1. Residential Listing Activity in each Jurisdiction19
 - 2. Clarity MLS Update20
 - F. February Class Report.....25
 - G. Meeting Dates and Event Announcements
 - 1. MLS Standards Committee, 4/1/2020 – 1:30pm
 - 2. MLS Technology Committee, 4/7/2020 - 2:30pm
 - 3. MLSSAZ Executive Committee, 4/20/2020 – 11:30am
 - 4. MLSSAZ Board of Directors, 4/23/2020 – 3:00pm
- IV. Treasurers Report: Cheryl Terpening
 - A. Balance Sheet
 - B. Budget vs. Actuals
 - C. Equity & Reserves
- V. Unfinished Business
 - A. Clear Cooperation Policy – Update and Plan26
 - B. Business Planning Session Wrap-up Reschedule - April
- VII. New Business
 - A. Staffing Update
 - 1. Day to Day operations
 - 2. Search Consultant*
 - B. Covid-19 Office Plans
 - 1. Service of SUPRA boxes
 - 2. Technical Support
 - 3. Agent/Subscriber Support
 - C. Open Houses Statement
- VI. Adjourn

*= Items that may require action.



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

Committee: MLSSAZ Board of Directors
Meeting Date: February 21, 2020
Chair: Sue Cartun, President
Call to Order: 3:04PM

Attendance: Jim Adams Lori Adamson Jim Bowman Sue Cartun
Susan Derlein David Dynes Cathy Erchull (Conference Call)
Diane Marzonie Louis Parrish Joette Schenck Cheryl Terpening

Legal Counsel: Kay Nelson
Staff: Sean Murphy Christine Sanchez Randy Rogers

Action Items:

- M/S/C: Move to approve the Consent Agenda as presented.
- M/S/C: Move to approve the creation of a task force to explore options available to best serve Participants/Subscribers across southern Arizona and bring their recommendations to the March 9 Executive Committee meeting.
- M/S/C: Move to approve the Technology Committee's recommendation to purchase ShowingTime's Premium package service.
- M/S/C: Move to approve the MLSSAZ Policy Statements as presented.

Information Items:

- Eric Gibbs provided an update on today's Clear Cooperation Policy Task Force meeting. The purpose of the task force is to create a policy to implement by May 1.
 - Participants/Subscribers meeting are scheduled for March 17 and 18 at TAR, times to be determined. Staff is working on scheduling meetings in Green Valley and Santa Cruz.
- President Cartun announced Annie Barmore has changed brokerages leaving a Director and Vice President vacancy.
 - John Gebhard of Realty Executives Arizona Territory was appointed to fill the Director vacancy.
 - Louis Parrish was nominated as Vice President and elected by acclamation.
- Review of the January financials.
 - MLSSAZ is at a 11.1-month reserve, 5 months above what is recommended.
 - Miscellaneous expense of \$3998 are the iPads purchased for the board.
 - The TAR Cooperative Agreement line item will be expanded to include more detail.
- Discussion on SCCBR intending on becoming a chapter of WESERV. If they become a chapter of WESERV, the SCCBR organization will no longer exist therefore the Service Center Agreement will no longer be valid.
 - Lori Adamson was excused from further discussion due to conflict of interest.
 - The board discussed options available to best serve the Participants/Subscribers across southern Arizona.
 - A task force was created to explore options available on how to serve Participants/Subscribers include Sue Cartun, David Dynes, Louis Parrish and Cheryl Terpening.
- Review and approval of the Technology Committees recommendation to purchase ShowingTime's Premium package service at \$1.10 per member/per month with a \$5000 set-up fee.
- The March Board of Directors meetings has been rescheduled to March 23 at 3pm.
- Review of the MLSSAZ Policy Statements; review of the revisions to Policy #18 President and President-Elect Travel.

Meeting Adjourned at 4:41pm



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

Committee: MLSSAZ Executive Committee
Meeting Date: February 19, 2020
Chair: Sue Cartun, President
Call to Order: 11:30 am

Attendance: Sue Cartun David Dynes Cheryl Terpening

Absent:

Staff: Sean Murphy Randy Rogers Kay Nelson - Legal

Action Items:

M/S/C: No Action Items

Information Items:

- The committee met at the Arizona Inn.
- Annie Barmore has moved companies and is no longer on the MLS Board. Sue Cartun has contacted Jeff Murtaugh from Realty Executives Arizona Territory for a replacement appointee. An appointee should be known by the February 21 Board Meeting.
- The Vice President position for the Executive Committee is vacant due to Annie Barmore's departure from the Board. The Board will nominate and vote a Vice President at the February 21 Board Meeting.
- The question of whether or not an Association Liaison is eligible to serve on the Executive Committee. Kay Nelson will review the governing documents and report back.
- SCCBR is intending on becoming a chapter of WESERV. The committee discussed the Santa Cruz County Board's service center agreement and Association Liaison seat.
 - If they become a chapter of WESERV, the SCCBR organization will no longer exist.
 - Service Center Agreement will no longer be valid.
 - The committee discussed options available to best serve the Subscribers of the Santa Cruz County region, including operating a satellite location or hiring GVSAR to provide services to Subscribers.
 - Legal will contact SCCBR to inquire on the status of the chapter agreement so the MLS Board may take appropriate actions.
- The March Board of Directors meeting will be moved to Monday, March 23, 2020 due to the Arizona REALTORS® director meeting.
- Sue Cartun would like to convene a meeting of the Executive Committee with Committee Chairs to finalize the business plan/strategic priorities for 2020.
- The committee reviewed the Technology Committee's recommendation for the addition of the ShowingTime Premium platform. The committee agrees with Tech's recommendation to purchase and implement ShowingTime Premium.
- Sean Murphy presented a Participant Request to allow for the Bridge Listing Input (BLI) platform interface with Flexmls to allow for listing input and maintenance from outside the Flexmls system
 - MLSSAZ has always supported the concept of alternate listing input modules for MLS Participants.
- The committee denied a request from the Arizona Department of Financial Services for access to the MLS for investigating appraisal complaints.
- Sean Murphy presented an update on the Clear Cooperation Taskforce and Participant's meetings.



