

**NORTH TEXAS REAL ESTATE INFORMATION NETWORK, INC.  
GREATER METRO MLS BOARD OF DIRECTORS**

Monday, May 17, 2021

3:00 p.m.

Please join my meeting from your computer, tablet or smartphone.

<https://www.gotomeet.me/CathyFaulkner/gmmls-board-of-directors>

You can also dial in using your phone.

United States: [+1 \(646\) 749-3122](tel:+16467493122)

**Access Code:** 663-188-605

**Reminder: You must join the meeting via the GoToMeeting Code to be counted as present for the meeting. Calling only does not count towards the meeting attendance.**

<b>AGENDA</b>
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- I. CALL TO ORDER – President Taylor Walcik**
- II. REVIEW OF FEBRUARY MINUTES (Exhibit #1) Taylor Walcik**
- III. Marketing Report – Kelly Hanson with Anderson, Hanson, and Blanton will be present to explain their marketing plan they have with MetroTex. (Exhibit #2)**
- IV. ACTION ITEMS**
  - A) April Financial Report – Belinda Epps**
  - B) Terminations/Suspensions (Table)**
  - C) The MLS Committee is making the following recommendation:**
    - a. A motion was made, seconded, and passed that if a member is found not to have a listing agreement for a property that they entered in MLS that they are automatically fined \$1,000 for the first offense, \$ 2,500 for the second offense, and \$ 5,000 for the third offence. The Committee also wishes this proposal taken and reviewed by the NTREIS Governance Committee.
  - D) Review request for a waiver of the \$250.00 MLS Participation fee for broker who was terminated.**
- V. Set Third Quarter MLS Dues – Belinda Epps (Table)**
- VI. Approval of Non Member Applicants (Exhibit #3) Taylor Walcik**

## **VII. DISCUSSION ITEMS/UPDATES**

- NTREIS Report – Linda Callicutt
- MLS Committee Report – Travis-Lee Moore – Minutes from April 4<sup>th</sup> meeting (Exhibit #4)
- Report from Work Group on NTREIN Bylaws – Derek Westley (Exhibit #5 & Exhibit #6)

## **VIII. NEW BUSINESS**

## **IX. ADJOURNMENT**

**MINUTES OF THE MEETING OF  
NORTH TEXAS REAL ESTATE INFORMATION NETWORK, INC.  
The Greater Metro MLS Board of Directors**

**Monday, February 8, 2021**

The meeting of the GMMLS Board of Directors was held virtually Monday, February 8, 2021. President, Taylor Walcik called the meeting to order at 3:00 p.m.

The following members were present for all or part of the meeting: Ben Caballero, Linda Callicutt, Belinda Epps, Ginger Gill, Bill Jordan, Cathy Mitchell, Travis-Lee Moore, Brenda Thompson, and Derek Westley.

The following staff were present: Cathy Faulkner - Director of MLS, Janet Kane - MetroTex Executive Officer, Ginny Haralson - Chief Strategy Officer, Paul Harrison - Director of Finance & Accounting, and Lisa Davis - Recording Clerk.

The Directors reviewed the August 2020 minutes of the Greater Metro MLS Board of Director's meeting. The minutes will be filed as presented.

**A motion was made, seconded, and passed to approve the December financial report.**

**A motion was made, seconded, and passed to terminate those offices listed in the attached Exhibit A effective as of the end of the current month's billing and receipt cycle after deleting the names of those members who cure such delinquency within the time prescribed.**

Exhibit B was presented to reflect the status of last month's terminations and is for information only.

**A motion was made, seconded, and passed to set the second quarter MLS subscriber fees at \$102.25 plus applicable sales tax (\$109.00 including tax).**

**A motion was made, seconded, and passed to approve the non-member applicants presented in Exhibit #2.**

Linda Callicutt gave the NTREIS report.

Travis-Lee Moore gave the MLS Committee report.

The Directors reviewed the Marketing Report in Exhibit #3. The Directors asked if they could have a presentation by the Kelly Hanson who represents the marketing company of Anderson Hanson Blanton Corp., to explain where the money for marketing is being spent and what we are getting for this expenditure.

**A motion was made, seconded, and passed to change the name of GMMLS to MetroTex MLS.**

It was determined that this change would require a review of the Bylaws and a task force was appointed consisting of Travis-Lee Moore, Ginger Gill, and Derek Westley to review the Bylaws and possible changes needed.

With no further business coming before the Directors, the meeting was adjourned at 4:02 p.m.

