

Berkshire Leadership Trip

Berkshire Leadership Report
of Actions Items
From the NAR Annual
Conference & Expo

REALTORS®
Conference & Expo 
Global Reach, Local Focus
November 4-7, 2016 • ORLANDO, FL



Board structure changes

The Delegate Body approved minor changes to the composition of NAR's Board of Directors, the first structural changes to that group since 2000. Over those 17 years, the industry and the association have seen significant advances, and national membership has grown by 58 percent. In that context, NAR's Leadership Team asked REALTORS® and association executives from across the country to take a comprehensive look at the composition of the Board of Directors. The presidential advisory group recommended a series of Constitutional changes. The most controversial of the amendments, which proposed to change the allocation formula for state and local association representatives to the board, were defeated by the Delegate Body.

Commitment to Excellence Framework Passed

The Board approved the framework of the *Commitment to Excellence* (C2EX) program, an initiative to develop and enhance qualities that reflect the commitment of a REALTOR® to ethics, advocacy, technology, data privacy, and customer service. As part of the voluntary program, which is contingent on the approval of funding by the Finance Committee and the Board of Directors, NAR will develop a self-assessment designed to measure a REALTOR®'s proficiency in the C2EX competencies and position him or her for improvement. The program will be made available to members through a website and a mobile app known as C2eEX Central. NAR will cover the full cost of the Commitment to Excellence program and administer it.



MLS And Data Issues:

Top-level domain. Bob Goldberg, president and CEO of the REALTORS® Information Network and a senior vice president for NAR, gave a report on NAR's .REALTOR top-level domain, announcing that in December, the association will transition its main website, REALTOR.org, to a new web address, NAR.REALTOR. Members can get a web address created exclusively for REALTORS® and use it to grow your professional business. <https://www.claim.realtor/>

Realtors Property Resource®. Dale Ross, CEO of Realtors Property Resource®, updated directors about RPR®'s Advanced Multi-List Platform™ (AMP™) and Project Upstream initiatives. Ross said both initiatives are on time and under budget. Ross said RPR® achieved a key milestone by presenting a live demonstration of AMP™ during the REALTORS® Conference & Expo. He added that 94 percent of all residential listings in the United States are on the RPR® system, and that 92 percent of MLSs use it. <https://www.narrpr.com/>



Berkshire Leadership Trip

Berkshire Leadership Report
of Actions Items
From the NAR Annual
Conference & Expo

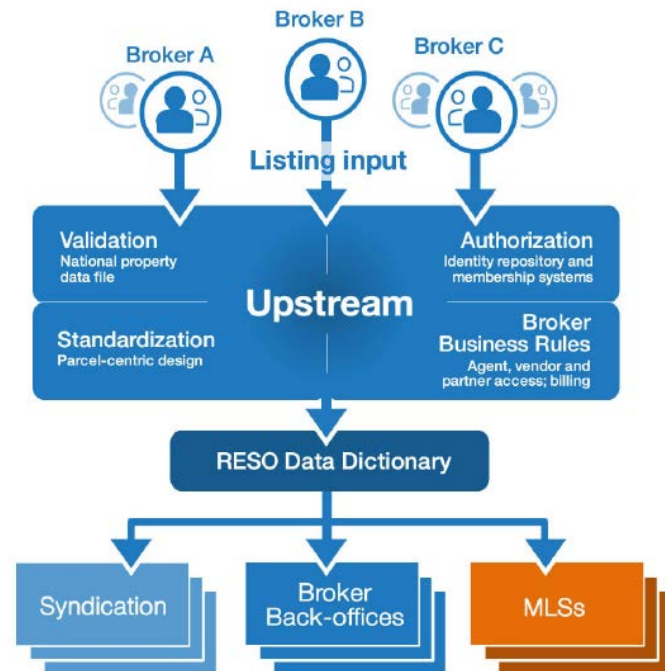
REALTORS®
Conference & Expo
Global Reach, Local Focus
November 4-7, 2016 • ORLANDO, FL



MLS And Data Issues, continued:

