



## Evolve MLS Board of Directors: Suggested Conversation Starters and Action Items

Below are suggestions to help you facilitate local conversations about the five (5) Discussion Topics covered in the MLS Evolve Board Meeting at the 2023 Association Executives Institute in Seattle, WA. We encourage you to use this information to drive “thought leadership” within your local MLS. You can also reference the “Evolve MLS Discussion Topics Resources” to learn more about each Discussion Topic.

Questions can be directed to the NAR MLS Team at [narpolicyquestions@nar.realtor](mailto:narpolicyquestions@nar.realtor), or call (800) 874-6500, ex 8399.

### Discussion Topics:

#### Topic #1 - Strategies for comprehensive, high quality MLS property data.

- Track statistics of your MLS’s top 3-4 rules violations to consider if:
  - a local rule change may be necessary, or
  - the MLS should expand its current educational offerings, online resources (video and print), or newsletter content to better educate Participants and Subscribers about the obligations of those local rules.
- Understand and promote the different available local data feeds, including the data feeds required by MLS Policies, which can be found in *NAR Handbook on Multiple Listing Policy*.
- Review whether your existing process adequately ensures complete and accurate listing data and whether adding options such as data checking software may be helpful.
- Discuss and determine how the MLS can serve the needs for ancillary property information from outside sources (e.g. public tax records, etc.).
- Consider and discuss the use of “time stamps” to flag updates to listing content for ease of reference by Participants, Subscribers, and their MLS software vendors.

#### Topic #2 – Statewide Data Sharing and local steps to ensure access to listed properties.

- Review NAR’s five (5) Statewide Data Share Recommendations available on [nar.realtor](http://nar.realtor), and the Statewide Data Share Toolkit expected spring/summer 2023.



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- Engage your participants and subscribers to discuss their needs and expectations for accessing listing information in other markets of your state.
- Consider surveying your Participants and Subscribers about how statewide data sharing could help them better serve their clients and consumers.
- If your MLS currently isn't RESO compliant with the Data Dictionary and Web API, discuss why it isn't, and the best way to get in compliance.

### Topic #3 - Best Practices / Shared Services

- Review the NAR MLS Best Practices with local leadership to identify areas that the MLS can address in the upcoming year.
- Does the MLS have a strategic plan? What are the MLS's short term and long term goals? Do those goals involve Participant and Subscriber input and awareness? Is there a separate strategic plan for the REALTOR® Association compared to the MLS?
- When did the MLS last self-certify its compliance with mandatory NAR MLS rules?
- Review [competition.realtor](https://www.competition.realtor), and consider implementing a communications plan based on the available resources and materials in the 4 [competition.realtor](https://www.competition.realtor) toolkits.
- Consider how your MLS can better promote and articulate its value to brokers, licensees, and the public.
- Has the MLS explored the idea of sharing services with other MLSs or purchasing needed services from outside entities?

### Topic #4 - Fair housing and cultural sensitivities

- Watch the NAR MLS Hour with Alexia Smokler, Director, Fair Housing Policy and Programs, and Jason Sanchez, Director MLS Engagement where they discuss MLS and Fair Housing, available on [nar.realtor](https://nar.realtor), and check out other relevant resources at [nar.realtor/fair-housing](https://nar.realtor/fair-housing).
- Pursuant to MLS Policy Statement 8.1, ensure your MLS has a process for identifying potential fair housing violations so they can be removed or corrected by Participants and Subscribers..
- Consider requesting an [Executive Outreach Program](#) visit from NAR's Fair Housing staff to discuss fair housing with your Board or membership.
- Discuss and consider the promotion of down payment assistance information within your MLS. These programs can provide consumers major assistance with home affordability. Many MLSs have incorporated



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this information to be shown alongside listing information to help inform agents and consumers.

### **Topic #5 - Good Sense Governance – DEI and finding good leaders.**

- Recommend to your leadership, staff and Participants and Subscribers that they each complete the NAR [President's Challenge](#), which includes taking At Home with Diversity, Bias Override, and Fairhaven. This will ensure they have a foundational understanding of key DEI issues facing the real estate industry.
- Review the [NAR DEI Strategic Plan](#) and consider how to implement it in your MLS.
- Consider whether establishing term limits would promote greater mobility, representation and opportunity for participation in your MLSs governance.
- Review the NAR [Actionable Roadmap for Local Association Diversity and Inclusion](#) and consider how to implement it in your MLS for a diverse governing structure.
- Review [NAR's Guidelines for Forming a DEI Committee for State and Local Associations](#) and consider how to implement it in your MLS.