

## Notes from Agent Advisory Council Meeting, 01/29/2018

Discussion of Graphiq modules to include in the Matrix client portal.

- Demo of Walk IQ (different than Walk Score), lot and land details (tho no lot dimensions are shown on image, unlike Realist), RE market trends survey overview
- Recommendations from group:
  - Check accuracy and currency of data before select modules to include
  - Info: MLS exec committee is split on use of client portal (ie, allowing clients to modify an agent's search); will be discussed at Feb 2 meeting; one of few MLSs that do not currently allow a client search
    - Comments: Clients are doing the searches anyway, using other portals, so why not allow and keep clients captive
    - May want to include additional fields, beyond what was demo'd (Austin, TX)
    - Verify how often listing info is updated for trends (ie, active, contingent on inspection)

Intro to INRIX drive time search demo

- Now available in Northstar (map search > clock icon to left of draw radius)
- Once buyer has selected possible purchase options, agent can use INRIX to calculate drive times to work/school for up to 2 locations, based on 15 minute increments
- Outline appears on the map, and will eliminate any listings outside the drive time area
- If a second search, different shading on map
- Plan to announce availability this week, and add an info video
- Suggestion from group: add icons to each of the listings shown on the single line results grid, for both searches

Showing Time Index

- Examples of possible indices provided, with data for current year, previous year, % change
- Similar data is available in Infosparks, for showings (shows to pending, shows per listing)
- Suggestion: make data available in more useful increments, as by zip code and/or price range
- Suggestion: verify data includes only showings, not inspections, appraisals, repair visits, etc

Remine

- Demo of how this program for intelligent prospecting works; consider using Remine, to target prospecting, rather than blanket mailings to an entire neighborhood
- Can finesse by how long owners have lived in property, how recently a property was purchased, and a variety of other factors; a 3-step process of discover, track, engage is used; values are based on data from First American
- There will be demos in the Twin Cities area the week of Feb 12
- The Feb 22 webinars are tailored for the St Cloud market
- Dates for more training opportunities will be made available this week

## Add/Edit updates – enhancements coming Quarter 1 2018

- New permission level, to allow agents to modify listings, then submit for office approval and submission to MLS
- Will be able to upload photos and supplements before saving as Active; MLS # will be assigned for tracking purposes
- Increase in # of photos from 24 to 50, and resolution will likely be improved

Is it important to identify the “master” bedroom [you’ve heard my story on the use of that word].

Overwhelming consensus was no: in older houses all bedrooms are typically similar in size and do not have private bathrooms. In newer houses it is evident from list of rooms or photos which is the owner’s bedroom.

Should there be a new style for houses between 1.5 and 2.0 story in design? Several of the agents stated they had been reported for using the “wrong” style, others stated it is not always apparent from the front photo. Some commented that it became a problem for appraisals. Consensus was that adding another category might only result in more confusion.

Discussion on increasing the # of virtual tours allowed from 2 to 4, opening the links in a new window with user-entered comments. Some agents seemed indifferent, others said go for it.

Discussion on identifying listings for buyers who want single level living. This is not current a required field, but Northstar indicated they can make the “all living facilities on one level” a required yes/no field. Additional discussion of adding a requirement for “no stairs” – consensus was one step at a time.

Extensive discussion on photo copyrights, and who “owns” the photos used in MLS for listings. John Mosey has had discussions with Virtual Home Tours (VHT) on this topic. Lots of reaction to possibility that, once a listing goes off the market (closed, expired, cancelled), the ONLY remaining photo will be the front of the property. Lawsuits have been threatened, but nothing official yet and no suggested language for contracts with photographers for licensing and use. Will likely be an on-going discussion.

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