

MLS NEWS & NOTES

May 2010

MLS Rules & Regulations – CHANGES/UPDATES

Co-Exclusive Listings – AUTO FINE!

Many of you may have already noticed this change in the Welcome section of the MLS homepage, but for those of you who didn't:

Co-Exclusive Listings ONLY PERMITTED IN BCAR MLS if ALL listing brokers are participants in MLS

In September of 2008, the MLS Committee adopted the language in the MLS that prohibits co-exclusive listings in the MLS if all listing brokers are not participants in the BCAR MLS. Despite this rule change, the MLS Committee is still finding prohibited co-exclusive listings in the MLS. As a result, the MLS Data Compliance Assurance Policy section of the MLS Rules & Regulations was changed to include the automatic fine of \$100 if prohibited co-exclusive listings are entered in the MLS. All you need to remember is if all parties on a listing agreement are members of the BCAR MLS, then the listing may be entered into the BCAR MLS. If all parties on a listing agreement ARE NOT members of the BCAR MLS, you may not enter the listing in the MLS.

MLS is FULLY COMPATIBLE with Firefox® and MAC®



It is finally here – the MLS is fully compatible with the Mozilla® Firefox® browser which allows anyone to operate using and Apple® Mac® computer. THE USE OF CITRIX TERMINAL EMULATION IS NO LONGER REQUIRED!

Rapattoni's initiative to become cross-browser and cross-platform compatible began in 2009 and will continue throughout 2010, as additional browsers are added. Stay tuned!!!!

General Updates/Changes to the MLS

Selling Concessions – NEW FIELD!

A new field has been added to the Revise Status screen when changing a listing to sold in the MLS – **Concession Comments**. This appears directly beneath the selection for Seller Concessions – yes or no. This field will allow you to detail what exactly the seller concessions were. This information is especially important to our Appraiser members, so please take a minute and complete this NEW field.

Searching for *specific* Schools – ADDED TO STANDARD SEARCH

If you were working with a customer that is only looking for property that would attend a very specific school, you can now search by Schools using a Standard Search. You can select the school type (Elementary, Middle, High) or you can select from a list of schools. Remember, the best thing is always to call the main office of the Brunswick County Schools at 910-253-2900 to verify.

New and Improved Map Pin Placement

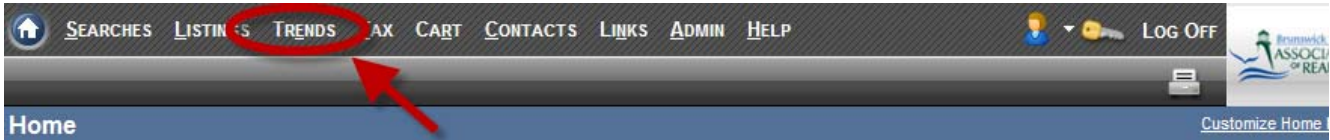
The Revise Map Pin process has been updated! This feature now utilizes new map controls and a simple “drag and drop” method of moving the pin. The new Map Pin Placement feature is available from the first page of Listing Input and from the Revise Listing menu.





TRENDS Statistical Reports

Everyone knows knowledge is power – now BCAR MLS members have even more. TRENDS provides real estate market reports and graphs that can tell a story of the market place and you can use these graphs and report to tell that story to your customers. Let's face it; it can be hard to keep on top of stats when the playing field is constantly changing – but not anymore. It couldn't be easier!



