



FOCUSFORWARD
→ A fresh look into your future


Powerful Partnerships

Williamsburg June 18
Kevin McQueen

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Info Roster


- Info about services, MLS, lockboxes and more
- 10 organizations - 14,000 paying customers
- 10,500 “pure customers” wondering what’s next
- Lots of collaborations taking place
- Contact info and more



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Why are you here?



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Who Participated


- WILLIAMSBURG (WAAR)
- CHARLOTTESVILLE (CAAR)
- CHESAPEAKE BAY & RIVERS (CBRAR)
- GREATER AUGUSTA (GAAR)
- HAMPTON ROADS (HRAR)
- HARRISONBURG / ROCKINGHAM (HRAR)
- REIN, Inc
- RICHMOND (RAR)
- SOUTHSIDE VIRGINIA
- VIRGINIA PENINSULA (VPAR)

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Your Important Topics

- What are others doing?
- How can we work together?
- What is our future?
- Ways to address market overlap?
- Is creating a new MLS a good idea?
- Data Sharing
- Association-owned vs. Broker-owned MLS



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Predicting the Future is Easy!



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Predicting the Future is Easy!

... but predicting the future accurately is really hard



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Preparing for the future

*“While we cannot **predict** the future, we CAN prepare for it”*

Futurist Daniel Burrus



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Your Future



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Remember when?



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What has changed?



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MLS is ...

- Data
- Technology
- How you get paid

It's the Marketplace



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MLS in 5 years?



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What are others doing?



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Partnering – why?


- Make it easier for members to do business and make money
- Increase your value – service offerings
- Increase your buying power and staying power
- Reduce operating expenses / balance budgets
- Survive and thrive – can't do it alone anymore



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Creation of New Regionals - trend

- Indiana Regional – 13 and growing
- Southern Missouri – 5 associations
- Pacific PACMLS – Washington state
- North Carolina coast regional
- Not association merger



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Partnering Opportunities

- Uniform Forms and MLS Rules (a step)
- Sharing MLS system – most frequent trend
 - Best association survival strategy
- NAR Mandatory Core Standards
- Purchase and manage Lockbox inventory
- What are you doing together?



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It's your future ...

Let's make it
a good one!

CHOOSE:
SUCCESS
FAILURE





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You have 3 options

1. Status Quo
2. Powerful Partnerships – collaborate
3. Merge association with another

... can you think of other options?

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The image features a green decorative border at the top with the text 'KEVINMCQUEEN'. Below the border is the title 'You have 3 options' and a list of three options. At the bottom is the 'FOCUSFORWARD' logo with the tagline '→ A fresh look into your future'.


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You have options – pick one!

1. Status Quo
2. Powerful Partnerships
3. Merge

What's stopping you?

CHOOSE:
SUCCESS
FAILURE



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It's Your Future

Idea break-outs

1. Share MLS system - make it easier/ save money
2. Uniform Forms and MLS Rules (a step)
3. What members really want from us?
4. Shared Services (other than MLS or lockboxes)
5. Something else?

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Share your 3 best ideas



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Your Next Steps



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What did you like about today?

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Area Map



The map shows Virginia divided into the following service areas: AT-LARGE, SOUTHWEST, NEW RIVER, MARTINSVILLE, DAN RIVER, SOUTHERN PIEDMONT, HARRISONBURG/ROCKINGHAM, MASSACHUSETTS, GREATER AUGUSTA, CHARLETTESVILLE, GREATER PIEDMONT, BLUE RIDGE, DULLES, RIVER, PRINCE WILLIAM, FREDERICKSBURG, SOUTHERN RICHMOND, CRENSHAW, DAN & RIVER, WESTERN RICHMOND, AT-LARGE, SOUTHWEST, DAN RIVER, MARTINSVILLE, NEW RIVER, SOUTHERN PIEDMONT, SOUTH CENTRAL, SOUTHSIDE, RICHMOND, WILLIAMSBURG, < VA PENINSULA, HAMPTON ROADS.

