

MLS NEWS & NOTES

June 2010

MLS Rules & Regulations – CHANGES/UPDATES

Auction Listings - LIST 'EM, SELL 'EM IN BCAR MLS

Starting on May 19, auction listings were considered acceptable in the BCAR MLS. You should have received a detailed email stating all of the changes to the Rules as well as the required information that must be included with these listings.

Miss the email - now worries - [click here](#) for all the information on auction listings!

Main Photo for Land listings - DEFINITION EXPANDED

Photos for Land listings are NOT required by the MLS, but Section 4.6 of the MLS Rules previously stated that if a main photo was included it must be of the subject property. Everyone knows that the main photo of a land listing can sometimes be undesirable. More importantly, most times you can't get a real feel for lot based on a photo. The MLS Committee has amended Section 4.6 of the MLS Rules & Regulations to include the use of a tax plat, survey or aerial photo for the main photo of Land listings.

Main photo for LAND listings is not required; if photo entered it must be of subject property, **copy of the tax plat, survey or aerial photo with property clearly and accurately defined.** If additional photos entered are NOT of subject property, they must be clearly described in Pictures Comments section of the Service.

The most important thing to remember when using one of these alternate methods is to ensure that the property is **clearly and accurately defined**. This can be as simple as drawing a box around the property (easily done in iMap).

Key Sharing = MLS Violation and an Automatic Fine

Please remember that the sharing of Supra Keys is a violation of the MLS Rules and strictly prohibited. Please be fair to everyone who is paying for this service!

Showing a Listing - FOLLOW MLS INSTRUCTIONS

When showing a listing, you MUST follow the instructions in the "Showing Instructions" field of the MLS. Did you know that not following the instructions is a violation of MLS Rules? Please ensure you call the Listing Broker/Office if the listing specifically requests it.

General Updates/Changes to the MLS

Commercial Listing Input Gets a MAKEOVER

This has been a project of the MLS for over a year - update the MLS Commercial Listing input to better reflect a true RCA MLS. Wilmington RCA listing input was used as our guide. In some cases we added fields, in others we took them away. Overall we hope everyone is happy with the new look. If you have questions about what a field represents, there is a glossary of Commercial Real Estate Terms that is published by the REALTORS® Commercial Alliance ([Click here](#) to print this now). If you find you are looking up the definition of more fields than you know, you might want to consider referring your client to a Commercial Agent. Remember, the Code of Ethics states that you “shall not undertake to provide specialized professional services concerning a type of property or service that is outside your field of competence unless you engage the assistance of one who is competent on such types of property or service, or unless the facts are fully disclosed to the client” (Article 11 COE).

Marketing Remarks - NOW 1000 CHARACTERS!!!

The MLS Committee doubled the allowed number of characters in marketing remarks!!! Hopefully this will allow everyone to include all of the details about their properties.

New Selection in POA Amenities

A new selection has been added to POA Amenities: Water/Cable/Sewer/Internet. Due to limitations of how many characters are available for a selection this appears as Wtr/Cbl/Swr/Internet. There are many new communities that include these common utilities into the POA dues so homeowners do not pay for them individually. This should help to better explain the monthly cost of POA Dues when disclosed in listing input.

Available Amenities	<input type="checkbox"/> Require all ▼ s		<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Beach Club			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
BBQ - Picnic Area			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Boat Dock			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Boat Launch			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Boat/RV Storage			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Building Maintenance			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Club House			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Community Garden			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Canoe Pier			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Dry Dock			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Elevator			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Exercise Facility			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Golf Course			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Ground Maintenance			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
In Door Pool-Cmty			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Marina			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Out Door Pool-Cmty			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Playground			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Restaurant			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Security			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Tennis			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Walking Trails			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Wtr/Cbl/Swr/Internet			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
Other/See Remarks			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude
None			<input type="checkbox"/> Include	<input type="checkbox"/> Exclude

Ranking Report - UPDATES & INFO

50 / 50 Credit if you Co-List or Co-Sell

If you use the option of co-listing and/or co-selling in the MLS, and you run a ranking report, "credit" is divided 50/50. For example, if Sally and Bob co-sell a property for \$100,000 each will show sales of \$50,000 in the ranking report.

There were some issues with the system doing calculations properly, but these have all been fixed, and the rankings are now running correctly.

Out of Area

The MLS Committee has decided on the following policy, if you are running a ranking report to use your ranking in an advertisement, you can exclude the Out of Area agent and move yourself up one in the ranking! For example, if you ran a ranking report and the top 3 agents reported were:

- 1) John Q. Public
- 2) Out of Area
- 3) YOU!

You can list yourself as #2 in sales!

