

September 27, 2007

Board of Director Minutes
Multiple Listing Service of the Wilmington Regional Association of REALTORS®
1444 S. 17th Street

Attending	Tom Adam	Jonathan Barfield	Jeff Cunningham	Bob Jamieson
	Dan Kibler	Dottie Kilpatrick	Susan Lacy	Mary Martin
	Russ May	April McDavid	Bob McKoy	Karen Parkin
	Deb Quaranta	Vance Young		

Absent:


Staff: Jerry Panz

President Susan Lacy called the meeting to order at 10:34 AM. All members of the Board of Directors received notice of the meeting.

By Consent the following was approved:

- 1) The Consent Agenda (attached).
- 2) Extending sold data access through November for New Hanover County Tax Department
- 3) The recommendations from Finance Committee
 - a) Since the Supra contract was extended, the KeyBox Reserve is over funded for 2008; recommendation is to move the excess to the Operating Reserve which is underfunded
 - b) If the membership numbers do not drop, the Board of Directors should allocate the over budget money to replace the \$20,000 spent in the Issues Mobilization Reserve and funding and Contingency (zero dollars budgeted)
 - c) Reducing the initiation fee to \$750
 - d) The budget be approved as submitted
- 4) The minutes of this meeting.

There being no further business the meeting adjourned at 12:05 PM.



Jerry S. Panz, CAE, e-PRO, RCE
Secretary

Consent Agenda

Multiple Listing Service of the Wilmington Regional Association of REALTORS®

September 27, 2007

Approval of:

1. Change to Office Policy on Retention of Records:
 - a. Charts of accounts ~~Last 7 years~~ **Permanently**
 - b. Accounts receivable ledgers 7 years for schedules that are within the General Ledger. Rapattoni A/R shall be purged monthly so as to maintain the previous 24 months
 - c. Contracts and leases still in effect **7 years after expiration** **Permanently**
 - d. Governing Documents: retain current, previous version and last NAR approved only

Acknowledgement of:

Financial statements for August 2007

MLS Waivers Granted by Staff

Name	Company	Why Waived
Diane Winstead	Southeastern Realty, LLC	Clerical Only
Adrienne Trouton	Perfection Real Estate, LLC	Clerical Only
Ashley Nicole Seitter	Laney Real Estate Co., Burgaw	Clerical Only
Carla Citarelli	Century 21 Action, Inc	Property Manager
John Bisette	Carolina's Choice Real Estate	Property Manager; Listing Coordinator
Carmen Kennedy	Carolina East Realty, New Bern	Clerical Only

**MLS Financial Narrative
Month Ending August 2007**

Account Name	Monthly Narrative
CURRENT ASSETS	
All Asset accounts	In balance and Designated Reserves fully funded
CURRENT LIABILITIES	
Sales Tax Payable	Paid in early September
NC Unemployment	Paid quarterly
REVENUES	
Contract Services w/RCA	½ of budgeted amount paid
MLS-Miscellaneous	\$1913.88-NCAR REALTOR® Partners + nonREALTOR® application fees +check fee + mailing list
EXPENSES	
Consulting Fees	Consulting fees for new MLS system
Directors Meeting	Annual Payment to WRAR
Keybox expense	1,100 Keyboxes ordered this year. Most likely will need to order more before end of year.
Casual Labor	Over budget due to new MLS system (Part time staff)
Tokens for MLS	Token Income

**MLS of Wilmington
Balance Sheet
August 31, 2007**

ASSETS

Current Assets

Merrill Lynch Money Market	66202.78	
BB&T-Operating Account	112525.13	
Accounts Receivable-Membership	18067.92	
Accounts Receivable-Other	480.56	
Due From Duplin/Sampson AOR	4611.00	
Inventory-Store	19154.44	
Prepaid Taxes	34282.00	
Total Current Assets		255,323.83

Property and Equipment

Accumulated Depreciation	-521853.69	
Office Furniture and Equipment	41166.60	
Computer Equipment	156237.70	
Lockbox Inventory	350560.00	
Total Property and Equipment		26,110.61

