



# MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

## MEETING AGENDA

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

- I. Call to Order 3:00pm
- II. Consent Agenda\*
  - A. Board of Directors Meeting Report, June 25, 2020.....2
  - B. Committee Reports
    - 1. Executive Committee, June .....4
    - 2. Technology Committee, July 7, 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. June Education Report.....19
- III. Treasurers Report: Cheryl Terpening
  - A. Balance Sheet
  - B. Budget vs. Actuals
  - C. Equity & Reserves
  - D. MLS Fees renewal update
  - E. 2021 Budget Planning
    - 1. 2021/2022 Fees
  - F. Service Agreements
- IV. Unfinished Business
  - A. ShowingTime Review
  - B. Participants Meeting Review
  - C. Building Update
  - D. Active Key Review
  - E. Training and Webinars Update
  - F. FlexMLS Pro-Phone App-currently available, promotion in August
- V. New Business
  - G. Standards Committee, June 15, 2020.....20
    - 1. Recommend adding the proposed language to the listing agreement of a seller acknowledgement for the capturing of video & images during showings\*
  - H. Business Planning Meeting recap

ADJOURN

\*= Items that may require action

### Meeting Dates

- 1. MLS Standards Committee, 8/5/2020 – 1:30pm
- 2. MLS Technology Committee, 8/4/2020 - 2:30pm
- 3. MLSSAZ Executive Committee, 8/24/2020 – 11:30am
- 4. MLSSAZ Board of Directors, 8/27/2020 – 3:00pm



# MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

**Committee:** MLSSAZ Board of Directors (Zoom Video Conferencing)  
**Meeting Date:** June 25, 2020  
**Chair:** Sue Cartun, President  
**Call to Order:** 3:04pm

**Attendance:** Jim Adams                      Jim Bowman                      Sue Cartun                      Susan Derlein  
David Dynes                      Cathy Erchull                      Louis Parrish                      Joette Schenck  
Cheryl Terpening

**Absent:** Lori Adamson                      Kim Clifton                      John Gebhart                      Diane Marzonie

**Guest:** Greg Van Zuiden

**Staff:** Christine Sanchez                      Randy Rogers                      Jennifer Bailey

## Action Items:

M/S/C: Move to approve the Consent Agenda as presented.

## Information Items:

- Greg Van Zuiden of ShowingTime presented a high-level overview of the key features of the product.
  - Advanced training by ShowingTime will be scheduled.
  - Short video tutorials are available under Help & Support in the side menu bar on FlexMLS.
- Review of the May financials.
  - Reserves are at 10.7 months.
  - Adjustments were made to the budget when the audit was completed; CEO Rogers will request Bruin & Associates include notes in the financials of any adjustments made.
  - CEO Rogers will inquire what are the Fixed Assets Software line item of \$6280 on the Balance Sheets and why ShowingTime is not listed as a budgeted item.
    - CEO Rogers will request to have separate line items for the ShowingTime products: MarketStats and Showing Management.
- CEO Rogers reported that as of June 24<sup>th</sup>, 1,865 agents have paid their MLS fees invoices which are due on July 31.
- CEO Rogers provided an update of the Clear Cooperation Policy and Coming Soon Status.
  - Compliance has received an average of 12-16 calls and emails daily regarding corrections to listing information input, questions on signage and when various types of public marketing is allowed and listing submission strategy.
  - There have been 22 violations reported. The results have been mixed, some agents claim to not be fully aware of the regulation, no violation was found and violations caused due to unforeseen circumstances such as sickness or being hospitalized. Staff is continuing to educate agents on the policy on all reported violations.
  - Staff has created a Coming Soon Status Guide for agents and is available on the website.
- Discussion of tracking the Open Houses weekly statistics and how the pandemic has affected the market.
  - Some agents have experienced appraisers refusing to go out and appraise properties and low appraisals coming in. It was suggested to track appraisals and continue to share what is trending in the market.
- President Cartun mentioned that Nicole Brule-Fisher will be the Chair of the website workgroup who will provide information on who the audience is and needs for the website. The information will be used to solicit RFP's for the website.

