



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

MEETING AGENDA

Committee: MLSSAZ Board of Directors
Meeting Date: August 27, 2020
Chair: Sue Cartun, President

- I. Call to Order 3:00pm
- II. Consent Agenda*
 - A. Board of Directors Meeting Report, July 23, 2020 3
 - B. Committee Reports
 - 1. Executive Committee, July 20, 2020 5
 - 2. Standards Committee, July 12 and August 12, 2020 7
 - 3. Technology Committee, August 4, 2020 9
 - C. New Subscriber Report 10
 - D. Trends Reports
 - 1. Membership Trends 12
 - 2. Market Summary 13
 - 3. Inventory Trends 14
 - D. Strategic Plan 15
 - E. July Education Report 23
- III. Treasurers Report: Cheryl Terpening
 - A. Balance Sheet 25
 - B. Budget vs. Actuals 26
 - C. Equity & Reserves 28
 - D. MLS Fees renewal update – *CEO Rogers*
- IV. Unfinished Business
 - A. 2020 Business Plan Review - *CEO Rogers* 29
 - A. SCCBR 2021 Service Agreement Request
- V. New Business
 - A. Coming Soon Issues – *President Cartun*
 - 1. Explanation / Discussion
 - 2. Recommendation
 - B. Rental Listing in MLSSAZ – *President Cartun*
 - 1. Workgroup established* 32
 - 2. Charge / Goal
- VII. Updates
 - A. Building Update for September – no change in hours or policy – *CEO Rogers*
 - B. Website Workgroup – *President Cartun*
 - 1. Meeting Report: Net Step RFP 34
- VIII. Recommend to change Board of Directors November Meeting from Thursday, November 19 to Wednesday, November 18.

ADJOURN

*= Items that may require action

Meeting Dates

1. MLS Standards Committee, 9/2/2020 – 1:30pm
2. MLS Technology Committee, 9/1/2020 - 2:30pm
3. MLSSAZ Executive Committee, 9/14/2020 – 11:30am
4. MLSSAZ Board of Directors, 9/15/2020 – 3:00pm
5. 2020 Board of Directors Meeting Dates: 9/24, 10/22, 11/19, 12/17



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

Committee: MLSSAZ Board of Directors (Zoom Video Conferencing)
 Meeting Date: July 23, 2020
 Chair: Sue Cartun, President
 Call to Order: 3:04pm

Attendance:	Jim Adams	Sue Cartun	Kim Clifton	Susan Derlein
	David Dynes	Cathy Erchull	Diane Marzonie	Joette Schenck
	Cheryl Terpening			
Absent:	Lori Adamson	Jim Bowman	John Gebhart	Louis Parrish
Staff:	Christine Sanchez	Randy Rogers	Jennifer Bailey	Andrew Castillo

Action Items:

M/S/C: Move to approve the Consent Agenda as presented.
 M/S/F: Move to approve the Standards Committee recommendation to add the proposed language to the listing agreement of a seller acknowledgement for the capturing of video & images during showings.

Information Items:

- Review of the June financials.
 - MLS Dividend payout amount was \$559,208.
 - Reserves are at 7.5 months.
 - 4,218 MLS Fees invoices have been paid to date; due date is July 31.
 - The board agreed by consensus that CEO Rogers will have an email sent out to Subscribers and Participants on August 1 who have not paid their 2020/2021 MLS Fees. The notification will state that the invoices were due on July 31 and the late fee of \$75 will be waived if their fees are paid by August 14th. The board will receive a copy of the message before it is sent to Participants and Subscribers.
- The 2021 Budget Planning is taking place and the Executive Committee is recommending that the 2021/2021 MLS Fees are not increased and remain at \$290.
- As part of the service agreement review process, the Executive Committee has tasked CEO Rogers to gather data from the regional associations on how they are servicing Participants and Subscribers.
- A ShowingTime report will be produced at the end of the month with data on adoption rate versus opt out rate.
- An InfoSparks Usage Report June 2020 was uploaded to the MLS Board of Director website page. The report includes chart views, top offices, top users, user metrics, session metrics and more.
- The TAR Executive Committee has recommended to postpone the opening of the building until Labor Day. Limited service hours will continue for store items and supra services.
- ActiveKEY users have decreased from 680 to 535. The ActiveKEY will be discontinued December 31, 2020 and additional tools available will then be implemented.
 - Staff will send Brokers a list of agents who are utilizing the ActiveKEY
- MLS 101 classes have been poorly attended; staff is working on communicating to Brokers to increase participation and attendance.
- Staff is working on a communications plan to create awareness on the FlexPro Phone App.
- Positive feedback received from the Participants meeting held via Zoom with 127 attendees. It was suggested that when meetings return to in-person to have an option for attendees to attend

virtually to increase participation. It was also suggested to prepare and distribute an agenda on what will be discussed prior to the meeting.

- Review of the Standards Committee recommendation to add the proposed language to the listing agreement of a seller acknowledgement for the capturing of video & images during showings; the motion was defeated.
 - Andrew Castillo will report the Board of Director concerns discussed to the Standards committee and request suggested solutions to their concerns:
 - Character restrictions on the Showing Instructions field.
 - The difficulty to manage and implement restrictions indicated and the liability to the Listing Broker if the restrictions are not followed.
- CEO Rogers and staff is working on simplifying the Strategic Plan; they are creating a different format that will include projects being worked on, timeline indicator and responsible parties. The document will be shared with the Business Plan Session attendees, Executive Committee and Board of Directors in August.
- Adjourned at 4:12pm



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

Committee: MLSSAZ Executive Committee (Zoom)
Meeting Date: July 20, 2020
Chair: Sue Cartun, President
Call to Order: 11:30 am

Attendance: Sue Cartun David Dynes Cheryl Terpening

Absent: Louis Parrish

Staff: Randy Rogers

Information Items:

