



**YOUR FUTURE  
LET'S BRING IT HOME**

*REGIONAL ASSOCIATION OF CENTRAL INDIANA*

**Kevin McQueen**



**FOCUSFORWARD**  
→ *A fresh look into your future*

## WHAT'S HAPPENING OUT THERE?

- Consumers have a lot of listing information, but ...
- New MLS systems help you compete with Zillow
- Mobile is HOT!
- Great websites are much more than just listings
- Client Collaboration is your future
- Consumers want facts when choosing an agent
- Your new IRMLS is trend-setting - February



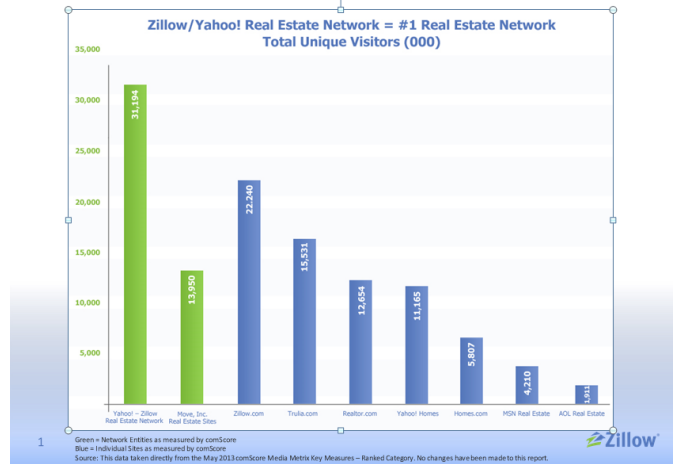
## CONSUMERS NEED A FILTER

- There's a lot of misinformation
- Listings have become commodities
- Information Age is dead
- We are now in the "Filter Age"
- Consumers need accurate information
  - Neighborhoods – Schools – what's nearby ...
  - What's my home worth?
  - Sold information
  - Choose an agent
  - Zillow, Trulia, Realtor.com – big three



## 1/3 OF CONSUMERS USING

### Zillow + Yahoo! Real Estate = #1 Real Estate Network



## WINNING IN THE CONSUMER REAL ESTATE SEARCH EXPERIENCE.

Kevin McQueen - Focus Forward  
Special Guest - Todd Carpenter

Visit [kevinmcqueen.com](http://kevinmcqueen.com)  
for link

## REINDIANA.COM – YOUR CONSUMER SITE

The screenshot displays the REINDIANA.COM website interface. At the top, the IRMLS logo is visible on the left, and navigation links for 'HOME', 'SEARCH HOMES', 'OPEN HOUSES', 'FIND REALTOR/OFFICE', 'FINANCIAL TOOLS', 'COMMUNITY INFO', and 'AREAS' are in the center. A search bar is prominently featured with the heading 'SEARCH FOR PROPERTIES'. Below the search bar, there are input fields for 'Location: Enter Town, State or Zip Code', 'Min Price: to Max Price:', 'Beds: Any', and 'Baths: Any'. A 'SEARCH' button is located to the right of the search bar. Below the search bar, there is a 'Property Type:' dropdown menu set to 'Residential' and an 'OR MLS#:' input field. A 'SEARCH' button is also present below these fields. A 'More search options' link is located below the 'SEARCH' button. Below the search bar, there is a 'Google' logo and a message: 'Ad muted. Undo. We'll do our best to show you more relevant ads in the future. Help us show you better ads by updating your ads settings.' Below this, there is a 'NEW TO MARKET' section with a 'View all listings in the last 7 days' link and a 'GO' button. The 'NEW TO MARKET' section displays five property listings with their respective photos, prices, and addresses:

Price	Address	Bedrooms	Bathrooms
\$395,000	355 Le 270 Hamilton Hamilton, IN	4 beds	
\$379,900	11511 E 1150 N -57 Wolcottville, IN	3 beds, 3 baths	
\$374,900	1909 W Autumn Lane Fort Wayne, IN	4 beds, 3 baths	
\$359,900	4553 E Ames Dr Monticello, IN	4 beds, 3 baths	
\$350,000	6701 W 600 South West Point, IN	3 beds, 3.5 baths	