- The Participants meeting is scheduled for Monday, June 29<sup>th</sup> at 2pm via Zoom.
  - The meeting will be informational and will include recognition of the board, committee chairs and staff, new services such as ShowingTime, Clear Cooperation, Coming Soon, Flex App, election update and candidate introductions and treasures report.
- CEO Rogers reported the building hours will expand beginning July 1<sup>st</sup> to 10-2pm Monday through Friday. All in-person meetings and classes will continue to be hosted virtually throughout the month of July.
  - CEO Rogers will inquire what type of calls are being received on Saturday and how many calls to determine if this service will continue in the future.
  - CEO Rogers reported that Pearson Vue testing is at capacity until July 15<sup>th</sup>
- Recognition of staff members, CEO Rogers, Lori Wadsack and Andrew Castillo on technology issues that were worked through behind the scenes and Clear Cooperation Policy.
- Meeting Adjourned at 4:28pm



# MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

**Committee:** MLSSAZ Executive Committee (Zoom)  
**Meeting Date:** June 15, 2020  
**Chair:** Sue Cartun, President  
**Call to Order:** 11:37 am

**Attendance:** Sue Cartun      David Dynes      Cheryl Terpening      Louis Parrish

**Absent:**

**Staff:** Randy Rogers

**Action Items:**

**Information Items:**

- 2020/21 Fees Billing update
  - As of 6/15/20 1500 subscribers have renewed. I will be getting weekly comparisons going forward.
- Clear Cooperation Policy Update and Coming Soon Update
  - Weekly reports will continue to be generated and will have the added numbers of Coming Soon listings, and Virtual and in-person open houses.
  - Andrew is providing a “How To” guide for Coming Soon and will continue to educate the agents who call in. Most calls are regarding how to do a Coming Soon listing or understanding the policy.
- Strategic Plan Review
  - Reformat of the current plan will take place to be much more usable format.
    - Business Planning Session-Scheduled for July 16/17 from 9-11AM via Zoom
    - Focus of the meeting will be the remaining 6 months of 2020 and key objectives
    - Participant Meeting-Looking at dates later in the year. This was later adjusted to meet the By-Laws requirements and meeting was scheduled for June 29, 2020 via Zoom.
- Review of Clarity and Courthouse Retrieval Systems Contracts.
  - Determined that the Technology Committee was the right group to review and should be on the agenda for the July meeting.
  - Once review is complete the Budget and Finance Committee would be the final review of the contract prior to approval and signatures.
- Unfinished Business
  - Showing Time Training Schedule- the schedule was sent via separate link and additional session were being added. There will be a demonstration at the June BOD meeting.
  - Website Workgroup-Nicole Brule-Fisher is Chair. Members will be selected, and the goal is to develop a RFP to distribute to 3 potential vendors.
  - FlexMLS Pro Phone App-This app is already in place and a plan for further education is being developed for August promotion. Several are already using the app.
  - Supra Active Key update-as of today there are 627 active key users. They are being contacted as to options to eliminate the active key by 12/31/20.

Meeting Adjourned 1:17 pm



# MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

## MEETING REPORT

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**Committee:** 2020 Technology

**Meeting Date:** July 7, 2020

**Chair:** Cathy Wolfson

**Called to order at:** 2:34pm

**Attendance:** Kelly Hand                      Jennie James                      Dawn Heinemann  
Ronald Keeler                      Laurie Lundeen                      Cathy Wolfson  
Henry Zipf

**Absent:** Rebecca Crane                      Brad Sensenbach

**Staff:** Lori Wadsack                      Randy Rogers

**Action Items:**

**M/S/C:** Move to approve Meeting Report of June 2, 2020.

**Information Items:**

- Randy Rogers gave an update on training we will be providing for the Flexmls Pro App. The Tucson Association of REALTORS® will begin to publicize the trainings in the coming weeks.
- Discussed any feedback on new ShowingTime product. Agents are hesitant to use it, but all feedback has been positive.
- Discussed the Clarity Dashboard. Feedback from committee was that it serves its purpose. It was recommended that Transaction Desk be added right before Zipforms and Listingbook be removed.
- Committee recommends Marketstats be added to our public website, mlssaz.com, if possible.
- Committee recommends looking at what other options might be available to replace Clarity as the contract expires at the end of the year.
- Committee favored extending the contract with Courthouse Retrieval Systems (CRS Data) as it is due to expire at the end of the year. Committee was very satisfied with the product and did not feel it was necessary to review any other options.
- Discussed COVID-19. It was suggested we incorporate the COVID Property Access Form in with the sign-in sheet.

