



Ross  
Shafer

**Want Ross to visit your company?**

**CONTACT:**

**Carl Ware 615-261-4000**

**ext 1045**

**Carl@premierespeakers.com**

# **CREATING A MORE RELEVANT MLS**

**by Ross Shafer**

**CURRENT:**  
**Knowing**  
**Skinny**  
**Jeans are**  
**Popular**



**RELEVANT:**

**Knowing**

**They're**

**NOT for**

**YOU**



**CONSISTENCY**

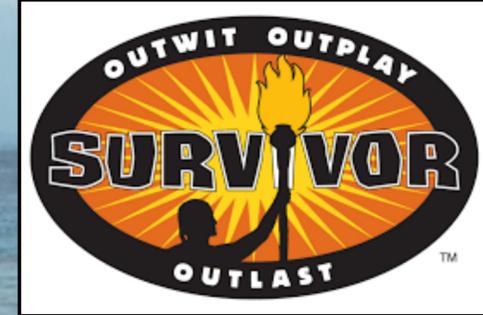
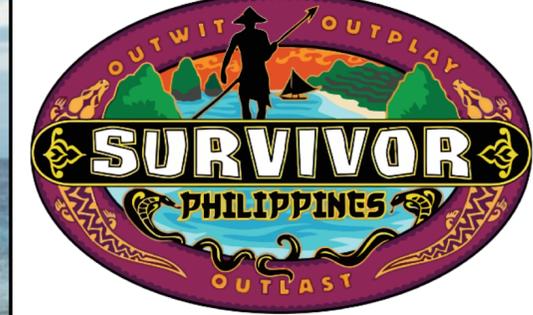
*Connect*

**CORE**

**Confidence**

**Communicate** **COMBAT?**

**Community**



# Collaborative Competitors

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**What I'm Not...**



**15-yr old**  
**Ross Shafer**

**Blackfoot Nation**

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer  
1927-2001



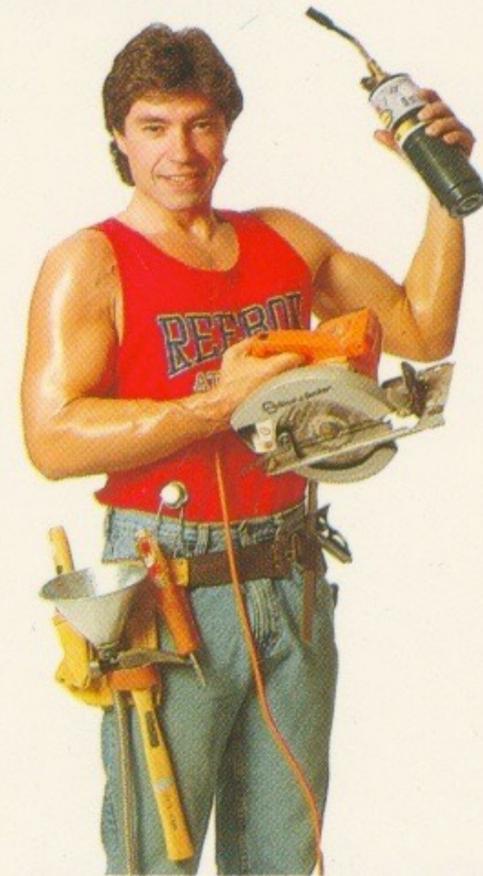
# Follow the Tracks of the Herd

# COOK-LIKE- A-STUD

\* 38 lip smackin' meals men can prepare  
in the garage ... using their own tools!

Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

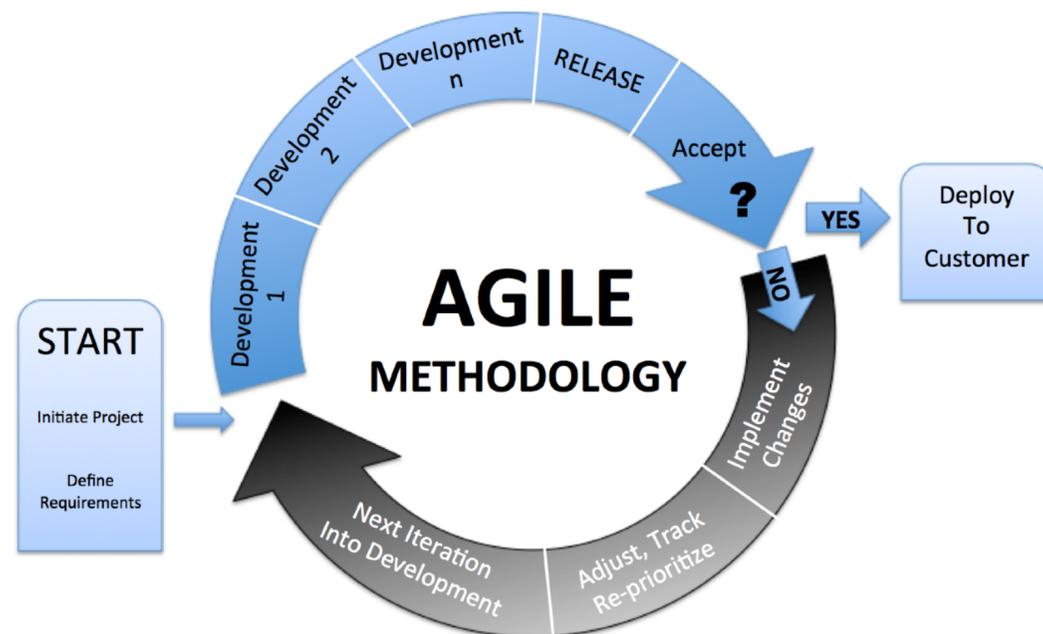
## Ross Shafer







Ryan Shafer



The background features a complex, layered design. It includes white technical blueprints with various lines, circles, and text on a light blue background. Overlaid on this are streams of binary code (0s and 1s) in a darker blue color, creating a digital and technical atmosphere.

**STAY RELEVANT**  
**Exploit Successful**  
**“Blueprints”**

# FACEBOOK ADS

**ARMLS** Sponsored Like Page

You'll worry about a lot of small things today; we'll worry about a few big ones.



**Making the market work**  
ARMLS means information you can count on and rules that make it possible to cooperate with competitors.

ARMLS.COM Learn More

**Midwest Real Estate Data LLC** Sponsored Like Page

Each month, brokers and agents do more than \$1.4 billion in business on the MRED platform.



**Making the market work**  
We are proud to support Chicagoland's real estate professionals.

MRED.COM Learn More

# EMAIL TEMPLATES

## EXAMPLE #2

Subject line: The number is jaw-dropping

[member first name],

Last month, the members of [your MLS name] sold [sales volume number] of real estate.

[sales volume number].

That's an amazing feat that you helped make possible.

Congratulations.

[your MLS name] is proud to be your partner in making home-ownership happen. The information we safeguard, the rules we enforce and the community we foster help you do what you do with confidence.

Thank you for helping us *make the market work*.

Sincerely,

[MLS President/CEO]

# PRINT ADS

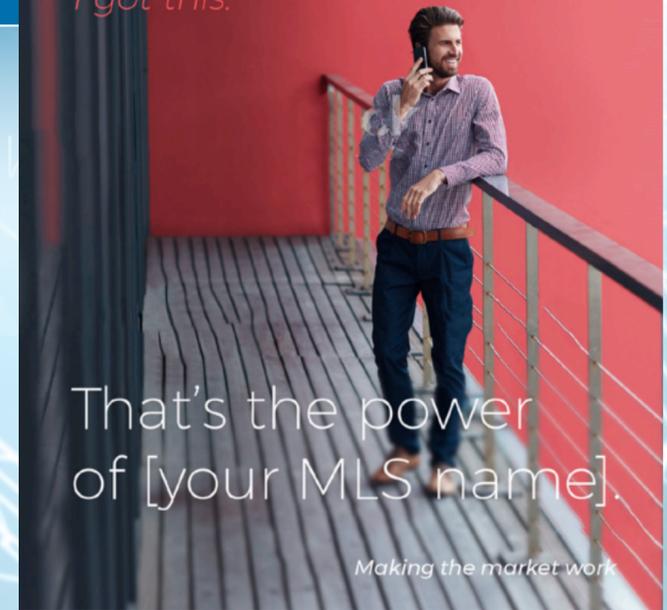
Never having to say  
*"I don't know."*



That's the  
of [your M

The comps.  
The disclosures.  
The easement.  
The other agent.

*I got this.*



That's the power of  
of [your MLS name].