Produce statistical reports by:

- Subdivision - MLS Area - Waterfront, Waterfront Type & City (i.e. ocean front Holden Beach)
- Short Sale – Foreclosure - Bank owned – Price - Square Footage – Bedrooms - Baths
- almost any combination that you can search on the MLS*

[email](#) [print](#) [help](#) [tutorial](#)

BRUNSWICK COUNTY

Select a Region:
Brunswick County

General Additional

Select a Location:

Select a County /s with CTRL ↑
BRUNSWICK COUNTY

Ash
Bald Head Island

Select an Area /s with CTRL ↑
Baldhead Island (20)
Belville Leland (40)
BigNeck Makatoka Ash (30)

Select a Subdivision /s with CTRL ↑
A Place At The Beach (100)
A Place@The Beach II (110)
Arbor Creek (3115)

Select a ZIP /s with CTRL k ↑
Zip 24861
Zip 24865
Zip 24869

Select Property Types:
All Property Types
All Residential
Res-Single Family
Res-Condo

Select Waterfront:
All Properties
Non waterfront
Waterfront

Select Short Sale:
All Properties
Foreclosure
Short Sale

Select a Price Range:
\$0 Min Price
No Limit Max Price

Select Square Footage Range:
0 Min SQFT
No Limit Max SQFT

Select a Date Range:
Jan. 2009 - Mar. 2010

For sale vs. sold
Average price per sqft
Days on market Sold/List Price %
Average price for sale & sold
Months of inventory

For Sale/Sold/Pended

FOR SALE
 SOLD
 ▲ PENDED

	1 month			1 year			15 months		
	Feb 10	Mar 10	% Change	Mar 09	Mar 10	% Change	Jan 09	Mar 10	% Change
For Sale	6716	6906	2.8% ↑	7326	6906	-5.7% ↓	6980	6906	-1.1% ↓
Sold	112	168	50% ↑	97	168	73.2% ↑	65	168	158.5% ↑
Pended	117	219	87.2% ↑	115	219	90.4% ↑	95	219	130.5% ↑

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All of the data is directly from our MLS and is updated monthly to the TRENDS system. New reports are available no later than the 10th of each month. On each monthly update, they look for any other changes and upload those as well.

Select the criteria you want to produce a report for in the left hand column (remember to select multiple items in one field, like two subdivisions or short sale AND foreclosure at the same time, you must select holding Ctrl key) and select GO at the bottom of the left hand column. Then start to go through ALL of the different statistical reports that are grouped into each tab on the right side of the page.

Are you thinking “I LOVE this new product, but it seems complicated – I’m definitely going to need help”????

FREE Trends Training Classes

May 13 – 9AM – 10:30AM

May 13 - 2PM – 3:30PM

May 20 – 3:45PM – 5PM

June 8 – 10AM -11:30AM

These will be hands on and laptops will be provided (you are welcome to bring your own). Seating is LIMITED so you must sign up to attend, Sign up online at www.bcarnc.com

Are you thinking “I LOVE this product, but don’t have time to get to any of these classes”???

Trends ONLINE tutorial and help is located at the top left of the TRENDS screen. The tutorial is great – EVERYONE SHOULD CHECK IT OUT! They even give you talking points for working with your buyers and sellers based on the market and the results of the reports.