**Adjourned:** The meeting was adjourned at 3:35pm.

Next Meeting date will be Tuesday August 4th @ 2:30pm



# New Subscribers

6/1/2020 through 6/30/2020

Last Name	First Name	Office	Type	Association
Norman	Sheila	Sheila Marie Norman	DR	TAR
Mendoza	Barbara	BM Continental Realty	DR	SCCBOR
Hansen	Deborah	West USA Realty	MAB	Other
Jolly	Kenneth	West USA Realty	MAB	Other
McNamara	Edward	Sound Realty	MAB	Other
Star	Sherie	Keller Williams Southern Arizona	MAB	Other
Vescovi	Lize	Success Property Brokers	MAB	Other
Rydlund	Carmen	HomeSmart	MAB	Other
Ruiz	Elizabeth	Haymore Real Estate	MAB	Other
Zaback	Austin	My Home Group Real Estate	MAB	Other
Beitzel	George	Realty Executives AZ Territory	MAB	Other
Kolachi	Michelle	Redfin Corporation	MAB	Other
Pullen	Sally	Keller Williams Northeast	MAB	Other
Chilelli	Dave	HomeSmart	MAB	Other
Peden	Sarah	My Home Group Real Estate	MAB	Other
Evans	Jonathan	Coldwell Banker Realty	MAB	Other
Martell	Daniel	Realty Executives Arizona Territory	MAB	Other
Schmidt	Claudia	Tierra Antigua Realty (SV)	MAB	Other
Karna	Pradeep	HomeSmart	MAB	Other
Novak	Mark	DPR Realty, LLC	MAB	Other
Moreno	Blanca	eXp Realty LLC	MAB	Other
Crowell	Danielle	HomeSmart	MAB	Other
Hopkins	Pamela	Arizona Distinguished Properti	MBB	Other
Wexler	Daniel	Jason Mitchell Real Estate Arizona	MBB	Other
Kennedy	Murray	Arizona 360 Realty	MBB	Other
Hall	Steve	Tierra Antigua Realty	R	TAR
Mendoza	Lizette	Century 21 Success Realty	R	SCCBOR
Rogers Johnston	Cherryl	HomeSmart Pros Real Estate	R	GVSAR
Carstensen	Tracy	Tierra Antigua Realty	R	TAR
Pollock	Troy	Homesmart Advantage Group	R	TAR
Lampkins	Andre	eXp Realty LLC	R	TAR
Kurtz	Noel	Realty Executives Arizona Territory	R	TAR
Carlgren	Michelle	eXp Realty LLC	R	TAR
Grossman	Rosella	RE/MAX Select	R	TAR
Stokoe	James	Lighthouse Realty	R	TAR
Gillette	Matt	Long Realty Company	R	TAR
Macey	Shannon	Bright Properties	R	TAR
Massengale	Kimberly	1st Heritage Realty	R	TAR
DeLuca	Ryan	Long Realty Company	R	TAR
Domitrovich	Karol	Arizona Eagle Realty	R	TAR
Maldonado Virgen	Alejandra	Realty Executives Arizona Territory	R	TAR