UpstreamRE Update: Alex Lange, President & COO

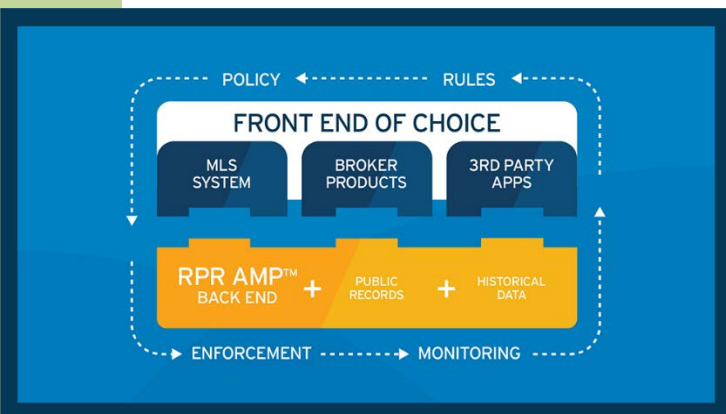
- How did upstream start? Large brokers felt shackled by their own assets. They wanted a solution that offered:
 - Single data entry
 - Standards
 - Beyond parcel data
 - High fidelity
- Think of upstream as the central point to enter listing data – and then distribute it to all the systems that a broker wants to have the data, including multiple listing service databases, syndication sites, accounting systems, email or marketing systems. Enter once, sent to many.
- In the Upstream development, they chose to operate as a co-op; everyone gets the same level of vote; big and small.



The Berkshire MLS contingent reviewed an edited video demo (not live!) of the upstream promised functionality. The five markets that have confirmed participation in the Phase One Pilot are currently comprised of 5 MLSs and 12 brokerage companies, including:

- MLS Listings: Sunnyvale, CA Pacific Union Real Estate and RE/MAX Gold
- RMLS Portland: Portland, OR; Coldwell Banker Bain/Seal and RE/MAX Equity Group
- West Penn MLS: Pittsburgh, PA ; Howard Hanna Real Estate, Northwood Realty Services, Berkshire Hathaway Home Services Preferred and RE/MAX Select
- North Texas Real Estate Information Service (NTREIS): Dallas/Fort Worth, TX; Keller Williams Arlington and RE/MAX DFW Associates
- Northstar MLS: Minneapolis, MN; Edina Realty, RE/MAX Results

AMP Update: Berkshire MLS leaders were invited to an exclusive look at 3 demos of the AMP system vendors in a real-time action. The AMP system is being developed by RPR to become a new, master database for Upstream, and for any local MLS that would like it to replace their current MLS system database.



Berkshire Leadership Trip

Berkshire Leadership Report
of Actions Items
From the NAR Annual
Conference & Expo

REALTORS®
Conference & Expo 
Global Reach, Local Focus
November 4-7, 2016 • ORLANDO, FL



MLS And Data Issues, continued:

AMP Update Continued: Since AMP is only a database, they are contracting with 3 (and open to more) vendors to provide a “front-end” ... the actual site where you find the functionality to enter listings, create reports and manage your client data. There are currently 5 MLS Beta markets:

- San Francisco Association of REALTORS®, Southern Oregon MLS/Rogue Valley Association of REALTORS®, South Central Kansas MLS, Southeast Minnesota Association of REALTORS®, and Flagler County Association of REALTORS®

Technology vendors selected to develop front-ends for RPR AMP include:

- W&R Studios—Cloud MLX, Lone Wolf—WOLFconnect and Rapattoni Corporation

Blockchain Technology: Mark Lesswing, SVP & CTO Of NAR

Let's dive into the world of Blockchain

What's going on behind the buzz? Why are so many people excited about this emergent technology? Let's provide some context to start your journey.



In computing, our whole world has been wrapped around tables. We all currently use spreadsheets, rows and columns, and tables.

Instead, there is a new way of storing and analyzing data - Think of blockchain as a chain of events, and over time the chains get bigger. A mega history that pulls data from events and activity rather than linear data. It is a method of managing data, decentralized ledgers, secure from tampering. No one central authority controls the data. Multiple copies exist.

Check out the 6 minute video above to learn about this amazing new technology that could revolutionize our business and our world.



