

# **MLS NEWS & NOTES**

February 2010

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

One small change was made to the Rules & Regulations. This change makes our rules better match the listing input into the MLS. Section 1.2.5 was redefined to state that Foreclosure is a process and should only be selected if the listing is in the foreclosure process. Foreclosure begins with the filing of a notice of hearing with the clerk of court's office and ends when a bank/corporation takes ownership. Once the listing has been foreclosed and is "~~corporate~~ **bank owned**" the field of ~~Corporate~~ **Bank Owned** should be selected.

In addition, the rules of the Carolina Data Share were added as an addendum to the MLS Rules & Regulations.

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

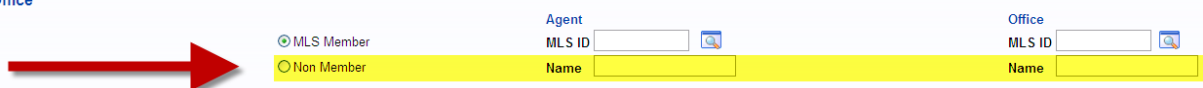
### **HOTSHEETS – INCREASED TO 30 DAYS BACK!!!**

In order to better reflect and track current market conditions, the MLS Committee has moved the days back on Hotsheets to 30. This means you can now move beyond the 14 days back to search.

### **Selling Agent/Selling Office NOT A MEMBER OF THE MLS**

When a listing had a selling agent/selling office that was a not a member of the MLS, you would select the selling agent *Out of Area* and the selling office *Out of Area*. NOW, all you need to do is select the Non Member button! You can enter in the *actual name* of the Selling Agent and Selling Office.

Selling Agent / Office



The screenshot shows a form with two columns: 'Agent' and 'Office'. Each column has a radio button for 'MLS Member' and 'Non Member', followed by an 'MLS ID' field and a 'Name' field. A red arrow points to the 'Non Member' radio button in the 'Agent' column.

Agent	Office
<input checked="" type="radio"/> MLS Member	<input checked="" type="radio"/> MLS Member
<input type="radio"/> Non Member	<input type="radio"/> Non Member
MLS ID <input type="text"/>	MLS ID <input type="text"/>
Name <input type="text"/>	Name <input type="text"/>

## Incomplete Listing Management Enhancements

HUGE improvements have been made to the Incomplete Listing feature. **(1)** You can now add photos, attached documents and virtual media before submitting a listing (select revise listing icon)! **(2)** Two reports can be printed, Legal Report and Standard Report, that you can present for your client's signature. **(3)** Incomplete listings don't last forever, so a deletion date has been added to better keep track.

<input type="checkbox"/>	Temp Listing #	Agent ID	Entry Date	Last Modified	Deletion Date	Property Type	List Price	Address		
<input type="checkbox"/>	<a href="#">644701</a> <b>(1)</b>	.....	1/26/2010	1/26/2010 4:19:36 PM	2/25/2010 <b>(3)</b>	Single Family	1,100,000.00	..... NC 28465		

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Incomplete listings are listings you are in the process of entering, but you do not want to bring “live” just yet. When you are entering a new listing in the MLS, you can save it as Incomplete and come back to it later.

## Get your hotsheet results NOW!

Clicking the name of a Saved Hotsheet now take you DIRECTLY TO YOUR SEARCH RESULTS! Prior to this enhancement, after selecting a saved hotsheet, the MLS would first go to your search criteria screen then you would have to select the search button. Two step process no longer – one click and get the results!

## Brokers in Charge and Office Staff - Redesigned Member Roster

The Member Roster is a quick report that displays a summary of agent information and allows BICs and Office Staff to:

- View all active and inactive agents in their office
- Manage active listing for both active and inactive agents
- Use search fields to quickly locate agents
- Drag and drop column headers to group members by column
- Sort by column header
- Quickly get more information about an agent

To access the Member Roster, click Admin and select Office, and then select the Member Roster link in Office Reports.

Pictures – only printing about ¼ of photo???