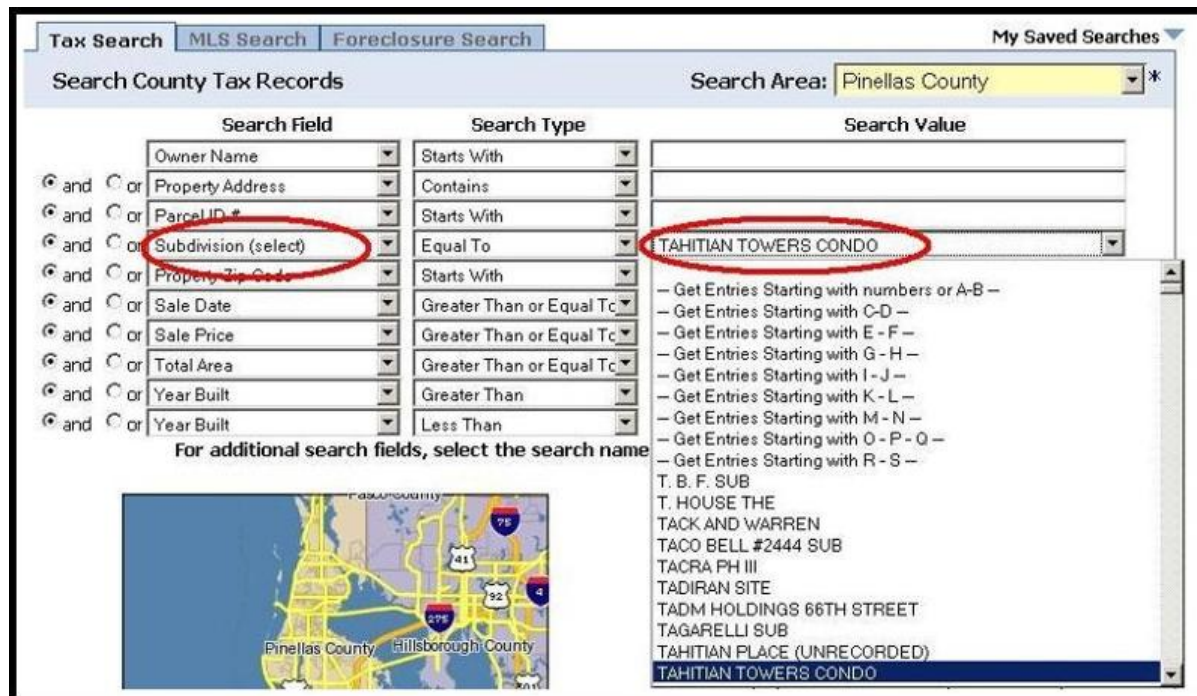
iMapp Improves Support

iMapp has implemented new processes to track customer support requests for faster response and monitoring. The way problems/concerns should be reported to iMapp remains the same: Call the toll free support number 888-462-7701 or send an email to support@imapp.com. When you send an email an automated reply, acknowledging receipt of the request, will be sent back to you. This email will also include a “ticket number” for easy tracking. Once the email is received it will be followed by a phone call or custom email from the iMapp support team. If you call the toll free support number to report a problem, all of the information will be entered into the new tracking system, and a confirmation email will be sent as well. Remember to save those emails that contain the “ticket number” of your request.

TECH TIP # 1: Searching for Condominiums in the iMapp System:

You can search for condominium records in several different ways:

1. Select the condo name using the Subdivision (select) search field.



The screenshot shows the 'Search County Tax Records' interface. The 'Search Area' is set to 'Pinellas County'. The search fields are organized into columns: 'Search Field', 'Search Type', and 'Search Value'. The 'Subdivision (select)' field is highlighted with a red circle. The dropdown menu for this field is open, showing a list of subdivisions, with 'TAHITIAN TOWERS CONDO' highlighted with a red circle. Below the search fields is a map of Pinellas County and Hillsborough County. To the right of the map is a list of search filters, including 'Get Entries Starting with numbers or A-B', 'Get Entries Starting with C-D', etc.

Select the Condo from a Pick List

2. Enter the condo name using the Subdivision (input) search field.

Tax Search **MLS Search** Foreclosure Search My Sa

Search County Tax Records Search Area: Pinellas County

Search Field	Search Type	Search Value
<input type="radio"/> and <input type="radio"/> or Owner Name	Starts With	
<input type="radio"/> and <input type="radio"/> or Property Address	Contains	
<input type="radio"/> and <input type="radio"/> or Parcel ID #	Starts With	
<input type="radio"/> and <input type="radio"/> or Subdivision (input)	Starts With	top of the w ON TOP OF THE WORLD UNIT 1 CONDO ON TOP OF THE WORLD UNIT 10 CONDO ON TOP OF THE WORLD UNIT 11 CONDO ON TOP OF THE WORLD UNIT 12 CONDO
<input type="radio"/> and <input type="radio"/> or Property Zip Code	Starts With	
<input type="radio"/> and <input type="radio"/> or Sale Date	Greater Than or Equal To	
<input type="radio"/> and <input type="radio"/> or Sale Price	Greater Than or Equal To	
<input type="radio"/> and <input type="radio"/> or Total Area	Greater Than or Equal To	
<input type="radio"/> and <input type="radio"/> or Year Built	Greater Than	
<input type="radio"/> and <input type="radio"/> or Year Built	Less Than	