- Rental Listings in MLSSAZ
 - Topic brought forth by Sue Brooks to address the lack of data integrity in the rentals that are listed in the MLS and property managers are not following the same rules required of residential agents.
 - This has been an on-going issue for years and Executive Committee would like to fast track this work.
 - CEO will connect with AE's in GVSAR and SCCBR to gather information regarding any rental listing concerns in their areas.
 - Request was made for the Executive Committee to be invited to the next Property Management meeting.
 - Next steps that were recommended:
 - Review current policies addressing requirements and compliance.
 - Obtain data to see what is currently in the system.
 - Bring data to next Executive Committee meeting if not before.
- Business Plan Session review
 - Positive feedback on the plan for the next 6 months
 - President Cartun is reviewing the chart recreated from strategic plan, revised in more succinct fashion, and outlining the topics yet to be completed in 2020 from CEO Rogers, to which timelines, budget line items and responsible parties will be added.
 - Business Plan will then be sent to Executive Committee and then to the Board by August BOD meeting.
- Financial
 - Service Agreements
 - Determined that data needed from associations as to current work being done to service participants and subscribers with MLS needs throughout the region. Especially with offices closed.
 - Larger question of role of servicing all participants the best way possible was posed. This will be addressed with Executive Committee moving forward.
 - CEO Rogers to gather data and send by email to the Executive Committee to move current discussion forward.
 - 2020/21 Fee Renewal update, 3884 renewed to date. Shared chart.
 - Current numbers are tracking well compared to past two years.
 - 2021 Budget Planning and 2021/22 Fees
 - Agreed that 2021/22 fees should not be increased at this time unless some major change to programs that would require change or significant economic issues.
- Website
 - Comment made that business planning was very helpful for the chair of the Website workgroup, Nicole Brule-Fisher.
 - Chair is finalizing members of the workgroup, talking to staff and setting the first meeting time.
 - Request was made to have this set by Board meeting.
- First Ever ZOOM Participants Annual Meeting review:
 - Positive feedback from the meeting which included 127 attendees.
 - Discussion of past participants meetings regarding agenda and financials.
 - It was determined that an agenda for future Annual Meetings should be made available to participants and subscribers.

- Financials are not to be published; however, a participant may review the budget by appointment with CEO. CEO will obtain a legal opinion from the MLS attorney regarding any specific restrictions or requirements.
- ShowingTime Review - CEO Rogers will get monthly review of usage and relevant data.
- Supra Active Key retiring update-535 keys left.
- Building will likely remain closed in August.
 - President Cartun suggested that even if TAR opens, MLS should not have in-person meetings held in the month of August.
- FlexMLS Pro Phone App
 - Discussion of promotion of the app and staff concerns; staff review in process.
- Meeting Adjourned 1:01 pm



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

Committee: MLSSAZ Standards
Meeting Date: July 17, 2020
Chair: Sterling Bancroft
Called to order: 1:32 PM

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

Action Items:

M/S/C: Move to fine Listing Agent \$50.00 and issue Letter of Concern for failure to follow showing instructions.

Information Items:

- Meeting was held via video conference.
- Henry Zipf Co-Chairman chaired this meeting.
- Minutes of the June meeting were approved.
- Hearing Results
 - The committee determined the showing agent failed to follow the showing instructions specified in listing. A fine of \$50.00 and a letter of concern was issued as a result of the violation.

Adjourned @ 2:20 PM

Our next meeting is August 5, 2020 at 1:30 PM



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

Committee: MLSSAZ Standards
Meeting Date: August 12, 2020
Chair: Sterling Bancroft
Called to order: 1:32 PM

Present: Sterling Bancroft, Henry Zipf, Annie Barmore, Amanda Elmer, Patrick Devine, Jacob Freidman, Mindy Maddock, Michele Ream, Michael Smith
Absent: Lisa Sullivan, Shiraz-ali Peera, Patrick Devine
Staff: Andrew Castillo
Guests: Nicole Brule-Fisher

Action Items:

M/S/C: Move to fine Listing Agent \$75.00 and issue Letter of Concern for failure to follow showing instructions.

Information Items:

- Meeting was held via video conference.
- Sterling Bancroft Chairman chaired this meeting.
- Minutes of the July meeting were approved.
- Hearing Results
 - The committee determined the showing agent failed to follow the showing instructions specified in listing. As a result and for the severity of the violation a fine of \$75.00 and a letter of concern was issued.
- The committee discussed the topic of showing video & images.
 - It was recommended adding a seller disclosure to the listing agreement acknowledging third party recording of video & images. Additionally, MLS staff to draft a handout highlighting showing video & image policy guidelines Standards to review draft language prior to making an official recommendation.

Adjourned @ 2:46 PM

Our next meeting is September 9, 2020 at 1:30 PM



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

MEETING REPORT

Committee: 2020 Technology

Meeting Date: August 4, 2020

Chair: Cathy Wolfson

Called to order at: 2:33pm

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

Absent: Rebecca Crane

Staff: Lori Wadsack Randy Rogers

Action Items:

M/S/C: Move to approve Meeting Report of July 7, 2020.

Information Items:

- Randy Rogers and Lori Wadsack gave staff updates.
- Committee tabled discussion on adding Marketstats to public MLS website until further research.
- Committee decided against adding the off market status of coming soon to the quick search template for all membership.
- Lori to draft a new quick search template called Residential Expanded for next meeting.
- Discussed removing some fields on the Rental profile sheet to make listing input faster. We will be inviting members of the Property Management Committee for their feedback to our next meeting.

Adjourned: The meeting was adjourned at 3:27pm.