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

Committee: MLSSAZ Standards
Meeting Date: March 4, 2020
Chair: Sterling Bancroft
Called to order: 1:31 PM

Present: Sterling Bancroft, Patrick Devine, Amanda Elmer, Jacob Freidman, Melinda Maddock, Michele Ream, Michael Smith, Henry Zipf.
Absent: Annie Barmore, Ken Nelson, Shiraz-ali Peera.
Staff: Sean Murphy, Andrew Castillo.
Guests: Patrick Jorden.

Information Items:

- Sterling Bancroft the 2020 Chairman chaired this meeting.
- Minutes of the February meeting were approved.
- Sean Murphy gave MLSSAZ Board Report.
- Sean Murphy presented an overview of the Clear Cooperation Policy 8.0, Clear Cooperation Taskforce, and Participant Meeting considerations.
- Standards Committee reviewed the MLSSAZ Listing Procedures with the proposed modifications. The committee recommended the following for consideration.
 - Coming Soon Timeframe – Section 1.27.1
 - “Listings may stay in the Coming Soon status for up to 21 calendar days from the commencement of the Listing Agreement.”
 - Reduction of the 21 day period. A reduced timeframe mitigates the opportunities for misconduct.
 - Non-Mandatory Type: New Construction definition.
 - New Construction is defined as builder owned and not previously occupied.
 - Showings on Coming Soon Listings – Section 1.27.2
 - To allow for showings or showings within the listing brokerage.
 - Schedule of Fines for Violations – Section 26
 - Recommend Clear Cooperation Policy fine of \$500. Fine amounts will continue to increment by a factor of 1 for each subsequent violation of the same type, and shall not exceed \$15,000, until no subsequent violations of the same type occur for one year.
 - Exempt/Delayed Listings – Section 1.6
 - Listings in the Exempt/Delayed status may not be marketed to the public (Recommend language: unless in the status of Coming Soon) per the requirements of the Clear Cooperation rules dictated in Section 1 of these Rules and Regulations.
- Administrative Sanctions Issued.
 - Two Letters of Concern – (1) Repeat Offender-Listing Status (1) Non-Correction of a violation.

Adjourned @ 3:06 PM

Our next meeting is April 1, 2019 at 1:30 PM in the Boardroom



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

MEETING REPORT

Committee: 2020 Technology

Meeting Date: March 3, 2020

Chair: Kelly Hand

Called to order at: 2:33pm

Attendance: Kelly Hand Dawn Heinemann Ronald Keeler
Laurie Lundeen Henry Zipf

Staff: Lori Wadsack Sean Murphy

Absent: Jennie James Rebecca Crane
Brad Sensenbach Cathy Wolfson

Guests: Sophia Herrera Maria Powell

Action Items:

M/S/C: Move to approve Meeting Report of February 4, 2020.

M/S/C:

Information Items:

- Sean gave an update on Clear Cooperation.
- Live demo of Homesnap (Broker Public Portal).
- Live demo of Homespotter.
- Sean gave an update on Flexmls Pro mobile App survey results as well as Flexmls follow-up research sessions.
- Sean to put together Flexmls Pro, Homesnap, and Homespotter side by side feature comparison for next meeting.

Adjourned: The meeting was adjourned at 4:17pm

Next Meeting date will be Tuesday April 7th @ 2:30pm



New Subscribers

2/2/2020 through 2/29/2020

Last Name	First Name	Office	Type	Association
Aguirre	Claudia	HomeSmart	MAB	Other
Anderson	Robin	Homesmart Advantage Group	R	TAR
Backus	Matthew	HomeSmart	MAB	Other
Banks	Grayson	Homesmart Advantage Group	R	TAR
Bass	Stephanie	Long Realty Company	R	TAR
Bolton	Theron	United Real Estate Southern Arizona	R	TAR
Brower	Katie	Keller Williams Southern Arizona	R	TAR
Brownell	Margo	My Home Group Real Estate	R	TAR
Centner Jr	Gerald	Red Hawk Realty LLC	MBB	Other
Colella	Vanessa	Homesmart Advantage Group	R	TAR
Cruse	Tammy	Tierra Antigua Realty	R	TAR
Davenport	Jae	eXp Realty LLC	R	TAR
Dorgan	Emmett	Cobb Realty LLC	R	TAR
Escamilla	Victoria	Realty Executives Arizona Territory	R	TAR
Espinoza	Christian	CASAS Real Estate	R	TAR
Fouts	Duane	West USA Realty	MBB	Other
Garcia	Dayzha	United Real Estate Southern Arizona	R	TAR
Georgelos Fuller	Denise	Long Realty Company	R	TAR
Gilleran	Michael	Long Realty Company	MAB	Other
Gilmore	Helsa	Russ Lyon Sotheby's International Realty	R	SCCBOR
Girard	Michael	Long Realty Company	R	TAR
Gold	Mandy	Haymore Real Estate	MAB	Other
Green	Alexander	Long Realty Company	R	TAR
Greve	Kaleigh	HomeSmart	MAB	Other
Hanson	Christi	Century 21 Northwest	MAB	Other
Harper	Josh	Jeffrey Harper Appraisals	R	TAR
Haymond	Marline	West USA Realty	MAB	Other
Heller	Felicia	OMNI Homes International, LLC	R	TAR
Hess	Jennifer	OMNI Homes International	R	TAR
Holmes	June	Realpros Real Estate	R	TAR
Jahnke	Michelle	Associate Residential Appraisers of Southern	APPR	TAR
Juarez	Yaneli	Keller Williams Southern Arizona	R	TAR
Juska	Renae	Keller Williams Southern Arizona	R	TAR
Kokott	Christopher	Valucentric LLC	APPR	TAR
Lake	Sandra	Realty ONE Group	MAB	Other
Lee	Tiffany	OMNI Homes International, LLC	R	TAR
Lopez	Beata	Coldwell Banker Realty	R	GVSAR
Martinet	Terry	Terry L. Martinet	MBB	Other
May	Amy	eXp Realty	R	TAR
Medel	Tamara	Tierra Antigua Realty	R	TAR
Meeker	John	Tierra Antigua Realty	R	TAR