Designated Reserves

Computer Reserve (FF-19,000)	19000.00	
Operating Reserve (433,333)	34000.00	
Copier Reserve (FF-15,000)	15000.00	
Issues Mob Rsve(\$35,000)	35000.00	
Server/Sftwre Rsvr(FF-25,000)	25000.00	
Furniture/Fixt Rsrv(FF-10,000)	10000.00	
Lockbox Reserve (344,000)	344000.00	
Next MLS System(\$185,000)	185000.00	
Total Designated Assets		667,000.00
Total Assets		948,434.44

LIABILITIES AND CAPITAL

Current Liabilities

Sales Tax Payable	460.55	
NC Unemployment Tax Payable	274.51	
Total Current Liabilities		735.06
Total Liabilities		735.06

Capital

Common Stock	500.00	
Retained Earnings	828125.70	
Net Income	119073.68	
Total Capital		947,699.38

Total Liabilities & Capital

948,434.44

MLS Income Statement as of August 31, 2007
Without Review or Audit by CPA

	Current Month	Current Month	Year to Date	Annual/Mo. Budget	Variance YTD
Revenues					
Contract Services with D-S AOR	2,233.00	840.00	9,843.00	6,720.00	3,123.00
Contract Services with RCA	11,225.00	0.00	11,225.00	22,450.00	(11,225.00)
IDX Frame Site Fee	0.00	0.00	3,330.00	0.00	3,330.00
Int&IncVal-M/L					
Money Market	2,926.77	2,137.46	18,918.95	17,099.68	1,819.27
MLS Access Fees	113,912.37	100,715.00	870,239.12	805,720.00	64,519.12
MLS-Branch Office Fees	0.00	0.00	350.00	200.00	150.00
MLS Initiation Fees	4,000.00	2,500.00	63,000.00	20,000.00	43,000.00
MLS Comp Books (net)	0.00	0.00	1,853.13	0.00	1,853.13
MLS Firm User Fees	16,376.62	12,720.00	126,436.03	101,760.00	24,676.03
MLS Listing Fees-Staff	0.00	0.00	20.00	0.00	20.00
MLS & Keybox Fines	140.00	333.33	14,965.00	2,666.64	12,298.36
MLS Late Payment Fees	525.00	425.00	5,331.00	3,400.00	1,931.00
MLS Reinstatement Fees	290.00	200.00	2,490.00	1,600.00	890.00
MLS - Misc. Income	2,434.28	83.33	3,321.63	666.64	2,654.99
Supra Initiation Fee	4,750.00	0.00	24,960.00	5,000.00	19,960.00
Supra Monthly Fee	25,716.00	27,165.23	231,602.45	217,321.84	14,280.61
Store Income(net)	2,109.72	833.33	20,342.68	6,666.64	13,676.04
			1,408,227.9	1,211,271.4	
Total Revenues	186,638.76	147,952.68	9	4	196,956.55
Expenses					
Accounting & Consulting-CPA	0.00	833.33	5,017.00	6,666.64	(1,649.64)
Advertising	0.00	41.67	185.00	333.36	(148.36)
Bank Service Charges	3,863.30	3,153.46	31,938.88	25,227.68	6,711.20
Banquet Expenses	0.00	0.00	500.00	3,000.00	(2,500.00)
Clark Memorial	0.00	0.00	58.66	200.00	(141.34)
					(22,316.60)
Contingency Fund	0.00	0.00	(316.60)	22,000.00)
Computer Operations	5,120.00	4,955.47	45,564.37	39,643.76	5,920.61
Consulting Fees	6,281.27	0.00	7,382.34	0.00	7,382.34
					(22,572.00)
Depreciation	0.00	0.00	0.00	22,572.00)
Directors Meetings	7,500.00	625.00	7,500.00	5,000.00	2,500.00
Donations	0.00	0.00	2,800.00	0.00	2,800.00

