



Heartland MLS Strategic Plan 2020-2022

Our Mission

Heartland MLS provides complete, timely and accurate real estate information to facilitate cooperation and compensation for an orderly marketplace.

Core Competencies

- An orderly marketplace
- Accurate, complete and timely data delivery
- Cooperation and compensation facilitation
- Regional source for MLS education and technology innovation

Subscriber Engagement



Heartland MLS will be a committed partner in the business success of our subscribers through engagement and a personalized experience.

Product Innovation



Heartland MLS will regularly evaluate and develop products and services designed to meet the immediate and future needs of its subscribers.

Expansion & Collaboration



Heartland MLS will leverage growth through geographic expansion and collaboration with other markets and technology partners.

Operational Agility



Heartland MLS will continually evaluate market trends, processes and policies and develop MLS leadership and staff, to best serve its subscribers.

Objectives

Digital Marketing & Communications

Hire a digital communications strategy consultant to develop a comprehensive marketing and communications plan, designed to enhance subscriber engagement.

Digital Subscriber Engagement

Develop and execute a plan for a greater physical presence in the Heartland MLS marketplace, in order to enhance subscriber knowledge and engagement.

Subscriber Experience with Staff

Develop staff training and systems designed to ensure an outstanding subscriber experience with each staff interaction.

Paperless Subscriber Onboarding

Implement a paperless subscriber onboarding process.

Objectives

Product & Services Assessment

Create a task force to evaluate HMLS current and future products and services.

- Provide usage rates and analytics to the HMLS Board of Directors.
- Ensure future contracts do not upsell to HMLS subscribers.

Product & Services Integration

Improve integration of products and services with HMLS subscribers.

Product & Services Training

Evaluate and enhance training on HMLS products and services.

Call Center & Scheduling Service

Assess the ability to provide a call center and scheduling service for all subscribers.

Tiered Products & Services Packaging

Explore tiered services and packaging of HMLS products and services to subscribers, in order to better meet their needs.

Objectives

Leadership Presence in Outlying Areas

Plan and budget for HMLS leadership and staff to attend identified MLS events in key regions outside of Kansas City (e.g., Omaha, Wichita, St. Louis, etc.).

Geographic Expansion & Collaboration

Document expansion model to demonstrate proven success. Collaborate with real estate groups not currently utilizing HMLS.

Tax Databases

Obtain Realist tax databases for all counties served by HMLS.

Technology Collaboration

Evaluate current and future technology collaboration in order to improve availability and scalability of technology to subscribers.

Objectives

Leadership & Staff Development

Plan and budget for HMLS leadership and staff to attend key MLS conferences to learn about MLS trends and issues and create beneficial connections.

- Ensure HMLS Directors obtain CMLXV Certification within six months after joining the Board and HMLS Technology staff obtain CMLX1 Certification within the next eighteen months.

HMLS Policies

Combine written and unwritten policies into one searchable location.

- Utilize the HMLS Rules & Regs Task Force to conduct an annual review (or as determined necessary).
- Review composition and terms of the HMLS Board of Directors.

Subscriber Input

Send out an annual survey to all HMLS subscribers on value proposition, products and services, as well as on the subscriber experience.

Strategic Plan Goal Review

A review of all other strategic goals every six months, in order to ensure operational excellence.