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



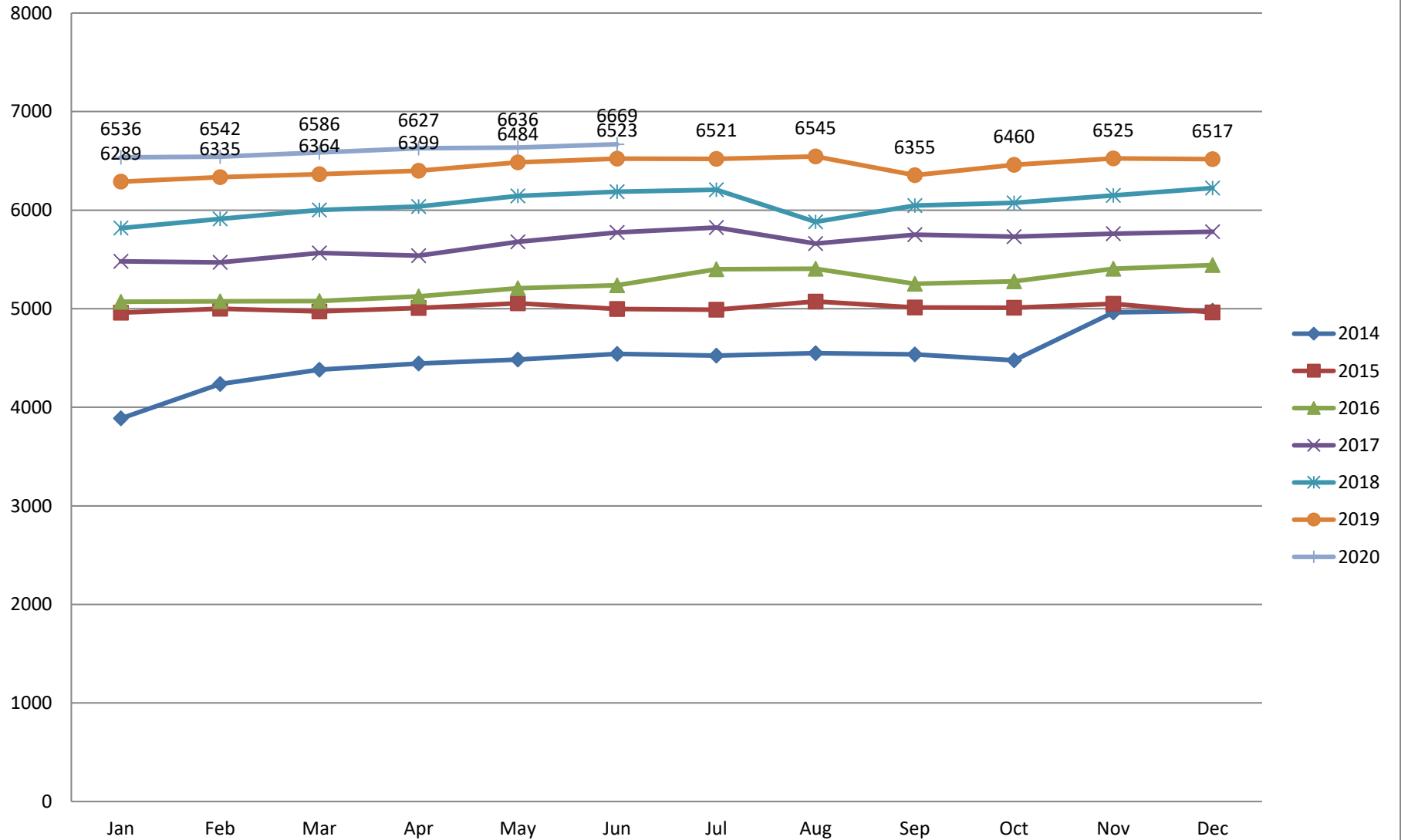
# New Subscribers

6/1/2020 through 6/30/2020

Kortright	Jhovanna	Tierra Antigua Realty	R	TAR
Pritchett	Richard	Oliver Realty, LLC	R	TAR
Hadden	Joseph	Tierra Antigua Realty	R	TAR
Infante	Karol	Tierra Antigua Realty	R	TAR
Loveridge	Bill	Long Realty Company	R	TAR
Christiansen	Hope	Keller Williams Southern Arizona	R	TAR
Rodriguez	Melia	Tierra Antigua Realty	R	TAR
Bustamante	Marta	Tierra Antigua Realty	R	TAR
Rich	Micah	Realty Executives Arizona Territory	R	TAR
Bon	George	Coldwell Banker Realty	R	TAR
Karr	Emily	HomeSmart Pros Real Estate	R	TAR
Chavez	Andrea	Realty One Group Integrity	R	TAR
Spencer	Rod	eXp Realty	R	TAR
Houchin	David	Realty Executives Arizona Territory	R	TAR
Valdez	Jim	Long Realty Company	R	TAR
Smith	Jacob	Long Realty Company	R	TAR
Clinco	Briggs	Coldwell Banker Realty	R	TAR
Herrera Gomez	Armando	Keller Williams Southern Arizona	R	TAR
Ochoa	Barbara	Long Realty Company	R	TAR
Castell	Krystal	Keller Williams Southern Arizona	R	TAR
Widman	Jenna	Keller Williams Southern Arizona	R	TAR
Kyriakis	Alexis	Tierra Antigua Realty	R	TAR
Plum	Charles	Realty Executives Arizona Territory	R	TAR
Riccardi	Candace	eXp Realty	R	TAR
Chambers	Julie	Tierra Antigua Realty	R	TAR
Shalvay	Kimberly	Keller Williams Southern Arizona	R	TAR
Walling	Amy	Tierra Antigua Realty	R	TAR
Miranda	Manuel	Engel & Volkers Tucson	R	TAR
Bernard	Gregory	Long Realty Company	R	TAR
Ledbetter	Steven	Coldwell Banker Realty	R	TAR
Nicholson	Joshua	Tierra Antigua Realty	R	TAR
Dawson	Rebecca	RE/MAX Select	R	TAR
Alexander	Lauren	Tierra Antigua Realty	R	TAR
Toone	Peter	Manova Realty LLC	R	TAR
Morgan	John	PMI Tucson	R	TAR
Aguirre	Michelle	Coldwell Banker Realty	R	TAR
Montgomery	Rachael	Keller Williams Southern Arizona	R	TAR
Knorr	Ashley	Realty Executives Arizona Territory	R	TAR
Crawford	Maxine	Tierra Antigua Realty	R	Other
Laguna	Anthony	Tierra Antigua Realty	R	TAR
Goldstein	Ben	United Real Estate Southern Arizona	R	TAR
Price	Amber	KMS Realty LLC	R	TAR