# REINDIANA.COM

**LOCATION**

Discover more areas by clicking on a location.  Ok

Lafayette, IN (City)

Enter City, Zip, Address

Other Locations

Enter School

Enter Subdivision

**REFINE SEARCH**

Price Range: To

Beds: Any Baths: Any

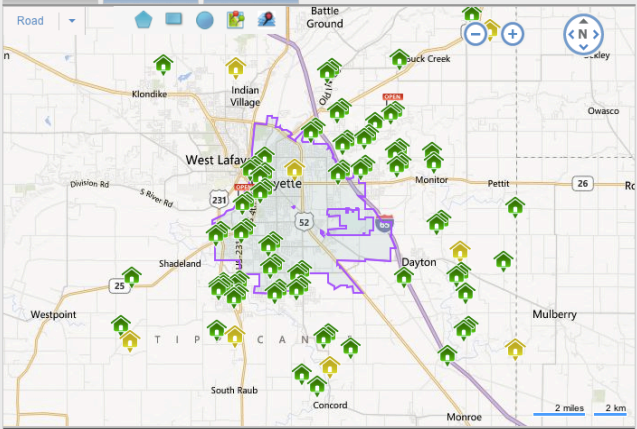
Square Feet: To

Status:  Active  Pending

**YOUR SELECTIONS** Lafayette, IN (City) Status: Active Status: Pending Residential

200 of 704 properties displayed

Map View List View Photo View Sort By: Price Hi to Lo



Map showing property listings in Lafayette, IN. The map includes street names such as West Lafayette, Dayton, Mulberry, and various roads like 231, 52, and 26. Property listings are represented by house icons in green and yellow.





# CHOOSE AN AGENT

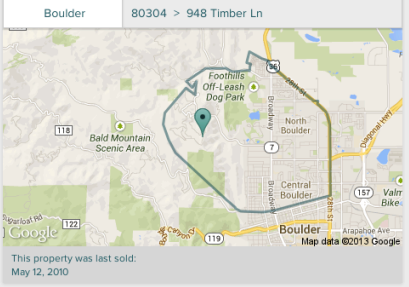
AgentMatch beta by realtor.com®

948 Timber Ln, Boulder, CO 80304

How it Works

## 80304 Market Snapshot

 <b>187</b> Homes Currently for Sale	 <b>269</b> Homes Sold In the Past 6 Months
 <b>98%</b> Average Sold to List Price	 <b>100</b> Average Days on Market



Boulder 80304 > 948 Timber Ln

This property was last sold: May 12, 2010

## The 17 Best Performing Agents in 80304

Sort by: Agents with recommendations

Show only favorites [0]

Flip all cards

## AGENTMATCH.REALTOR.COM

### The 17 Best Performing Agents in 80304









Sort by Agents with recommendations Show only favorites [0] Flip all cards

 Karen Bernardi Coldwell Banker Resid...	 R Tim Goodacre Goodacre & Company	 Wesley Hobson RE/MAX of Boulder	 Deanna Franco eighty30 realty
			

