

Region V

NAR Technology Update

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SVP & CTO

National Association of REALTORS®

Information Technology Resources - ITS

- NRDS
- E-Commerce
- End-User Computing
- Two Data Centers

The Center for REALTOR® Technology

... serves REALTORS® and REALTOR® associations as an industry advocate, implementation consultant and technology information resource

<http://blog.realtors.org/crt>

Information Central Resources

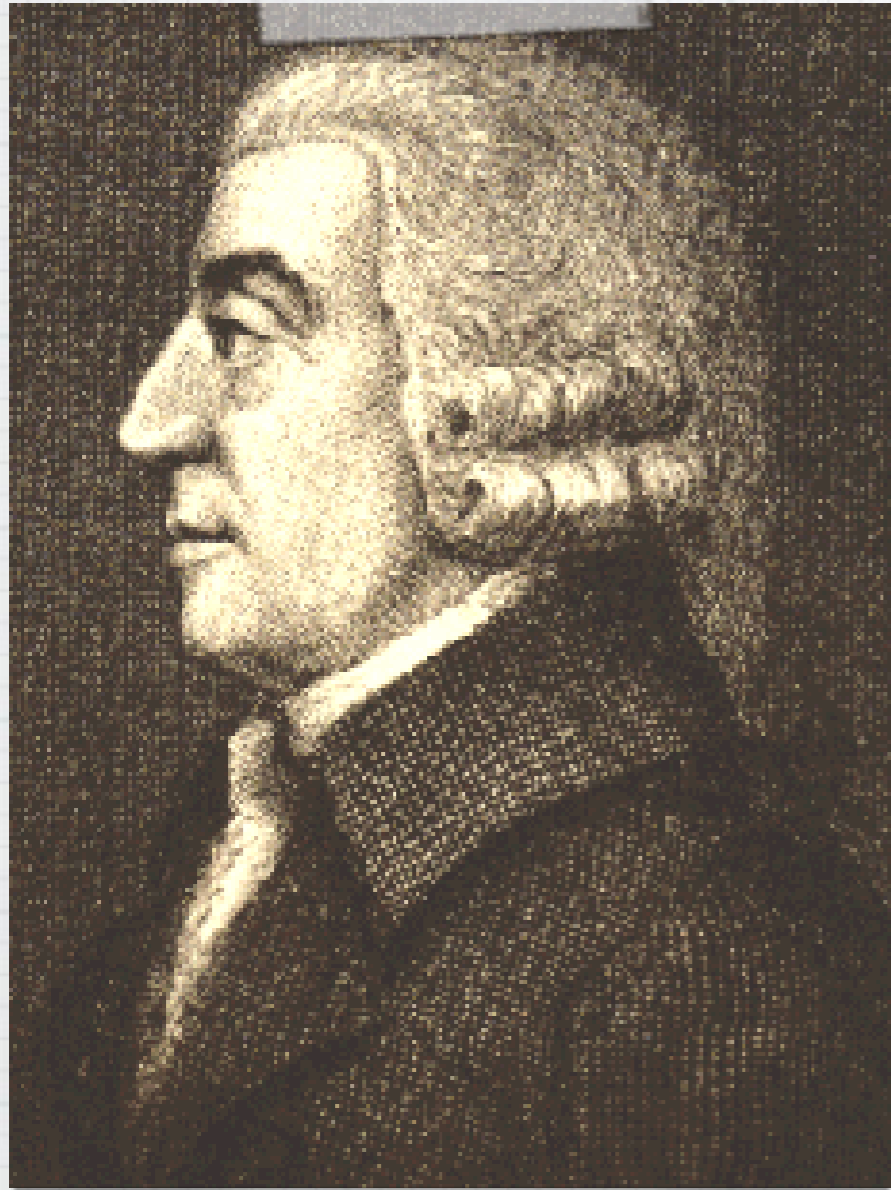
http://realtor.org/library/virtual_library/custom