R=REALTOR, DR=Designated REALTOR, MAB=MLS Only Agent, MBB=MLS Only Broker, APR=Appraiser



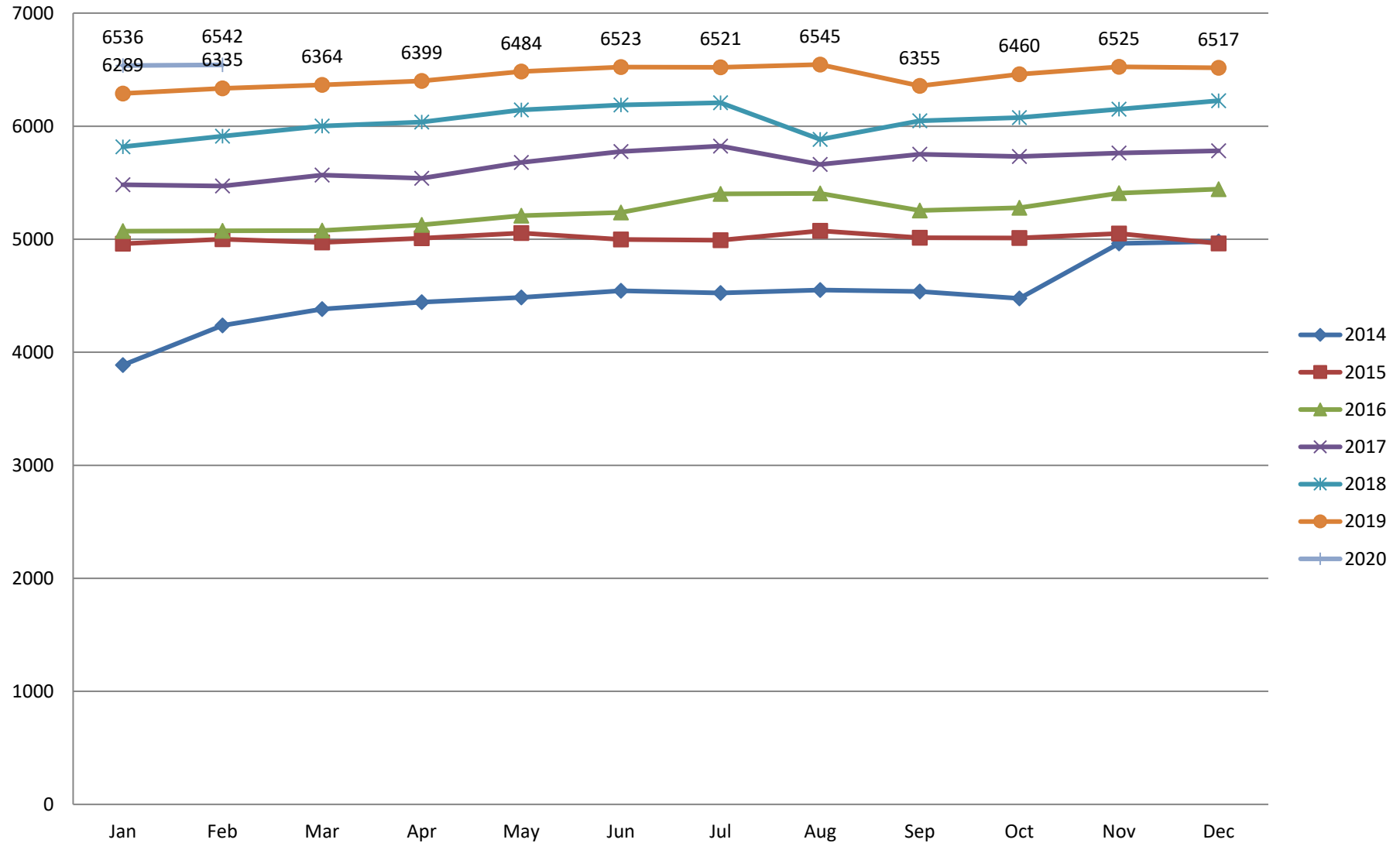
New Subscribers

2/2/2020 through 2/29/2020

Micciche	Joseph	eXp Realty	R	TAR
Munoz	Erika	EMG Real Estate	MBB	Other
Navarro	Janeth	EMG Real Estate	R	TAR
Olvera	Angel	Realty Marketing Group	MAB	Other
Papa	Emily	Keller Williams Southern Arizona	R	TAR
Pardi	Patricia	HomeSmart	MAB	Other
Parisi	Michael	Hartmann Commercial RealEstate	R	TAR
Parsons	Rosetta	Help-U-Sell/SE Rita Ranch Rlty	R	TAR
Pendleton	Steven	South Western Ag Service	MBB	Other
Plog	Rebeckah	Tierra Antigua Realty	R	TAR
Quach	Melissa	Keller Williams Southern Arizona	R	TAR
Randles	Dawn	West USA Realty	MAB	Other
Reisig	Charles	Southwest Urban	R	TAR
Reiter	Donald	Keller Williams Southern Arizona	R	TAR
Reyna	Venisa	Keller Williams Southern Arizona	R	TAR
Rivera Cortes	Julieth	HomeSmart	MAB	Other
Saint-Maux	Leslie	Century 21 Global Partners	MBB	Other
Schiess	Jasmine	Keller Williams Southern Arizona	R	TAR
Shattuck	Lise	Realty Executives Arizona Territory	R	GVSAR
Shirk	Ailyn	Keller Williams Southern Arizona	R	TAR
Siciliano	Kristen	Keller Williams Southern Arizona	R	TAR
Simmons	Peggie	Realty Marketing Group	MBB	Other
Singer	Stacey	Tierra Antigua Realty	R	TAR
Tast	Maria Rosa	Coldwell Banker Realty	R	TAR
Tengs	Tammy	Land22 Real Estate	MBB	Other
Vallecilla	Alvaro	West USA Realty	MAB	Other
Velazquez	Cristina	Coldwell Banker Realty	R	TAR
Wilson	Darin	Realty ONE Group 02	MAB	TAR
Winget	Jessica	DeLex Realty, LLC 001	MAB	Other
Yentzer	Ines	United Real Estate Southern Arizona	R	TAR

New Subscriber Count - 71

