

How are member charges assessed?



When Hawaii Information Service was established in 1984, one of the first questions that had to be answered was "how are we going to charge the members?" There are

by Lin McIntosh, President HIS

several ways to generate revenue to fund a multiple listing service. One method is to establish a listing input fee where every agent pays a fee for every listing entered into the system. Some systems use this method for 100% of their funding based upon the assumption that the MLS book is advertising that the seller's agent should pay for. In some locations, the buyer's agent reimburses the seller's agent for a portion of the listing input fee close of escrow.

Another method is to establish a participation fee where everyone pays a monthly fee whether they enter a listing into the database or make a sale. The function of the participation fee is to be sure the pipeline is there with water in it when you need to turn the spigot to get a drink of water - that everyone pays a share of making sure the system is there when they need it.

HIS BOD holds annual shareholders meeting

The MLS Hawaii, Inc. annual shareholders meeting was held April 28, 1999 at corporate headquarters in Honolulu. President Lin McIntosh reported to the company's shareholders and members of the Board of Directors took the form of a presentation titled "Fourteen Years of Progress" which reviewed the current year's performance and covered the company's historical success. The presentation planned for 1999 include the introduction of faster hardware and the introduction of ADSL (Asymmetric Digital Subscriber Line) access to improve WebREsearch response times.

A graphic demonstration revealed how far the company has come since inception in 1985. Work on the conversion of WebREsearch for use by Macintosh and Netscape users continues as does work on the WebREsearch mapping component upgrade. This upgrade will be to update the maps and make them available on CD ROM. Other initiatives seek to make building permit data available directly from the building departments available online by year's end and to include the Rainmaker databases in WebREsearch.

Revenues have increased 100%, the Consumer Price Index (inflation) has increased 55.9%, yet fees have increased less than 10% and staff has increased only 30%. It is hard to remember sometimes that HIS started with just \$9,000 in capital—\$3,000 from each of the three shareholder boards.

Improvements made during 1998 included the introduction of HIS WebREsearch and the upgrade of the communications system from a modem-based system to an internet-based system. The training effort will be enhanced with on-line multi-media tutorials. HIS aims to implement all these improvements while building cash reserves to levels that can fund the next generation of hardware and software.

Measures of change—HIS in 1985 and 1999

	1985	1999
Members	1,003	991
Revenues	\$600,000	\$1,200,000
Staff	8 + 2 Part time	11 + 4 part time
Member Fee	\$55	\$60

Use Input Forms to help construct MLS searches

Apr '98 vs Apr '99 sales

Land sales lead Volume and \$ Volume increases

The need to run an unfamiliar search often seems to arise in pressure situations such as when a Realtor needs to quickly kick out a listing presentation.

Remembering that the fields in both REsearch MLS and WebREsearch generally coincide with the MLS input form can often help a user construct an unfamiliar search. We advise, in fact, that you keep a set of input forms nearby when you are working in online MLS, and we recommend that you routinely consult the appropriate input form for clues about how to look for properties.

If, for example, you had to search for ohana properties, how would you do it? A Residential Input Form shows that Ohana is a RES property type which is designated RO. (See the upper right-hand corner of the RES Input Form.) Searching by TYPE RO would therefore be a good start, but references to ohana properties may also occur in the REMARKS field. The box below shows the specifics of a search for Ohana properties.

Notice that the approach utilizes both PRIVATE and PUBLIC REMARKS as well as the TYPE field. Notice also that three separate searches are required.

To find ohana properties:

- 1) Search TYPE RO
then, in a separate search
- 2) REMARKS *OHANA*
then, in a third search
- 3) PRIVATE REMARKS *OHANA*

Sales Volume

	Apr-98	Apr-99	% Chg
CND	53	54	1.89%
RES	116	104	-10.34%
LND	90	151	67.78%
Total	259	309	19.31%

Big Island Total Sales Volume for April 1999 registered a 19.81% increase over April 1998. A 10.24% decrease in the number of single family residence sales countered gains in condos (1.89%) and land (67.78%).

\$ Volume

	Apr-98	Apr-99	% Chg
CND	12,536,585	11,787,100	-5.98%
RES	21,436,025	19,282,330	-10.05%
LND	7,764,088	18,728,025	141.21%
Total	41,736,698	49,802,455	19.33%

Total Dollar Volume increased 19.33% over April '98 levels with losses in CND(-5.98%) and RES (-10.05%) dragging a 141.21% increase in LND.

Median Prices

	Apr-98	Apr-99	% Chg
CND	141,500	146,000	3.18%
RES	155,000	151,250	-2.42%
LND	56,000	16,000	-71.43%

Median Sales Prices for CND and RES showed relatively little change in comparison to LND which registered a significant decline of -71.43% over '99.

Sales figures are as of the Status Change Date, i.e. the date on which the office reported the sale.