Next Meeting date will be Tuesday September 1st @ 2:30pm



New Subscribers

7/1/2020 through 7/31/2020

Last Name	First Name	Office	Type	Association
Francione	Emmett	Francione Appraisal Team, LLC	APPR	TAR
Saathoff	Chantel	Real Property Mgmt Pinnacle	MAB	Other
Bechtel	Colleen	Keller Williams Legacy One Realty	MAB	Other
Murphy	Ryan	HomeSmart	MAB	Other
Guerra	Javier	On Q Property Management	MAB	Other
Madrigal	Ana	Realty ONE Group	MAB	Other
Cracolici	Kevin	My Home Group Real Estate	MAB	Other
Hartman	Mary	Keller Williams Legacy One	MAB	Other
Enniss	Sandra	Keller Williams Legacy One	MAB	Other
McKenzie	Sean	My Home Group Real Estate	MAB	Other
Dabdoub	Elias	FSR Realty	MAB	Other
Montaner	David	Hague Partners	MAB	Other
Bernat	Emily	West USA Realty	MAB	Other
Apodaca	Jennifer	Keller Williams Legacy One Realty	MAB	Other
Tashman	Martin	Tierra Antigua Realty (SV)	MAB	Other
Gillette	Shannon	Launch Real Estate	MAB	Other
Schoneberger	Lisa	My Home Group Real Estate	MAB	Other
Neff	Zachary	HomeSmart	MAB	Other
Aguirre	Wendy	EMG Real Estate	MAB	Other
Soto	Debra	Keller Williams Southern AZ	MAB	Other
Gutierrez	Karen	West USA Realty - 05	MAB	Other
Blake	Deborah	55 Places	MBB	Other
Polek	Marjan	List 3K, LLC	MBB	Other
Shaw	Robert	HUNT Real Estate ERA	MBB	Other
Raisch	Hunter	Property Hub LLC	MBB	Other
McGee	Michael	The Real Estate Porter, LLC	MBB	Other
Hankerson	Michael	Fathom Realty	MBB	Other
Davis	Gregory	Gregory Davis Real Estate	MBB	Other
Pint	Shirley	Shalamar Realty - Show Low Ma	MBB	Other
Werts	Nicholas	Coldwell Banker Realty	R	GVSAR
Kazavchinskiy	Eduard	eXp Realty LLC	R	TAR
Moore	Eugene	OMNI Homes International	R	TAR
Bender	Joseph	Tierra Antigua Realty	R	TAR
Grogan	Matthew	Russ Lyon Sotheby's Int Realty	R	TAR
Arffa	Steven	Tierra Antigua Realty	R	TAR
Phillips	Robert	Rentals America - 02	R	TAR
Wilson	Stephanie	Tierra Antigua Realty	R	TAR
Miller	Jacob	eXp Realty	R	TAR
Skelley	Amber	Tierra Antigua Realty	R	TAR
Andreaccio	Rebekah	Keller Williams Southern Arizona	R	TAR