Berkshire Leadership Trip

Berkshire Leadership Report
of Actions Items
From the NAR Annual
Conference & Expo

REALTORS®
Conference & Expo 
Global Reach, Local Focus
November 4-7, 2016 • ORLANDO, FL



Committee Communications Platform presented by Todd Carpenter, Managing Director, NAR

- Demo site for a new Committee Communications Platform for discussions between face-to-face meetings is online now, but will not launch until Q1 of 2017. Reason is multiple projects going on, including REALTOR.org refresh, member center, etc. Sites will leverage single sign on, so these initiatives have delayed the platform a bit.
- Website will live at the Hub.realtor

RESO Data Dictionary

The RESO (Real Estate Standards Organization) Data Dictionary serves as the real estate industry's "Rosetta Stone" for real estate data. Hundreds of MLS, and other source providers, gather data. **But what good is it if the data cannot be shared or understood?** The [Data Dictionary](#) ensures that each system "speaks" the same language. It is the common standard that defines real estate data in consistent terms and data structures; a template data providers may follow to format its most common fields. Berkshire staff, and MLS staff across the US have been working with their MLS vendors to align local databases with the standardized language. In this process, we are also working to better understand the options available to members for data input and gather good ideas for handling common disclosure items.

Berkshire County Board of REALTORS, Inc.

Certification Duration	Active
December 17, 2015 - December 17, 2016	
Product Name/Version	RESO
Flexmls and Spark API	
Certification Type	
Data Dictionary	
Certification Version	SILVER CERTIFIED
1.4	
Details	
Property	

The MLS Committee Report / Action Items

The Multiple Listing Issues and Policies Committee received a progress update on Cooperation Agreement between the National Association of REALTORS® and the Council of Multiple Listing Services (CMLS). Items in the Agreement had been completed or are in progress:

- NAR will add 3 CMLS members to the MLS Technology and Emerging Issues Advisory Board. (Completed)
- NAR will add 1 CMLS member to the Association Executives Committee. (Completed)
- NAR will add 2 CMLS members to the AEI curriculum group. NAR and AEI Leadership will cooperate with CMLS to conduct CMLS Best Practices and other such MLS presentations and educational offerings as deemed appropriate. (Completed)



Berkshire Leadership Trip

Berkshire Leadership Report
of Actions Items
From the NAR Annual
Conference & Expo

REALTORS®
Conference & Expo 
Global Reach, Local Focus
November 4-7, 2016 • ORLANDO, FL



- Sometime in the future, NAR and CMLS will jointly propose a 'game changers' program for MLS's similar to what was done with local associations 4-5 years ago (a program and fund to pay for creative big ideas that MLS's would like to pilot).
- NAR will facilitate an annual meeting among NAR Leadership, CMLS Leadership, and members of the Large Brokers community.
- NAR and CMLS will establish a program (and funding) for exploring and executing on potential MLS mergers and consolidations.
- CMLS will be invited to give a report to the NAR Executive Committee twice a year at the two business meetings. NAR will be invited to give a report at CMLS board and/or business meetings.
- NAR and CMLS will work together to give input to the Upstream and AMP projects. (In progress and ongoing)
- NAR and CMLS will work together on future potential product/project discussions that affect NAR or MLS organizations.

MLS Technology and Emerging Issues Advisory Board will discuss: 1) changes to NAR's model IDX rules suggested from Leading Real Estate Companies of the World, 2) automatically generated thumbnail displays of property information on social media platforms and their compliance with IDX policy, 3) adjustments to NAR's Lockbox Security Requirements and 4) possible revisions to MLS Policy Statement 7.42, Jurisdiction of Association Multiple Listing Services.

CMLX certification program of the Council of Multiple Listing Services. With three levels of certification and an option of volunteer MLS leadership and business partner vendors, the program's goal is to produce certified MLS management specialists, much like the RCE certification of the National Association of REALTORS® for Association Executives.

Six key factors of MLS consolidation, which include: 1) political, 2) financial, 3) technology, 4) governance, 5) ownership and 6) staffing. Matters related to these factors are what often derail consolidations and other MLS cooperative ventures. The comments from Committee members will be shared with the recently formed MLS Consolidation Resources Work Group in the development of its work product.

The full report provided to the NAR Finance Committee is being reviewed by the Berkshire MLS Leaders.

Former NAR presidents to head CEO search

The NAR Delegate Body approved a Constitutional change to permit the Leadership Team to appoint a committee to identify a new CEO for the organization and select the CEO without requesting approval from the Board. Work begins after the meeting to find a replacement for CEO Dale Stinton, who will retire at the end of 2017. President Tom Salomone reported to the Board of Directors and Delegate Body that Chris Polychron, NAR's 2015 president, will chair the search committee, and Cathy Whatley, NAR's 2003 president, will serve as co-chair. The full search committee will be named in a matter of weeks.



