

**Technology Committee Meeting Minutes**  
**Thursday February 27, 2014**  
**Yuma Association of REALTORS®**

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

**Absent: Michelle Jones**

**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
- March 12 Windows 8 training – Dave Smith Trainer from MCAS- \$10 fee - at Yuma Sun offices
- March 5, 12, 19, 26 AAR E Sign Online – Webinars – Free via AAR
- April 7 Mastering Online Marketing with ListHub
- April (tentative Evernote 3:30-5pm use Chicago Title Trainer)
- May 8 GRI Transaction Technology – remote training
- June 12 Photography training – Nova Home Loans
- July 8 E Pro - Evan Fuchs
- Aug - TBD
- Sep - TBD
- Oct - TBD
- Nov –TBD
- Dec - Dark

**ASSIGNMENTS:**

- Jenny – work with Jan Marie on promoting Technology trainings
  - o In Progress
- Ed – work with Jan Marie on the Ed Sexton visit on July 9<sup>th</sup> to organize on-site training session
  - o In Progress.
- Ed – work with Jan Marie on what the current MLS capabilities are
- Daniel – Share research from NAR/Google Digital House Hunt
  - o Done. Identified 5 slides to post on Facebook “Technology Tip Tuesdays”
- Jenny – work with Chicago Title to organize future training
  - o In progress.

**CONTINUED**

- Enrique – video to introduce the Technology Committee and goals for 2014
  - o deadline March 15 – to post on Facebook/YouTube
- Brooke– prepare document for the Board about YouTube use recommendations and privacy plan
  - o In Progress
- Lisa – gather information from the other committees about their focus for 2014
  - o Done. Will work with Jan M on comprehensive committee calendars
- Michelle – learn more about SureClose to help with your own business. Identify anything you would like to share.
  - o No report

Discussion: Will share links to videos on “Tech Tip Tuesdays”

- 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
- **FOCUS 2014 TRAINING EFFORTS ON PAPERLESS OFFICE RESOURCES**
  - o Train on tools that to go from “Listing to Contract”
  - o Explore current MLS system capabilities
  - o ID underused capabilities
  - o ID system deficiencies that other associations are utilizing
- **PROMOTE TECHNOLOGY & ITS BENEFITS**
  - o Set the example and use technology ourselves
  - o Follow up after training sessions and share what was covered
  - o Identify adopters of technology and share their successes
  - o Participate in Facebook Postings

Next Meeting Thursday, March 27 ~ 8 am, YAR Office