New Subscriber Count - 83

## Membership Trends June 2020



**Active Participants: 945**



# 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 Townhome/Condo listings in the MLS.

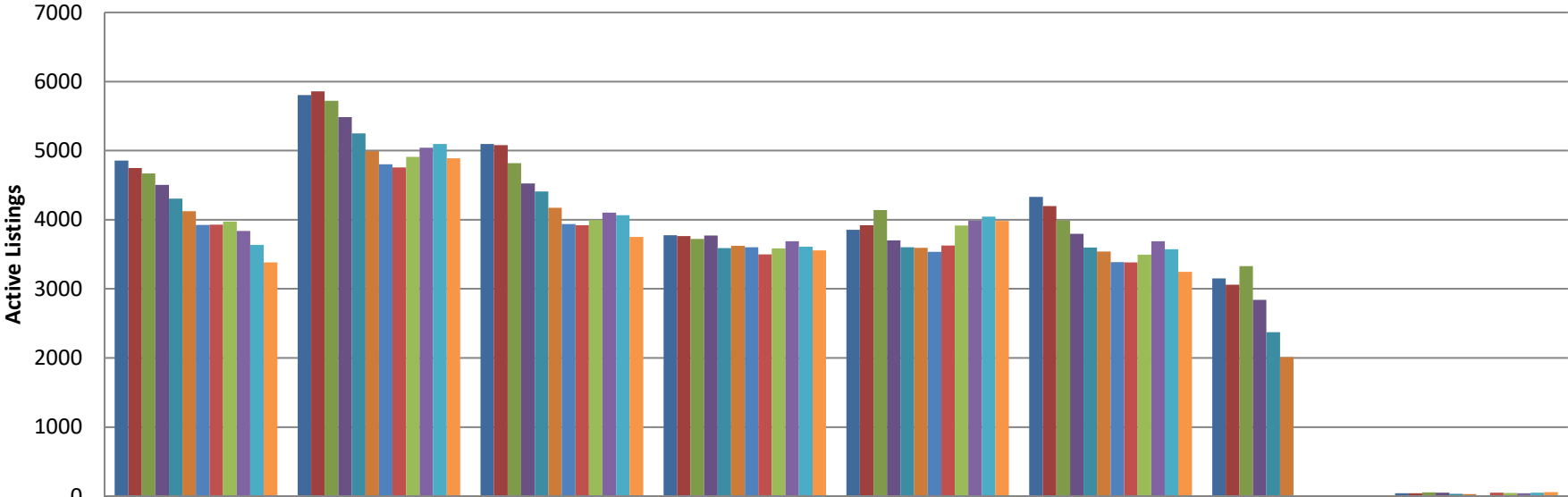


MULTIPLE LISTING SERVICE OF  
**SOUTHERN ARIZONA**

Key Metrics	Historical Sparkbars	6-2019	6-2020	% Change	YTD 2019	YTD 2020	% Change
<b>New Listings</b>		2,013	<b>1,720</b>	- 14.6%	12,708	<b>11,532</b>	- 9.3%
<b>Pending Sales</b>		1,638	<b>2,171</b>	+ 32.5%	10,441	<b>10,419</b>	- 0.2%
<b>Closed Sales</b>		1,776	<b>1,723</b>	- 3.0%	9,607	<b>9,011</b>	- 6.2%
<b>Days on Market Until Sale</b>		42	<b>38</b>	- 9.5%	44	<b>37</b>	- 15.9%
<b>Median Sales Price</b>		\$231,000	<b>\$245,000</b>	+ 6.1%	\$223,000	<b>\$240,000</b>	+ 7.6%
<b>Average Sales Price</b>		\$275,111	<b>\$288,113</b>	+ 4.7%	\$263,453	<b>\$282,591</b>	+ 7.3%
<b>Percent of List Price Received</b>		98.4%	<b>98.9%</b>	+ 0.5%	98.2%	<b>98.6%</b>	+ 0.4%
<b>Housing Affordability Index</b>		126	<b>124</b>	- 1.6%	130	<b>126</b>	- 3.1%
<b>Inventory of Homes for Sale</b>		3,686	<b>2,084</b>	- 43.5%	—	—	—
<b>Months Supply of Inventory</b>		2.4	<b>1.3</b>	- 45.8%	—	—	—