Check your screen resolution

We are finding that many users have their screen resolution set to 640 x 480. MINIMUM RESOLUTION for WebREsearch is 800 x 600! If you need help with this, call our Help 599-4224 or 1-800-628-3121.

Member charges (Continued from Page 1)



Another method is the office of agents associated with the office and conditions based upon actual HIS participation fee where each office pays the book on a separate basis. Statistics showed that the average HIS monthly fee. This fee is usually based on participation. The BoD looked at how much agents would be paying \$52/month upon the number of agents associated with the office and the additional revenue that would be generated (participation fee + 1 listing) with the office, with offices suggested based upon HIS statistics. It was found that the one-person office with a large number of agents paying an average of 10 listings/year, etc. and arrived at the paying \$87/month fee than an office with just one listing. Totals:

agents, and the fee may be in addition to, or in lieu of, the agent participation fee.	Office Fees \$120,480	(participation fee plus office fee plus listing) with no book. The Board of Directors once again concluded that the uniform participation fee was best for the membership as a whole, but they agreed that the book should be sold on a separate subscription once the roster and desired portions of the book were available to the agent for printing local.
	Listing Input fee \$225,702	
	Book Subscriptions \$ 72,000	

Another method is to unbundle services completely and charge a fee for every service provided. For instance, some MLSs charge a fee per book, a fee per photo entered into the system, a fee every time a listing appears in the book, 97 for statistical reports, etc. reduce the monthly subscription fee by \$36. Sounds good, doesn't it? By other month, unlimited photos

After a great deal of discussion, would be paying the office fees into the system for you, Realtors who organized Hawaii and the listing input fees? You would training, unlimited customer Information Service elected to have available paying, but some would pay. As another comparison, Maui the services bundled into a uniform fee more than others. Board of Realtors charges their members monthly participation fee where every member pays the same amount Our calculations show that the average \$40/month without a book or TMK.

regardless of whether they take an additional We trust you agree with your Board of advantage of every service offered \$27/month in listing input fee. Director's conclusions. Should you have insures a relatively level playing field (listing per month!). One person how the services might be priced for every agent; every agent has offices would pay a minimum of \$60 differently, please advise your to the same information for the before a single listing was submitted to representatives on the HIS Board of fee. In the beginning before brokers load or before a book was ordered. Directors.

was initiated, an additional listing fee was charged to cover the cost of the staff time required to enter the data into the system. Once the broker load option was implemented, boards generally dropped the listing input fee.



Search Tip

When searching for multiple words in REMARKS on WebRE, the word OR must be used (instead of a comma) to separate the words.

This will work:
FARM or *ORCHID* or *FRUIT TREE* or *ORCHARD*

This will not:
FARM, *ORCHID*, *FRUIT TREE*, *ORCHARD*

The HIS Board of Directors evaluates the pricing policy on an annual basis. Included in this evaluation is a comparison to how other MLS operations charge their members. A recent analysis used the Honolulu Board of Realtors as a comparison. HBR imposes a \$27/listing input fee for broker loaded listings, \$60/listing for board loaded listings. They impose an office participation fee that ranges from \$35 to \$50 depending upon the number of our Members."

Our Mission: To develop, promote and provide the highest quality real estate information, products and services at the lowest possible cost to our Members."



New Web Site Offered to Realtors

REDMOND, Wash. (AP) _ Microsoft on its Web site. HomeAdvisor, part of economist for the National Corp.'s HomeAdvisor and Redmond-based Microsoft's MSN Association of Realtors. Homeseekers.com are offering free Webwork, has more than 500,000, pages to real estate agents nationwide according to The Washington Post. HomeAdvisor.com had 493,000 visitors in an effort to catch up to industry leader in March and Homeseekers.com had Realtor.com, the Web site of the National Association of Realtors. This announcement significantly changes the online real estate landscape,' said John Tuccillo, a Microsoft spokesman, in today's Washington Post.

The alliance allows agents to create their own Web page hosted by Homeseekers.com with personalized links to HomeAdvisor services, companies in a statement.

Each page will include the agent's picture, contact information and a personalized Web address. Users will be able to view home listings and check on neighborhood and financing information.

Homeseekers.com, based in Minden, Nev., says it has about 680,000 listings



Microsoft moves Internet Explorer software

New customers and people trying to reinstall Internet Explorer 4.01 will no longer find the program on Microsoft's main Internet Explorer site.

To download use this link

http://www.microsoft.com/msdownload/iebuild/ie4sp2_win32/en/ie4sp2_win32.htm



677 Ala Moana Blvd., #200
Honolulu HI 96813

- (808) 599-4224 (voice)
- (800) 628-3121 (toll free v)
- (808) 536-6499 (fax)
- (888) 628-3121 (toll free f)