*Making the market work*

*Making the market work*

Restaurants/Food Service

1

Retail Clothing

TV & Film Production

Building Industry

**SHAFER® PROJECTION TV**

Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

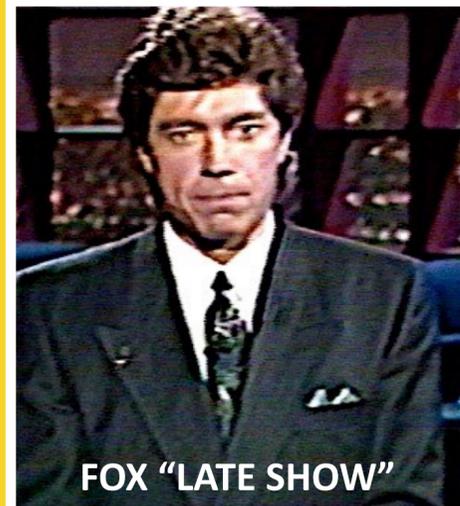
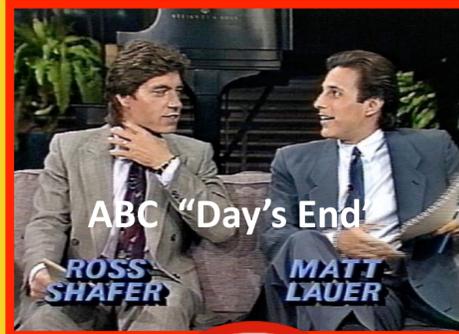
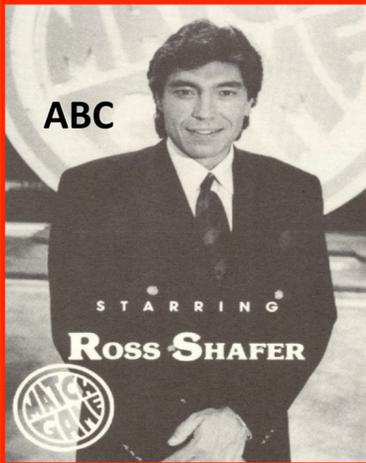
At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

**AS LOW AS \$997**

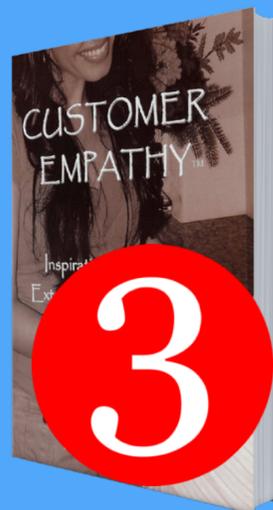
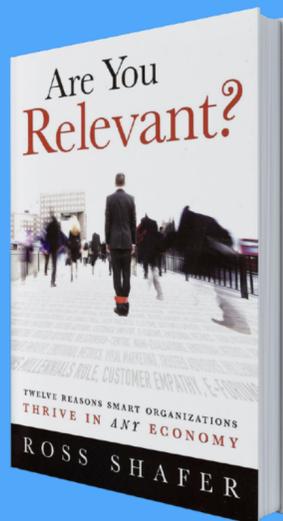
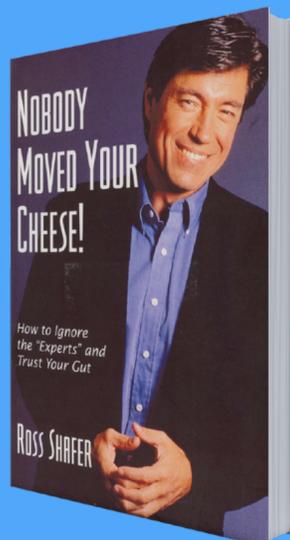
**SOUNDS OK!**

