TVR MLS 2025-2027 Strategic Planning Summary

Vision Statement
TVRMLS aims to empower real estate professionals with comprehensive data, technology, and training to drive long-term success

Key Goals

1. **Enhance Training & Customer Relationships**
   - Expand training resources and formats, including online sessions and short videos.
   - Focus on practical applications to aid agents in leveraging technology for buyer and seller success
   - Continue to be a leader in resolving customer issues quickly through various communication channels.
2. **Expand Value Proposition**
   - Increase technology services (e.g., Offer Manager, Forewarn, MarketStats) without direct compensation offers
   - Embrace RESO (Real Estate Standards Organization) Data Dictionary to foster more data shares and data consistency.
   - Highlight TVRMLS as a critical business generation partner and broaden service awareness via a "Focused on Your Success" campaign
   - Virtual "Ask Your MLS" meetings with brokers and members to promote service offerings and answer questions.
3. **Establish an Open MLS**
   - Enable non-REALTOR® licensees to access MLS services, addressing lawsuits and positioning TVRMLS for DOJ compliance
   - Assess business models to offer MLS subscriptions independent of Association membership, considering the financial implications for stakeholder Associations
4. **Enhance TVRMLS Independence and Governance**
   - Redefine roles between the Board and shareholder Associations to ensure unbiased, progressive decision-making
   - Consider a remote organizational model and board meeting rotation for operational flexibility
   - Explore a new governance structure that supports TVRMLS's strategic autonomy
5. **Branding**
   - Promote and enhance the TVRMLS brand to show its value in the marketplace.
   - Improve communication and knowledge of product offerings to customers through the creation of a dashboard powered by Launch.
   - Adding "MLS Corner" to Association's Newsletters

Action Items

- **Training & Engagement**: Promote training of TVRMLS technology offerings through the myTVRMLS dashboard to enhance adoption and understanding
- **Promotion & Risk Mitigation**: Continuously promote the offerings of the MLS including the value of TVRMLS technologies to members through a dedicated myTVRMLS dashboard
- **Governance & Independence**: Review bylaws, examine office options, and establish training for board members on MLS-specific issues

Next Steps

TVRMLS will focus on delivering high-quality data, enhancing tech tools, and promoting broker/agent engagement.