Respectfully submitted,

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Lisa U. Davis  
NTREIN Coordinator

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Taylor Walcik, President

Filters Client ID is 249007 Date is on or after 2021/01/01 Start Date is on or after 2021/01/01 Campaign ID is any value

# Anderson Hanson Blanton

Name

# MetroTex

Advertiser Name

## Monthly Impressions and Clicks

Event Month	Impressions	Clicks	CTR
2021-05	10,686	9	0.08%
2021-04	1,596,509	1,833	0.11%
2021-03	1,637,005	1,961	0.12%
2021-02	1,691,975	2,174	0.13%
2021-01	1,622,595	2,270	0.14%

**6,558,770**

YTD Impressions

**0.13%**

YTD CTR

**8,247**

YTD Clicks

**98.025%**

YTD Complete Rate

## Campaign Performance by Tactic

Campaign Name	Impressions	Clicks	CTR
AHB_MetroTex_SRT+KW_2021	2,225,697	3,272	0.15%
AHB_MetroTex_AGF_2021	1,382,785	1,946	0.14%
AHB_MetroTex_Site_2021	1,115,792	1,605	0.14%
AHB_MetroTex_African American_Whitelist_2021	702,287	552	0.08%
AHB_MetroTex_African American_AGF_2021	699,808	846	0.12%
AHB_MetroTex_AGF OTT/CTV_2021	217,613	17	0.01%
AHB_MetroTex_African American_AGF OTT/CTV_2021	213,194	9	0.00%
<b>Total</b>	<b>6,557,176</b>	<b>8,247</b>	<b>0.13%</b>

## Ad Performance

Ad Size	Clicks	Impressions	CTR
320x50	5,727	4,157,801	0.14%
300x250	949	801,148	0.12%
300x50	912	747,191	0.12%
728x90	515	269,742	0.19%
300x600	77	74,370	0.10%
160x600	41	76,117	0.05%
Video	26	430,807	0.01%

## Top Performing Keywords

Keyword Name	Impressions	Clicks	CTR
home_refinancing_loans_optimized_audience	1,350,493	2,157	0.16%
real_estate_optimized_audience	375,469	770	0.21%
%21home	298,617	196	0.07%
home	178,593	131	0.07%
real+estate	7,075	3	0.04%
new+homes	3,814	6	0.16%
zillow	2,360	0	0.00%
realtor+com	2,285	0	0.00%
realtor	2,024	0	0.00%
broker	1,609	3	0.19%
%21broker	939	2	0.21%
%21realtor	473	1	0.21%
new+construction	247	0	0.00%
%21escrow	198	0	0.00%
%21zillow	120	0	0.00%
amortization	89	0	0.00%
trulia	75	1	1.33%
%21refinancing	66	0	0.00%
century+21	65	0	0.00%
refinancing	64	0	0.00%

## Device Performance

Device Name	Clicks	Impressions	CTR
Mobile	7,147	5,115,791	0.14%
Tablets	908	496,973	0.18%
Desktops and Laptops	164	512,782	0.03%
Connected TV	27	431,232	0.01%

**1,070,435**

YTD Facebook Impressions

**23,699**

YTD Facebook Clicks

**2.21%**

Facebook CTR

## Facebook Performance by Ad Set

Adset Name	Impressions	Clicks	CTR
Interests & Demo- MetroTex 2021	684,327	15,421	2.25%
Site Retargeting- Look a Like- MetroTex 2021	335,158	5,905	1.76%
Site Retargeting- MetroTex 2021	50,950	2,373	4.66%

## Monthly Facebook Performance

Event Month	Impressions	Clicks	CTR
2021-01	203,389	5,295	2.60%
2021-02	292,975	6,661	2.27%
2021-03	274,762	6,025	2.19%
2021-04	299,309	5,718	1.91%

**REPORTING FORM**

**Department Name:** Membership  
**Staff Liaison:** Ginny Haralson

**Date:** May 2021  
**Membership Manager:** Denise Taylor

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**ITEMS FOR INFORMATION:** (No Action Required by the Board of Directors)

**RECOMMENDATIONS:** Requires Board of Directors Action

Recommendation that all applicants for specified membership  
Become approved, pending final investigation.

**DESIGNATED BROKER APPLICANTS**

Kyle Hearon  
Dana Maieranu  
Joe Milkes  
Stuart Porter  
Matthew Roth

KJ Hearon & Associates  
Dana Maieranu  
Milkes Realty Valuation  
Stuart Porter  
M R Pacific Appraisals

**GREATER METRO MLS COMMITTEE  
April 19, 2021  
[Unapproved] MINUTES**

The MLS Committee of the Greater Metro MLS met virtually on April 19, 2021. Chairperson, Travis-Lee Moore, called the meeting to order at 1:30 p.m.

**Members present:** Linda Callicutt, Jill Carpenter, Jason Corpuz, Tracy Dotie Hill, Alicia Dumas, Rob Elmore, Abe Fox, Richard Fricks, Cathy Harris, Katy Hubener, Letitia Hughes, Kathleen Hunnicutt, Marilyn Jones, Michael Mahon, Barbara Martin- Powell, Chris Papazian, Angela Thornhill, and Josh Vernon.

**Absences:** Yvette Lambert, Delisa Lapinsky, Darryl Malloy, Chad Redel, Kevin Robinson, and Kenneth Rowan.

**Staff:** Cathy Faulkner (MLS Director), Lisa Davis (Recording Clerk), and Sherri Godeaux (MLS Support Specialist).

**Guests:**

**Summary of Committee Business**

Chairperson, Travis-Lee Moore, welcomed the Committee members.

**The February 2021 minutes were reviewed and filed as presented.**

The Committee reviewed the 2021 Business Plan.

