

MLS NEWS & NOTES

April 2010

MLS Rules & Regulations – CHANGES/UPDATES

Boat Slips – SEPARATE PID SEPARATE LISTING NEEDED!

The MLS Rules have been updated to include a new rule dealing with boat slips. NEW Rule 1.2.6 states “boat slips have a separate PID and a separate entry in the MLS must be made for list or sale”. The Committee noticed that some boat slips were being “included” with a sale and not listed separately. This is OK if a boat slip does NOT have a separate PID, but if it does, it MUST be listed separately. By not entering these separately, the MLS is losing comps and possibly misrepresenting prices on single family home (or lot) sales.

NAR Mandatory & Optional Updates to the MLS Rules & Regs

MLS Orientation – Mandatory Training Permitted

Section 17 of the MLS Rules that explains Orientation was revised to include a second paragraph that allows the MLS to require Participants and Subscribers to complete additional training (of not more than 4 hours in a 12 month period) when deemed necessary to learn system changes/enhancements to MLS rules or policies. However, Participants and Subscribers must be given the opportunity to complete any mandated additional training remotely.

IDX Updates – Listing Office MUST be in a PROMINENT LOCATION

Section 18, which deals with IDX, had many small updates to better align the Rules with current VOW policies. In addition to these minor adjustments, Rule 18.3.3 was amended to more clearly state that in IDX displays all listings shall identify the listing firm **in a reasonably prominent location**. Take a look at your websites and make sure that when search results are displayed that the listing office is not “hidden” on the page – but in a prominent location!

Mac with the MLS

Do you prefer a Mac over a PC, but have put it aside because of the issues getting into the MLS? It is finally here, Mozilla® Firefox® browser compatibility! Two major areas of the MLS are now Firefox compatible: Searches and Contacts/Prospects. This means Mac users can log on the MLS and perform any function under the Searches and Contact/Prospects menus using their native Firefox® browser (WITHOUT the need to use Citrix). Over the next several months, all remaining features will be made compatible.

Short Sales – ACTIVE CONTINGENT OTHER



Reminder, that when a seller has accepted an offer and you are waiting on bank approval, the property MUST be marked as ACTIVE CONTINGENT OTHER.

DO NOT WAIT UNTIL BANK APPROVES TO CHANGE THE LISTING FROM ACTIVE!!

Windows 7 Running 64 BIT



Reminder, if you are running Windows 7 64 bit, you will NOT be able to use the PDF creator included in the MLS. You will need to call Rap Support and they will install an alternative PDF creator for you. If you are running 32 bit – no worries, nothing will change!

Land Photo – Primary photo MUST be of SUBJECT PROPERTY



Reminder, photos for land are NOT required. However, according to MLS Rules & Regs Section 4.6, if a photo is entered for land, the main photo MUST BE OF THE SUBJECT PROPERTY. If the additional photos entered are NOT of the subject property, they must be clearly described in the Pictures Comments section of the MLS.

- Your main Land photo CANNOT be of the clubhouse or entrance to a development
- Your main Land photo CANNOT be of the beach or sunset.
- Your main Land photo CANNOT be an aerial view of the entire development.

All of these photos are acceptable, just not as the main photo.

Expiration Emails – expiring soon!

In the next 30 days or so, the ability for the system to send email notices of expiring listings is, in a word, expiring!

- Did you know, there is a VERY easy way to check for expiring listings every single time you are in the MLS?
- Did you know that you can check for expiring listings when logged into the MLS without even a single click?

All you need to do is make sure that Your Listings module appears on your homepage! This is THE fastest and easiest way to see a snapshot of your listings as well as access them!

The screenshot shows the MLS homepage for Cynthia A. Hansen. The 'Your Listings' box is visible in the bottom right corner, displaying a table of listing statuses:

Listing Status	Count
Incomplete	1
Unapproved	0
Overdue Pending	0
Expiring within 14 Days	0
Missing Pictures	0

A red arrow points to the 'Your Listings' box, indicating its location on the homepage.

