

The IRPF Connection

NOVEMBER 2012

CEREAN AND REGIONAL MLS PROJECT SHOW PROGRESS



The CEREAN General Assembly during the annual conference held in Crete, Greece in October

The Central European Real Estate Associations Network (CEREAN) continues to make progress in its efforts to bring transparency and professionalism to real estate markets in the region. In October, CEREAN held its 18th annual conference in Crete, Greece. IRPF President & CEO Norm Flynn and Managing Director Sylvia Luchini attended the conference which attracted around 300 attendees, with representatives from Greece, Bulgaria, Romania, Belarus, and Montenegro. As a result of the conference, Montenegro and Belarus will join CEREAN as new members.

The conference also included presentations by Norm Flynn and Tony Macaluso on Rediscovering Real Estate: how to revive the market, for a total of 80 participants.

The CEREAN Multiple Listing Service (MLS) project, supported by the National Association of REALTORS® and the Leonard P. Reaume Memorial Foundation, is showing great development. Most recently, two new people have finished MLS training and are starting to enter single family homes in the Bucharest suburbs and single family rentals into the data aggregation system. Furthermore, two training sessions in late October trained 46 agents and appraisers, one of the sessions having been organized as part of a new cooperation with the Romanian Academy of Economic Studies and the other being a regular monthly training held in Bucharest. The next trainings are scheduled in November in Constanta and Bucharest. In December, the MLS will expand to Brasov and Timisoara, Romania where monthly presentations and trainings will commence.

As for the number of properties in the MLS, currently there are 7,362 active properties in the Flex MLS (local service provider) database, with 3,963 sold properties since January 2011 and 2,540 sold properties in 2012. All properties entered into the system, including active, sold, and other off market total 13,716 of which 12,527 have been entered from the start of the project.

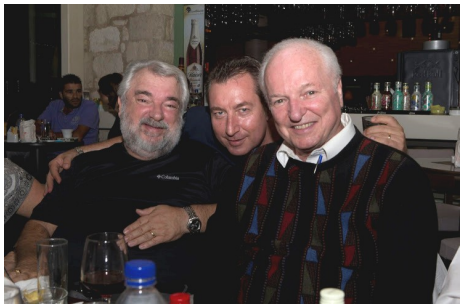
IRPF is pleased with the development of the project, and as evident from its initial achievements, the CEREAN MLS is well on track to reach its goal of being a self-sustaining system by the first quarter of 2013.

"TO IMPLEMENT THIS CONFERENCE REQUIRED OVERCOMING SIGNIFICANT CHALLENGES. REAL ESTATE AGENTS RECEIVED DIRE INFORMATION ON REAL ESTATE STRATEGIES, CONTRACTS, AND LEASES. THE ADDITION OF MONTENEGRO AND BELARUS TO CEREAN WERE SEALED BY THEIR PARTICIPATION IN THE CONFERENCE."

- SYLVIA LUCHINI
IRPF MANAGING DIRECTOR



Nikos Manomenidis, CEREAN President and host of the Annual Conference in Crete



Instructor Tony Macaluso, CEREAN Past-President Dan Negulescu, and IRPF President & CEO Norman Flynn at the CEREAN conference