

Principles of Change?

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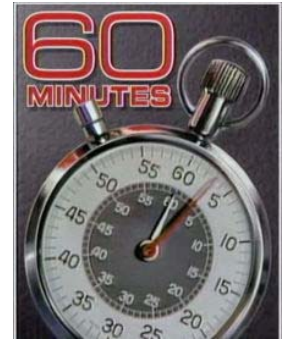
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"6 percent view"



Rapid evolution of the Internet



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Changing Consumer Demands

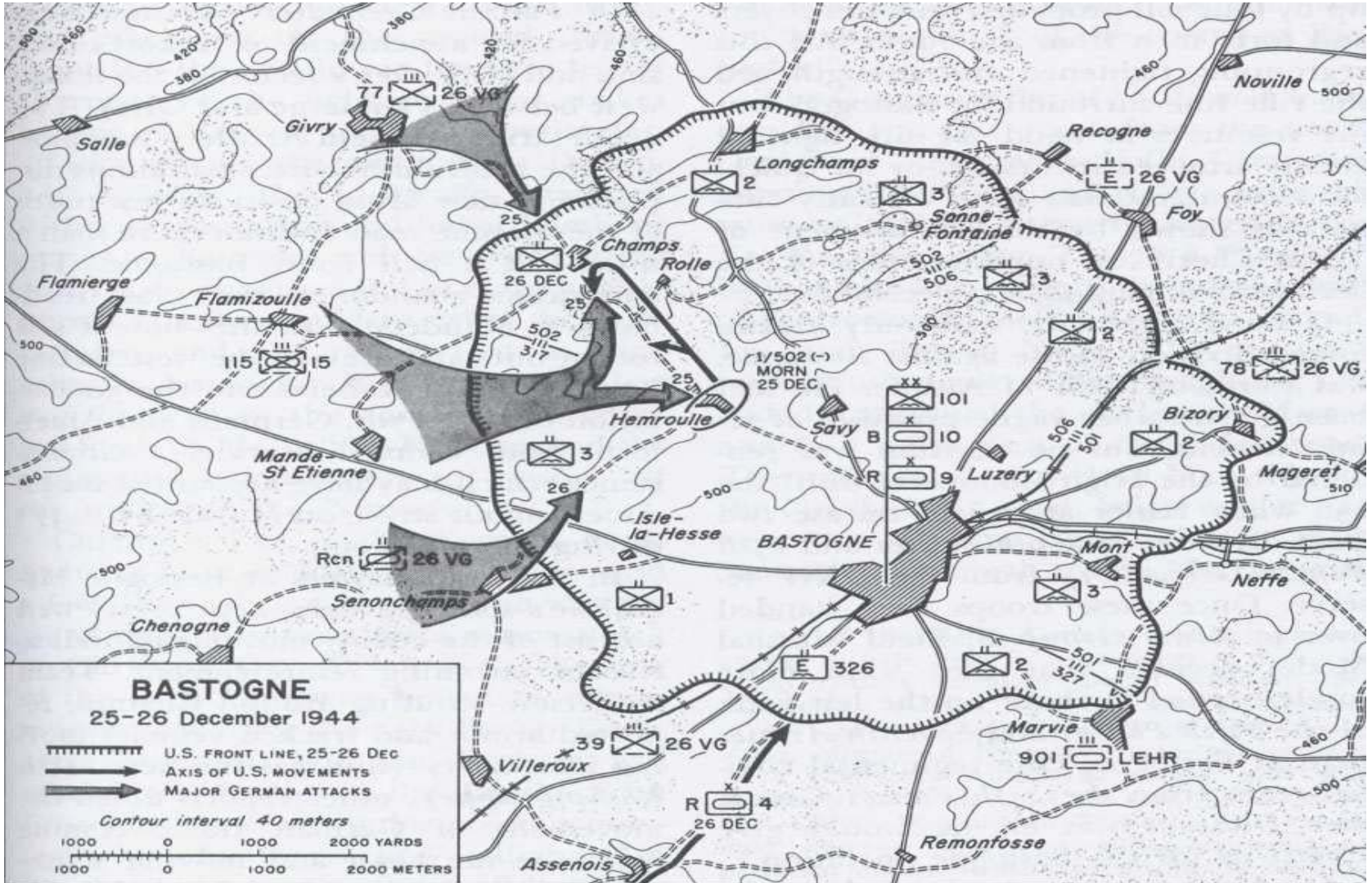


New Business Models



DOJ/FTC Lawsuits
Competition Report

“Nuts”



Change Happens

"Everybody has accepted by now that change is unavoidable. But that still implies that change is like death and taxes should be postponed as long as possible and no change would be vastly preferable. But in a period of upheaval, such as the one we are living in, change is the norm." --**Peter F. Drucker**

“Change is the law of life. And those who look only to the past or present are certain to miss the future.” **President John F. Kennedy.**



MLS Industry



Rapid evolution of the Internet



Changing Consumer Demands



New Business Models



DOJ/FTC Lawsuits

How can the MLS accommodate consumer privacy and other rights and preferences on both the selling and buying side?

- Should selling consumers, along with their broker, have the right to decide what information may be shown on internet sites and whether the listing information may be altered or amended for display (e.g. valuations, blogs or ratings)?
- Should a member broker's web site be allowed to display additional **objective** information to supplement the MLS listing data and **subjective** information if permitted by the seller? Should such supplemental information be clearly segregated and identified to avoid consumer confusion?
- Should consumers receive full disclosure of who receives fees in the transaction (including internet referral sites) and what services will be provided to earn them?

How can MLS rules foster innovation while not determining winners and losers among member brokers on service or rate innovation?

- Should a member broker who is part of the multiple listing service be required to make available all listing information permitted by her clients to all other members of that MLS?
- Should the MLS provide a common set of information on member broker listings through its internet data feeds without discriminating among types of listing contracts (e.g. exclusive agency or MLS only listings)?
- Should the MLS provide discount brokers or other innovators who are members the same information as traditional brokers?

How can MLS organizations show leadership to guide the real estate industry through the external challenges that are facing it?

- Should MLS organizations educate and form partnerships with member brokers and agents to address emerging needs of the internet consumer?
- Should the MLS industry develop its own principles of change rules rather than having the government, the courts or other organizations write the rules for it?
- Should MLS organizations pool resources--working together from the ground up on a regional or national basis--to identify “best practice” models in response to antitrust, privacy, intellectual property and other issues?

How will MLS organizations continue to serve the interests of member brokers equitably and fairly while adapting to changes in the industry?

- Should an MLS require adherence to a code of ethics, including rules that ensure member brokers receive their bargained for compensation for the services provided to consumers?
- Should MLS organizations develop common standards, rules and technologies to provide member brokers with broad access to information demanded by consumers?
- Should MLS organizations consider imposing additional, non-discriminatory membership standards, in addition to requiring a broker's license and payment of fees, to ensure members are regularly engaged in the sale of real estate?