



The Leadership Imperative

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Center for REALTOR Technology

National Association of REALTORS



The Center For REALTOR® Technology

What it means for you,
What it means for the industry.



The Center for REALTOR® Technology

CRT – we like acronyms

... serves REALTORS® and REALTOR®
associations as an industry advocate,
implementation consultant and technology
information resource

CRT is a member resource!



Information

What we discover, we give back to you.

- Website/Blog
- Whitepapers online
- Convention Tech Sessions
- Blogger/Wireless facilities/discussions

● ● ● | The CRT Smorgasbord



<http://www.crt.realtors.org/crtprojects.html>



Member Resource

- At your disposal
- <http://www.crt.realtors.org>
 - Info@crt.realtors.org
- <http://blog.realtors.org/crt/>
 - AskATech@crt.realtors.org
- Twitter: @CRTweet



Technology





Technology in Motion or at Rest?

Sir Issac Newton
Physicist

*“Things in motion
tend to stay in
motion, things at
rest tend to stay at
rest.”*





Change

The Five Forces That Shape Industry Competition



from "The Five Competitive Forces That Shape Strategy" by Michael E. Porter, *Harvard Business Review*, January 2008



Cause of Change



Caused by You

- Personal Growth
- Redirect group work
- Shortcomings and frailties

Happens to You

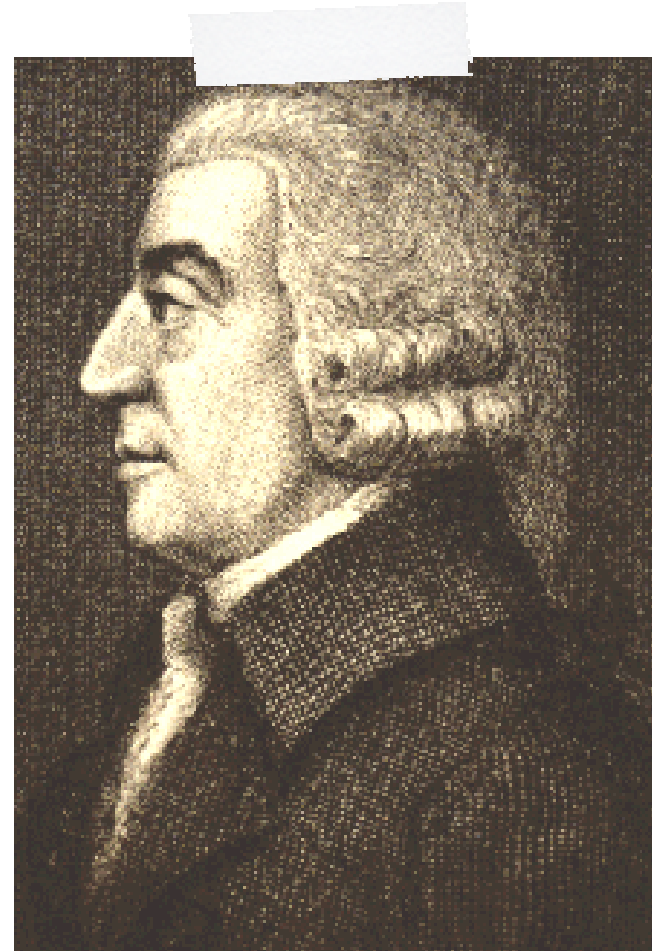
- Group dynamics
- Regulation
- Legislation



Controlling Change

Adam Smith
Economist

“Efforts to promote social good are ineffectual compared to unbridled market forces.”





Diverting Change

Clayton Christensen

Author

*“Organizations
develop mind-sets
that revolve around
what they know”*





Leadership

John P. Kotter
Harvard Professor

“As the pace of change accelerates, there is naturally a greater need for effective leadership.”





