



CALIFORNIA ASSOCIATION OF REALTORS®

February 26, 2010

Anita McKee
2010 President
Lake County Association of REALTORS®
P. O. Box 280
Lakeport, CA 95453

2010 OFFICERS

STEPHEN L. GODDARD
President

BETH L. PEERCE
President-Elect

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Treasurer

JOEL SINGER
*Executive Vice President/
State Secretary*

Dear Anita,

Thank you for your letter of February 12, 2010 and for the opportunity to meet with you and some of your members last week about calREDD. We are very grateful to your association for having the confidence in calREDD and C.A.R. to be one of the early adopters and supporters of calREDD and the statewide MLS effort. As you are surely aware, there are many individuals and entities in the state that have and will continue to work tirelessly to see us defeated. While big change is frequently challenging, as long as we continue to work together toward serving the interests of our members, I am confident that we will succeed in delivering the promise of a cutting-edge world-class statewide MLS for California REALTORS®.

We appreciate your concern over the results of your recent member survey and the dissatisfaction expressed by some members in the calREDD system. It is important that we both have a clear sense of what is and what is not working. Toward that end, I strongly encourage you to work with the calREDD and C.A.R. staff to evaluate the survey and its results. We have many fine resources in this area and working together we can jointly further evaluate your survey and create future surveys to provide us with the insight to ensure that we remain responsive to the needs of our members.

We also appreciate the time that you, your board, staff and volunteers have contributed toward communicating issues to the calREDD team. From my conversations with you and the other associations in calREDD, I understand that the calREDD team has been highly responsive and supportive. I commit to you that they will remain so.

Toward that end, I am attaching a development list that I understand was created by the calREDD team with significant input from the LCAOR. The calREDD team has committed to me and I am committing to you that we will use every available resource to ensure that all of the items on the attached list will be



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completed on or before Monday, March 29, 2010. Many items on this list will be completed and released sooner. In addition to this commitment, I've asked that your March fees be waived as a good faith gesture of support.

For your part, in order to timely accomplish this commitment, we need your agreement that the attached list are the development priorities and that all other new non-critical requests will be prioritized for development following March 29th. In addition, in order to free the calREDD team to focus on meeting its commitments, all future development requests should be directed to Nicki Harrison at nicki@calredd.com rather than directly to the development team. Nicki will continue to provide your association with weekly progress reports. Finally, we cannot succeed in this effort unless we work closely and cooperatively to communicate positively about these changes and calREDD to the members. We will reach out to your association soon to begin this collaborative process.

It is critical that we join together to ensure that the calREDD launch in Lake is a success for calREDD, C.A.R. and the LCAOR. I ask for your continued confidence, support and cooperation as we work toward that end. Thank you.

Sincerely,



Steve Goddard
2010 President
California Association of REALTORS®

Enclosure

Cc: Joel Singer
Mike Silvas
Scott Kucirek

calREDD™ 30 Day Development List

The following items scheduled to be completed on or before March 29, 2010.

1. Reporting

- a. Adding a print button to the Listing Detail page's property history tab. This will allow users to generate a printout of the property history display. (calREDD™ Ticket 50)
- b. Adding showing instructions field and swapping the report positions of financing with financing terms. (calREDD™ Ticket 44)
- c. Resolving an issue where CMA Statistics Report returns a white/blank page in select instances. (calREDD™ Ticket 243)
- d. Resolving NAR Report bugs per e-mail from Scott Knickmeyer on 2/9 at 9:48am. (calREDD™ Ticket 77)
- e. Modifying the presentation of the Residential BPO 3-Up Comparison as per LC Board Recommendations per e-mail from Scott Knickmeyer on 2/1 at 11:18pm. (calREDD™ Ticket 335)
- f. Modifying the presentation of data in the Residential Client One-Page Report per e-mail from Scott Knickmeyer on 2/1 at 11:22pm. (calREDD™ Ticket 336)
- g. Revising the Residential Agent One-Page Report per mock-up supplied by Lake County Leadership. per e-mail from Scott Knickmeyer on 2/16 at 6:13pm. (calREDD™ Ticket 381)
- h. Deploying a new Cross-Type Report Interceptor. The purpose of the Interceptor is to aggregate like property type listings together at the point of print and ensure that the report format that displays for print includes the data fields applicable to the particular property type at hand. (calREDD™ Ticket 363)
- i. Correcting missing values for DOM and CDOM on the Agent Premier Plus, Agent One Page, and CMA Statistics Reports. (calREDD™ Ticket 383)
- j. Correcting inaccurate DOM/CDOM calculations that present in the CMA Statistics Report. (calREDD™ Ticket 384)
- k. Changing the label "Price" to "Listing Price" on the Agent One Page, One Page Plus, and Premiere Plus Reports. (calREDD™ Ticket 385)
- l. Adding the Change History information to the end of the Premiere Plus Reports (all property types). (calREDD™ Ticket 386)

- m. Moving REO and Short-Sale to Selling Information section in the Agent One Page and One Page Plus Reports. The fields REO and Short Sale are populated with the value "No" without ever being entered. (calREDD™ Ticket 387)
- n. Adding Listing Price as a column in our Appraiser Stats Report. (calREDD™ Ticket 388)
- o. Modifying the Agent Statistics Report so that the List/Sale Price field displays the correct information. (calREDD™ Ticket 389)
- p. Adding 'Stats' button to all search results/grid display toolbars. This will provide quick stats for selected listings. (calREDD™ Ticket 333)

2. Printing

- a. We are compressing the picture file size in our reports and the reports themselves. This should expedite the speed in which reports print (including performance on network printers). (calREDD™ Ticket 319)
- b. Resolving a known printing issue with the Chrome Browser. Users have reported intermittent issues with the print button when using Chrome. (calREDD™ Ticket 286)
- c. Changing printing output to include "Natural Pagination" to help minimize extra white space. (calREDD™ Ticket 390)
- d. Adding new print format to allow users to print the columns that they see onscreen in all results/grid displays. (calREDD™ Ticket 370)

3. CMA Integration

Integrate CMA. (calREDD™ Ticket 368)

4. Listing Input

Improving the speed/load performance of the Listing Wizard in the Listings Module (New Listing Input / Edit Existing Listing). (calREDD™ Ticket 280)

5. Listing Detail

Adding section borders, adjusting field alignments in fields displayed in the 2nd column below the pictures, and hiding section headings when select fields are not present. (calREDD™ Ticket 382)