- Field Guides
- Archives
- e-Books

Let's Start The
Discussion



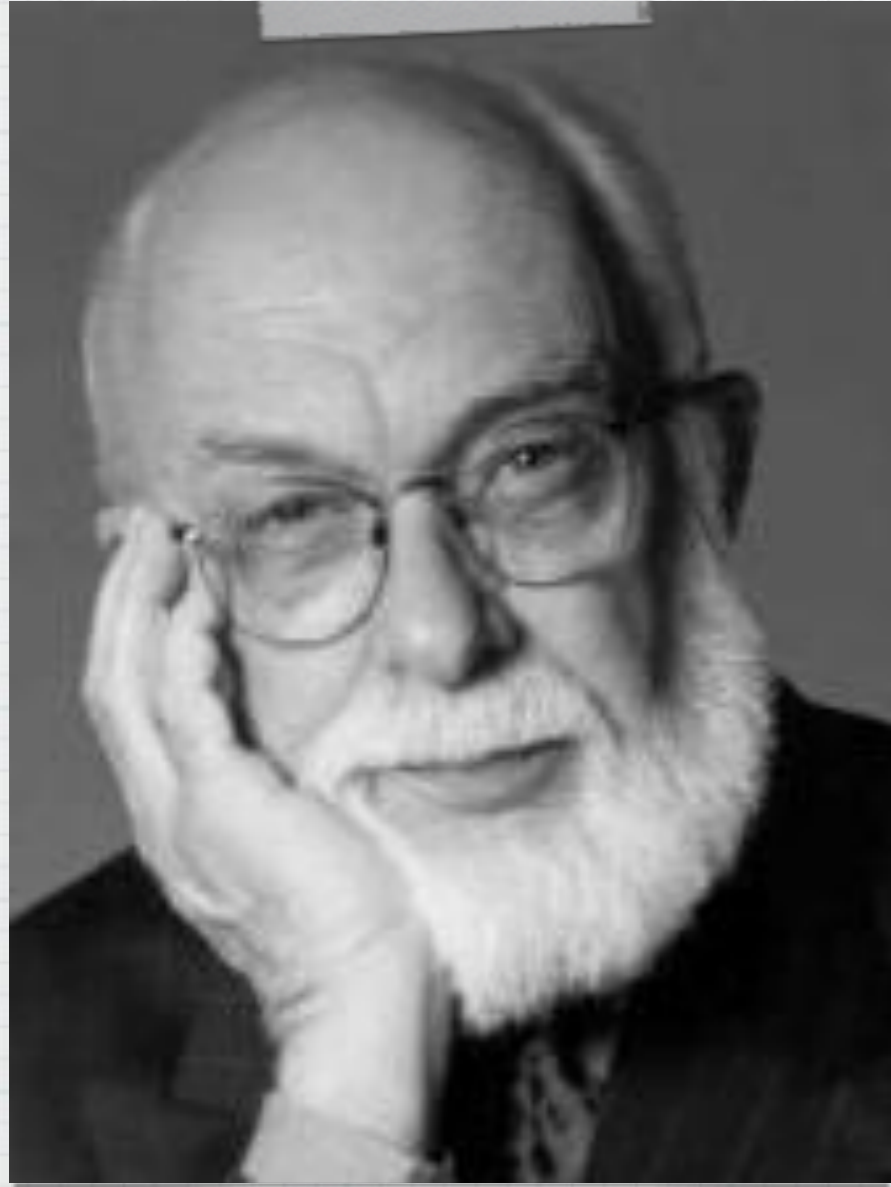
the machine is us



Rule Making

Adam Smith
Scottish Economist
1723-1790

“Efforts to promote social good are ineffectual compared to unbridled market forces.”



Blind Belief

James Randi
Magician turned Skeptic
1232-

“I have been through similar situations where believers will insist on believing despite the evidence no matter how strong that is.”



A Matter of Style

Maya Angelou

Author and Poet

1928-

“People will forget what you said, will forget what you did, but will never forget how you made them feel.”

What's the next big push?

- Mobile technology
- Cloud Computing
- Standards
- Decentralization



What non-technology skills might be needed?

- Public speaking
- Message building
- Planning
- Writing
- Business practices