Membership Trends February 2020



Active Participants: 916

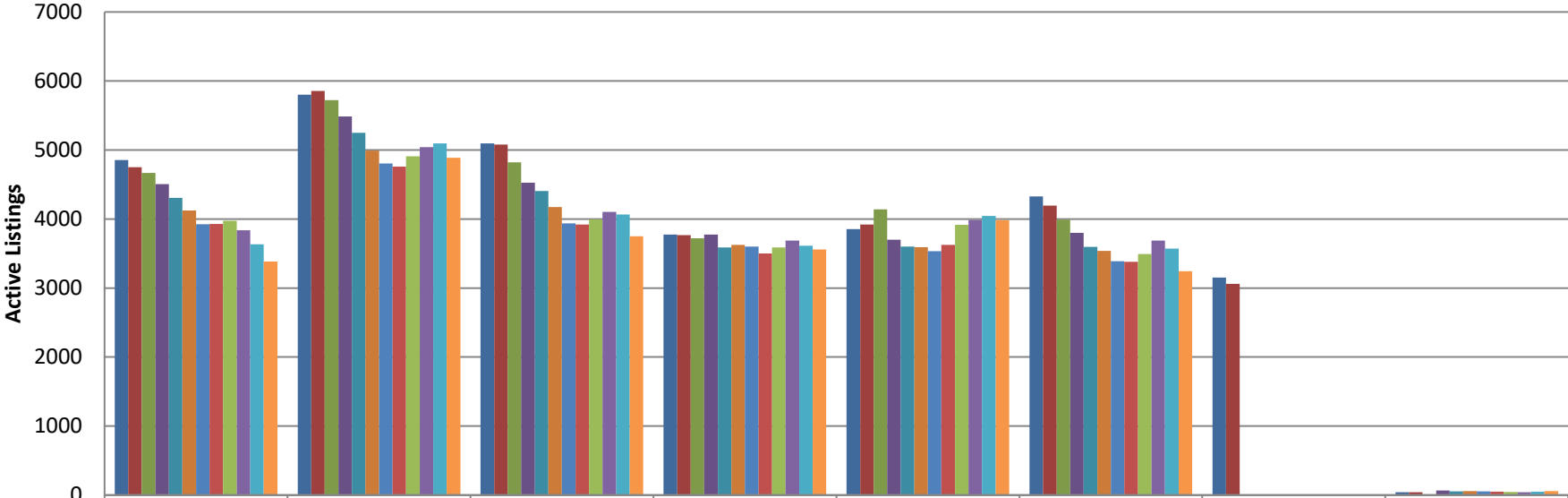
All Residential Properties Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Includes all Single Family and Townhouse/Condo listings in the MLS.



Key Metrics	Historical Sparkbars	2-2019	2-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		1,592	1,595	+ 0.2%	3,518	3,451	- 1.9%
Pending Sales		1,353	1,648	+ 21.8%	2,640	3,093	+ 17.2%
Closed Sales		1,051	1,168	+ 11.1%	1,950	2,207	+ 13.2%
Days on Market Until Sale		50	42	- 16.0%	48	41	- 14.6%
Median Sales Price		\$221,500	\$245,000	+ 10.6%	\$223,700	\$240,000	+ 7.3%
Average Sales Price		\$265,243	\$286,440	+ 8.0%	\$266,263	\$287,077	+ 7.8%
Percent of List Price Received		98.1%	98.4%	+ 0.3%	98.1%	98.3%	+ 0.2%
Housing Affordability Index		129	124	- 3.9%	128	126	- 1.6%
Inventory of Homes for Sale		3,250	2,218	- 31.8%	—	—	—
Months Supply of Inventory		2.5	1.6	- 36.0%	—	—	—

Inventory Trends February 2020



	2004	2015	2016	2017	2018	2019	2020	Distressed
Jan	4856	5803	5095	3777	3855	4329	3150	43
Feb	4750	5857	5078	3765	3922	4196	3059	43
Mar	4668	5721	4820	3721	4140	3989		
Apr	4505	5487	4525	3773	3700	3798		68
May	4307	5250	4408	3589	3601	3598		55
Jun	4123	4992	4175	3624	3593	3538		57
Jul	3926	4803	3936	3602	3536	3388		52
Aug	3927	4758	3919	3500	3627	3381		51
Sep	3976	4909	3996	3587	3918	3493		47
Oct	3838	5043	4103	3689	3988	3687		43
Nov	3633	5096	4067	3611	4046	3571		48
Dec	3383	4888	3752	3557	3982	3245		58

*Beginning January 2016, inventory market area has been adjusted to include the entire MLSSAZ Service Area including Coshise, Graham, and Greenlee counties.



