



MLS Members Only

Northwest Montana
Association of REALTORS,
Multiple Listing Service Inc.

Volume 2 Issue 8
September 2007

NAR CONVENTION / LAS VEGAS / NO LIMITS!

2007 NAR CONVENTION IS FOCUSED ON TECHNOLOGY AND PROVIDING YOU WITH TIMELY INFORMATION!

Celebrity concert features James Taylor! November 13—16th

Just one of the events on technology happening at the 2007 convention:

Saul Klein of Internet Crusade will be asking the questions at a forum involving the following speakers:

Rich Barton, CEO of Zillow. Mr. Barton founded Expedia, Inc. in 1994 and was its President, Chief Executive Officer and director from November 1999 to March 2003. Mr. Barton was a director of InterActiveCorp from February 2003 until January 2005. He launched Zillow in February 2006. Mr. Barton holds a B.S. in industrial engineering from Stanford University.
Justin McCarthy, a member of Google's Strategic Partner Development team joined Google from DoubleClick Inc., where he was the General Manager, Entertainment & Travel Networks and responsible for leading the business development and advertising sales effort behind DoubleClick's Entertainment & Youth Network. In that role, McCarthy managed partnerships and directed advertising relationships with top tier customers.

Discussions will include:

New Media

Death of the Classified Ad

Myths and Realities of Google and Zillow – Friend or Foe

Getting the most out of Internet Marketing

Prospecting online for buyers and sellers and building your online persona

Fulfilling Consumer expectations in an online world

Lead Generation and Expectations

Generational Aspects of the Web

User Generated Content

Social Networking

Web 2.0

Widgets, APIs, Mapping, Privacy

Mistakes to avoid when starting up a keyword or search engine optimization

There will also be a Technology Learning Center set up sponsored by Stewart with hands on training in computer hardware and software. Fun!

IDX New Rules

The new IDX policy and rules that have been under review for the past several months will be ready for implementation this fall.

What does this mean to the MLS Participants?

1. You will each need to sign a new IDX agreement.
2. The rules will be a little more restrictive in the hopes of preventing some of the abuses we have seen over the past year.
3. Some webpages may need changes to comply with new rules. You will want to work with your service provider to plan for these changes if they affect you.
4. Security on your websites will have to be more specifically outlined than some of you have shown in the past on your agreements.
5. The Participant meeting on 10/25 will be your final opportunity for input before final draft.
6. Please review the final draft when you receive a bulletin that it has been posted.

Participant Fall Meeting / Round Table Workshop

October 25, 2007 is the actual date of these meetings.

Previous planned dates had Education Course conflicts.

Morning session 10 AM will be the Participant Round Table Workshops focused on risk reduction topics for you to use in your office meetings.

Watch for bulletin with topic agenda.

Noon will be a lunch and the Participant Meeting. This meeting is for the Participant of each firm only. Although the meeting is not closed, with 250 Firms and only room for about 140 people we will not be able to accommodate brokers or subscribers who are not the Participant. Watch for bulletin with agenda. Expected finish 1:30 PM.