# Inventory Trends

## June 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	3330	54
Apr	4505	5487	4525	3773	3700	3798	2842	49
May	4307	5250	4408	3589	3601	3598	2371	32
Jun	4123	4992	4175	3624	3593	3538	2012	29
Jul	3926	4803	3936	3602	3536	3388		
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.*

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## **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.

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# 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.

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## 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

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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



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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

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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.
-

Class	Date	Regist	Attendance		
<b>MLSSAZ</b>					
Showing Time	18-Jun	118 r	80		
Showing Time	19-Jun	96 r	70		
Showing Time	23-Jun	141 r	100		
Showing Time	24-Jun	81 r	71		
Showing Time	25-Jun	71 r	56		
		507 r	377		
Clear Cooperation	23-Jun	NA	29	Coldwell Banker Foothills	
Clear Cooperation	23-Jun	NA	36	Coldwell Banker Oro Valley	
Clear Cooperation	30-Jun	NA		Coldwell Banker	
Clear /ST	9-Jun	NA	32	Green Valley	
MLSSAZ 3 Classes in One	18-Jun	14 r	9	BethAnn ZOOM open	
Highlights and Tips	22-Jun	NA	13	Arizona Eagle ZOOM	
<b>11 classes</b>			<b>496</b>		
Members Presented for Consent			38	ZOOM NMO and NAR Ethics online	TAR
<b>MLSSAZ Standard Videos</b>			153		MLSSAZ
Clear Cooperation			232		MLSSAZ
			<b>385</b>		
<b>Professional Dev</b>					
NMO	15-Jun	59 r	37	ZOOM	TAR
NMO	24-Jun	0 r	13	ZOOM	Trying to help those about to be severed



# MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

**Committee:** MLSSAZ Standards  
**Meeting Date:** June 15, 2020  
**Chair:** Sterling Bancroft  
**Called to order:** 1:32 PM

**Present:** Sterling Bancroft, Henry Zipf, Annie Barmore, Patrick Devine, Jacob Freidman, Mindy Maddock, Ken Nelson, Michele Ream, Michael Smith, Lisa Sullivan, Shiraz-ali Peera.  
**Absent:** Amanda Elmer  
**Staff:** Andrew Castillo  
**Guests:** None.

## Action Items:

**M/S/C:** Move to recommend adding to listing agreement seller acknowledgement for the capturing of video & images during showings.

## Information Items:

- Meeting was held via video conference.
- Sterling Bancroft Chairman chaired this meeting.
- Minutes of the May meeting were approved.
- The committee recommends adding to the listing agreement the attorney written language for sellers to acknowledge and provide any restrictions for video & images that maybe taken by cooperating participants and or potential buyers during showings.
  - **Seller acknowledges that cooperating brokers and buyers may take photos or videos during showings subject to the following restrictions, if any, listed here:**

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**(Listing broker must indicate the above limitations, if any, in the Showing Instruction Field of MLS)**

- The committee discussed allowing MLS membership for non-licensee affiliates and lockbox access for Home Inspectors.
  - Further research was requested into the MLS education process for affiliates, and as issues arise the accountability for the individual's businesses involved. It was the opinion of the committee lockbox access for non-licensees would increase the potential for non-compliance violations, It was requested this item of business to be deferred until more information is gathered.
- The committee discussed allowing watermarked photos for the purposes of advertising open house information.
  - It was the opinion of the committee lessening the watermark restriction to MLS photos would lead to misuse beyond the purposes of open house advertising. Additionally the photo is no longer current once the date of the open house expires, and the MLS no control of IDX third parties that display out of date photos.

Adjourned @ 2:48 PM

**Our next meeting is July 15, 2020 at 1:30 PM**