Multiple Listing Service of Southern Arizona

- **STRATEGIC**
- **FRAMEWORK**
- **And 2019-2023**
- **Strategic Plan**

Updated December 19, 2019



DRAFT MLSSAZ Strategic Framework

MLSSAZ Value Proposition

Mission

The Multiple Listing Service of Southern Arizona is the central source for comprehensive, accurate and timely property and community data to facilitate efficient transactions and drive cooperation throughout the region.

Commitment to Quality

In pursuing its mission, MLSSAZ commits to deliver a quality product and user experience as defined by:

Flexibility: proactive response to changing industry trends and subscriber needs – an MLS that provides value for *the way business is being done*

Service: knowledgeable, professional and prompt customer service across multiple channels

Efficiency: tools and resources that drive efficiency in business practice and enhanced productivity

Connection: a comprehensive ‘hub’ that connects subscribers seamlessly with the data, resources and people needed throughout the real estate transaction

Continuous Improvement: regular evaluation to improve MLS efficiency and data integrity

Communication: regular, open, two-way communication and feedback loop, providing subscribers with a voice to inform MLS decision-making

MLSSAZ Vision Statement

The Multiple Listing Service of Southern Arizona will be the real estate professional’s preferred source to meet the needs of consumers for comprehensive, accurate information and connection to resources.

MLSSAZ Long-term Goals

MLSSAZ Programs, Products and Services

1. To be a hub of data, resources and connections to service providers that continue to evolve to meet the changing needs and expectations of participants, subscribers and consumers.
2. To provide access to MLSSAZ tools, training and support whenever, wherever and however participants prefer.

Data Quality and Technology

3. To provide the most comprehensive and accurate data on the region's real estate marketplace and all forms of real property.
4. To provide an unparalleled user experience through the continued application of advances in technology.

Marketing, Communication and Outreach

5. To be recognized and respected as the trusted source for real estate information in all markets within the region.
6. To commit to continuous improvement through open, two-way communication and engagement.

MLSSAZ Organizational Development and Sustainability

7. To be an efficient and progressive organization with active, committed leadership, the staff and financial resources, and the technology and structure required to fulfill MLSSAZ goals and priorities.

◆

2019-2023 MLSSAZ Strategic Plan

MLSSAZ PROGRAMS, PRODUCTS AND SERVICES

Issue: Continued Product Development ('Hub' concept)

Objective: Connect subscribers seamlessly to the programs, products and services they need to successfully serve clients, as those needs change.

2020 Objective as determined by Executive Committee and Board: Retain outside expertise to help identify technology for a 'plug-and-play' platform

2021 Milestones: By 2021 . . .

- MLSSAZ has evaluated, based on needs, options for applications and has implemented the top three.
- A 'hub' plug-and-play infrastructure has been created.

Issue: Training and Technical Support

Objective: Enhance the accessibility of MLSSAZ training and support.

2019 Objective=Complete: Market Stats training created and implemented. See Attachments for more details.

2020 Objective: Identify training needs Q1

2021 Milestones: By 2021 . . .

- Round-the-clock 'how-to' information and technical support is available to members through multiple channels.

Issue: Robust Market Reports

Objective: Produce a suite of market reports that enhance subscriber professionalism in serving clients and facilitate sound decision-making.

2019 Objective=Complete. Replacement Statistics program researched tested and implemented.

2020 Objectives: Surveying brokers about the need for a "showing service". 12/19. Implementing an association specific container in Gateway Dashboard. 2/20 Process of retiring ActiveKEY and fully implementing eKEY. In Process

2021 Milestones: By 2021 . . .

- A reporting system, together with on-demand training, is in place to meet the needs of changing market conditions.

DATA QUALITY AND TECHNOLOGY

Issue: Application of Advanced Technology

Objective: Stay on the cutting-edge of technological advancement to remain an essential tool that supports the way subscribers are doing business.

2019 Objective=In Process. FlexMLS contract was extended for 36 months.
2020 Objective=In Process. FlexMLS will partner with MLSSAZ to conduct research, surveys, usability studies and focus groups.

2021 Milestones: By 2021 . . .

- MLSSAZ has a robust mobile presence for agent use with multiple integrations.

Issue: Regional Integration and Quality of Data

Objective: Demonstrate the value of MLSSAZ to non-users as the most comprehensive, accurate and timely data platform in the region.

2019 Objective=Complete. Converted and imported historical information from the Green Valley/Sahuarita into the MLSSAZ database. 05/19 Converted and imported historical information from the Santa Cruz County into MLSSAZ database. 07/19.

2021 Milestones: By 2021 . . .

- MLSSAZ will have explored and pursued potential expansion in the region and beyond.

Issue: Data Expansion

Objective: Become the single source for subscribers to address all essential property and related data.

2021 Milestones: By 2021 . . .

- A commercial information exchange will be operational.
- MLSSAZ will be integrated into traditional property management platforms.

MARKETING, COMMUNICATION AND OUTREACH

Issue: Subscriber Customer Service

Objective: Put systems in place so that all subscribers receive excellent customer service and have regular opportunities to express needs and engage in MLSSAZ
2019 Objectives=Complete. Gateway is utilized for Breaking news and important information.

2020 Objectives: Implement hotline Q1. Develop recurring newsletter for non-emergency information. Q1

2021 Milestones: By 2021 . . .

- Information on the MLS is being consistently delivered to all subscribers, regardless of association affiliation.
- All members have an opportunity on a regular basis to express needs, provide feedback, etc.
- All subscribers are met with consistent, prompt, professional response whenever and however they interact with MLSSAZ.
- Subscribers experience ease of use and immediate access on an interactive, responsive platform.

Issue: Communication of the MLSSAZ Value Proposition/Brand

Objective: Raise awareness and recognition by subscribers and consumers of MLSSAZ as the preferred source for property data in the region.