Berkshire Leadership Trip

Berkshire Leadership Report
of Actions Items
From the NAR Annual
Conference & Expo

REALTORS®
Conference & Expo 
Global Reach, Local Focus
November 4-7, 2016 • ORLANDO, FL



Fair Housing

The NAR Board voted to “support and/or initiate” legislative and regulatory efforts that would bar discriminating against people seeking to procure housing based on their sexual orientation or gender identity. The Federal Fair Housing Act protects equal housing opportunity on the basis of race, color, religion, sex, handicap, familial status and national origin, but not on the basis of sexual orientation and gender identity.

Appraisal FHA Requirement

The NAR Board voted to urge FHA to void its requirement that an appraisal stays with the property for 120 days. The requirement to keep an appraisal with a property for four months can negatively affect property values in markets where prices are rising.

Appraiser Qualifications

Prior work experience should count toward the degree requirement for Certified General appraisers, [NAR says in a comment letter](#) to the Appraiser Qualifications Board. Click that link to find the other recommendations the association made as well.

RPAC

The NAR Board voted to encourage states to submit their own annual RPAC fundraising goals to establish a national RPAC goal. The NAR Board also decided to simplify the RPAC award system, which will involve the elimination in 2017 of all award categories except the Triple Crown and President's Club awards.

RPAC leaders reported that 367,938 NAR members, or 32 percent of the association, made donations this year, a 1 percent increase over last year. In the Berkshires, out dues billing doesn't fund RPAC, but rather PAF – the Political Advocacy Fund that can be used for issues mobilization, not direct candidate expenditures. We have exceeded NAR goals significantly. We raised \$8,821 year to date, with 4 Major (\$1,000) RPAC contributors. WE had 211 members investing which is 47% of our board.



Berkshire Leadership Trip

Berkshire Leadership Report
of Actions Items
From the NAR Annual
Conference & Expo

REALTORS®
Conference & Expo 
Global Reach, Local Focus
November 4-7, 2016 • ORLANDO, FL



This exhibition tells the story of five families who lived in this house over 200 years and made history in their kitchens and parlors, through everyday choices and personal acts of courage and sacrifice.

Within These Walls..

American colonists created new ways of living.
Patriots fought a Revolution.
An African American struggled for freedom.
Neighbors joined together to oppose slavery.
Immigrants made a new home and a living.
A woman and her grandson served on the home front in World War II.

Cultural investment

The NAR Board approved spending \$1.2 million to maintain NAR's sponsorship of the "[Within These Walls](#)" exhibit at the Smithsonian Institution's National Museum of American History in Washington, D.C. The exhibit opened in 2001 and uses a historic house from Ipswich, Mass., to showcase construction methods in Colonial days and celebrate the importance of the home to the generations of families that lived in it.

Patent-infringement insurance

The NAR Board approved a recommendation by the Legal Action Committee to purchase liability insurance for NAR, REALTOR®-owned MLSs, and state and local associations to protect against patent-infringement claims by "patent trolls," which profit by seeking fees for use of overly broad patents that they own.

Legal assistance

The Board approved spending roughly \$221,000 to support legal activities undertaken by NAR, a local association and a state association, as follows:

- \$161,000 to settle the balance on outstanding legal costs for NAR's successful challenge to the validity of a patent a so-called patent troll was using to demand fees from real estate companies using certain email listing alert systems. As a result of the challenge, the patent owner, Data Distribution Technologies Inc. granted a "covenant not to sue" applicable to the entire real estate industry.
- \$50,000 to the St. Louis Association of REALTORS® to challenge to the validity of a county rental ordinance.
- \$10,000 to the South Carolina Association of REALTORS® to help it defend an arbitration decision it made in a commission-dispute case.