Remember to always use the necessary disclosures when advertising.

Refer to MLS Rules Section 13 for more details.

Rentals ADDED to IDX Search

The ability for the public to search Rental listings in the MLS has been activated! If you have an IDX Frame link, Rentals should now appear in the Property Type. If you have a RETS feed sending data to your website, double check with your vendor to see if they can add rental listings.

Stipulation of Sale = FORECLOSURE, SHORT SALE, BANK OWNED, etc...

You asked for it, the MLS Committee delivered. The addition of the new field Stipulation of Sale (and the removal of all of the individual fields “short sale”, “foreclosure”, “bank owned”) allows you to **search for short sales, foreclosure and everything else ALL AT THE SAME TIME**. You no longer have to run individual searches for each and then compile them all together.

Searching? - look in the Additional Criteria tab



Want to find all Short Sales and Foreclosures at the same time - easy....

Stipulation of Sale		
NONE	<input type="checkbox"/>	Include
Foreclosure	<input checked="" type="checkbox"/>	Include
Short Sale	<input checked="" type="checkbox"/>	Include
Bank Owned	<input type="checkbox"/>	Include
Potential Short Sale	<input type="checkbox"/>	Include
Court Sale	<input type="checkbox"/>	Include
Lndr Apprvd Short S	<input type="checkbox"/>	Include

Want to find all Short sales, Foreclosures, and “regular” sales - easy.....

Stipulation of Sale		
NONE	<input checked="" type="checkbox"/>	Include
Foreclosure	<input checked="" type="checkbox"/>	Include
Short Sale	<input checked="" type="checkbox"/>	Include
Bank Owned	<input type="checkbox"/>	Include
Potential Short Sale	<input type="checkbox"/>	Include
Court Sale	<input type="checkbox"/>	Include
Lndr Apprvd Short S	<input type="checkbox"/>	Include

Want to find all listings but NOT interested in Short Sales and Foreclosures - easy

Stipulation of Sale				
NONE	<input type="checkbox"/>	Include	<input type="checkbox"/>	Exclude
Foreclosure	<input type="checkbox"/>	Include	<input checked="" type="checkbox"/>	Exclude
Short Sale	<input type="checkbox"/>	Include	<input checked="" type="checkbox"/>	Exclude
Bank Owned	<input type="checkbox"/>	Include	<input type="checkbox"/>	Exclude
Potential Short Sale	<input type="checkbox"/>	Include	<input type="checkbox"/>	Exclude
Court Sale	<input type="checkbox"/>	Include	<input type="checkbox"/>	Exclude
Lndr Apprvd Short S	<input type="checkbox"/>	Include	<input type="checkbox"/>	Exclude

Want to find everything that is available - doesn't matter - don't select anything!

Lease with an Option to Purchase

The MLS Committee has agreed that the policy for listing a single family home that has a lease with an option to purchase is to disclose this in General Remarks. There is no specific field that should be selected to indicate this type of sale.


Lot Size - NOT AN AUTO CALCULATION

Remember, when entering the dimensions for Lot Front, Lot Right, Lot Rear, Lot Left - YOU MUST DO THE CALCULATION AND ENTER THE TOTAL LOT SIZE. This field **does not** auto calculate.

*Lot Front	<input type="text" value="109"/>
*Lot Right	<input type="text" value="119"/>
*Lot Rear	<input type="text" value="109"/>
*Lot Left	<input type="text" value="119"/>
*Irregular	<input type="text" value="No"/>
*Lot Size	<input type="text" value="12971"/> (~0.2978 Acres)