**Manufacturing**

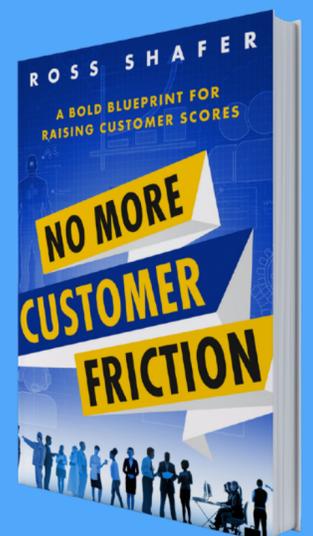
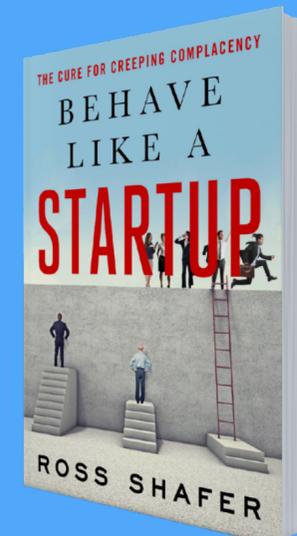
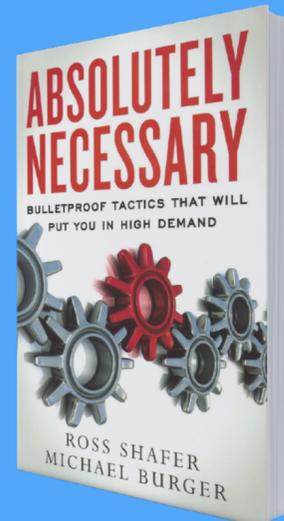
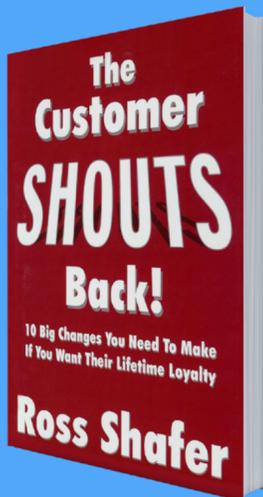
STUDIO COLLECTOR  
Puyallup, Wash. 98371



2



3



**STAY RELEVANT**

**Look Outside The  
Real Estate  
Industry**

## Hotel Events

FRIDAY 78° HIGH 78° LOW 68°  
SATURDAY 77° HIGH 67° LOW  
SUNDAY 76° HIGH 66° LOW  
9:34



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

# CRASH THE WRONG MEETINGS

Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

# Association of Human Nature Convention



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[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

[ABOUT US](#)

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[Hours of Operation](#)

[Menus](#)

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[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







LARAMAR

55,000 UNITS



The background features a complex, light blue and white technical drawing or blueprint, overlaid with a pattern of binary code (0s and 1s). The overall aesthetic is digital and technical.

**STAY RELEVANT**  
**Eliminate Friction**  
**from Every**  
**Transaction**

Comcast  
xfinity

amazon

hulu

NETFLIX

Google





Thank You to my local MLS





**BRILLIANT MLS VIRTUAL STAGING  
OF MY HOME!**



**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



**2,500,000+**  
**patients love**  
**“Virtual” Doctor**  
**Visits**



**STAY RELEVANT**

**Don't Over-Focus on...**



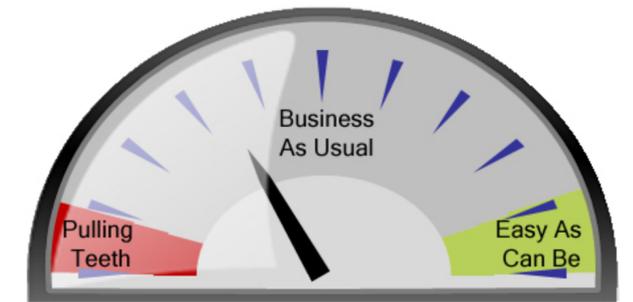
# CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

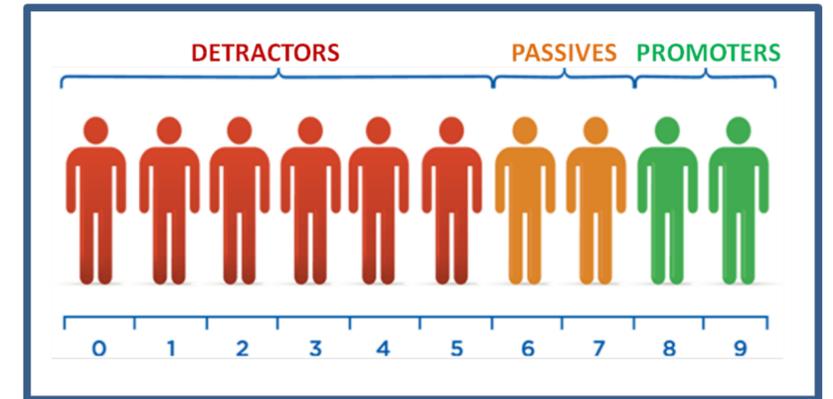
**The bigger risk to loyalty is when you fail or disappoint them.”**

# CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

# NPS (Net Promoter Scores)

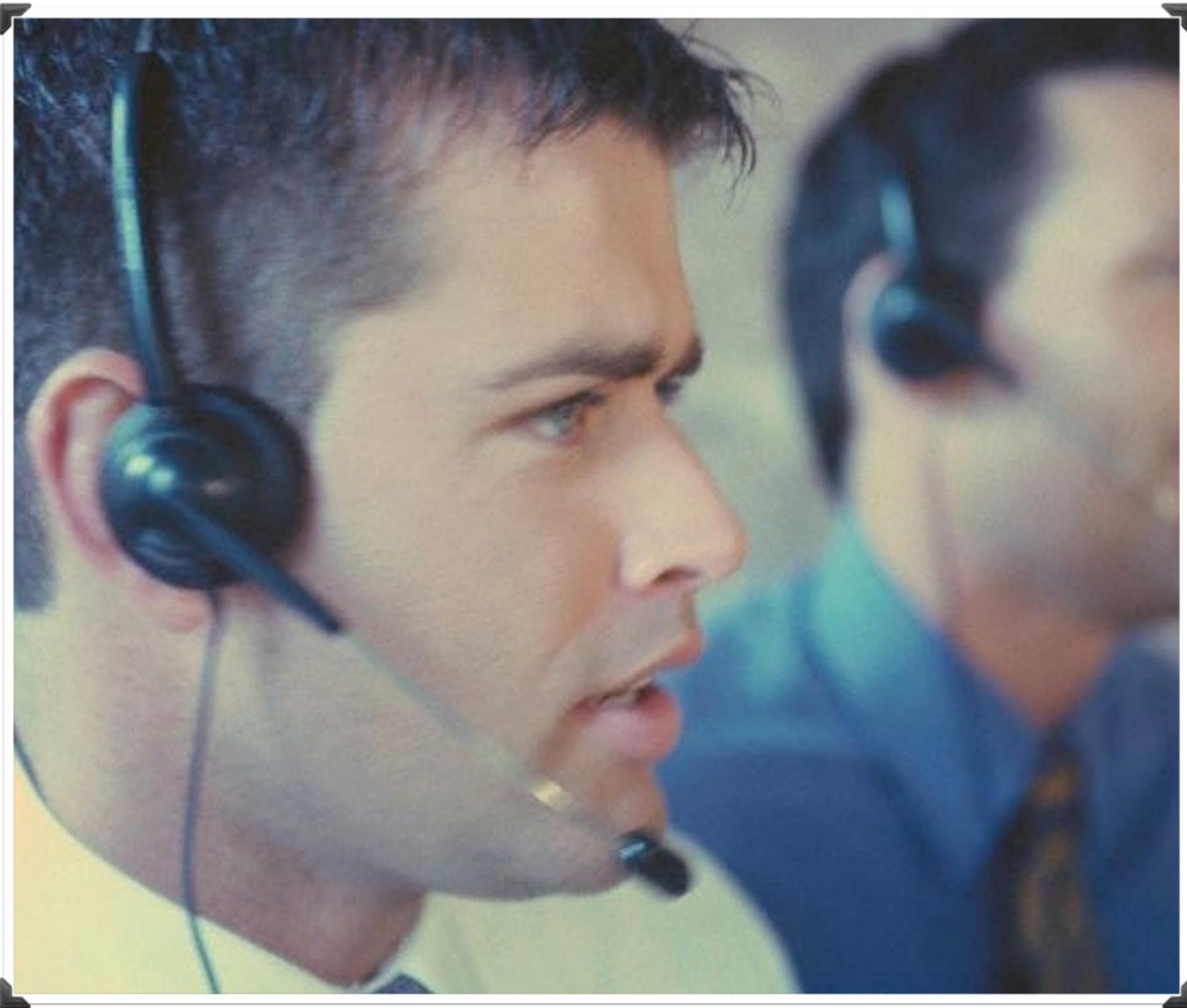


“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

**Eliminate the**



**Moments**



**“Thanks for calling.  
My name is Jason.  
How can I  
provide you with  
outstanding  
customer care?”**



Realtor blamed the local MLS showing desk (wrong code).