There is a known issue with the MLS that if a user tried to print the pictures of a listing, only about ¼ of the photos appear. This is something that programming is working on. In the mean time, if you encounter this problem, here is the “work-around”



## Supra **UPDATES**

### eKey for Windows Mobile – new version 4.3.19

GE Security has released a new version of eKey for Windows Mobile! This new version now adds eKey support for Windows Mobile 6.1 and 6.5 touch screen smartphones. There is a NEW revised Certified Device List that addresses several new devices, including:

- HTC Touch Pro 2
- HTC Imagio
- HTC Pure
- HTC Tilt 2
- Samsung Intrepid
- Samsung Omnia 2

This new release supports all Windows Mobile touch screen smartphones running Windows Mobile 5.0 or greater. For those devices that do not have Infrared, it will still be necessary to use an eKEY Fob. Fobs can be purchased directly from GE Security for \$49.95 plus shipping and applicable taxes using the fob order form located [here](#).

For an updated list of all GE Supra approved devices [click here!](#)



### NEW Aerial photos!

iMapp has obtained the newest aerial photos and they are now available! Check out the Association Office in an iMapp aerial photo:

PROPERTY INFORMATION	
<b>PID #</b> 16800098	
<b>Acct #</b> 50076960	
<b>Property Type:</b> Commercial	
<b>Property Address:</b> 101 STONE CHIMNEY RD SE SUPPLY, NC 28462-3551	
<b>Current Owner:</b> BRUNSWICK CO BOARD OF REALTORS	
<b>Tax Mailing Address:</b> PO BOX 649 SUPPLY, NC 28462-0649	
<b>Property Use:</b> OFFICE	
<b>Land Areas:</b> 1. OFFICE / 17	
<b>Lot Size:</b> 5.75 acres / 250,470 sf	
<b>Subdivision:</b>	
<b>Legal Description:</b> 5.75 ACRES PL 25/511 SR 1535 & 1115	
<b>Latitude:</b> 34.016608	
<b>Longitude:</b> -78.269106	

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**Active** **Sold** **Pending** **Withdrawn** **Expired**

- MLS Listing Info
- Property Tax
  - Building Sketch
  - Large Map
  - Small Map
- Comparable Properties
- Residential MLS Stats
- Oblique Aerials
- Driving Directions
- Census Demographics
- E-Mail This Page
- Print This Page
- Map Zoom**

## **Subdivision Searching – new guide!**

iMap has put together a list of all available subdivision choices in Brunswick County. This is an Excel file and is sorted in alphabetical order. This may really assist you when searching by subdivision! [Click here](#) to view or download this Excel file.



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).

## **Important News – NEW tools for Agents!**

Agents in offices where the head broker holds an active ListHub account can now create a personal ListHub account just by visiting ListHub.com and filling out the "Create Account" section. In the past, this required a manual invitation process by the broker. To make it easier for the brokers and agents, ListHub has made this a "self service" feature. Once an agent logs in, they have access to educational resources, tech support, and the ListHub upgrade benefits if purchased by the broker, or the option to buy reports if the broker did not choose to upgrade.

ListHub now has an agent reporting option! Agents can buy the upgrade (if their broker has not already purchased it for their company) for only \$59 per year for unlimited listings. The agent upgrade comes with agent reports with the metrics for their listings only, individual listing reports, and listing presentation flyers.

Agents may request that their listings link back to the property details pages on their personal agent Web site. The broker must authorize this option for their agents within their ListHub settings. There is a \$99 one-time setup fee for this service.

ListHub must still be initiated by the BIC and only brokers can make channel selections and authorize listing syndication.

## **Weekly Webinars – FREE!!**

New weekly webinars are being offered to learn more about ListHub and new agent options. Here are links to registration for the next several agent webinars:

### **Get the most out of your Internet Marketing!**

February 11 1pm - 2pm

<https://listhubevents.webex.com/listhubevents/onstage/g.php?t=a&d=668777348>

February 18 1pm - 2pm

<https://listhubevents.webex.com/listhubevents/onstage/g.php?t=a&d=661178129>

February 25 1pm - 2pm

<https://listhubevents.webex.com/listhubevents/onstage/g.php?t=a&d=664848731>

March 4 1pm - 2pm

<https://listhubevents.webex.com/listhubevents/onstage/g.php?t=a&d=667583060>

## **ListHub User Manuals – UPDATED!!!**

The ListHub user manuals have been updated to include ALL of these new features. You can download the manuals at your convenience.