Advocacy grants:

The Board approved grants to several state and local associations to support advocacy activities. The Puerto Rico Association of REALTORS® received \$35,000 to help it win repeal of a law imposing a sales tax on real estate services, and the Texas Association of REALTORS® received \$169,000 to help it win lower property taxes for home owners. Learn ways to [obtain grants from NAR](#) or join the [local GA committee!](#)



Berkshire Leadership Trip

Berkshire Leadership Report
of Actions Items
From the NAR Annual
Conference & Expo

REALTORS®
Conference & Expo 
Global Reach, Local Focus
November 4-7, 2016 • ORLANDO, FL



Association Executives Committee Raise the Bar:



The Association Executives Committee Raise the Bar Work Group reviewed three program proposals on how local associations might “raise the bar” beyond the ever-expanding list of Core Standards. The proposals passed included an *Idea Sharing Platform* that would enhance communication and document sharing among associations and a *Certificate of Excellence* program in which local associations would be recognized for outstanding accomplishments in five performance categories, according to association size, and then eligible for

further recognition at a silver, gold, or platinum level of excellence. NAR staff will provide a needs analysis and budget for review and approval by the NAR Finance Committee and AEC at the May 2017 Legislative Meetings. [Tell us how we can raise the bar for you and your business!](#)

Volunteer Leadership Resources:

The AEC Volunteer Leadership Resources Work Group is finalizing a year-long calendar of topics and speakers for the new "Presidential Briefing: A Guide to Your Year in Office." The briefing is an online resource for local and state presidents and presidents-elect. Since the launch in August, topics have included a welcome form incoming President Bill Brown, a briefing with NAR Senior Vice President Doug Hinderer's on strengthening the staff/volunteer partnership; how to be a good past president, and a video message from President Tom Salomone.

The work group also identified speakers and topics for the May 2017 Leadership Express program. This program, for AEs and their volunteer leaders, consists of three, 40-minute sessions that offer leadership tips and strategies from industry experts. [Interested in leadership? Share your passions and interests with us!](#)

Association Executives Issues Analysis

The Association Executives Issues Analysis Work Group reviewed the strategic issues and trends report, “Unleashing the Power of Real Estate Data,” to identify practices that associations can incorporate into their planning, so they can proactively address some of the challenges facing associations.

[Unleashing the Power of Real Estate Data Full Report](#)



Berkshire Leadership Trip

Berkshire Leadership Report
of Actions Items
From the NAR Annual
Conference & Expo

REALTORS®
Conference & Expo 
Global Reach, Local Focus
November 4-7, 2016 • ORLANDO, FL



New Tech Tools:

RPR Mobile™ now includes commercial data and reporting. Go to nar.rpr.com to learn more. Realtor.com® [has a goal setting tool](#) that offers marketing recommendations to help your members achieve challenging goals.

Residential Forecast: Home Sales Have Bright Future

Younger buyers are likely to drive growth in residential markets in the years ahead as the economy stays on a positive track and interest rates stay relatively low, NAR Chief Economist [Lawrence Yun said](#)

Commercial Outlook: Sectors to Eke Out Growth

Multifamily and industrial properties will continue to lead growth among commercial real estate sectors as the economy makes moderate gains through the end of the year and into 2017, [His Remarks](#)

Economic Outlook from Dennis Lockhart, CEO of the Federal Reserve Bank of Atlanta

Atlanta Fed President and CEO Dennis Lockhart's outlook for the housing sector is optimistic because of demographic trends, projected household formation, and a moderately growing economy. Lockhart outlined housing demand factors including economic health, credit availability, and affordability. He also cited supply constraints: a shortage of affordable housing, tight inventories of homes for sale, and the regulatory environment. Even with the prospect of rising interest rates, policy is not disconnected from factors that should improve overall affordability, such as wage growth and employment prospects. He expects the rate environment to stabilize at a lower level than in past periods of sustained expansion, promoting affordability and a healthy sales market. [Full Remarks here](#)



2016 NAR's Year In Review:

The "2016 Year in Review" video highlights many of the association's accomplishments and activities over the year, including the rollout of the "Get Realtor" ad campaign, the association's partnership with Boys & Girls Clubs of America, the passage of legislation to expand condo financing, and the centennial celebration of the term REALTOR®. NAR also acted forcefully with technology partner Move Inc. to protect its member's intellectual property rights and pushed back against patent trolls. Wholly owned subsidiary RPR delivered technology that promises to be a gamechanger for MLSs and brokers.

View NAR's new ["2016 Year in Review" video](#) and explore the new [2016 Annual Report website](#).