## FLIP CARDS - AGENTMATCH.REALTOR.COM

### The 17 Best Performing Agents in 80304

Sort by Agents with recommendations Show only favorites [0] Flip all cards

 <p><b>Karen Bernardi</b> ☆ Coldwell Banker Resid...</p> <p><b>ACTIVITY IN 80304</b> 8 Homes Currently for Sale</p> <p><b>PAST 6 MONTHS:</b> 9 Homes Sold</p> <p>95% Avg Sold Price to Ask Price   92 Avg Days on Market</p> <p><a href="#">More Info</a> <a href="#">Phone/Email</a></p>	 <p><b>R Tim Goodacre</b> ☆ Goodacre &amp; Company</p> <p><b>ACTIVITY IN 80304</b> 5 Homes Currently for Sale</p> <p><b>PAST 6 MONTHS:</b> 6 Homes Sold</p> <p>89% Avg Sold Price to Ask Price   60 Avg Days on Market</p> <p><a href="#">More Info</a> <a href="#">Phone/Email</a></p>	 <p><b>Wesley Hobson</b> ☆ RE/MAX of Boulder</p> <p><b>ACTIVITY IN 80304</b> 1 Homes Currently for Sale</p> <p><b>PAST 6 MONTHS:</b> 7 Homes Sold</p> <p>98% Avg Sold Price to Ask Price   71 Avg Days on Market</p> <p><a href="#">More Info</a> <a href="#">Phone/Email</a></p>	 <p><b>Deanna Franco</b> ☆ eighty30 realty</p> <p><b>ACTIVITY IN 80304</b> 8 Homes Currently for Sale</p> <p><b>PAST 6 MONTHS:</b> 3 Homes Sold</p> <p>103% Avg Sold Price to Ask Price   83 Avg Days on Market</p> <p><a href="#">More Info</a> <a href="#">Phone/Email</a></p>
 <p><b>Patrick Dolan</b> ☆ RE/MAX of Boulder, Inc</p> <p><b>ACTIVITY IN 80304</b> 2 Homes Currently for Sale</p> <p><b>PAST 6 MONTHS:</b> 5 Homes Sold</p> <p>98% Avg Sold Price to Ask Price   90 Avg Days on Market</p> <p><a href="#">More Info</a> <a href="#">Phone/Email</a></p>	 <p><b>Jay Hebb</b> ☆ RE/MAX Alliance - Wal...</p> <p><b>ACTIVITY IN 80304</b> 2 Homes Currently for Sale</p> <p><b>PAST 6 MONTHS:</b> 3 Homes Sold</p> <p>97% Avg Sold Price to Ask Price   19 Avg Days on Market</p> <p><a href="#">More Info</a> <a href="#">Phone/Email</a></p>	 <p><b>Leyla Steele</b> ☆ RE/MAX Alliance - Wal...</p> <p><b>ACTIVITY IN 80304</b> 0 Homes Currently for Sale</p> <p><b>PAST 6 MONTHS:</b> 6 Homes Sold</p> <p>93% Avg Sold Price to Ask Price   53 Avg Days on Market</p> <p><a href="#">More Info</a> <a href="#">Phone/Email</a></p>	 <p><b>Julie Meko</b> ☆ RE/MAX of Boulder, Inc</p> <p><b>ACTIVITY IN 80304</b> 3 Homes Currently for Sale</p> <p><b>PAST 6 MONTHS:</b> 3 Homes Sold</p> <p>98% Avg Sold Price to Ask Price   58 Avg Days on Market</p> <p><a href="#">More Info</a> <a href="#">Phone/Email</a></p>

## IT'S ALL ABOUT MOBILE (YOUR FUTURE)



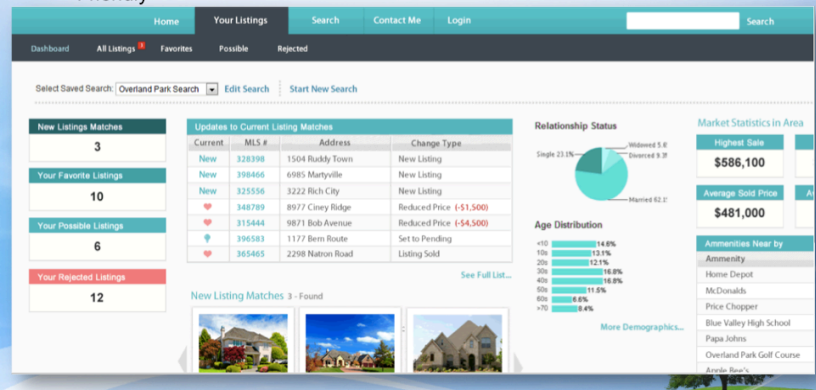
### MOBILE REQUIREMENTS

- Do EVERYTHING MLS on tablet or smartphone
- Load and change listings even upload photos
- What's nearby – using built in GPS
- REALTORS® and consumers use same interface
- Imagine your saved searches, contacts, email, client searches - all from your mobile device
- Realist Tax information – IRMLS Q1