The Committee reviewed a report (Exhibit #3) from the work group formed to develop best practices for moving to hybrid MLS meetings.

The Committee reviewed a report (Exhibit #4) from the work group formed to create a series of survey questions. The Committee will ask one or two survey questions per month and report the responses back to the MLS Director.

No action was taken on a request to add fields to disclose residential leases, fixture leases, and mineral leases.

No action was taken on a request to have map areas (such as school districts, Zip code areas, etc.) shaded by color instead of or in addition to the boundary lines.

The Committee reviewed a situation regarding a listing in MLS that was considered personal property. The Listing Broker requested a policy review. (Exhibit #6.) It was the consensus of the Committee, after review, that the structure be considered personal property and that MLS staff would treat similar properties as personal property in the future and not allow entry into MLS.

The Committee reviewed the NTREIS User Group Report (Exhibit #7.)

The Committee was given an update and demonstration of the One Home Product. The Committee then discussed this product.

The Committee was given an update on MLS Appeal hearings including progress and training issues. The Committee Members were encouraged to participate in the process.

**Motions:**

**A motion was made, seconded, and passed that if a member is found not to have a listing agreement for a property that they entered in MLS that they are automatically fined \$1,000 for the first offense, \$ 2,500 for the second offense, and \$ 5,000 for the third offence. The Committee also wishes this proposal taken and reviewed by the NTREIS Governance Committee.**

**A motion was made, seconded, and passed to forward a request to the NTREIS User Group to add Fitness Center to the “Common Features.”**

**A motion was made seconded and passed to approve and confirm the electronic vote on the MLS fine appeal Form (Exhibit #5)**

**Announcements**

**Having completed the business of the MLS Committee, the meeting was adjourned at 2:59 p.m.**

Respectfully Submitted,  
Lisa Davis  
Recording Clerk

Approved,  
Travis-Lee Moore  
Chairperson, MLS Committee



EXHIBIT #5

NTREIN Bylaws Work Group Report

April 13, 2021 – 1:00 pm

The meeting was called to order at 1:00 pm by Chair, Derek Westley. Members present were Taylor Walcik, Travis-Lee Moore, Joe Atkins, Ginger Gill, and Steve Habgood.

Also present were Janet Kane, CEO, Ginny Haralson, Chief Strategy Officer, and Cathy Faulkner, MLS Director.

Absent were Sheila Rice and Brenda Cole.

The Work Group approved the following for the makeup and election of the NTREIN Board of Directors.

1. The number of seats for the NTREIN board should be between 12 and 16.
2. 6 of these seats are predetermined as predetermined based on the current language in the NTREIN bylaws, which will remain in place:
  - a. The newly elected President Elect of MetroTex shall be named President of NTREIN.
  - b. The newly elected Secretary/Treasurer of MetroTex shall be named Secretary/Treasurer of NTREIN.
  - c. The director of North Texas Real Estate Information Systems, Inc. (NTREIS) designated by MetroTex shall be a director.
  - d. One additional MetroTex director shall be a director. (Currently this seat is considered the MetroTex Board liaison)

- e. The chair and the vice chair of the MetroTex MLS committee shall be directors of NTREIN.
3. There shall be 6 to 10 additional directors appointed by the shareholder (MetroTex Holdings, Inc). These positions should be filled with a focus on diversity of geographic location, office size, office production, and business model to create an accurate representation of MLS Participants and Subscribers represented on the NTREIN Board of Directors.
4. The Board shall always consist of less than twenty five percent (25%) of Officers or Directors from the same brokerage (under the same Designated REALTOR®). An Officer position takes precedence over a Director position for elections only.

The Work Group is requesting a clarification of the makeup of the “shareholder” as referenced in these bylaws.

The proposed changes will be incorporated into the working copy of the NTREIN Bylaws for review at the next meeting.

There being no further business, the meeting was adjourned at 2:15 pm.

NTREIN Bylaws Work Group Report

April 27, 2021 – 12:00 pm

The meeting was called to order at 12:00 pm by NTREIN President, Taylor Walcik. Members present were Brenda Cole, Travis-Lee Moore, Joe Atkins, Ginger Gill, and Steve Habgood.

Also present were Ginny Haralson, Chief Strategy Officer, and Cathy Faulkner, MLS Director.

Absent were Sheila Rice and Derek Westley.

The Work Group is recommending that since there is no connection in the NTREIN bylaws to the current tradition and appointment of MLS Area representatives as MLS Committee members, the members of the MLS Committee should then be made up of those volunteers from MLS Participants and Subscribers who are currently REALTOR® members of MetroTex Association and who receive MLS services through MetroTex.

The Work Group is recommending that a Presidential Advisory Group be formed to study whether the functions of the Area Meetings should shift MetroTex Association.

These proposed changes will be incorporated into the working copy of the NTREIN Bylaws for review at the next meeting. A final redline version and final draft based on these recommendations will be forwarded to the Work Group ahead of their next meeting scheduled for May 11, 2021 at 9:30 a.m.

There being no further business, the meeting was adjourned at 1:30 pm.