# TOYOTA

## OF PUYALLUP



*customer first.*



Freshly baked Otis-Spunkmeyer cookies.

# TECHNOLOGY

Compliance  
Comp. Analysis  
Drip Marketing  
Public Website

“My  
Vender  
has that.”



# Humalogy



+



**STAY RELEVANT**

**Be Intentionally  
Curious about  
Each Other**



***Be Personally & Professionally CURIOUS***





A woman with long brown hair, wearing a blue and white striped shirt, is shown from the chest up. She has a wide-eyed, shocked expression, with her hands covering her mouth as if she is gasping or trying to hold back a scream. The background is a plain, light-colored wall.

**What is the Most Dangerous  
Threat to an MLS?**

BTW: It's NOT Millennials





**facebook**



**You Tube**



**Linked in**

 **snapchat**

**FOMO**



**“73% of managers are discouraged by the communication skills of college-age students.”**





# **‘Chief Trending Officer’**

# TREND SPOTTING SITES

<http://www.springwise.com> (My favorite weekly updates)

<http://www.forbes.com/sites/stevecooper/2013/11/19/how-to-become-a-trendspotter/>

[www.Trendhunter.com](http://www.Trendhunter.com) (Cool inventions)

<http://dupress.com/periodical/trends/business-trends-2014/>

(Deloitte University)

<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>

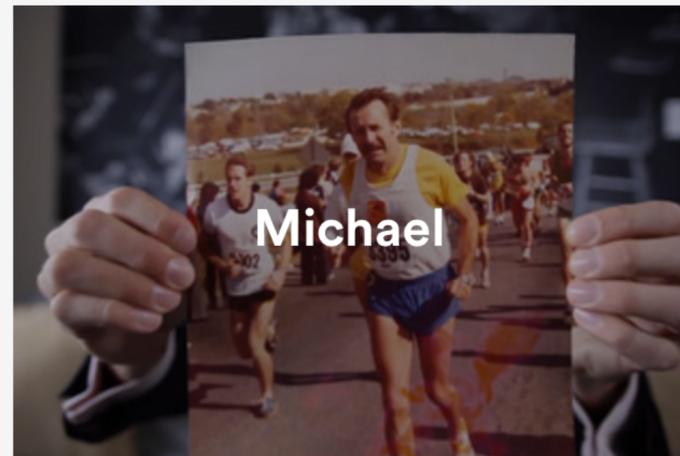
(Business Wire & Forrester Research)

The background is a complex technical drawing or blueprint in white lines on a blue gradient. It features various geometric shapes, circles, and lines, suggesting a mechanical or architectural plan. Overlaid on this are numerous binary digits (0s and 1s) in a light blue color, some of which are slightly blurred or faded, creating a sense of digital data and technology.

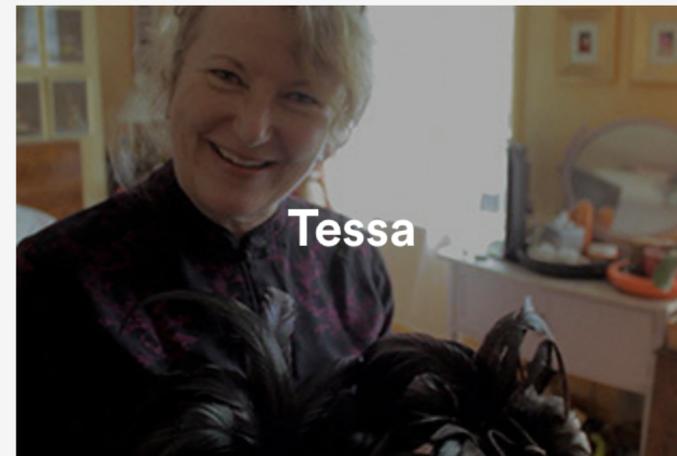
**STAY RELEVANT**

**Tell “Emotional”  
Brand Stories**

# the Airbnb Community are Brand Spokespeople



**New York, United States**  
A busy New Yorker keeps pace with tradition



**London, United Kingdom**  
Second Act: A new beginning



**New York, United States**  
New Chapter: Breaking bread together...again



**London, United Kingdom**  
Sowing the Seeds: Of love, and of vegetables



**Los Angeles, United States**  
The Art of Receiving: A host transforms his home, his work—and his life



**New York, United States**  
Full House: An invitation to friends, both old and new



Airbnb wants customers to share how they experienced The Brand.