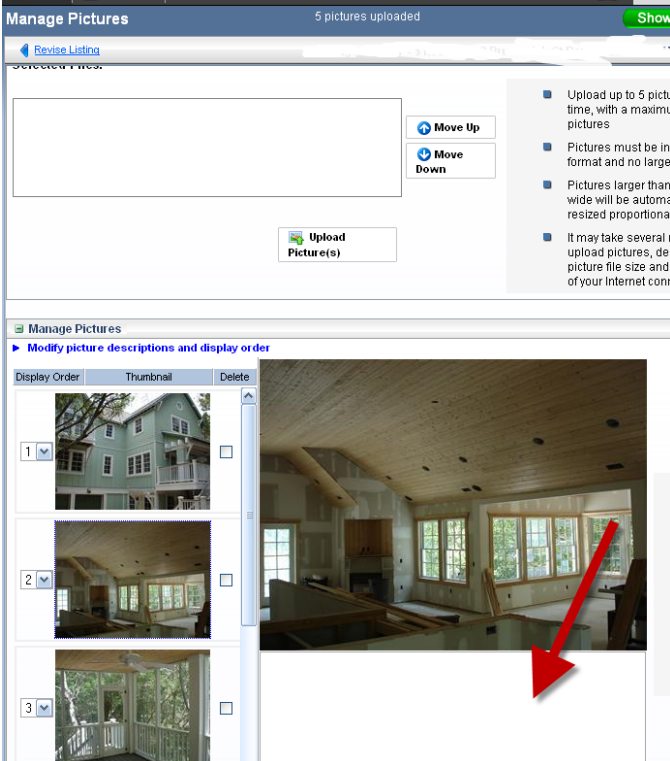
SqFt Acres

*Lot Size Source



Additional Photos - We love them, but what are they exactly????

Remember it is an MLS Rule that additional photos that are NOT of the subject property **MUST** have picture comments describing exactly what they are. This is really easy to do. Go to the Manage Pictures section of your listing. All of the uploaded photos will show in the bottom half of the screen. Click on each individual photo in the thumbnail view and it will appear in the larger viewer. Directly below the photo is a box to type comments!





TRENDS Statistical Reports

Golf Course Frontage - 2nd Row - Golf Course Community - 3rd Row

Want to see what the market is doing using any of the above criteria?

TRENDS can do it!

The Property Types field is what you want to take a look at. When you scroll through this list, this is where you can choose not only Single Family, Land, Boatslip, etc... but you can choose different Property Site options as well!

Let's say you wanted to check out the statistical trends for houses on the 2nd row on Oak Island. There are several ways to accomplish this:

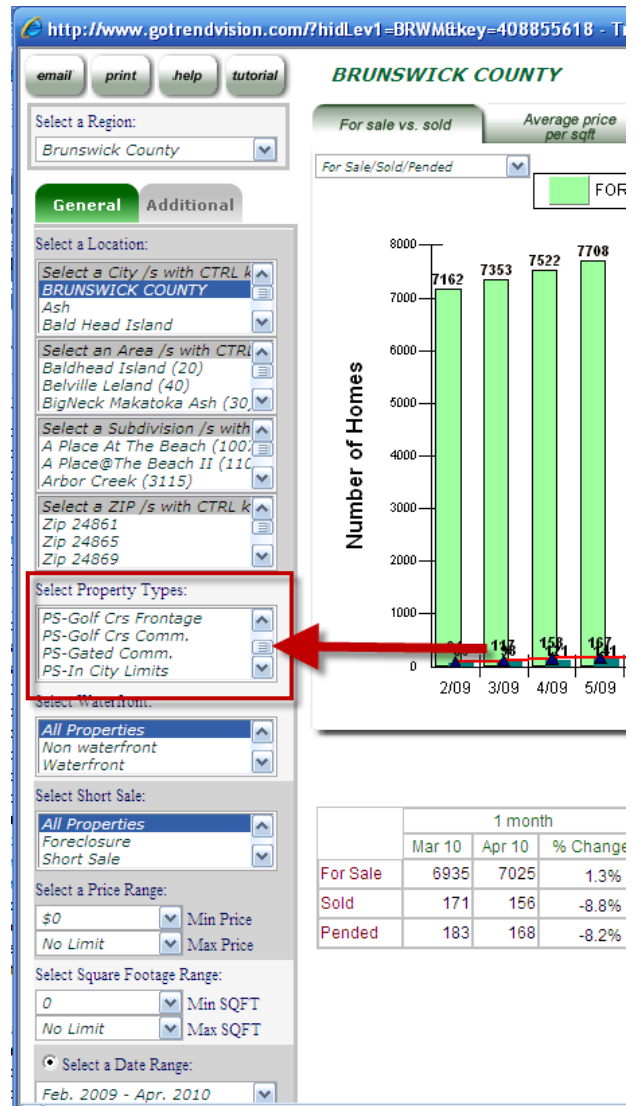
- select the Area = Oak Island Beach
- select the Property Type = Res-Single Family AND PS-2nd Row

How do you select two items in the same box? Hold down your CTRL key and click on the items!

Adjust the date range as needed.

Hit the GO button at the bottom of the selection box.

You can further refine this search by also adding a price range. Don't forget about the Additional Criteria tab at the top - this is where you can select bedrooms, bath, SF.




NEW Link

You can now link directly from iMap Tax to **FloodSmart.gov** which is the official site of the National Flood Insurance Program. By clicking this link you will get assistance:

- Rating the properties flood risk
- Estimating Premiums
- Finding local Flood Insurance Agencies

The link is located below the Flood Zone Details at the bottom of the iMap Property Tax Record page.

