THE MULTIPLE LISTING SERVICE OF THE BERKSHIRE COUNTY BOARD OF REALTORS

Minutes of the Meeting held March 30, 2005

Attendance:

Present: Franz Forster, President; Elizabeth Randall, Vice-President; Susan Seely, Secretary; Sheila Wood, Past President; Deborah Dwyer, Director; Artie Joppru, Director; Mary Jane Dalmaso, Director. **Guests:** Lynne Blake, BCBR President; Sandy Carroll, CEO; Sue O'Brien, MLS Coordinator; Stacy Radzick, Office Assistant. **Excused:** Kevin Granger, Director. **Absent:** Deane Christopolis, Treasurer.

Call to Order:

The meeting was called to order at 9:31 a.m.

President's Report:

Franz Forster reported that the Registry of Deeds is currently trying to collect maps from the assessors' offices for scanning.

Minutes of Previous Meeting:

A **motion** was made to approve the minutes as presented with one change: Debbie Dwyer was not absent from the February 23, 2005 meeting, she should be listed as excused. Seconded. Unanimous.

Treasurer's Report:

A **motion** was made to accept the treasurer's report as presented. Seconded. Unanimous.

New Business:

CMA Display of $/sq ft. – Discussion about this new feature on the CMA report. Only one Realtor® questioned its appropriateness but there have not been any complaints from the membership in general. Decision to ride this out and not make any changes unless issues come up and then the Board can discuss specifics in the future.

Under Agreement Policy Revision – With the advent of the assessor's data on line discussion came up regarding the under agreement submission policies. Discussion ensued about all submission policies. **Motion**: All submission policies should be changed to reflect within 2 business days. Seconded. Unanimous.

Advertising Complaint – The Board reviewed an ad that had been placed in The Berkshire Eagle by The Berkshire Eagle, which had a misleading statement of "only". The Board directed staff to contact Mark French and request that he remove "only" from their advertisements.

North/South Egremont – Request from a member that we separate North and South Egremont in our database because the Warren Group data only reflects Egremont. Discussion that we can not do this for the purposes of properly displaying both towns on Realtor.com. The Board directed staff to write a letter to The Warren Group to separate their data out or change their search function.

MAR Transaction Platform – Artie Joppru and Matthew Chow attended a program regarding MAR Transaction Platform and will plan on reporting back to the Board at a later hearing.

License Revoked from Participant/Financial Impact – The Board of Registration has revoked the broker's license of one of our previous members, who did not renew her membership in 2005 and left a balance owing to the MLS. **Motion**: Write off the balance due to MLS and to check with Steve Ryan about how to notify our membership of the action taken by the Board of Registration. Seconded. Unanimous.

Letter from President – Staff reported that membership calls have become more and more hostile/less professional. Not all of these calls revolve around MLS issues; many are common membership requests or requests for information. In addition, ProMatch has reported that two members can no longer call the tech support line directly because of their abusive behavior toward the tech support staff. **Motion**: Franz Forster, President will call DR's directly when staff reports abusive behavior coming from an associate, either toward staff or toward ProMatch. Seconded. Unanimous.

Old Business:

New Member Process – Staff presented the Board with the Cape Code & Islands Association of Realtors® procedures for processing an application for their consideration.

IDX Use Form & Verification Checklist – Staff presented the Board with a copy of our current Realtor® Agent Authorization for Use form that DR's must sign for IDX implementation on the agent's website and discussed the in-depth forms used by other associations. Our current form requires some major revision to further protect data usage on these sites.

ProMatch Feedback / Issues – Staff reported on the types of questions we are receiving from membership on the ILS system and reported the status of change requests that have been forwarded to ProMatch for processing. A post was made to the message board by Sandy Carroll to update the general membership regarding their requests.

Update of Marketing Plan – Staff will email the website implementation committee with marketing plans when they are available for their approval, rather than wait to hold another committee meeting.

Next Board Meeting:

The next meeting of the MLS Board of Directors will be Wednesday, April 27th at the Board Office at 9:30 a.m.

Adjourn:

The meeting was adjourned at 11:17 a.m.

Respectfully Submitted,

Sue O'Brien, MLS Coordinator