

Technology Committee Planning Meeting Notes
Thursday, February 13, 2014 8am
Yuma Association of REALTORS®

Present: Lisa Reilly, Jenny Aramburo, Brooke Owens, Michelle Jones, Enrique Rascon , Ed Sexton, Daniel Jackson

Absent: none

Met new members: Ed Sexton and Daniel Jackson

REVIEWED THE SUCCESSES AND CHALLENGES FROM THE LAST TWO YEARS

- Year 1: Technology survey conducted. Set up Facebook sites. Set up You Tube Account. Held monthly Tech Tuesday classes
 - o More agents started using technology and set up technology related applications
 - o Awareness was raised
- Year 2: Technology follow up survey conducted. Held monthly training meeting.
 - o Challenges with waning attendance

Reports on outreach efforts:

- Nick Bastian- not accepting speaker engagements
- Dean Olette – not available in April. Can train on ipad, evernote, paperless. Needs 1 mo notice. \$400-\$500
- Evan Fuchs – AAR President. Will be in Yuma on July 9th
- Chicago Title: Can bring training to Yuma for cost of hotel room
- C21 Agent needs: Windows 8 training,
- Amanda Sue: Scottsdale Technology & Communication – shared their training efforts and focus. They said we can use and share out their training videos.
- D Patrick Lewis: Scottsdale – will do google hangout free- travel at \$100 hour

REVIEWED THE EDUCATION COMMITTEE SURVEY RE: TRAINING NEEDS

DISCUSSION ABOUT POSSIBLE FOCUS ITEMS FOR 2014

- Update on changes with AAR
- Ipad training
- E Sign training
- Evernote Training
- Zip Form training
- Drop Box
- Don't alienate any agents who struggle with technology adoption
- Paragon was the choice for the San Diego association. Upgrades to our system will be available as a result
- Several Domains are owned by the association for use with a new site
- Transaction management systems changes on the horizon
- Reviewed Education Committee trainings scheduled
- Reviewed Nova Home Loans training schedule

UPCOMING TRAININGS:

- Feb 19 E Sign - Webinar – free via AAR

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- March 12 Windows 8 training – Dave Smith Trainer from MCAS- \$10 fee - at Yuma Sun offices
- April
- May 8 GRI Transaction Technology – remote training
- June 12 Photography training – Nova Home Loans
- July E Pro - Evan Fuchs
- Aug - TBD
- Sep - TBD
- Oct - TBD
- Nov –TBD
- Dec - Dark

ASSIGNMENTS:

- Jenny – work with Jan Marie on promoting Technology trainings
- Ed – work with Jan Marie on the Ed Sexton visit on July 9th to organize on-site training session
- Ed – work with Jan Marie on what the current MLS capabilities are
- Daniel – Share research from NAR/Google Digital House Hunt
- Jenny – work with Chicago Title to organize Windows 8 training
- Enrique – video to introduce the Technology Committee and goals for 2014
- Brooke– prepare document for the Board about YouTube use recommendations and privacy plan
- Lisa – gather information from the other committees about their focus for 2014
- Michelle – learn more about SureClose to help with your own business. Identify anything you would like to share.

Everyone:

- Look over the following sites – check out 1 or 2 videos to share your thoughts about sharing them:
 - o <https://www.facebook.com/ScottsdaleREALTORS>
 - o <http://www.saaronline.com/REALtech/live>
 - o <http://www.saaronline.com/REALtech>

Committee Goals for 2014

- **BE IDENTIFIED AS REAL ESTATE TECHNOLOGY RESOURCES**
 - o Introduce who we are
 - o Be available to talk to agents + for office training visits “ Ask the Tech Committee”
 - o Increase Facebook likes and encourage conversation
 - o Recommend Association Tech Tools for member use & assist in implementation
 - o Share technology related research about how home buyers/sellers use technology to reinforce need to implement/use technology tools
 - o Have a presence at events and share event photos via Facebook
- **MAKE TECHNOLOGY RESOURCES EASILY AVAILABLE & VALUABLE**
 - o Distance learning classes
 - o Identify existing You Tube videos and share out
 - o Utilize YouTube and Facebook and Constant Contact
 - o Cooperate with Education, MLS and Public Relations Committees to coordinate trainings
 - o Utilize affiliates, local experts and other Associations for training resources
 - o Explore classes that have CE Credits

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- **FOCUS 2014 TRAINING EFFORTS ON PAPERLESS OFFICE RESOURCES**
 - Train on tools that to go from “Listing to Contract”
 - Explore current MLS system capabilities
 - ID underused capabilities
 - ID system deficiencies that other associations are utilizing

- **PROMOTE TECHNOLOGY & ITS BENEFITS**
 - Set the example and use technology ourselves
 - Follow up after training sessions and share what was covered
 - Identify adopters of technology and share their successes
 - Participate in Facebook Postings