BUILDING INFORMATION			
1. SINGLE FAMILY RESIDENTIAL	Heated Area:	2,810 sf	Year Built: 2000
Bed: 3	Baths: 2.5	Total Area:	3,933 sf
Model: SFR CONSTRUCTION	Neighborhood:	501A	Grade: ABOVE AVG
Fuel: ELECTRIC	Heating:	HEAT PUMP/GAS PACK	Flooring: HARDWOOD
Interior Wall: DRYWALL/SHEETROCK	Replacement Cost:	\$242,112	A/C Type: CENTRAL
Bldg Desc: SINGLE FAMILY RESIDENTIAL	Exterior Wall:	FACE BRICK	Adjusted Area: 2522
Roof Cover: ASPHALT OR COMPOSI	Fireplace (y/n):	Yes / PREFAB	Roof Type: GABLE OR HIP
OTHER IMPROVEMENT INFORMATION			
Feature #	Code	Description	Units
1	COPAV	000	3
FLOOD ZONE DETAILS			
Zone X:	Area that is determined to be outside the 1% and 0.2% floodplains.		
			

NEW Aerials - BLADEN & COLUMBUS COUNTIES

Oblique aerials are NOW AVAILABLE in Bladen and Columbus counties of the iMap tax system!

Searching for SINGLE FAMILY - but getting LAND

Recently a Property Use code search for Single Family homes resulted in LAND listings mixed in. Further research showed that the data was entered incorrectly at the county level. (Remember, the data that is used in the iMap tax system is direct from the counties). Easy way around this is to include bedrooms in the search! This will ensure the results are ONLY homes!

My Saved Searches ▾

Search Public Records Search MLS Listings

Search County Tax Records Search Area: Brunswick County ▾*

Search Field	Search Type	Search Value
Property Use Code ▾	Equal To ▾	SINGLE FAMILY RESIDENTIAL ▾
Bedrooms ▾	Greater Than ▾	0
Subdivision (input) ▾	Starts With ▾	WINDING RIVER
and or		
and or		
and or		
and or		
and or		
and or		
and or		
and or		

For additional search fields, select the search name from one of the search field select lists.



UPDATES

Check out the new logo!!!

Improvements on SupraWeb

Log into SupraWEB from www.supraekey.com and learn about the new tools that will transform real-time information into money-making opportunities!

Also, check out [SSO Setup Demo](#) [SupraWEB Guide](#) [SupraWEB Mobile Guide](#)



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).

Scorecards now available!

You are sending your listings to all of these different websites using ListHub, but do you really know what each website is providing? Now you do - using the NEW ListHub Scorecards. This is the industry's first complete comparative matrix on property search websites. Want to check it out you can follow the below links OR in your ListHub dashboard on the "Channels" tab.

[Click here for Excel Scorecard](#)

[Click here for PDF \(15mb\) Scorecard](#)

THIS SCORECARD IS NOT FOR PUBLIC DISTRIBUTION - BUT STRICTLY INTENDED AS A MEMBER BENEFIT.

NEW Marketing Channels - SPECIFICALLY FOR FORECLOSURES!

The following new channels being offered by ListHub will only accept properties that have been identified as "foreclosures" in the MLS.

RealtyStore.com

Founded in 2005, RealtyStore (www.RealtyStore.com) has emerged as the nation's fastest growing and most trusted foreclosure data provider with over one million pre-foreclosure, foreclosure auction, bank-owned, and tax sale property listings. In January 2010, Hitwise recognized RealtyStore.com as one of the Top 20 most visited "Business and Finance – Real Estate" websites in the nation with over 1.25 million visitors.

RealtyStore.com is a real estate search engine that allows consumers to conveniently search for distressed properties across the nation. RealtyStore.com's database allows for accurate indexing of property listings, while broker and listing agent contact information listed on the site allows for easy contact and follow up.

To learn more visit www.RealtyStore.com.

USHUD.com

Since 1999 USHUD.com and its network of sites has grown to become one of the largest online resources of foreclosure real estate property in North America. More than a half million consumers access their foreclosure listing information per month, free of charge. These consumers are able to quickly search government and bank foreclosures. The underlying USHUD.com search allows for scalable, accurate, and comprehensive display of foreclosure listings.

For real estate brokers and agents, USHUD.com provides a simple marketing platform to help drive business and display foreclosure, short sales, and REO listings; market government (HUD & VA) foreclosures; and integrate proprietary (and optional) regional lead management technology.

To preview how USHUD.com has been updated to include the foreclosures, REOs, and short sale listings from ListHub, and how they will be displayed in your area visit: <http://dev.heavyhammer.com> and enter username: listhub and password: u\$HUD4 to access the development site.

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!