

## **CAR Meetings – Fall, Anaheim 2023 Tim Townley**

### **MLS policy**

Cyber attack

Rapattoin was attacked, don't know who it was, FBI is looking for who and how.

SFARMLS knocked down, Media server down, Magic AMS IMS (bill pay)

Aug 8, Aug 9 problems got worse, and Aug 10 updated community twice a day, Aug 11, no solution, Aug 14 looked at tools to edit existing, add new, open house and distribute.

Aug 15 used ZenList, and Google. Aug 16, added listing and editing. Aug 17 distribution happened. Aug 18 they thought it was fixed. On Aug 21 System Recovery Guide. Aug 23 access was restored. RESO saved their bacon.

Idx vs vow

IDX

-displays advertising

Increases transparency

CA model rule 12.16

VOW

Client services, referrals

Works with a virtual agent

CA model rule 12.13

Differences, IDX displays are intended for advertising

VOW are intended to serve those whom the site owner has a client relationship.

You can opt out of an IDX, but not a VOW

### **Business Technology**

Two High School interns worked with CAR to-

-Cleaned up NAR data

-Slack-slash command

-Districting information

CAR tools-

-Monthly California Housing Market Update

-Hard Data for agents to use to show their knowledge

-Market Minute Write up

-Monthly Realtor Shareable Reports

-Interactive Reports

RPR tools-

-Comp CMA

-Shareable

-Market Trends Scriptwriter

-RPR youtube channel