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



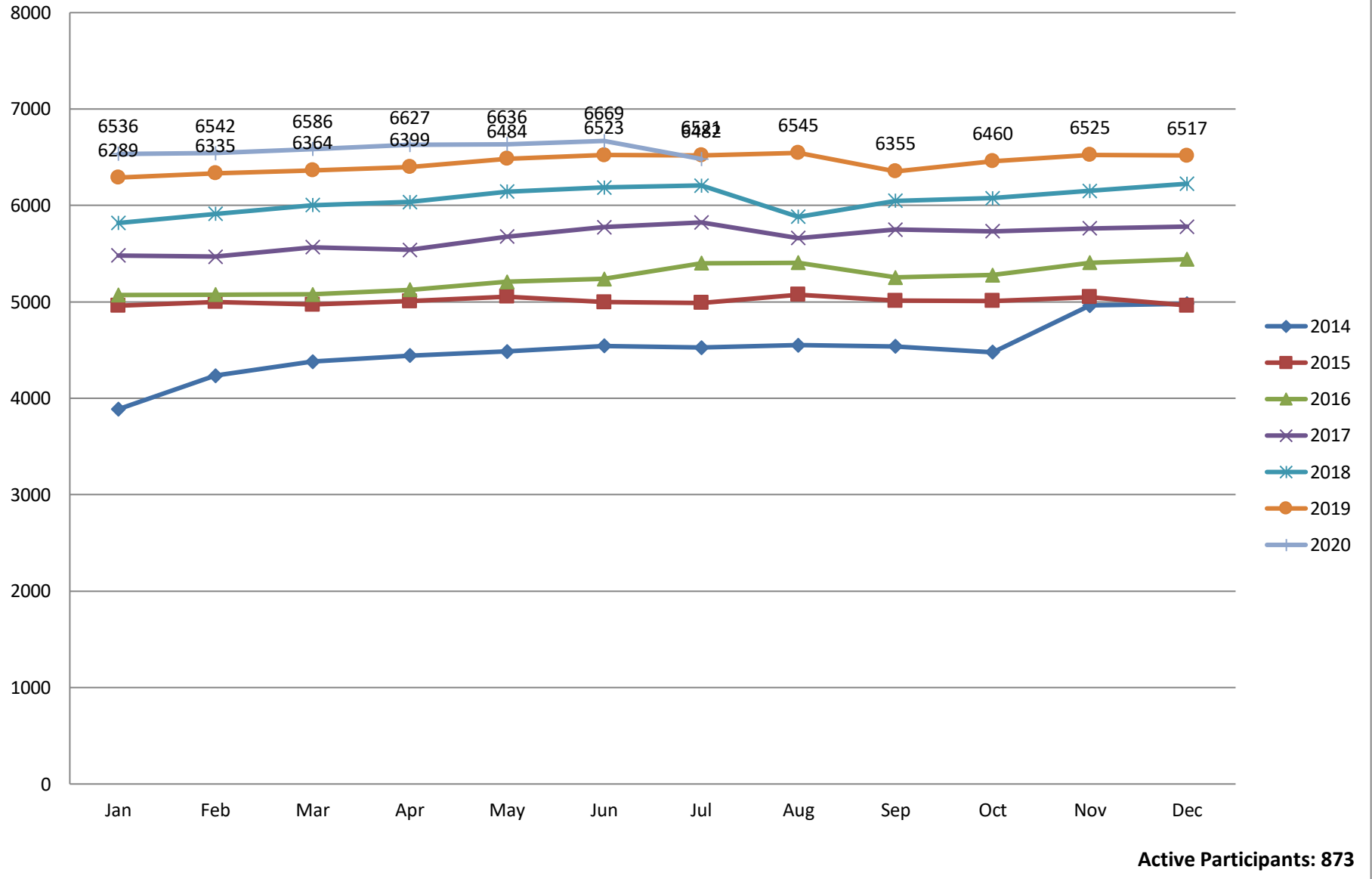
New Subscribers

7/1/2020 through 7/31/2020

LiBosha	Lucy	Homesmart Advantage Group	R	TAR
Castro	Raul	Realty One Group Integrity	R	TAR
Murrieta	Denise	eXp Realty	R	TAR
Beltran	Andres	Tierra Antigua Realty	R	TAR
Nielson	Julie	Long Realty Company	R	TAR
Espinoza	Jeanette	Tierra Antigua Realty	R	TAR
Palm	Daniel	eXp Realty LLC	R	TAR
Copp	Abigail	Madera Realty & Mortgage	R	TAR
Wray	Chris	Long Realty Company	R	TAR
Clash	Crystal	Keller Williams Southern Arizona	R	TAR
O'Brien	Brendan	Long Realty Company	R	TAR
Harless	Richard	List 3K, LLC	R	Other
Avery	Brandy	Coldwell Banker Realty	R	TAR
Fernandez	Ashley	Realty Executives Arizona Territory	R	TAR
Stacey	Bryan	Tierra Antigua Realty	R	TAR
Murphy	Allison	eXp Realty	R	TAR
Ibarra	Jorge	Engel & Volkers Tucson	R	TAR
Lopez	Olivia	Tierra Antigua Realty	R	TAR
Meskauskas	Cynthia	Long Realty Company	R	TAR
Hatch	Trevin	Pinnacle Realty and Investment Advisors	R	TAR
Hernandez	Felicia	Tierra Antigua Realty	R	TAR
Odea	Alyssa	Tierra Antigua Realty	R	TAR
Espinosa	Monique	TR Realty & Investments	R	TAR
Taylor	Dawn	Tierra Antigua Realty	R	TAR
Smith	Zachary	Keller Williams Southern Arizona	R	TAR
Wilson	Jennifer	United Real Estate Southern Arizona	R	TAR
Nelson	Jessica	Engel & Volkers Tucson	R	TAR
Leavitt	Mark	Long Realty Company	R	TAR
Muldoon	Lawrence	Muldoon Realty	R	TAR
Clayton	Christa	Redfin Corporation	R	TAR
Velazquez	Raul	Realty Executives Arizona Territory	R	TAR
Mathews	Peter	Realty One Group Integrity	R	TAR
Cuneo	Miranda	Long Realty Company	R	TAR
Kellstrom	Diana	Long Realty -Green Valley	R	GVSAR
Lyle	Frances	Goldsmith Real Estate	R	TAR

New Subscriber Count - 75

Membership Trends July 2020



All Residential Properties Market Overview

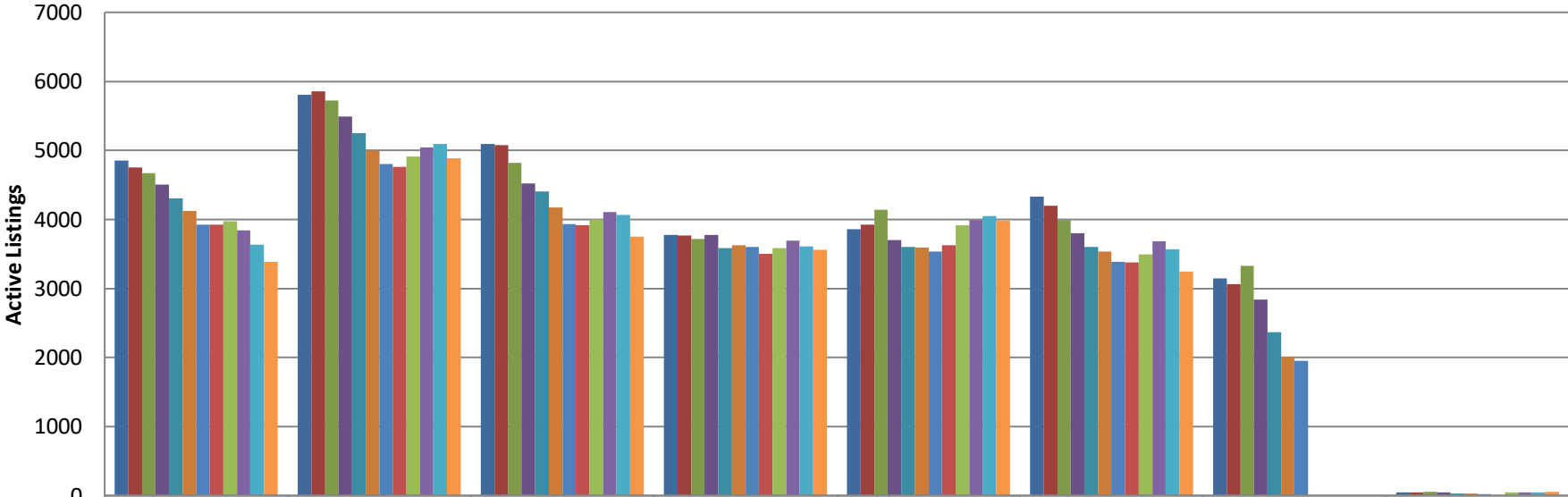
Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Includes all Single Family and Townhome/Condo listings in the MLS.