If you don't have the Your Listings box on your homepage, you will need to Customize Your Homepage,

The screenshot shows the 'Customize Home Page' dialog box. The 'Your Listings' module is selected, as indicated by a red arrow pointing to the checked checkbox next to it.

then select "Your Listings"

We are currently working on a new method of notification that is still in programming.

The screenshot shows the 'Customize Home Page' dialog box with the following modules listed and checked:

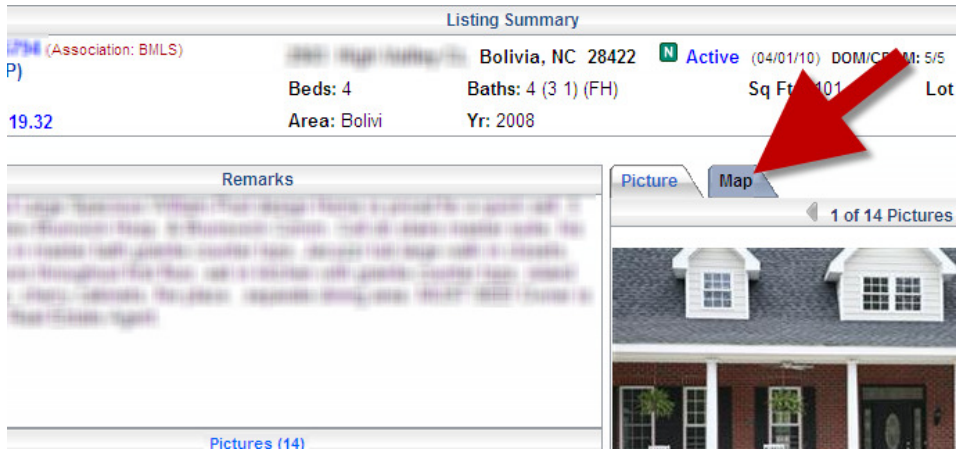
- 24-Hour Market Watch
- Agent Tools
- Appointments and Tasks
- Client Portal Activity
- Listing Locator
- Newly Matched Listings
- Office Tools
- Prospect Management
- Single Sign-On
- Staff Tools
- Support Center
- Weather
- Your Listings
- Your Office Listings
- Your Recent Searches
- Your Saved Hotsheets
- Your Saved Searches

A red arrow points to the 'Your Listings' checkbox.

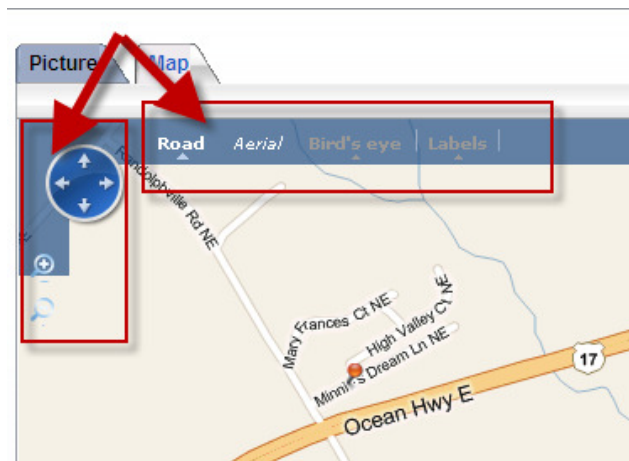
General Updates/Changes to the MLS

Improved Map Tab

When looking at a listing detail, select the “map tab” located in the picture window.



Notice the NEW interactive controls that allow zooming, panning and a quick click to an aerial and bird's eye view!



NEW “Show Me” Tutorials

More new MLS presentations to help both new and experienced MLS users have been added!

Customize Your One Line Grid

Do you want your search results to look different? Do you wish they displayed like another agents? Learn how to add, remove and rearrange fields on the One Line Grid display!

Setup Your Agent Profile

Why can I see some agent's pictures on the MLS, but I don't have one? Learn how to make a great impression with your Agent Profile page!

Specify Your Preferences

There must be a way to setup the MLS so I don't have to click so much because I do the same type of searches! Discover how you can change MANY of the default settings in the MLS.



