

URGENT

Mary Jane White, 2015-2016 MLS President
What I know, that you should know!



Danger Report... In 2014 NAR commissioned the study and report authored by Stefan Swanepoel, CEO of Swanepoel T3 Group that laid out 50 threats to 5 groups:

Agents, Brokers, NAR, Local & State Associations & the MLS.

While initially thought to be alarmist, uncomfortable and negative to our industry after two years many of what was reported is happening right here in our Berkshire County MLS association and pose a real risk to our organization. The report offers no solutions to the issues...those are for us to adopt and implement. I encourage you to read this document to help the MLS shape our future!

- [Full Danger Report](#)

FLEX MLS..... Our life line to successful business. Our staff has put together both printable manuals and video tutorials for every feature needed...there is SO much more you could do beyond looking up a listing!!!

- [FLEX Manuals & Tutorials](#) | [MLS Rules & Regulations](#) | [MLS Policies](#)

Understanding Upstream... Working to assist large brokerages with having to enter and upload listing information into multiple MLS's, in-house systems and websites, NAR signed on to serve as the technology vendor for a new project called UPSTREAM™. It is being designed to create a single entry point for brokers who need wide distribution of their listing data to multiple listing services, publishers and vendors—saving time, effort and expense and ensuring more accurate, consistent data.

- [NAR's Blog on this Venture](#)
- [Inman News Take on Upstream](#)
- [Upstream Latest Status Update](#)

RPR The REALTOR Property Resources... What is RPR®? The site provides REALTORS® with data on more than 166 million parcels of property in the United States, powerful analytics, and client-friendly reports. The system was created by NAR and exclusively for REALTORS®. With extensive report features and data on homes you might be looking to list, this site is worth investigating as a free member benefit.

- [Learn how to use RPR](#)

Listing Syndication... Syndication to a third party NON-MLS website (like Zillow, hotpads or even iBerkshires) is a decision needed with every listing signed exclusively. You need to know all you can about the process to educate your sellers.

- [Critical information you need readily available for EVERY listing you sign & market:](#)
- [Information on the ListHub Syndication Platform in our MLS:](#)
- [Great discussion of the pros & cons of syndication from an Inman's survey](#)
- [Excellent read on the pros & cons of syndicating \(MLS I've become familiar with\)](#)

Reciprocal Agreements... In addition to syndicating your listings, or as an alternative to syndication, our Berkshire County MLS has Reciprocal agreements with three neighboring MLS's. You can now market your bordering properties in adjacent MLS services.

- [How to Create a Reciprocal Listing](#)

Coming Soon... The term pocket listing has been around forever but Zillow has made the term "Coming Soon" the threat to our organization and your business. Offering a Seller's package with an open house kit and the national exposure of their house on the site...there is no doubt Zillow's end game is to eliminate the selling agent. Don't be fooled, please understand the issues surrounding Coming Soon listings!

- [All About the Legalities and Ethics of Coming Soon Listings](#)
- [Consumer Marketing Plan & Think-Tank Report, unanimously approved by MLS Board.](#)
- [Updated Delayed or Refusal to List form](#)

Broker Public Portal (BPP)... This is a new collaborative venture between brokerages, and MLSs. The concept is to offer an online real estate search experience that is free from ads and paid agent placement. Instead, consumers collaborate with their own agent, or connect instantly to the listing agent, ensuring information and answers from a pro who truly knows the home, neighborhood and local market conditions.

- [A summary of the Broker Public Portal](#)
- [BPP has chosen Homesnap to launch their portal](#)
- [Chicagoland MLS is the first to launch BPP](#)

Right to Farm... This does NOT mean your buyer has the right to farm...but you DO have to do something:

- [Documents & procedure you need to follow for all sales:](#)

If you would like to have a conversation about, or have questions on, any of the material in this post, please contact me, Sandy Carroll or any member of your MLS Board of Directors. **Remember....knowledge is power and most client decisions are guided by real estate professionals YOU!!**

Respectfully submitted,

Mary Jane White