Dues & Subscriptions	0.00	66.67	327.77	533.36	(205.59)
Economic & Market					
Watch Report	0.00	0.00	3,000.00	3,000.00	0.00
Election Expense	0.00	0.00	227.50	0.00	227.50
Filing Fees	0.00	0.00	0.00	20.00	(20.00)
Governmental Affairs	952.39	0.00	7,544.62	0.00	7,544.62
iCheck	0.00	0.00	0.00	8,894.76	(8,894.76)
iMapp, Inc (tax service)	0.00	0.00	31,229.55	35,193.60	(3,964.05)
	Current	Current	Year to	Annual/Mo.	Variance
	Month	Month	Date	Budget	YTD
Insurance-Comp Equip	0.00	0.00	0.00	2,175.00	(2,175.00)
Insurance-Employee					
Bond	0.00	0.00	0.00	800.00	(800.00)
Insurance-Health	6,543.81	5,082.00	38,749.12	40,656.00	(1,906.88)
Insurance-Workman's					
Comp	0.00	0.00	615.00	2,450.00	(1,835.00)
IRA Employer Contrib	1,073.06	1,123.25	8,320.37	8,986.00	(665.63)
Issues Mobilization					
Funds	0.00	0.00	3,900.00	0.00	3,900.00
Keybox Expense	29,672.60	916.67	103,528.66	7,333.36	96,195.30
Leadership Training	0.00	208.33	0.00	1,666.64	(1,666.64)
Lease-Building	4,324.80	4,324.80	34,598.40	34,598.40	0.00
Legal Fees	776.25	1,041.67	9,406.01	8,333.36	1,072.65
Misc. Expenses	0.00	40.70	1,628.38	325.60	1,302.78
MLS Committee					
Meeting	0.00	0.00	688.63	600.00	88.63
NAR & ASAE-Travel	100.00	2,035.83	9,543.00	16,286.64	(6,743.64)
NCAR Directors					
Expenses	0.00	1,137.04	4,579.26	9,096.32	(4,517.06)
Office Supplies	313.69	750.00	5,492.89	6,000.00	(507.11)
Orientation	0.00	0.00	0.00	5,500.00	(5,500.00)
Other Meetings					
Expense	1,441.00	833.33	17,294.53	6,666.64	10,627.89
PossibleNow.com	0.00	0.00	0.00	3,000.00	(3,000.00)
Postage and Shipping	16.68	416.67	2,701.99	3,333.36	(631.37)
Postage Meter	617.83	0.00	1,363.50	1,600.00	(236.50)
Printing	0.00	0.00	148.40	500.00	(351.60)
					(78,792.00)
Quest	0.00	42,770.00	263,368.00	342,160.00)
Rapattoni MLS	25,716.52	0.00	47,585.38	0.00	47,585.38
Salary-Casual Labor	3,953.40	100.00	12,509.74	800.00	11,709.74
					(41,120.00)
Reserves	0.00	5,140.00	0.00	41,120.00)
Software License &					
Upgrades	0.00	133.33	0.00	1,066.64	(1,066.64)

Strategic Plan	0.00	0.00	11,168.47	2,000.00	9,168.47 (42,991.04)
Supra Key Expense	0.00	0.00	201,496.03	244,487.07	
Taxes-Employers FICA	3,434.77	2,243.20	22,006.23	17,945.60	4,060.63
Taxes-Employment Security	130.21	54.57	2,005.02	436.56	1,568.46
Taxes-Franchise	0.00	0.00	0.00	735.00	(735.00)
Taxes-Income	0.00	0.00	36,194.00	23,875.92	12,318.08
Taxes-Property Business Equip	0.00	0.00	0.00	100.00	(100.00)
Taxes-FUTA	12.98	0.00	641.99	210.00	431.99
Technology Seminar	0.00	0.00	0.00	5,000.00	(5,000.00)
Telephone/Computer Lines	1,054.60	580.00	6,241.56	4,640.00	1,601.56
Tokens for MLS (Net)	(1,181.00)	0.00	(1,589.00)	0.00	(1,589.00)
Travel & Education CEO	72.16	0.00	3,832.07	10,396.23	(6,564.16)
Travel & Education Staff	1,775.90	0.00	3,263.10	12,720.42	(9,457.32)
Wages Expense	44,899.27	28,199.65	294,914.49	225,597.20	69,317.29
			1,289,154.3	1,265,483.1	
Total Expenses	148,465.49	106,806.64	1	2	23,671.19
	\$	\$			
Net Income	38,173.27	41,146.04	\$119,073.68	(\$4,211.68)	173,285.36

Dear Jerry;

Ascot Technologies specializes in mobile communication and how it changes the way business is conducted. We have announced a new offering for your Board's consideration. It is called **Audio Flyer**.

