



New York State Association of REALTORS®, Inc.

Communications, Marketing & Technology Forum Meeting Report

Monday, February 8, 2021

Starting time: 10 a.m.

Kelly Campbell
Chair

Zach Latinville
Vice Chair

NAR Director of Digital Technology, Roland Varesko gave a very in-depth presentation about the new NYSAR member perk marketing tool, Photofy. The presentation covered everything from how to get started, the different options between using NAR or NYSAR graphics, and how to best leverage the platform. Roland also introduced a few new marketing options through NAR's Photofy graphic library. The video recording will be available on NYSAR.com in the coming weeks for members to refer back to at their convenience.

Additionally, we discussed topics for the forum for future meetings – including staging techniques, social media compliance, artificial intelligence in marketing, best photography practices and emerging mobile apps among others.

With no other business to discuss, the meeting was adjourned.

The Communications and Marketing Steering Committee guides programs to facilitate communication between the association and its members, the media and general public utilizing a variety of methods. It also guides the marketing and promotion of NYSAR and its programs to the same audiences. This is a termed committee appointed by the NYSAR President. The 13-member committee consists of a chair, vice chair, nine member appointees serving staggered terms and two local board staff representatives. The staff liaisons are Director of Communications Sal Prividera (518.463.0300 x208 or sprividera@nysar.com) and Director of Marketing Kristen Pooler (x229 or kpooler@nysar.com).