

ShowingTime Call Center Decision

As most of you are aware, our contract with ShowingTime is for a period of three years and includes the online scheduling feature, the 24/7 call center and the MarketTrend Reports, including InfoSparks, InfoStats and InfoCharts.



Although the agreement is for three years we did negotiate a clause that would allow us to eliminate the call center component after the first year if we should choose to do so with appropriate notice (*i.e., no later than 90 days prior to the end of the first 12 months*). To be clear, the call center is the 800 number that members can call to schedule showings. Eliminating this would have no impact on sellers who wish to be reached by phone by ShowingTime to coordinate showing appointments.

The original Appointment Scheduling Work Group chaired by Deb Sarsany will meet to review this matter and make a recommendation to the board of directors whether to continue with the call center component. Usage reports for various categories appear immediately below.

ShowingTime Usage Report	*April	May	June	July	August
Total # Showings	6,552	7,121	6,541	5,804	6,737
Avg Call Center Response Time	18	13	9	11	8
# Listings Managed by ShowingTime	2,357	2,453	2,431	2,461	2,581
# Listings w/1 or More Showings	1,550	1,582	1,566	1,580	1,622
# of Showings Submitted Online	5,338	5,096	4,731	4,617	5,046
% of Showings Submitted Online	81	72	72	80	75
# of Showings Using ShowingCart	540	714	574	418	525
% of Showings Using ShowingCart	8	10	9	7	8
% of Feedback Completed	75	75	75	73	76
% of Listings Configured for Electronic Seller Conf.	78	80	82	83	83

**partial month*

The total cost to the MLS for the online scheduling feature, call center and market trend reports is approximately \$12.00 per subscriber per month. When this was approved by the Board of Directors a decision was made that CAR would subsidize 50% of the cost for the first 12 months from reserves. As a result, the added cost to a subscriber has been \$6.00 per month with the other \$6.00 being picked up by CAR. If CAR were to do away with the call center portion, leaving the online scheduling component and the MarketTrend reports, the per month cost would be reduced from \$12.00 per subscriber to \$1.50 per subscriber.

If the MLS were to eliminate the call center component individual agents and/or brokerages could opt to adopt this on their own. CAR negotiated a discounted rate on the fees to be charged in this instance.

If you have an opinion as to whether the call center component should be maintained please share that with CAR leadership, staff or a member of the Task Force.

Members of the task force include:

Nick Campo, Campo Realty
 Stacy Carlson, Mel Foster
 Stephanie Do, Do Realty
 Ron Duff, RE/Max Professionals
 Kim Elliott-Birtch, The Real Estate Group

Stephanie Ferguson, The Real Estate Group
 Galen Johnson, Johnson Real Estate
 Jake Mabus, RE/MAX Professionals
 Cindy Nagle, The Real Estate Group
 Mike Oldenettel, RE/MAX

Professionals
 Deb Sarsany, The Real Estate Group
 Don Cave, Coldwell Banker
 Honig-Bell