Lead by Inspiration

Maya Angelou
Author/Poet

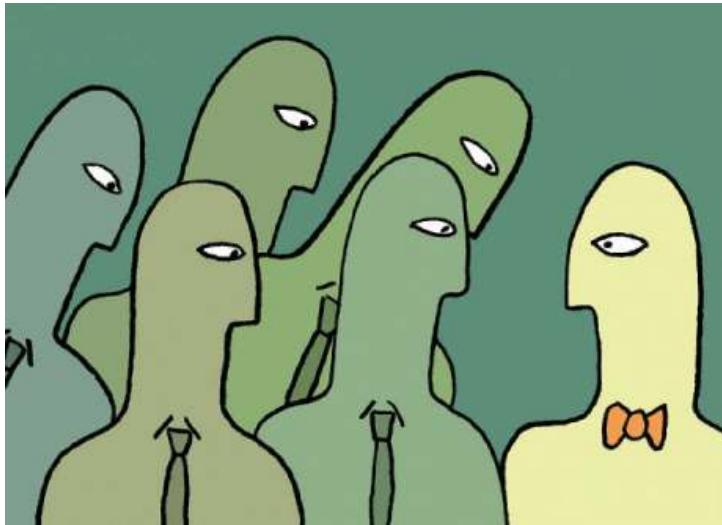
*“People will forget
what you said, will
forget what you did,
but will never forget
how you made
them feel.”*





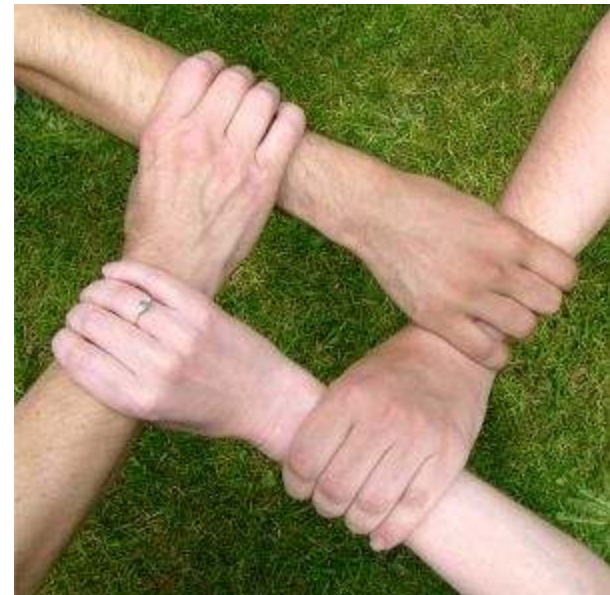
Follow The Leader

In front



Conventional wisdom is against you

Within



Public opinion is on your side



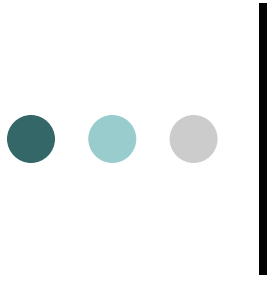
Preparing

- Who owns the listing data?
- Update Code of Ethics .. ?
- Online Property Discussions ..?
- Who does our rules jurisdiction?



Preparing Cont.

- Are we perceived as blockers?
- How can we embrace the internet/technology?
- Is my association ready for this?



Are you ready for this?



Rethinking

- Gather Facts
- Look at the obvious
- Evaluate the trends
- Y.A.G.N.I.
 - Over thought
 - Over engineered
 - Over cooked



Consumer Internet

- 84% of buyers searched for a home
 - 41% in 2001
- 29% found their home
 - 8% in 2001



The Myth

- FSBO market share is 12%
 - was 20% in 1987
 - was 13% last year

Internet is not displacing REALTORS®



Consumer Expectation

- Listing data
- photos (lots of them)
- Video tours / Floor plans
- Neighborhood info
- Valuations / Market info



Available Technology

- Cell Phones / Texting
- Social Media
- Websites
- Blogs
- Email



Into the Future ...

