

Dave Howe Named CEO/President

Communication Plan

Updated January 31, 2023

Schedule of Communications

Audience	Method	Date and Time	Notes	Who
MetroList Staff	All Staff meeting	January 30, 2023	Dave Announced	Complete
Board of Directors	Email	February 1, 2023	Information about the communications process via email	Michael
Association Stakeholders and Association Executives	Phone Call and follow-up email	February 2, 2023	CEO Change via email	Dave/Bob
MLS Committee	Email	February 2, 2023	Leadership Announcement via email	Michael
C.R.E.B. Board of Directors	Email	February 2, 2023	Leadership Announcement via email	Michael
MetroList Key Vendors	Phone Call and follow-up email	February 2, 2023	Rapattoni, Realist, Supra, Cloud CMA, TrendVision, ETC.	Dave/Bob
Industry Leadership	Email	February 2, 2023	RESO, CMLS, NAR, CAR, and Others via email	Michael
Participants and Subscribers	Email	February 2, 2023	CEO Announcement via email	Michael
Business Wire	Press Release	February 2, 2023 <i>Email at 1:30 pm</i>	Distribute press release using national wire service, also send to Vendor Alley, Inman, Realtor Magazine, etc.	Michael