

# **MLS NEWS & NOTES**

August 2010

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## **MLS Rules & Regulations – CHANGES/UPDATES**

### **Broker Affiliation with a New Firm – SELLING CREDIT!**

*“I left the company I was working for and had transactions pending”*

The MLS Committee determined that if a selling/listing agent changes firms before a transaction in the MLS is complete, the BIC of the firm that is recording the selling/listing may request the BCAR MLS staff give credit to the agent responsible after they have changed firms. This request must be in writing and may be in the form of an email to either [Dawn@bcarnc.com](mailto:Dawn@bcarnc.com) or [Cynthia@bcarnc.com](mailto:Cynthia@bcarnc.com). The requesting firm will retain the credit for the transaction!!!

## **General Updates/Changes to the MLS**

### **Rapattoni MLS iPhone App - DELAYED**

Earlier this year Rapattoni announced they were coming out with an iPhone App. On March 26, a lawsuit was filed by real estate software provider Smarter Agent, alleging that a number of real estate software companies were violating its patents related to mobile real estate applications. Some of the defendants named in this lawsuit include Move Inc., Trulia Inc., Zillow Inc., and IDX Inc.

Unfortunately the effect a lawsuit of this magnitude has on innovation in software development, particularly in the development of products and services for the real estate industry cannot be understated. Rapattoni was NOT named in the suit but feels it is in the best interest of their clients to postpone the launch of this product.

### **SEARCHING Stipulation of Sale – MOVED FRONT AND CENTER!**

Recently, the new field Stipulation of Sale was added to the MLS. This field combined Short Sales, Foreclosures, Bank Owned into one LARGE selection allowing for easier searching (you no longer had to run separate searches for each type of sale, you can now run one search to look for short sales and foreclosures)! This made life easier for everyone! Now the MLS Committee has taken it one step further. The Stipulation of Sale selection has been ADDED TO THE MAIN (General Criteria) TAB of a Standard Search! There is one exception – this search only works for a single property type search. Meaning you can search for Residential short sales and foreclosures – BUT – you CANNOT search for Residential and LAND short sales and foreclosures at the same time. So to see all short sales and foreclosures in Residential and Land, you will need to run two separate searches – one for Residential and one for Land!

## **Water Front and Water View searching – NOW SEARCHABLE AT THE SAME TIME!**

Searching for Water Front and Water View properties used to be two separate searches – just like searching for short sales and foreclosures. If you wanted to see any property available in a particular subdivision/area/city that was EITHER water front OR water view – two searches! NOT ANYMORE. Check out the new Water Front/View search on the main (General Criteria) tab of a Standard Search. Now you can check every possibility of water front/water view all at the same time. Another change by the MLS Committee to make searching easier!



### **Residential Phone Number Database – ENHANCED**

Effective August 10, iMapp is enhancing the current residential phone number database with direct links to whitepages.com. This will ensure data accuracy and reliability.

The reason for this? The increased number of cell phones vs. land lines! iMapp research team determined that the link to the whitepages.com is the best option to provide the most accurate and current data possible. Because this is a live link, the data will be as current as White Pages listings and may also be updated by individuals who access their profiles from within the whitepages.com on-line directory.

**It remains YOUR responsibility to cross reference the Do Not Call Registry via the link in the iMapp system.**



## **UPDATES**

*Check out the new logo!!!*

### **eKEY for iPhone!!!**

Supra has developed two new products: 1) eKey for iPhone app (available through the Apple iTunes Store NOW) 2) Adapter that allows iPhones to open Supra Lockboxes (available SOON!). The application to open lock boxes will not be available until the necessary adapter is released, but a Demo is available. This will show all the functionality of the application, without actually having to sign up for eKey service first! This is a great opportunity for ActiveKey users to experience the benefits of eKey without any commitment or changes to your account. [Click here](#) for demo!



### **What is a Supra eKey Adapter?**

Part of the eKEY for iPhone solution is the Supra eKEY Adapter, which is a small device that plugs into the Apple Dock Connector on the bottom of the iPhone. This device contains an Apple-authorized chip that allows the iPhone to communicate with the iBox using low-powered Infrared. It is designed to attach to a key chain when not in use and does not require batteries.

To learn more about the Supra eKEY Adapter, visit <http://www.ekeyprofessional.com/ekeyiphone.html>

iPhone users - Stay tuned for more information on how and when to purchase these adapters!



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](http://www.ListHub.com) . If you have not yet created an account for your office, click on Create An Account (top right on page).

**ListHub News – July**     [click here](#)     **NEW**  
*Duplicate listings?, New features, Marketing Kits, more....*

### **Yahoo! Real Estate & Zillow**

Many of you may have read that Yahoo! Real Estate and Zillow have entered into an alliance that will allow Zillow to manage common “for sale” listings on both sites. The details surrounding how this will work have not yet been fully determined. ListHub is in contact with both companies, and at this time, no major changes are expected with respect to ListHub functionality. When there is more information to share, we will be notified of any details that would have potential impact on these feeds.

### **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!**



Official Site of the  
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## COMMERCIAL PROPERTY NOW ON REALTOR.com®

Commercial Listings are now on REALTOR.com® - just click on the [Commercial Real Estate](#) link on the left-hand rail of REALTOR.com® home page. These listing are automatically being fed from our MLS direct to REALTOR.com just like residential and land listings!

## OPEN HOUSES INFORMATION NOW ON REALTOR.com®

Did you know that REALTOR.com® is already receiving any Open House entered into the MLS and highlighting this information on your listings? FREE! REALTOR.com® highlights Open House information for all listings! If you are having an open house (or thinking of having an open house) ENTER IT IN THE MLS!!!

## NEW & IMPROVED REALTOR.com® coming soon! Test out the Beta version now.

Go to REALTOR.com® and look at the top of the home page for the link at the top of the page:

[Try out the new REALTOR.com®](#)

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Get ready for this upgrade now by ensuring your member profile is up to date. [This link](#) includes a short video and downloadable instructions on “how to add or revise your profile”.