Audio Flyer takes into account the large number of potential buyers who carry a cell phone. A phone number and property identification code are placed on the sign in front of a property. Picture a family on a Sunday afternoon drive. They see a house they love. Instead of picking up a flyer (which may be forgotten by the time they arrive home,) they call the Audio Flyer. The Audio Flyer gives them a brief description of the property and asks if they would like an appointment or call back by the realtor®. This information is immediately transmitted to the realtor®. Audio Flyer has just captured a lead which otherwise may have been lost!

Audio Flyer may be used as a supplement to or replacement for a paper flyer. Its advantages are:

- (1) Captures casual drive-by leads
- (2) Puts your sign to work for you
- (3) Works with any cell phone
- (4) Permits marketing of the property with an audio description in agent's own voice
- (5) Measures drive-by interest or curb appeal of a property
- (6) Immediately alerts the listing agent
- (7) Saves the cost of paper flyers
- (8) Audio Flyers never run out or get wet
- (9) Saves the drive to deliver more paper flyers
- (10) At your option, can be connected to your MLS database for an automated description
- (11) May be used for commercial or residential real estate

Ascot Technologies offers an association-wide plan at a fraction of Audio Flyer's normal cost. It is so economical that it may not impact current dues to your members! And you receive an association monthly summary report of Audio Flyer activity.

Here is more information: <http://www.ascottechnologies.com/PDFs/AudioFlyer.pdf>

We are very excited about this new offering and I look forward to discussing it with you and your Board on September 27 at 9am.

Best Wishes,

Mary Ellen Randall
President
Ascot Technologies, Inc.
(919) 388-1776
www.ascotwireless.com



MEMORANDUM

TO: Board of Directors
FROM: Jerry Panz, CEO
DATE: September 13~~22~~, 2007
SUBJ.: North Carolina Data Share (NCDS) Initiative Update

As part of the first phase of the Statewide MLS initiative, WRAR staff has been working with Charlotte, Triad MLS (Greensboro, High Point and Winston-Salem), and the Triangle MLS to establish a common set of rules. We have separately discussed creating an IDX data feed containing IDX data from each participating MLS. I and usually Brian Bell have been participating on behalf of WRAR.

Background

Since the August 2006 MLS forum in Raleigh on regionalization, there have been a few discussions among the leadership and AEs and their staff from some of the MLSs that participated in the forum, leading up to the official formation of the NCDS group.

In July 2007, the NCDS group hired Brian Larson of Larson Legal, a well known industry expert, to facilitate future collaborative efforts.

Larson provided an analysis of each participating MLSs IDX rules in matrix format as well as created an agenda for resolution of differences in rules in an effort to move forward with the project.

To date, there have been three conference calls with Brian Larson and all the NCDS participants. Below is a summary of the issues and possible resolutions discussed during each call.

August 27, 2007 Conference Call

Decision-making process

All participants agreed it would be best if the MLS executives developed the proposals for state-wide IDX Rules and separately discuss a data sharing system as far as possible before carrying the proposals back to local boards of directors for approval.

IDX or IDX-like?

- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt, Underline
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt, Bold, Underline
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt, Bold, Underline
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt, Underline
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt
- Formatted: Font: (Default) Calibri, 11 pt, Underline

Larson had suggested IDX-like (still consent based) as a way to circumvent NAR rules. The group agreed that the program would operate best as IDX because the program should be protected under NAR's insurance and subject to NAR policy; it allows local MLSs to decide whether to continue operating their own local IDX solutions; and it does not require brokers to make new opt-in or opt-out decisions (as they have already made their IDX selections). The same consent or non-consent would be used for the statewide program.