**MULTIPLE LISTING SERVICE OF
SOUTHERN ARIZONA**

Key Metrics	Historical Sparkbars	7-2019	7-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		1,921	1,871	- 2.6%	14,630	13,443	- 8.1%
Pending Sales		1,697	1,929	+ 13.7%	12,138	12,152	+ 0.1%
Closed Sales		1,793	1,859	+ 3.7%	11,400	10,950	- 3.9%
Days on Market Until Sale		39	38	- 2.6%	44	37	- 15.9%
Median Sales Price		\$232,000	\$255,000	+ 9.9%	\$224,900	\$242,500	+ 7.8%
Average Sales Price		\$274,022	\$302,743	+ 10.5%	\$265,115	\$285,895	+ 7.8%
Percent of List Price Received		98.4%	99.1%	+ 0.7%	98.2%	98.7%	+ 0.5%
Housing Affordability Index		128	126	- 1.6%	132	132	0.0%
Inventory of Homes for Sale		3,508	1,976	- 43.7%	—	—	—
Months Supply of Inventory		2.2	1.2	- 45.5%	—	—	—

Inventory Trends July 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	1956	25
Aug	3927	4758	3919	3500	3627	3381		
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

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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.

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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.

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.
-

Class	Date	Regist	Attendance		
MLSSAZ					
Class One Open	7-Jul	12 R	12		
Open Call CCP CC	17-Jul	33 R	12		
Class One Open	21-Jul	6 R	6		
Class Two/Three	23-Jul	6 R	6		
Market Stats AZ Eagle	13-Jul	NA	6		
Keller Williams	7-Jul	NA	12		
			56		
8 classes			56		
Members Presented for Consent			36	ZOOM NMO and NAR Ethics online	TAR
MLSSAZ Standard Videos			276		MLSSAZ
			368		MLSSAZ
Professional Dev					
NMO	20-Jul	51 R	37	37 ZOOM	TAR
1 classes			50		
CE offered					
How to Find FSBO	9-Jul	0 R	67	Course Creators	
Online e Coupon Disc	1-Jul	0 R	33	9 months to use	The CE Shop
Online Coupon FH	1-Jul		32	9 months to use	The CE Shop
Coupons to members seeking a specific class to renew	1-Jun	0 R	10	9 months to use BethAnn distributed	The CE Shop
Credit Reporting	16-Jul	40 R	30	BethAnn monitor	Glen Smart
Be the CEO of Your Own Life	23-Jul	75 R	39	BethAnn monitor	Marc Cunningham
Mortgage Fraud	29-Jul	32 R	Est. 32		
6 CE CLASSES					
1 Keynote			243		
Additional Pro Dev					
The Savvy Self Employed Long					
Term Care	15-Jul	6 R	2	Did not host - 1 to 1 with Speaker	Greensburg Financial
realtor.com	10-Jun	NA	19		realtor.com
Social Media Best	12-Jun	NA	38		Elevate
Laser Focus Not Overdose	16-Jun	9 r	6		BethAnn
5 classes			82		
Total classes	21c		743	including video	

Upcoming September Classes

CE classes

- Hosting two CE's at Night from 6-9 based on member survey of classes (we estimate 55%) of members employed during the day: Appraisal Methods and Standards and Mastering the code
- 2 Online CE classes – 75 coupons are going within 10 days of announcing classes
- New members will now receive a code for a CE class online at no charge with The CE Shop to bring value with no in person experience with Association – estimate 55% usage
- CE Class – Here comes the BINSR with Course Creators

Total – 5 CE classes and 1 additional opportunity for new members

General and MLSSAZ

- Inspection panel – consisting of 2-3 Inspectors – host Professional Development Committee – What are common issues the agent faces as to what the buyer sees and what the Inspector sees
- Social media seminar – the most requested assistance from new member survey
- 3 NMO classes – one in the afternoon, one in the morning, one on a Saturday – keeps class smaller and assists those working full time
- Moving to 30 minute MLSSAZ training modules – 13 30 minute modules going on the calendar with Amy M. new training specialist
- Brokers are returning with custom class requests – 5 in the last week

Multiple Listing Service of Southern Arizona
Balance Sheet
As of July 31, 2020

	7/31/2020	7/31/2019
ASSETS		
Current Assets		
Bank Accounts		
1000 Wells Fargo Operating 0242	1,603,318	1,348,056
5048 Morgan Stanley Investments	1,047,858	1,011,236
Total Bank Accounts	2,651,176	2,359,291
Other Current Assets		
5000 A/R Ramco	5,584	4,494
5001 Cash Receipts	623	
5002 Check Receipts	6,425	3,326
5003 Credit Card Receipts	173,906	186,134
Total 5000 A/R Ramco	187,209	193,954
5110 Federal Corp Tax Deposit	2,668	40,800
5390 Retail Store Inventory	12,828	8,541
5395 SUPRA Inventory	36,167	97,317
5605 Prepaid Expenses	667	560
Total Other Current Assets	239,539	341,173
Total Current Assets	2,890,714	2,700,464
Fixed Assets		
5606 Fixed Asset Software	6,820	
Total Fixed Assets	6,820	
Other Assets		
5610 Intercompany TAR -0234	(93,469)	(105,538)
6015 Intercompany Charitable Foundation -0259		180
6316 Due to PSF (RAPAC)		(3,410)
Total Other Assets	(93,469)	(108,768)
TOTAL ASSETS	2,804,066	2,591,696
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
6000 Accounts Payable	70,551	66,314
Total Accounts Payable	70,551	66,314
Other Current Liabilities		
6100 Current Sales Tax Collected	2,001	2,786
6265 Taxes Payable		8,777
6300 Deferred Revenues		
6310 Deferred Agent Fee Income		
6310-2 Deferred Agent Fee 2019-2020		1,269,043
6310-3 Deferred Agent Fee 2020-2021	1,565,744	
Total 6310 Deferred Agent Fee Income	1,565,744	1,269,043
6311 Deferred Sec/PA Fee Income		