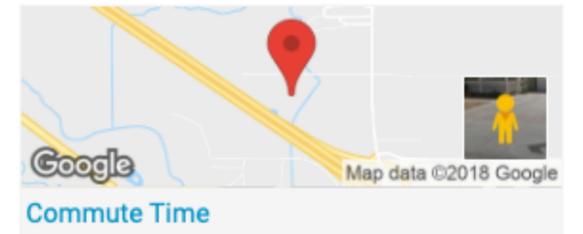
Chuck & Lois Shafer



**\$549,900**  Est. Payment [\\$2,349/mo](#)

455 W Butler Ln, Ashland, OR 97520

3 beds 2 baths 1,620 sq ft



Property Type	Single Family Home	Last Sold	\$84,000 in 1982	Days on Realtor.com	6 days
Year Built	1982	Price per sqft	\$339	Garage	8 cars



realtip

Home includes a 1,000 sf RV shop Did you find this useful?  

Ask a question

Share this home



Open Houses



Property Details



**In 1983, Chuck and Lois Shafer bought the single level, 3-bedroom 2-bath home at 455 W. Butler Lane as what they called their “retirement villa.” The 1,620 sq. ft home is located within minutes of Southern Oregon University, the Ashland Golf Club, the Shakespearian theaters, and the Ashland fixed based airport; where Chuck’s two airplanes were only four minutes from home.**

**Lois, on the other hand, was crazy about golf and gardening. Each year, their neighbors eagerly awaited the fresh fruits and vegetables Lois pulled from the expansive 1/4 acre irrigated garden.**

**Chuck not only loved his planes but anything with a motor. So, in addition to their two car garage, he built a 1,000 sf matching shop where he could tinker on his cars, boats, and motorcycles. Of course, he installed a microwave for his *Hot Pocket Pizzas*.**

**These days, Chuck undoubtedly tells his famous 'fish stories' in Heaven; while Lois recently celebrated her 91st birthday (with 74 friends) at a beautiful retirement community just two miles away.**