Formatted: Font: (Default) Calibri, 11 pt
Formatted: Default Paragraph Font, Font: (Default) Times New Roman, 12 pt
Formatted: Font: (Default) Calibri, 11 pt

Broker Access

There are two approaches being considered:

1. The All-In Approach -- Any participant of any MLS in the NCDS would have access to all IDX listings from all the NCDS MLSs (MLS of choice for IDX).
2. The Standards Approach -- The NCDS project would create common rules and a common data feed, but that brokers would get IDX listings only from those MLSs in which the brokers held MLS participatory rights.

Formatted: Font: (Default) Calibri, 11 pt
Formatted: Font: (Default) Calibri, 11 pt, Underline
Formatted: Font: (Default) Calibri, 11 pt

The group agreed that the all-in approach benefits more members, but acknowledged that some local leaders might be uncomfortable with it. The group agreed to propose the all-in approach, but acknowledged it may be an issue for further discussion by some local boards/MLSs.

Formatted: Font: (Default) Calibri, 11 pt, Underline
Formatted: Font: (Default) Calibri, 11 pt
Formatted: Font: (Default) Calibri, 11 pt, Underline

Rules Enforcement

The group agreed that each MLS should monitor its own participants' IDX sites and enforce the NCDS common rules against its own participants; NCDS will establish a panel of staff members to consider complaints of one MLS that its IDX data is being misused on the IDX web site of a broker participating in another MLS and that the other MLS is not taking sufficient action.

Formatted: Font: (Default) Calibri, 11 pt
Formatted: Font: (Default) Calibri, 11 pt
Formatted: Font: (Default) Calibri, 11 pt

September 5, 2007 Conference Call Terminology

The NCDS group agreed on the terms "participant" and "subscriber" to describe our member types non-principal brokerage licensees in offices.

Formatted: Default Paragraph Font, Font: (Default) Times New Roman, 12 pt
Formatted: Font: (Default) Calibri, 11 pt, Underline
Formatted: Font: (Default) Calibri, 11 pt

MLS Public Web Sites

Charlotte raised the issue of whether aggregating MLSs' IDX listings would mean that MLSs with public or "consumer-facing" web sites could use the IDX data of other NCDS IDX MLSs on their public sites. Larson noted that separate approval would probably be required from listing brokers. Consenting to IDX is not the same as consenting to a display of your listings on the MLS's web site or the sites of other MLSs. (CMLS is having legal counsel review this issue with NAR).

Formatted: Default Paragraph Font, Font: (Default) Times New Roman, 12 pt
Formatted: Font: (Default) Calibri, 11 pt, Underline
Formatted: Font: (Default) Calibri, 11 pt

The NCDS group agreed to make display on public Web sites a separate issue, negotiable individually between participating MLSs. The final documents will provide for an option for MLSs to share listing data with each other for use on their public Web sites. It will operate on a reciprocal opt-in basis: those MLSs that choose to share data will be able to use the listings of other MLSs that choose to share.

Formatted: Font: (Default) Calibri, 11 pt, Underline
Formatted: Font: (Default) Calibri, 11 pt
Formatted: Font: (Default) Calibri, 11 pt
Formatted: Font: (Default) Calibri, 11 pt

Frameable Solutions

Wilmington, TRIAD and TRIANGLE MLSs all offer frameable IDX solutions and expressed their desire to continue offering frameable IDX solutions. The NCDS group agreed that any MLS offering a frameable IDX solution should be permitted to continue doing so. The group agreed that MLSs would be able to continue to offer "frameable" solutions to their brokers, including the aggregated data from NCDS. CMLS may want to consider making this service available to its members.