Multiple Listing Service of Southern Arizona
Balance Sheet
As of July 31, 2020

	<u>7/31/2020</u>	<u>7/31/2019</u>
6311-2 Deferred Sec/PA Fee 2019-2020		23,833
6311-3 Deferred Sec/PA Fee 2020 - 2021	28,316	
Total 6311 Deferred Sec/PA Fee Income	28,316	23,833
6315 Deferred SUPRA Admin Fees	6,011	(9,046)
6315-0 Deferred Supra Admin Fee - Quarterly	(25,748)	
Total 6315 Deferred SUPRA Admin Fees	(19,737)	(9,046)
Total 6300 Deferred Revenues	1,574,323	1,283,829
Total Other Current Liabilities	1,576,324	1,295,393
Total Current Liabilities	1,646,875	1,361,707
Total Liabilities	1,646,875	1,361,707
Equity		
30000 Opening Balance Equity	647,500	185,000
32000 Retained Earnings	(258,715)	(321,605)
6500 Capital Stock; No Par	11,561	11,561
6510 Paid in Capital	39,876	39,876
6520 Dividends	(559,208)	(184,546)
6538 Designated Net Assets	790,845	1,094,781
Net Income	485,332	404,922
Total Equity	1,157,191	1,229,989
TOTAL LIABILITIES AND EQUITY	2,804,066	2,591,696

Multiple Listing Service of Southern Arizona
Budget vs. Actuals
January - July 2020

	Jul 2020				Total				Annual Budget
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	
Income									
700001 Relist Fee Income	1,050	1,250	(200)	84.00%	4,800	8,750	(3,950)	54.86%	15,000
700501 Agent Fees	142,364	157,083	(14,719)	90.63%	1,178,911	1,099,583	79,328	107.21%	1,885,000
701501 Late Fees		2,917	(2,917)		1,050	20,417	(19,367)	5.14%	35,000
702001 Office Initiation Fees	2,500	2,396	104	104.35%	20,000	16,771	3,229	119.25%	28,750
702501 Agent Application Fees	11,550	12,500	(950)	92.40%	78,900	87,500	(8,600)	90.17%	150,000
703001 Secretary/Personal Asst Fees	2,674	2,917	(243)	91.69%	21,962	20,417	1,545	107.57%	35,000
703201 Non-Member Fees		1,438	(1,438)			10,063	(10,063)		17,250
706802 Advertising Income(1)		250	(250)			1,750	(1,750)		3,000
707004 MLS Fines	300	42	258	719.94%	800	292	508	274.26%	500
723102 IDX Data Feed Income	1,000		1,000			1,000			
726002 Revenue Agreements Income	664	750	(86)	88.48%	4,864	5,250	(386)	92.66%	9,000
735003 Retail Store Income	1,591	3,500	(1,909)	45.46%	13,943	24,500	(10,557)	56.91%	42,000
737103 IBox Income	4,070	5,500	(1,430)	74.00%	37,620	38,500	(880)	97.71%	66,000
737503 Administration IBox & Card		250	(250)			1,750	(1,750)		3,000
737801 SUPRA Administration Fee	31,860	15,900	15,960	200.38%	220,915	111,300	109,615	198.49%	190,800
Total Income	199,623	206,692	(7,068)	96.58%	1,584,765	1,446,842	137,923	109.53%	2,480,300
Cost of Goods Sold									
755005 Retail Store Cost of Sales	1,193	2,500	(1,307)	47.74%	10,390	17,500	(7,110)	59.37%	30,000
864005 IBox Expense	3,053	4,583	(1,531)	66.60%	28,215	32,083	(3,868)	87.94%	55,000
Total Cost of Goods Sold	4,246	7,083	(2,837)	59.94%	38,605	49,583	(10,979)	77.86%	85,000
Gross Profit	195,377	199,608	(4,231)	97.88%	1,546,161	1,397,258	148,902	110.66%	2,395,300
Expenses									
805507 Dues & Memberships									
807007 Staff Memberships	529	533	(4)	99.22%	4,240	3,733	506	113.57%	6,400
807505 Committee Meals & Entertainment		33	(33)		346	233	113	148.46%	400
817508 Credit Card Service Charges	20,629	3,750	16,879	550.10%	38,882	26,250	12,632	148.12%	45,000
818807 MLS Staff Travel		4,167	(4,167)		5,992	29,167	(23,174)	20.55%	50,000
831006 MLS Comp User Paymts	37,364	37,375	(12)	99.97%	266,087	261,625	4,462	101.71%	448,500
833006 Public Records Data	15,464	15,191	273	101.80%	91,751	106,337	(14,586)	86.28%	182,292
835806 Clarity Security Systems	10,729	10,561	168	101.59%	76,551	73,927	2,624	103.55%	126,732
836006 Showing Time/Statistics Program	13,701	5,850	7,851	234.20%	49,587	40,950	8,637	121.09%	70,200
836506 Current Software Improvements		833	(833)		664	5,833	(5,170)	11.38%	10,000
837006 Web Site Redesign		1,667	(1,667)			11,667	(11,667)		20,000
844008 Legal Expense		1,167	(1,167)		13,000	8,167	4,833	159.19%	14,000
844608 Bank Fees	756	667	89	113.34%	4,917	4,667	250	105.36%	8,000
846508 Accounting Expense(1)		2,103	(2,103)			14,723	(14,723)		25,240
856510 MLS Business Planning		750	(750)		2,813	5,250	(2,437)	53.57%	9,000
880011 Community Donations (RAPAC)		833	(833)		10,000	5,833	4,167	171.43%	10,000
885011 Misc Expense		167	(167)		3,998	1,167	2,831	342.67%	2,000
886009 GV Service Center Expense	3,430	3,430		100.00%	24,010	24,010		100.00%	41,160
886109 GV Supra Disbursement		1,405	(1,405)		7,418	9,835	(2,417)	75.43%	16,860
887009 SC Service Center Expense	2,350	2,350		100.00%	16,450	16,450		100.00%	28,200
887109 SC Supra Disbursement		520	(520)		2,428	3,640	(1,212)	66.70%	6,240
900209 TAR Cooperative Agreement	62,021	83,333	(21,313)	74.42%	441,813	583,333	(141,521)	75.74%	1,000,000
901010 Regionalization Expenses(1)		2,083	(2,083)			14,583	(14,583)		25,000
901410 Phone App Development		2,083	(2,083)			14,583	(14,583)		25,000
901610 Broker/Participant Meetings		333	(333)			2,333	(2,333)		4,000
901810 MLSSpecific Marketing		417	(417)			2,917	(2,917)		5,000
BOD Travel		1,383	(1,383)			9,683	(9,683)		16,600
Total Expenses	166,971	182,985	(16,014)	91.25%	1,060,946	1,280,897	(219,952)	82.83%	2,195,824
Net Operating Income	28,406	16,623	11,783	170.88%	485,215	116,361	368,854	416.99%	199,476
Other Income									
740004 Operating Interest Income	652		652		5,696		5,696		
744504 Unrealized Gain/(Loss) on Inve	32,006	2,000	30,006	1600.28%	(5,579)	14,000	(19,579)	-39.85%	24,000
Total Other Income	32,658	2,000	30,658	1632.89%	117	14,000	(13,883)	0.83%	24,000
Other Expenses									
900008 Income Tax Expense(1)		5,833	(5,833)			40,833	(40,833)		70,000
Total Other Expenses		5,833	(5,833)			40,833	(40,833)		70,000
Net Other Income	32,658	(3,833)	36,491	-851.95%	117	(26,833)	26,950	-0.44%	(46,000)
Net Income	61,064	12,790	48,274	477.45%	485,332	89,528	395,804	542.10%	153,476