**Are you ready to create your own indelible-memory-life here, too?**

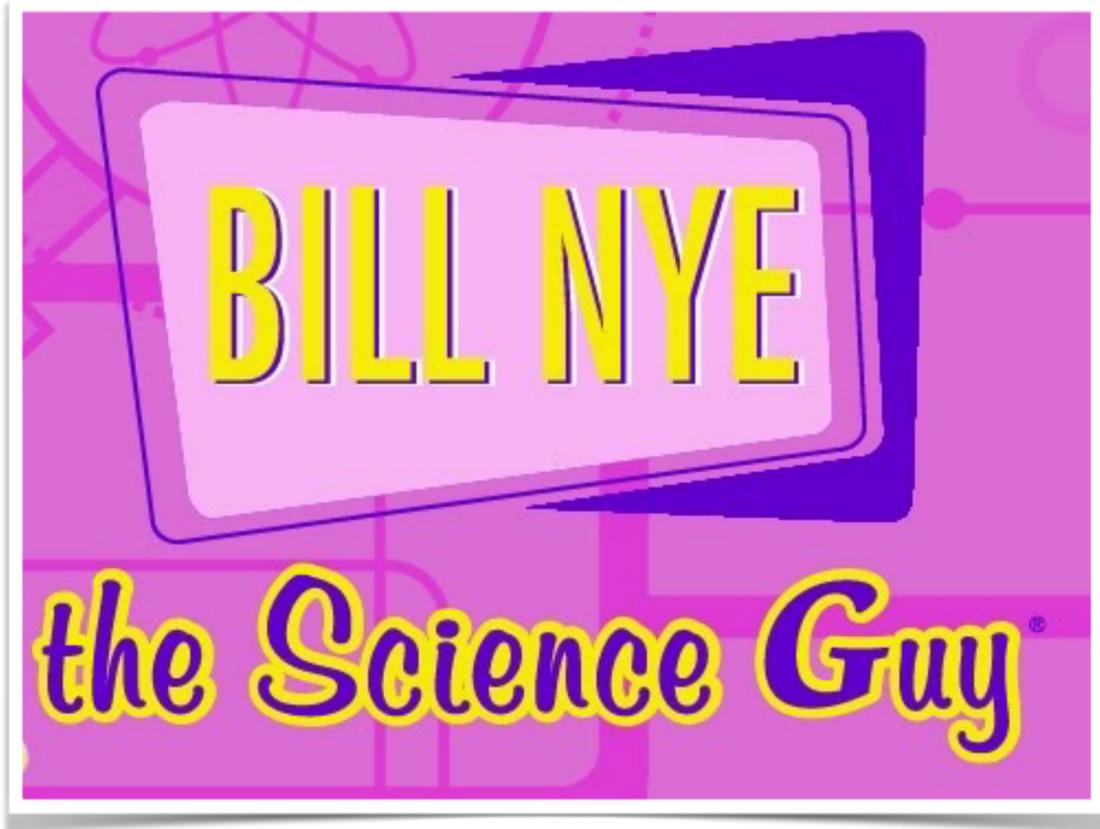


**STAY RELEVANT**

**Elevate Your**

**Superstars**

**Quickly**





# GIVING BACK: FREE RESOURCES

You



**ROSS SHAFER**  
Funniest Expert on *CHANGE*

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

Relevant Leaders Club

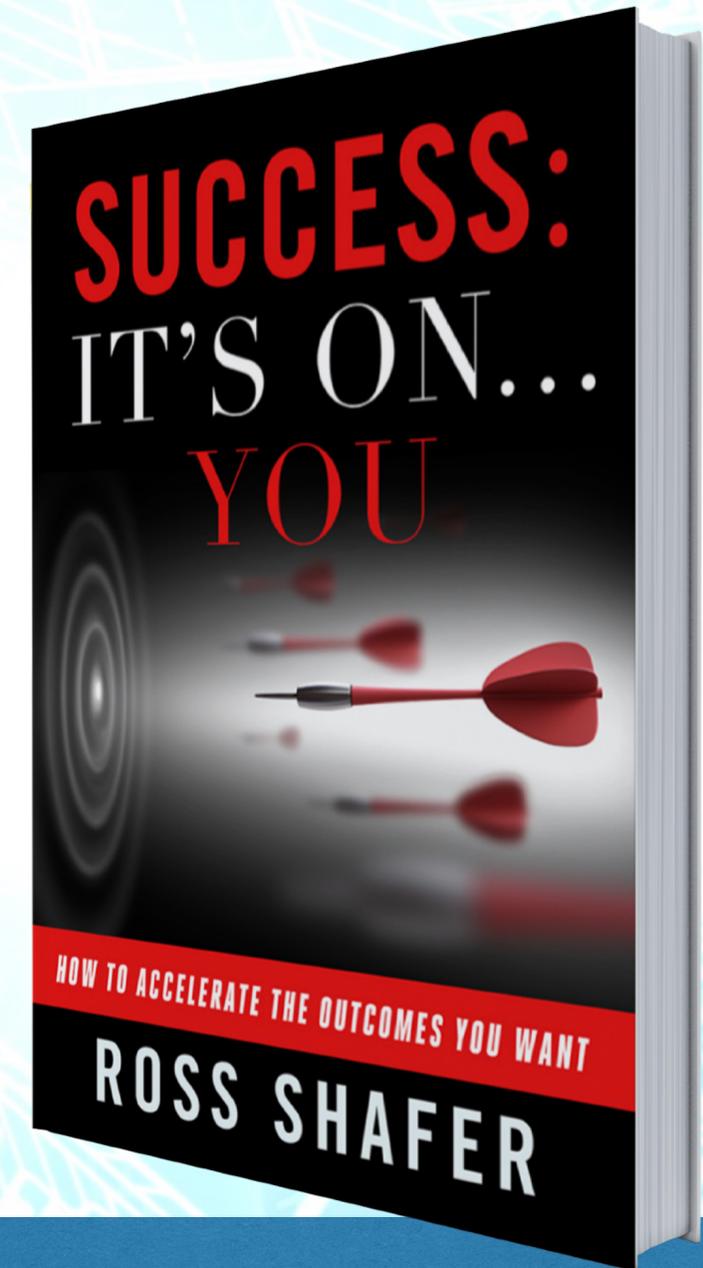
The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

Why is the Lifespan of a Company only 15 Years? | Leadership Speaker | Ross Shafer

How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer

How Can Leaders Make Better Decisions? | Leadership Speaker | Ross Shafer



Download (2) Free e-Books

[www.RossShafer.com](http://www.RossShafer.com)

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**Provide Ongoing  
Encouragement**





Ross  
Shafer

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