- More self-educated consumers
- More market transparency
- Listings are a commodity
- On-line transactions
- More consumer self-service

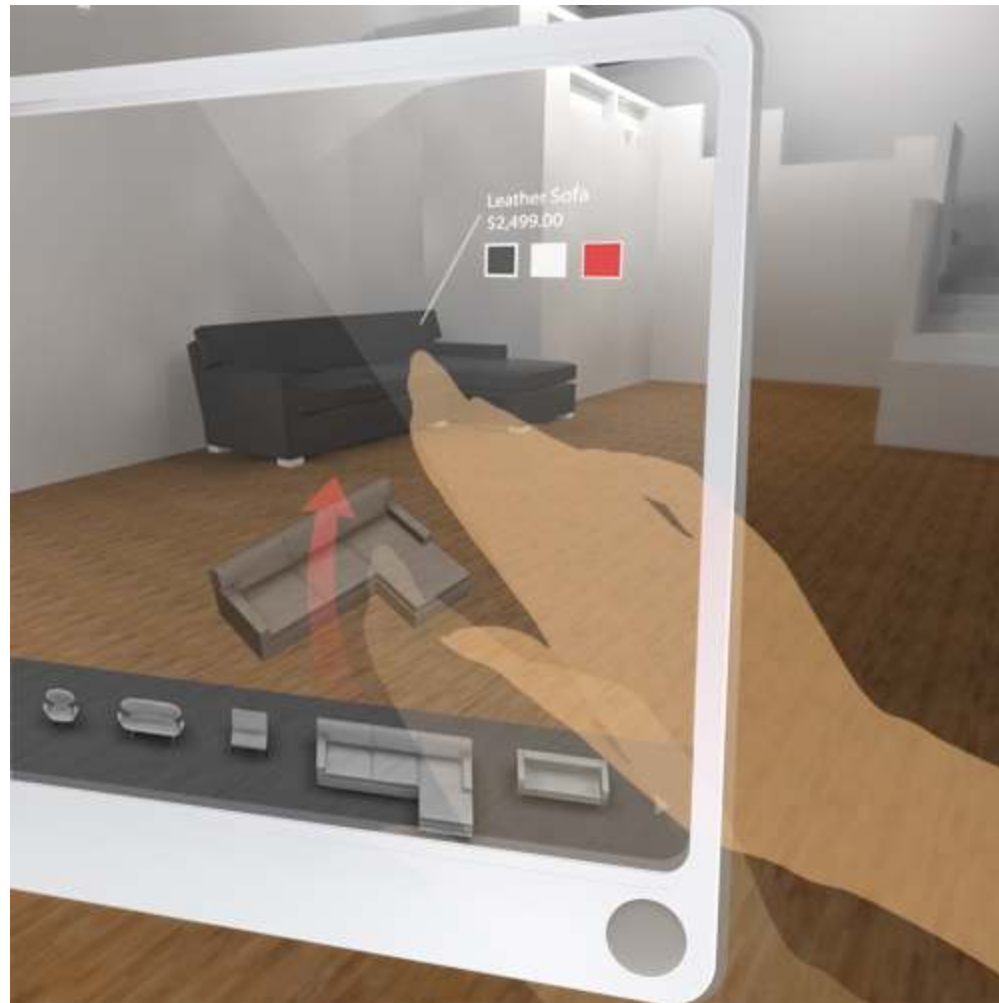


And Survey Says ...





Future Skills?



