



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 2024 Association Executives Institute in San Diego, CA. 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.

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

Discussion Topics:

Topic #1 - Broker Engagement – Current MLS Strategies/Actions.

- Talk to your local brokers to discuss recent legal actions, national press, and how best to discuss these topics with their agents and clients.
- Work with your leadership to promote the importance of using buyer agent agreements.
- Promote the new no cost access to NAR’s designation for Accredited Buyer Representatives (ABR) to membership.
- Develop a plan for periodic engagement with your MLS broker community.
- Have conversations at your MLS about collaborating with other MLSs to increase broker engagement and leverage resources/services/data.
- Discuss with members and leadership advocacy efforts impacting your local, state and national markets.

Topic #2 – Promoting MLS and REALTOR® Value.

- Share and promote NAR’s resources available at: <http://Competition.realtor>.
- Leverage CMLS resources available at: <https://councilofmls.org/value-of-mls>. There are three separate, distinct campaigns: 1) Champions of MLS, 2) Making the Market Work, and 3) In the Know.
- Have conversations to enhance promotion of MLS and REALTOR® value locally.



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- Data is the new oil. Have conversations on the importance of data integrity, including complete, accurate property information from listings and other reliable sources.
- Explain the benefits of membership at the three levels of the REALTOR® organization (local, state and national), also referred to as the Three-Way Agreement. There is a new webinar that talks about it and the NAR DR Dues Formula at <https://www.nar.realtor/aei-year-round-virtual-sessions/mastering-nars-three-way-agreement-dynamics-a-dues-policies-refresher>.
- Communicate how the MLS is pro-consumer and pro-competitive.

Topic #3 - Local MLS Experience – Data Access, Use, Security, and More

- Review the NAR Data Security and Privacy Toolkit, <https://www.nar.realtor/data-privacy-security/nars-data-security-and-privacy-toolkit>.
- Discuss the importance of Data Privacy and Data Protection measures at through license agreements and the MLS Participation Agreement.
- Discuss how and why the MLS protects the Confidentiality, Integrity, and Accessibility (CIA Triad) of MLS data.
- Review NAR's five (5) Statewide Data Share Recommendations available on nar.realtor.
- Engage with your local brokers to discuss their needs and expectations for access to listing information from other markets, including any challenges they experience when attempting show listed properties within your market or elsewhere.

Topic #4 – Tech Talk – A.I. and MLS Prop Tech Offerings

- Talk locally about different A.I. technology in your market.



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- The National Association of REALTORS® is in the process of drafting A.I. Ethical Guidelines.
- Develop Internal policies on the usage of A.I. locally. Work with legal counsel and a data privacy consultant.
- MLSs should be aware of the risk and liabilities around giving data to large language models.
- MLSs should have a comprehensive process for review and selection of all prop tech solutions and services.
- Understand the impact on MLS Participants and the MLS when selecting or denying prop tech solutions, including any legal risks.

Topic #5 - Good Sense Governance – Best Practices that Support MLS, Associations, Staff, and Leadership.

- Adopt, review and/or update leadership policies regarding antitrust, conflict of interest, confidentiality, and harassment/Code of Conduct.
- Review sample policies and resources on [NAR Good Sense Governance](#), and [Our Commitment to Fostering a Respectful Workplace](#).
- Annually train your elected leadership on the policies and best practices for implementation.
- Communicate policies to members and staff.
- What policies are you missing? When was the last time your policies were reviewed and updated?