

# MINUTES

Information Management Advocacy Group

Date: Dec. 11, 2006

10:00 a.m. – 1:00 p.m.

VAR Headquarters

## **Presiding: Al Patel, 2006 Chair**

In attendance: Scott Rogers, Julie Emery, Matt Gavano, Michael Guthrie, Lisa Markham, Alecia Moroz, Sam Mayo, Vinh Nguyen, Tim Vohar, Winsome Sears

Staff Liaison: Lisa Noon

## **Old Business:**

Minutes were approved from previous meeting.

REALTOR Image Campaign: Staff updated the group on the REALTOR Image campaign materials, which have been made available to all Local Associations. The Policy Board approved at their Nov. 29, 2006 meeting a three-year pool of funds up to \$25,000 annually to serve as “seed” money to assist Local Associations in placing REALTOR® image ads or publicity in their area media.

Living the Code campaign: Staff updated the group on the “Living the Code” Campaign, which kicks off in January 2007.

## **New Business:**

Member Recognition: Staff updated members on VAR awards; we are requesting greater input/direction from related Advocacy Groups (i.e. Code of Ethics award: RMAG; Educator: PDAG; and Manager of Year will go to VA Managers Council to administer)

Research: The Virginia home buyer/seller survey is now available, and will be shared with members prior to releasing to media.

2007 Programs & Budget: Members reviewed the VAR Strategic Plan to determine if we are on track for project completion, and reviewed areas where work groups might be needed.

Areas highlighted by the group include the following, as well as notation of members interested in working with specific directives:

Goal A: Provide members timely opportunities to understand and adapt to emerging trends and issues: Consider tutorial on data management and how to find resources and analyze numbers in the MLS's. Provide tools for absorption analysis and formulas for analyzing inventory supply on website. Resources available on Rossi's website, possibly with Merv Forney (Tim, Sam)

Goal A: Provide risk management tools to brokers: Consider statement inserts reinforcing the value of members to include legal hotline, provide RESPA refresher to brokers

Goal A: Serve as information resource for brokers on ancillary relationships to enhance broker profitability: (Vinh, Matt, Michael)

Goal A: Encourage involvement of new members in association events as a means to enhance their career prospects and retain members: New member survey (Lisa, Matt, Julie, Alecia)

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Goal B: Provide members instruction for strengthening and enriching contact, both high-touch and high-tech, between REALTORS® and clients: REALTOR® courtesies promotion: Tim, Julie (Mary Womack & WAAR can provide input); Update "A REALTOR®'s Role brochure.

Goal B: Continually enunciate, feature and model for members what it means to be a professional: (Winsome, Julie, Scott, Alecia, Matt, Vinh)

Goal B: Create an association culture that honors community and REALTOR® leadership:

Consider statewide Christmas in April promotion for Habitat. Promote offices that conduct office-wide promotions of community involvement nature.

**Adjournment**

With no further business, the meeting was adjourned at 1:00 p.m.