[\*\*AGENT MANUAL\*\*](#)

[\*\*BIC MANUAL\*\*](#)

## **NEW Channels Coming Soon!**

Three new national channels will soon be added to the ListHub distribution network, BestHome4Me™ iPhone Application, MyHomeRenter.com, and SpotlightPreview.com. Read below to learn more about the new options that will soon be available to your members.

### **BestHome4Me™ - an iPhone App**

From [Hillside Software](#), developers of HomeCards, comes an exciting iPhone application - a new platform to market and promote your listings. It's a real estate search portal specifically for iPhone and iPod Touch users.

BestHome4Me.com is an iTunes application, allowing the 50 million users (and growing) of these devices to search for real estate listings on the go. Just like an online portal, all inquiries are directed right back to the listing agent and the consumer can click to see more details on any property.

This simple, easy to use App gives consumers an unsurpassed home search experience. It features a stunning map search interface allowing consumers to draw an area on the map and find exact properties that meet their criteria. Additionally, the App icon badge automatically displays an alert when properties matching their criteria are added. Other bells and whistles include: save favorite properties, view virtual tours, schools data, community demographics, neighborhood places, full agent/broker contact information and more.

Branded Apps for your MLS are also available and come complete with a "download my App" button for your website and in-depth analytics.

To learn more visit [www.besthome4me.com](http://www.besthome4me.com) or contact them at [mobilesolutions@hillsoft.com](mailto:mobilesolutions@hillsoft.com).

### **MyHomeRenter.com**

MyHomeRenter.com is a national portal devoted exclusively to single family and town home rental properties! Their system was built to service the rental marketplace and to help families find a suitable rental property. What makes them unique is their tools and systems for expediting the rental approval process.

By matching the right prospective renters with the right properties they actually qualify for, MyHomeRenter.com delivers qualified opportunities, saving agents valuable time and effort.

The site is not currently available to the public. To view this site visit <http://myhomerenter.com:8080> . To access listings use login: LHubtest@live.com and password: review.

### **SpotlightPreview.com**

SpotlightPreview.com was developed by Spotlight Home Tours in response to customer requests for an easier way to search for properties both online and while driving neighborhoods. Spotlight stepped up to the plate with a two pronged solution: a national search portal, and instant mobile texting

solution that works with virtually any phone and integrates with SpotlightPreview.com website features.

With Spotlight Mobile Preview, the mobile phone solution, consumers can inquire about properties, and get an instant text with photos, a description and agent contact information. And, to help them keep track of their searches, they can go to SpotlightPreview.com to see a history of their mobile searches. The website provides other useful tools such as the ability to save searches and get instant alerts about new properties.

To learn more, visit [www.SpotlightPreview.com](http://www.SpotlightPreview.com)

If you have any questions about these new channels, please feel free to ask! Once they go live, an announcement will be sent to all registered ListHub brokers.

### **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!!!!

### *From the Desk of:* **The MLS Committee**



A gentle reminder to please contact the Listing Office/Listing Agent before showing a property. We have received reports of agents entering homes without notifying either! Remember the obligation to contact the Listing Broker is actually part of the MLS Rules & Regulations (Selling Procedures, Section 2).



The advertisement features a dark blue background. On the left, there is a white iPhone displaying a real estate search results page with several property listings. To the right of the phone, the text reads: "Get your Company's Listings iPhone Ready Download the FREE 10-Point Guide Today! Brokers and managers: Are your sales associates and listings 'mobile ready?'" Below this, it says: "Online training materials and guidelines to help your agents get calls when their listing is found through iPhone -- includes a 10-Point Marketing to Mobile Consumers Preparation Guide to help your agents close more mobile buyers." At the bottom right, there is an orange button with the text "Download Mobile Plan Now".