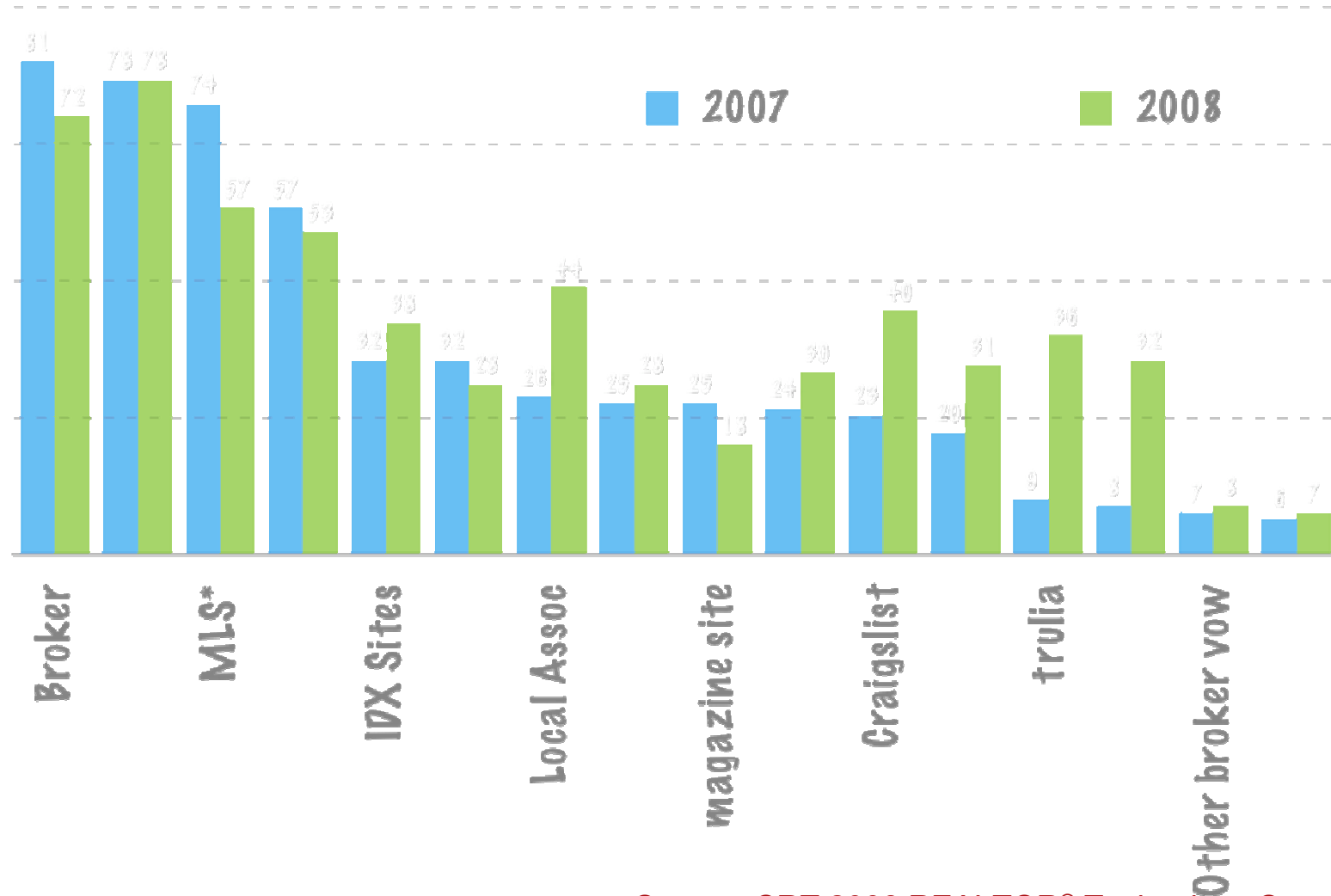


Your MLS

- 880ish in the country
- Safe Guards the Data
- O.M.D.
 - Multiple memberships
- Members want more



Where are your listings?



Source: CRT 2008 REALTOR® Technology Survey



MLS of the Future

- Fewer MLS
- Mentality change?
 - Not a data locker
- Service Provider
- Advertising Clearinghouse
- Will they be needed?



MLS Offerings

- Feeds to Aggregators
- Consumer Site
- Referrals to agents
- Online Forms
- Agent Sites