2019 Objective=Complete. MLSSAZ hosted a Participants Meeting at the GVSAR conference center.05/19

2020 Objective In Process. MLSSAZ is creating a membership website. This will be created in conjunction with the new TAR website. Address with new Communications Director.

2021 Milestones: By 2021 . . .

- MLSSAZ is branded as the originating, most credible source for accurate, comprehensive and timely property data.

Issue: Embracing the Range of Needs within the MLSSAZ Reach (2 votes)

Objective: Better reflect the range of needs of subscribers and markets within MLSSAZ data and services.

2019 Objective=Complete. Profile Sheets updated to include dining and breakfast areas, conventional pool.08/19

2020 Objective=In Process. Profile Sheets in the process of being reviewed for address concerns, frustration with Lane/Lot and Rental fields.

2021 Milestones: By 2021 . . .

- MLSSAZ will have evaluated the full range of subscriber data and service needs in the region and will have evolved to accommodate two top priority needs (such as reports for different types of buyers, and definitions and search options for property types).

MLSSAZ ORGANIZATIONAL DEVELOPMENT AND SUSTAINABILITY

Issue: MLSSAZ Business Model (2 votes)

Objective: Adopt an MLSSAZ business model that supports the most efficient and profitable operation possible.

2019 Objectives=Complete. Staff reviewed data and cleaned up of RAMCO

Membership System. Completed 07/19. Staff reviewed accounting procedures and implemented improvements of RAMCO Membership System. 09/19. Staff set up and implemented an automated transmittal of data from the RAMCO Membership System to the Supra/FlexMLS systems. 9/2019. MLSSAZ hosted three strategic planning sessions. Goals and Strategic Priorities were created. 02/19. New methods of communication were utilized for the 2019/2020 billing cycle. These include newsletter/updates, emails, message boards, direct broker messages, and login intercept messages. 11/19. Updated MLSSAZ Policy statements for consistency with the MLS By-laws and rules and regulations.

2021 Milestones: *By 2021 . . .*

- MLSSAZ will have evaluated and evolved to a business model that better supports the future needs and value proposition of the MLS

Issue: Expansion of Scope/Growth Strategy (8 votes)

Objective: Expand the reach of the MLS to provide value for all critical segments of the real estate marketplace.

2020 Goal as determined by BOD and Executive Committee. Develop protocol and procedures for evaluation. Develop standards.

2021 Milestones: *By 2021 . . .*

- MLSSAZ will have defined new strategic categories for expansion.

Issue: MLSSAZ Leadership and Governance (5 votes)

Objective: Develop a system and structure to ensure continuous engagement of subscribers from all parts of the region, and development of competent, progressive leaders for MLSSAZ.

2019 Objectives=Complete. Addition of Board voting representation by regional associations. 1/19. Developed Board and staff communication protocol, 11/19. Held annual elections for 2020 BOD

2021 Milestones: *By 2021 . . .*

- Pathways to leadership have been defined.
- The MLS governance structure has evolved to represent diverse constituents and the leadership competencies needed to achieve MLSSAZ goals.

Issue: MLSSAZ Resource Capacity (12 votes)

Objective: Ensure that the resources are available to regularly invest in the programs and technology that will position MLSSAZ as a progressive, preferred platform for property data and services.

2019 Objective=Complete. Established strongest financial reserves in recent history, 11/19. Reviewed and adjusted Cooperative Agreement with Shareholder for cleaner numbers monthly, on-going. Established daily financial operations to minimize risk and

provide efficiencies at reduced cost, 5/19 Achieved “clean” audit for 2018. Hired first ever MLSSAZ Legal Counsel

2021 Milestones: *By 2021 . . .*

- MLSSAZ will have a clear understanding of the long-term resources needed and will have pursued both traditional and non-traditional options to build capacity.
-

Below is a summary of the Residential listing activity in each jurisdiction.

Jurisdiction		All	GVSAR	Other	SCCBBR	TAR
SCCBBR						
	Active Listings	240	29	11	118	94
	2019 Sold Listings	473				
	Listed By		49	27	293	142
	Sold By		60	22	286	139
SCCBBR w/o Sonoita & Elgin						
	2019 Sold Listings	428				
	Listed By		49	23	293	100
	Sold By		57	16	284	98
GVSAR						
	Active Listings	497	311	16	6	187
	2019 Sold Listings	2170				
	Listed By		1256	118	27	874
	Sold By		1106	120	80	1012
GVSAR w/o Rancho Sauharita						
	2019 Sold Listings	1707				
	Listed By		1151	80	27	531
	Sold By		1036	98	74	652
TAR						
	Active Listings	3802				
	2019 Sold Listings	17011				
	Listed By		97	869	53	16062
	Sold By		113	763	64	15655
TAR + Sonoita, Elgin, Rancho Sahuarita						
	2019 Sold Listings	17056				
	Listed By		95	873	51	16102
	Sold By		114	769	64	15694

Clareity® MLS Executive Workshop

FEBRUARY 26-28, 2020 | SCOTTSDALE, AZ



AGENDA

WEDNESDAY, FEBRUARY 26

7:30 am – 4:00 pm	Golf Outing <i>Meet in hotel lobby</i>
8:30 am – 3:00 pm	ATV Outing <i>Meet in hotel lobby</i>
10:30 am – 2:00 pm	Food Tour Outing <i>Meet in hotel lobby</i>
11:00 am – 4:00 pm	Baseball Outing <i>Meet in hotel lobby</i>
6:00 pm – 8:00 pm	Welcome Reception - Tailgate Party <i>Cypress Court Lawn, Scottsdale Plaza Resort</i> Touchdown! Enjoy cocktails and appetizers with workshop peers. Join the fun in the Zillow End Zone and be sure to wear your favorite team Jersey!