Formatted: Font: (Default) Calibri, 11 pt

Salesperson Sites and Number of IDX Sites Permitted

Currently, the MLSs vary widely on this subject:

- CMLS – Limits participants to one IDX site per office. Subscribers must frame their participant’s solution (one vendor per office).
- WRAR – Allows participants to maintain any number of IDX sites and allows subscriber sites with participant branding and approval. Offers frameable solutions.
- TRIAD – Allows participants any number of sites, and subscribers any number of sites with participant branding and approval.
- TRIANGLE – Limits participants to two IDX sites/feeds per office, agent must frame one of the two participant’s solutions.

The NCDS group consensus is that MLSs should come to an agreement based on the following guidelines:

1. No limit to number of IDX sites for participants or subscribers.
2. All subscriber sites must display participant branding and have participant approval (in writing).
3. MLSs may consider charging for additional sites to recoup cost of increased monitoring and enforcement.

The group agreed that there will be no limitation on the number of NCDS sites an MLS participant can have. The participant will obtain access to the data through the MLS(s) in which he/she participates. The broker-in-charge will have to sign off on every agreement under which an MLS provides NCDS data – the contracts will thus include between two and four parties: (1) MLS/NCDS; (2) broker; (3) subscriber (if it is a subscriber site); and (4) contractor (if the broker does not build the site with internal resources). In the agreements, the broker-in-charge signing will agree to take responsibility for each site. Brokerage branding will be required in accordance with the “average” approach taken by the MLSs currently.

MLSs may consider charging for additional sites to recoup costs of increased monitoring and enforcement.

Listing Statuses Included

The grouped agreed to allow each MLS to decide what constitutes an “on market” listing and deliver those listings to the NCDS IDX data set. Each MLS will provide a list of statuses included and their definition of each status so that participants can incorporate this information into their sites to better inform the consumer. Only active listings will be displayed through NCDS for the time being. Each MLS will determine which of its statuses and sub-statuses are appropriately regarded as “active.” (Note: WRAR has three: Contingent Sale Addendum; Temporarily Off Market and Alternative 2). Each MLS will provide to NCDS definitions of its statuses and sub-statuses so that displaying brokers may offer links to definitions on statuses on their sites. This should help diminish consumer confusion about statuses.

September 13, 2007 Conference Call

Eligibility for IDX; Brokerage Business

CMLS’s eligibility requirement to display IDX data is slightly more strict than the Triangle MLS and approaches which are consistent with NAR policy. CMLS’s policy requires the IDX participant to have agents actively representing buyers or sellers in real estate

Formatted: Font: (Default) Calibri, 11 pt, Bold

Formatted: Font: (Default) Calibri, 11 pt

Formatted: Font: (Default) Calibri, 11 pt

Formatted: Font: (Default) Calibri, 11 pt, Bold

Formatted: Font: (Default) Calibri, 11 pt

Formatted: Font: (Default) Calibri, 11 pt, Bold

Formatted: Font: (Default) Calibri, 11 pt

Formatted: Bullets and Numbering

Formatted: Font: (Default) Calibri, 11 pt

Formatted: Font: (Default) Calibri, 11 pt

transactions, while the alternative policy permits an IDX participant to maintain an office or Internet presence from which participants are available to represent real estate sellers or buyers. The consensus of the group was to stick with the NAR general approach unless CMLS feels strongly about sticking with their version.

Advance Notice to MLS

The group agreed to require notice from the broker when the site goes live (this is after the contract has already been signed). The MLS does not have to give prior approval, but the MLS staff will review the site prior to going live if requested. Such notice will be required anytime a broker goes live with a site that has a different landing page.

Co-mingling IDX listings with data from other sources

The group determined that it will be okay to co-mingle NCDS IDX data with listing data obtained from other MLSs. Office exclusive listings will not be allowed to be co-mingled with NCDS IDX data.

Should we require six-month Web site audit trail?

The group agreed to require NCDS IDX participants to maintain a six-month audit trail of consumer activity on the NCDS site and to make the information available upon request if there is reason to believe the participant's NCDS site has caused or permitted a breach in the security of the data.

Can NCDS MLSs demand documentation from broker withholding listing?

The group agreed that it is permissible for the NCDS MLS to demand a copy of the listing agreement or the seller's written instructions to withhold the listing from NDCS within three business days.