Your Listing Asset Management Company

UPDATES

ListHub is a FREE service to Brokers in Charge and Agents that are BCAR MLS members. For more information about this free service and how to access it, go to www.ListHub.com. If you have not yet created an account for your office, click on Create An Account (top right on page).

FrontDoor & OpenHouse.com COMBINE into 1 Channel

In January of 2010, FrontDoor acquired OpenHouse.com. While both web sites remain active, they are tightly interwoven. These two channels have been combined under FrontDoor/OpenHouse and OpenHouse.com has been removed as an independent channel selection.

BICs, please check your ListHub dashboards to ensure that both OpenHouse.com AND FrontDoor have been selected in order to send your listings to these sites.

Weekly Webinars – FREE!!

New weekly webinars are being offered to learn more about ListHub and new agent options.

<http://www.listhub.net.education-calendar.html>
(2010 Calendar of webinars)

Get the most out of your Internet Marketing – Sign up for a FREE Webinar!

THREE New Channels!

Three new Internet marketing channels are coming to the ListHub distribution network: Home On The Tube, Luxury Registry, and GoHoming.com. Read below to learn more about the new options that will soon be available.

Home on the Tube – USE VIDEO TO ADVERTISE LISTINGS – FREE!!!!

HomeOnTheTube.com is a new property marketing website that allows anyone to leverage the power of video to showcase or view properties.

According to NAR, less than 1% of agents use video to market their properties, yet 73% of all sellers would list with an agent who utilizes video to market their property. With billions of videos being viewed every day, video is becoming the preferred means of marketing. Real estate professionals can "walk and talk" their way through a property using video, giving the viewer a lively sensory experience. Search engines are increasingly prioritizing results containing video to capitalize on this emerging demand.

To participate, brokers select HomeOnTheTube.com on their ListHub channel bar and their listings will automatically be sent to HomeOnTheTube.com where they will be shown in a slideshow format. HomeOnTheTube.com will then send the broker or agent a link where they can activate their account and add videos to their listings.

To learn more, visit HomeOnTheTube.com.

Luxury Registry – Listings \$500,000+ will receive a basic listing FREE!

LuxuryRegistry.com Properties Collection is an international registry of luxury properties, estates and homes, enhanced by the brokers and agents who represent them. By May, 2010, the site predicts they will be the largest marketplace in the world specifically focused on luxury real estate.

LuxuryRegistry.com makes a conscious effort to attract International high net worth buyers and sellers. Forward thinking, the site leverages the value of the present exchange of international currency, investment benefits and lifestyle marketing.

Luxury property marketing aims to make luxury marketing more affordable by providing free listings to ListHub subscribers. All subscribed listings priced at 500,000 or more, will receive a basic listing on the LuxuryRegistry.com site free of charge.

To learn more visit www.LuxuryRegistry.com.

GoHoming.com – Are YOU listing REO – YOU NEED THIS!!!

GoHoming.com brings together sellers of Real Estate Owned (REO) properties and buyers interested in getting a good price on a bank-owned home. The self-service website has a two pronged approach, both displaying all REO properties nationally at no cost to the agent or consumer, and with a proprietary online bidding platform for participating properties, allowing buyers to automatically submit offers. Both buyers and sellers are able to view every bid to help them in their decision-making process.

Other features include historic home sales data; extensive property features and photos; a full disclosure of all fees associated with the transaction (if part of the bidding platform); and access to easy-to-use tools, tips and trends. GoHoming.com actively markets to both buyers and sellers and currently has hundreds of thousands of visitors per month.

To learn more visit www.GoHoming.com.

Are you paying Zillow or Yahoo??

Zillow is now charging brokers and agents a fee for manually entering individual listings on their site. However, using ListHub to send their listings to Zillow is free!

Yahoo also charges for manually entered listings - and the fees go up to \$49 per listing! With ListHub, it is free!

Save money by having the ListHub service do ALL the work for you! PLUS, ListHub is FREE!!!!