THURSDAY, FEBRUARY 27

7:30 am – 8:30 am	Registration and Morning Coffee <i>Grande Ballroom Foyer</i> Registration for those who didn't pick up their registration package at hotel check-in.
8:30 am – 9:15 am	Welcome and State of the Industry Gregg Larson (CoreLogic)
9:15 am – 9:30 am	The Last Decade of MLS and What's to Come Matt Cohen (CoreLogic)
9:30 am – 9:50 am	The New MLS Story Denee Evans (CMLS)
9:50 am – 10:15 am	BREAK
10:15 am – 11:15 am	Keynote: "Think Different" Duncan Wardle Learn from the former Global Chief of Innovation at Disney how to solve challenges by removing limitations on our ability to think creatively.
11:15 am – Noon	Non-Traditional Offerings Amy Gorce (CoreLogic), Michael Lane (ShowingTime), Jeremy Crawford (FMLS), Ishay Grinberg (Rental Beast)
Noon – 1:15 pm	LUNCH <i>Terraza Pavillon</i>
1:15 pm – 1:45 pm	MLS Policy 8.0 - Coming Soon or Not? Ed Zorn (CRMLS), Jeff Lasky (MRED)
1:45 pm – 2:15 pm	Getting the Story out with CRM George Pickard (NNRMLS), Dave Wetzel (MLSListings)
2:15 pm – 2:45 pm	Data is POWER! Hear from a panel of data and analytics experts regarding emerging types and sources of information that benefit agents and consumers.
2:45 pm – 3:15 pm	BREAK
3:15 pm – 3:40 pm	MLS Consolidation: Opportunities (East Coast) Brian Donnellan (BrightMLS), Matt Cohen (CoreLogic)
3:40 pm – 4:05 pm	MLS Consolidation: Opportunities (West Coast) Art Carter (CRMLS), Matt Cohen (CoreLogic)
4:05 pm – 4:30 pm	MLSs and Natural Market Areas Sunny Lake Hahn (Zillow)
4:30 pm – 4:45 pm	Open APIs Enabling Next Generation Apps Tom Morgan (Realty/ZapLabs)
5:15 pm – 7:30 pm	Workshop Happy Hour <i>Grande Ballroom Foyer</i> A perfect opportunity to network with workshop peers. Cocktails and appetizers will be served.

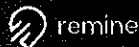
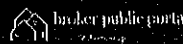
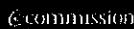
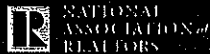


FRIDAY, FEBRUARY 28

7:30 am – 8:15 am	BREAKFAST Terraza Pavillon
8:30 am – 9:00 am	Setting Up a Real Estate Photographer Program Mitch Skinner (Larson Skinner), Andy Bencosme (CRMLS)
9:00 am – 9:20 am	RESO Topics Sam DeBord (RESO)
9:20 am – 9:40 am	MLS Could Increase Its Value via RESO Standards Matt Cohen (CoreLogic), Sam DeBord (RESO)
9:40 am – 9:55 am	NAR Resources Rodney Gansho, Rene Galicia (NAR)
9:55 am – 10:20 am	iBuying and Zillow Homes
10:20 am – 10:35 am	BREAK
10:35 am – 11:00 am	MLS Governance Evolving Bill Miller (Metrolist) and Gregg Larson (CoreLogic)
11:00 am – 11:30 am	MLS Security: Table Stakes and Stretch Goals Matt Cohen (CoreLogic)
11:30 am – Noon	Wrap-Up Gregg Larson (CoreLogic)
Noon – 2:00 pm	LUNCH Terraza Pavillon

We reserve the right to make changes to this agenda. Emerging topics may require last minute adjustments.

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Randy Rogers

From: Matt Cohen <macohen@corelogic.com>
Sent: Monday, March 9, 2020 9:30 AM
To: Randy Rogers
Subject: Takeaways from the 2020 Clarity® Workshop



There's no way a blog post can do justice to the learning and networking value of Clarity's 19th annual MLS Workshop any more than it could replicate the performance of your favorite musician. But the following are a few of the takeaways from the sessions. The theme of the workshop was to "think audaciously," and many of the sessions reflected that ambition.

The keynote from Duncan Wardle, former head of innovation at Disney, helped attendees think more creatively. When brainstorming, he stressed that it's important to use the phrase "Yes, and..." to expand on an idea instead of "No, but...", which makes ideas smaller or shuts down an idea entirely.

I talked about the future of MLS systems, which will include all manner of artificial intelligence that pushes information and insights to the people that need them, rather than having people log in and sift through piles of data themselves. MLS search may also better reflect the social nature of couples and groups buying together rather than being geared for a single searcher.

In the "Non-Traditional Offerings" session moderated by Amy Gorce, we learned that ShowingTime has built on their messaging platform to facilitate more efficient offer management. We learned more about the value of providing better technology for rentals from Rental Beast. And Jeremy Crawford from FMLS explained how his MLS has improved their service to appraisers, which in turn is resulting in faster transaction closings and quicker commissions for agents. Attendees took away many audacious ideas for offering services they hadn't considered before!

Attendees were enlightened by how George Pickard from NNRMLS and Dave Wetzel from MLSListings are using CRM to improve billing, office transfers, joining the MLS, customer support, and contract management and compliance. All of this can radically improve subscriber services from MLSs.

Art Carter from CRMLS and Brian Donnellan from Bright MLS provided insights about their future MLS goals and how scale increasingly matters. MLSs came away with an understanding that consolidation can mean a lot more than just a larger MLS that

does the same thing it did in the past.

In the “Setting up a Real Estate Photographer Program” session, Mitch Skinner from Larson Skinner PLLC and Andy Bencosme from CRMLS provided legal insights and practical tips from an MLS that has already implemented a photographer program. This type of program can help protect subscribers from litigious photographers by having the photographers establish a relationship with the MLS that provides all the rights subscribers may need when they receive photos from a photographer.