**Multiple Listing Service of Southern Arizona
Equity and Reserve**

	Net Income YTD	Equity	Current Assets	Due to/from	Current Liabilities	Cash Reserve	Annual Operating Expenses	Month of Reserve	6-months	Excess
12/31/2017	182,663	634,631	1,601,942	27,106	994,417	634,631	1,494,097	5.1	747,049	(112,417)
12/31/2018	374,982	825,067	1,868,909	(15,564)	1,028,458	824,887	1,538,777	6.4	769,389	55,499
12/31/2019	559,208	1,231,067	2,401,107	42,559	1,212,599	1,231,067	1,747,324	8.5	873,662	357,405
1/31/2020	82,808	1,313,875	2,303,790	(26,149)	963,766	1,313,875	1,747,324	9.0	873,662	440,213
2/29/2020	114,003	1,345,070	2,201,037	(70,612)	785,355	1,345,070	1,747,324	9.2	873,662	471,408
3/31/2020	81,461	1,312,528	2,035,903	(72,464)	650,910	1,312,528	1,747,324	9.0	873,662	438,866
4/30/2020	208,943	1,440,010	1,953,465	(49,686)	463,769	1,440,010	1,747,324	9.9	873,662	566,348
5/31/2020	328,728	1,559,795	2,094,262	(54,204)	487,083	1,552,975	1,747,324	10.7	873,662	679,313
6/30/2020	432,600	1,104,460	1,814,005	(28,951)	687,414	1,097,640	1,747,324	7.5	873,662	223,978
7/31/2020	485,332	1,157,191	2,890,714	(93,469)	1,646,875	1,150,371	1,747,324	7.9	873,662	276,709

MLSSAZ Business Plan Update

MLSSAZ Programs, Products and Services	Start Date	Timeline	Status	Lead	Budget
Goal #1 Hub of Data, Resources and connections					
Goal #2 Education and Training-Participants and Subscribers					
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		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	CCP, Flex Pro App, Showing Time, Coming Soon	BethAnn	none
Develop one page guides	6/1/2020	12/31/2020	CCP-done, Showintime-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		BethAnn	none
develop education and awareness plan	9/1/2020	10/15/2020		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		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, done	BethAnn	none
Develop refresher on-line course-all agents	10/1/2020	10/31/2020		Amy	none
Goal #2 Customer Service					
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	Randy	TBD
Finalize and implement expanded hours pilot program	10/1/2020	10/15/2020		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	Randy	TBD, in process
Review of 5-8 other MLS's	6/1/2020	8/1/2020	review complete, zendesk is top	Christine	
Vendor review	8/1/2020	8/30/2020	in process, 8/20 final team review	Randy/Christine	
Implementation	9/15/2020	10/15/2020		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
Goal #5 Value of MLSSAZ Brand					
Goal #5 Robust Market Reports					
Market Stats review (adoption rates, success, needs for training/promo)	10/1/2020	10/30/2020		Randy	none

Data Quality and Technology					
Goal #4 Application of Advanced Technology					
Showing Time review (adoption rates, success, needs for training)	11/1/2020	11/30/2020		Randy/Tech Com	none
Clear Cooperation Policy and Coming Soon review (success, needs)	8/1/2020	12/31/2020	Andrew tracking, review before fines implemented	Andrew	none
Supra lockbox review (success, needs, training)	7/1/2020	10/31/2020	on going, training part of above with videos	Amy	none
Active key retirement	7/1/2020	12/31/2020	in process, 530 left to convert	Amy	none
Clariety/CRS Product review	7/1/2020	11/1/2020	July tech review, September for Clariety	Lori/Tech Com	none
Goal #3 Regional integration and Quality of Data					
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. First meeting	Andrew/Lori/Exec	none
Compliance-proactive review plan established and executed	7/1/2020	12/31/2020	on going, Andrew has plan	Andrew/Standards	none
Profile Sheet review (if needed)	10/1/2020	12/31/2020		Tech Com/Lori	TBD
Goal #3 Data Expansion					
Property Mgmt/Rental Property enhancement w/FlexMLS					
Workgroup established	8/10/2020	8/31/2020	in process	President/Andrew	none
Review input sheet/Flex fields	8/10/2020	9/30/2020	in process	Lori/Tech Com	none
Enhancement to rules and regulations	8/10/2020	11/30/2020		Andrew/Standards	none
Marketing, Communication and Outreach					
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	in process	Jennifer	none
Website capabilities, audience, update plan	8/1/2020	9/30/2020	in process	Workgroup/Jen	none
Evaluate other Websites (top 5)	8/1/2020	8/30/2020	in process	Workgroup/Jen	none
RFP completed, sent, final company selected	10/1/2020	11/15/2020		Workgroup/Exec	TBD
Information Delivery Methods					
Texting	10/1/2020	11/30/2020		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 to everyone	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		Jennifer	none
Training Communication Plan					
Determine plan for each audience to communicate Goal #2 efforts	9/1/2020	11/1/2020		Jennifer	none

