

Data Integrity is the Life Blood of Real Estate Professionals

Open Letter to PAAR

From: Steve Irwin, Broker/Owner, ERA Real Estate Professionals

One of my first jobs was to operate an analog computer built in 1958 by the Raytheon Corporation for the U.S. Department of Defense. During and after military service, my job was to create and maintain data integrity of large-scale military applications. I continued to be interested in the topic and use my experience and knowledge to help agents to overcome fear of the latest and greatest technology in real estate.

Our clients rely on correct information (data) from us to make decisions about their next real estate transactions. Decisions based on inaccurate information can lead to serious consequences and agent/broker liability. Ensuring data integrity is everyone's responsibility. I would like to share a few comments and the six questions I am asked most often about data integrity.

To begin, what exactly is it? Data Integrity is maintaining and assuring the accuracy and consistency of data. It involves ensuring that MLS data is recorded exactly as intended and enforcing PAAR's monitoring rules and penalty policies when it is not.

With that description in mind, here are the Frequently Asked Questions (FAQs) and their respective answers:

Question 1. Will joining ARMLS improve our Data Integrity?

Answer. No. Only you can ensure accurate presentation of your data.

Question 2. Will my listings get more exposure from ARMLS syndication and additional data fields?

Answer. No. Syndication is a Broker/Office choice. The baseline FlexMLS system is the same for PAAR and ARMLS. PAAR chooses not to use all of the possible data fields and ARMLS elects to turn on a few more fields. PAAR just needs to turn on the additional data fields.

Question 3. Will joining ARMLS be more expensive?

Answer. Yes – by at least \$48 a year. However, we really don't know the true cost because we have not gotten all of the information.

Question 4. Is ARMLS the only option?

Answer. No. There are many MLS providers. Our PAAR Board of Directors is only considering ARMLS.

Question 5. Will we be lost in the much larger ARMLS system?

Answer. Probably. ARMLS will naturally cater to its largest membership, which is Phoenix. We will have proportional representation.

Question 6. Is joining ARMLS a good idea?

Answer. Not at this time. All options should be evaluated and all information shared with the members to accurately answer this question and let membership vote on the outcome. If ARMLS provides better quality, increased data integrity, more listing exposure, and lower cost, then it should be considered.

Member reporting accounts for 95 percent of the data monitoring managed by ARMLS. As agents and brokers of PAAR, we have the mutual responsibility of ensuring our data is accurate. We must remain proactive and alert our professional colleagues of inaccurate data, so that timely corrections can be made and the data integrity of our MLS preserved.

Let your needs, wants and voice be heard and counted. Carefully consider the pros and cons of joining ARMLS. **I will vote against.**

NOTE: This email is another in a series by Prescott area REALTORS® working diligently to ensure that every member of PAAR is aware of the magnitude of the decision before us and the importance of everyone taking action so that their voices are heard and counted. Watch for additional emails with details about the ARMLS issue and its implications.

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