RESO CEO Sam DeBord explained how data standards make things much easier for technology providers. He also explained the three unique IDs that RESO has been working on: organization, licensee, and property.

I described how MLSs could increase and diversify their value by adopting new RESO standards. I explained how the internet tracking standard could be used not only to provide seller and MLS management reports, but also to improve the experience for buyers and even improve agent safety. RESO standards may also be used to create a more robust “e-lead” that can be processed in a standardized way by lead management systems and provide agents with greater insight before contacting the inquirer.

Gregg Larson reviewed some of the latest MLS governance improvements, focusing on MARIS’s work on reducing the size of their board to twelve, including the voices of urban, suburban and rural practitioners, as well as voices from outside the industry. Bill Miller explained how his part-broker-owned MLS achieved a balance between associations and brokers in their governance model. These types of newer governance models can provide for more nimble MLS governance.

I then provided insights from my MLS information security assessments on the current state of MLS security and the opportunities for improvement. CEOs learned not to just depend on their technical staff for information security since so many of the issues need to be addressed at the CEO level, such as contracts, policies and procedures, physical security, HR practices, and more.

Thanks to all who attended the Clarity MLS Executive Workshop this year. We were excited by the many new perspectives and stories that we heard, the great operational tips and best practices, the audacious new ideas, and the marvelous conversations that we started there and that I hope we continue. Thanks to our many guest speakers, the CoreLogic® staff that supported us during the event, and all the sponsors without which the event would be nowhere near as wonderful.

Slides from many of the presentations are now available on the event app. Congratulations to Glenn Christoph, Doug Rotthaus, and Shaun Sinden! They are the winners of the survey contest. We value your feedback about the event, so if you haven’t completed the event survey, you can still do so. Please contact [Kim McLean](#)

for the event app web version instructions (no app required).

If you missed the 2020 Workshop, mark your calendars for February 24 – 26, 2021. Registration is usually available by September, and the event sells out quickly!

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Matt Cohen and Gregg Larson continue to provide the industry with advisory services including public speaking, surveys and strategic planning, MLS consolidation facilitation, and security assessment. Please contact them if you have an inquiry about these services (macohen@corelogic.com or grlarson@corelogic.com).



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Classes

Feb. 2020 - 7 training days
less - 2 PTO, 3 CCIM, 2
Professional Development

Year 2020	January	# of Classes	Attend.	Feb.	Classes	Attend
Class One	Fundamentals	4	40		2	15
Class Two	Searching	3	30		2	12
Class Three	CMA	2	22		4	34
Tips and Tricks		1	11		1	8
MarketStats		3	19		2	8
RPR		1	7		0	
Private Coaching						
Business Hours 1-1			16			15
Before or After Hours 1-1			2			2
Brokerage Private Classes		0				Omni in 1 Lab
Total Class and PC Attendance		14	147		12	94
Video Views			314			249
Training total touches MLSSAZ			461			340

MLSSAZ Clear Cooperation Implementation Plan

Policy

- MLSSAZ Rules & Regulations modifications draft.
 - (Final Review) CCP Taskforce to review Standards Committee & Participant Forum feedback and considerations for possible revisions to policy. **(Final Review) Goal to meet 4/16-4/20**
 - Need to have finalized Policy for BOD approval **by 4/23 meeting date**
 - Review 1.26 - Listings for Comparable Purposes.
 - (Standards?) May need to consider an Office Exclusive Listings that are procured off MLS as Listing for Comparable Purposes.

Forms

- Exempt/Deferred/Coming Soon Form.
 - CCP Taskforce to review new exempt, delay, coming soon form.
 - Review MLSSAZ Listing Agreement.
 - Review Listing Agreement to identify area impacted by CCP. Marketing portion of the LA need to acknowledgement.
 - Upload forms to Transactions Desk – Lori/Brian.

Technical Implementation

- Time Frame to active new fields **4/27-5/5 (Goal Friday, May 1, 2020) Recommend the date of 5/4 to turn on new fields.**
- Lori to communicate with Flex to activate new fields. Five business day lead time to deliver Spec Sheet of changes to Flex **(Deliver by 4/23/20)**
- Tech Notes for Spec Sheet: Turn on “Coming Soon Status No Show”, Commencement Date Field, Go Live Date Field.
 - Commencement Date Field means date of listing.
 - Go Live Date Field means when listing goes to active status.
- Headmaster Rules (reminder notifications to participants)
 - Reminder Notice to Listing Agent & Broker for Coming Soon expiration date, listing will transition to automatically to Active.
 - Email notifications triggered at 5 days and 1 days prior to Coming Soon expiration date.
 - Craft message for expiration notification.
 - Explain purpose of notification and impact to listing (migrating from Coming Soon to Active Status.)

Education

- Month of April is reserved for education.
- Quick reference visual guide
- Video presentation – (Bethann)
- MLSSAZ policy resource materials with details.
- Gateway login messages, MLSSAZ Facebook & YouTube platforms.
- Classes or office visits?

Compliance

- Full compliance begins 5/1/20
- Compliance consideration addressed in MLSSAZ Corrections Policy 39 – Section 2.3
 - If a violation of the MLS Rules & Regulations is a **Non-Correctable Violation** or a Behavioral Violation, the initial Notice of Correction indicating two business days for correction will not be sent. The Subscriber and his/her Participant will only receive a Notice of Review indicating that the MLS Standards Committee will review the violation. The MLS Standards Committee will review the violation and determine if sanctions are to be issued. Following the MLS Standards Committee Meeting, a notification will be sent to the Participant and Subscriber and will include an invoice for the amount of the fine if one was issued. Refer to MLSSAZ Rules and Regulations Section 26 for a schedule of fine amounts.
- Track violation notifications & trends to identify areas for improvement.