Organizational Development and Sustainability

Goal #7 Efficient and Effective Business Model					
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MLSSAZ Business Plan Update

VPN/Technology enhancements-for tech support effectiveness	7/1/2020	9/15/2020	updates complete, final phase in process	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	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	Randy	TBD
Staff training Plan					
Cross training plan and execution of plan	9/1/2020	10/31/2020		BethAnn	none
Life of an agent/brokerage series plan and implementation	9/1/2020	10/31/2020		BethAnn	none
Goal #7 Expansion/Growth Strategy					
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
Goal #7 Leadership and Governance					
Research changes if needed and complete	9/1/2020	11/30/2020		Exec/Board/Randy	none
Goal #7 Resource Capacity					
Review Reserve requirements and adjustments	7/1/2020	8/31/2020	August Exec meeting/Board	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	Randy/Exec	TBD
2021 Budget Planning and adoption	8/1/2020	11/1/2020		Randy/Exec	none
Billing Cycle Review 2020/21	8/1/2020	8/30/2020	Cycle complete, 97% renewal	Randy/Exec	none

MLSSAZ Rental Listings Workgroup:

After TAR's Property Management Committee Meeting last week, it became evident there is work yet to be done regarding rental listings in MLSSAZ, for this to be a valuable tool for our participants and subscribers.

After discussion regarding recommendations made by a task force of the committee being partially, but not entirely completed, it became evident we (MLSSAZ) need to address this. Here are my recommendations:

*Staff to determine items completed, yet to be completed, cannot be completed with reason why
*Create MLSSAZ Workgroup to help MLSSAZ address lingering and new concerns property managers and users of the rental listing's category have to enable MLSSAZ serve our participants and subscribers effectively.

The workgroup's charge or goals:

- To compare items of original task force, identify any new items that need to be addressed,

recommend changes that will enable property managers to more easily utilize MLSSAZ

- Address how MLSSAZ policies and standards relate to rental listings, recommend potential

changes needed for compliance to policies

- Recommend specific education and communication to instruct correct usage of rental listings including policies and standards.

I've asked Steve Schultz to chair the workgroup. He was chair of the property management committee when the task force was first formed. First meeting will be this Wednesday.

Most of the additional members served on that task force as well. Members:

Susan Creedon (current chair of the Property Management Committee)

Louis Parrish, Illa Krasnick Colleen Kessler, Linda Foyt, April Richards & Ginny Huffman



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

Committee: MLSSAZ Website Task Force
 Meeting Date: August 6, 2020
 Chair: Nicole Brule-Fisher
 Call to Order: 3:02pm

Attendance: Nicole Brule-Fisher Patrick Devine David Dynes Marcela Fuentes
 Corey Hughes Yvette Palmer Steve Redmond Joette Schenck
 Cathy Wolfson
 Staff: Christine Sanchez Randy Rogers Jennifer Bailey BethAnn Neynaber

Information Items:

- Discussion on website ideas that would be valuable and important for Subscribers and consumers and what is the purpose of the website. The information will be utilized when seeking an RFP.
 - Violation information; create a way for Subscribers to search if X situation is a violation.
 - After hours chat feature
 - Central location for information and resources such as videos, policies and procedures, forms, “How to...”, etc.
 - Road map on services or policies adopted and implemented by the Board of Directors.
 - Information should be inclusive of the region such as search feature for all REALTORS.
 - MarketStats – tips and tricks for members to use and incorporate into their business.
 - Tip of the Week
 - How to use MLS
 - Clear Cooperation Policy
 - ShowingTime
 - RPR – tips and tricks on how to use RPR and educate Subscribers on what it is and how it can serve them in their business.
 - Supra
 - Search function for documents.
 - Document with an explanation of Green features.
 - The task force identified there is a host of information available for Subscribers, but it is not easily accessible or housed in a central location.
- Discussion on what should be on an association website versus an MLS website.
 - Code of the Ethics and Fair Housing information is typically found on an association website; should it also be on an MLS website?
 - Should Affiliates be a searchable feature on the MLS website?
- The task force was asked to consider what information would be important on the website and to research websites in other markets for ideas such as ARMLS, Southern California, Houston, Boise, Austin.
- The next meeting has been scheduled for August 18 at 3pm.
 - Staff will send out the Zoom meeting information, suggested websites to review, the Top Violations document and Green features list.
- Adjourned at 3:40pm



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

Committee: MLSSAZ Website Task Force
Meeting Date: August 18, 2020
Chair: Nicole Brule-Fisher
Call to Order: 3:03pm

Attendance: Nicole Brule-Fisher Patrick Devine David Dynes Marcela Fuentes
Corey Hughes Steve Redmond Joette Schenck Cathy Wolfson
Henry Zipf
Staff: Christine Sanchez Randy Rogers Jennifer Bailey BethAnn Neynaber

Information Items:

- Continued discussion on website content ideas that would be valuable and important for Subscribers and consumers.
- Review of Austin and Houston MLS websites for content and layout ideas for the website.
- Content for the website should include the following:
 - Tips and Tricks
 - Training Documents and Videos
 - Sample Forms
 - How to get involved
 - Supra
 - CRS
 - MLS Stats
 - RPR
 - ShowingTime
 - Links to each association
 - Governing Documents: Rules and Regulations, Policy Statements, Market Report, Bylaws etc..
- The website should be visually pleasing (consider a photo from a local photographer), mobile friendly, incorporate all areas serviced, short, quick and easy access to information and draw from staff on additional information that should be included on the website.
- Chair Brule-Fisher will work with staff to gather all the information discussed to present to President Sue Cartun.
- The task force was asked to send Chair Brule-Fisher any additional information or ideas for the website.
- Adjourned at 3:47pm