## COLLABORATION IS KEY – “CLIENT CONNECT”

- Client Connect Enhancements – Agent Preview of Matches, UI and Workflow Enhancements, Graphs, Dashboard, Grid View, Statistics and Neighborhood Analytics, Annotations, Additional Views, Consumer Edit Create Search, Tablet Friendly



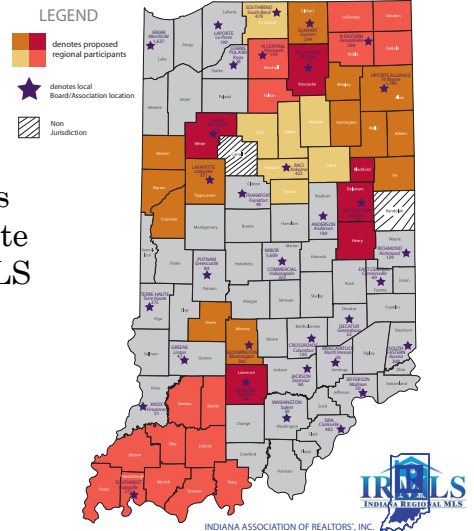
## COMING SOON TO RACI -- FEBRUARY

- Indiana Regional MLS (IRMLS) now serving 3,200 agents
- Trend-setting regional MLS organization
  - One of about 60 regionals in USA
- You are charter members – “Founders”
- There are currently 30 MLSs in Indiana ...
- There will be 3



## IRMLS A COLLABORATION

13 Indiana Associations  
working together to create  
one bigger and better MLS  
solution for Indiana  
REALTOR® Members



## INDIANA REGIONAL MLS IRMLS ~~5,000~~ 6,000

**REALTORS ASSOCIATION OF CENTRAL INDIANA (RACI)**  
BEDFORD  
BLOOMINGTON  
ELKHART COUNTY  
GREATER SOUTH BEND-MISHAWAKA  
KOSCIUSKO  
LAFAYETTE  
MID-EASTERN  
NORTH CENTRAL  
NORTHEASTERN INDIANA  
SOUTHWEST INDIANA (EVANSVILLE)  
UPSTAR (FT. WAYNE)  
WHITE COUNTY ASSOCIATION





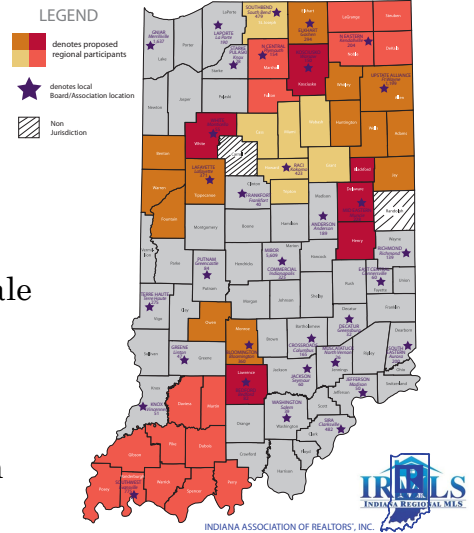
## IRMLS COLLABORATION

7 / 13 Founders so far

17,000 active listings for sale

533,000 listings

Active and Pendings  
available REIndiana.com



## IRMLS CONVERSION SCHEDULE

- UPSTAR (Ft. Wayne) using IRMLS **DONE**
- Lafayette + Bloomington using IRMLS **DONE**
- Phase 3 – June - October **RIGHT NOW!**
  - South Bend – Elkhart - Kosciusko - North Eastern
- **Phase 4 – Sept – Feb 2014 - Parallel Jan 22 to Feb. 10**
  - **RACI + Evansville + North Central Indiana**
- Phase 5 - Jan - June 2014
  - White County + Mid-Eastern + Bedford



## KEYS TO YOUR SUCCESS DURING TRANSITION TO PARAGON

- “Staging Site” - your Review Team December 3
- RACI will have lots of Info to help you prepare
- Paragon Training – **February 4-6**
- Retire Innovia February 10

**Don't miss this opportunity to get a jump on your competition -- Mark your calendars and attend Paragon training February 4-6!**



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