Type in the Name of the Condo

3. Enter the address (partial or complete) using the Property Street Address field.

Tax Search **MLS Search** Foreclosure Search My Saved

Search County Tax Records - Last Search Performed Search Area: Pinellas County

Search Field	Search Type	Search Value
<input type="radio"/> and <input type="radio"/> or Owner Name	Starts With	
<input type="radio"/> and <input type="radio"/> or Property Address	Contains	19450 GULF BLVD
<input type="radio"/> and <input type="radio"/> or Parcel ID #	Starts With	

Browsing Search Results 1 - 41 of 41 results

Results 1-41 | Sort: Sale Date (descending) | show 50/page

Select All On This Page | Unselect All On This Page | show all results

1	19450 GULF BLVD APT 905 INDIAN SHORES, FL 33785-3200 Owner(s): MALLOWK, PETER MALLOWK, VERONICA Last Sale: \$200,000 on 02/11/2009	PID # 30 30 15 89001 000 9050 Market Value: \$283,680 Assessed Value: \$283,680 Waterfront: n/a	Bedrooms: Bathrooms: Stories: Pool:	Living Area: 1,060 sf Total Area: 1,060 sf Year Built: 1974 Land Area: Garage: No
2	19450 GULF BLVD APT 901 INDIAN SHORES, FL 33785-3200 Owner(s): REICHART, MICHAEL KEVIN REICHART, ELAINE Last Sale: \$380,000 on 12/30/2008	PID # 30 30 15 89001 000 9010 Market Value: \$283,680 Assessed Value: \$283,680 Waterfront: n/a	Bedrooms: Bathrooms: Stories: Pool:	Living Area: 1,060 sf Total Area: 1,060 sf Year Built: 1974 Land Area: Garage: No

Type in the Property Address

4. Use the Property Street Name and Property Unit # fields if you don't have the exact address.

Search County Tax Records -
Last Search Performed

Search Area:

Search Field		Search Type	
<input checked="" type="radio"/> and <input type="radio"/> or	Owner Name	Starts With	
<input checked="" type="radio"/> and <input type="radio"/> or	Property Address	Contains	GULF
<input checked="" type="radio"/> and <input type="radio"/> or	Property Unit #	Equal To	108
<input checked="" type="radio"/> and <input type="radio"/> or	Property City	Starts With	north redington
<input checked="" type="radio"/> and <input type="radio"/> or	Property Zip Code	Starts With	

Type in a Partial Address - Does not have to be Exact



Supra UPDATES

Use of Lockboxes and Freddie Mac

The Association received the following important information from the Vice President of Sales of GE regarding a communication he received from Freddie Mac.

Important Information Regarding Usage of Electronic Lockboxes Attention Listing Brokers and P&M Vendors

Effective, May 1, HomeSteps will eliminate the use of the HomeSteps Master Key (Kwik Set # [CODE]) and require the use of electronic lockboxes in areas where the MLS/Board supports electronic lockboxes. If your area does not support the use of electronic lockboxes please adhere to your local MLS/Board regulations.

Instructions for Listing Brokers

- Determine the property is vacant, then take the following actions:
 - Install an electronic lockbox on/at the front door.
 - **Install a combination lockbox nearby.**
 - Contractors that provide services to HomeSteps homes will use the combination lockbox.
- If the home is located in a P&M Vendor program area, lockboxes must be installed prior to placing a service request to rekey the home.
- **Ensure that the combination lockbox code is reset, do not use the “default” code.**
- Order a rekey of the home. You must coordinate with the vendor performing the rekey to install a key in the electronic lockbox. **Listing brokers must not utilize a master key on HomeSteps homes.**
- When submitting the BPO, include the lockbox code as the first entry in the “Subject Location” comments.
- During weekly property inspections, check both lockboxes to ensure that the key is present and that it works.
- **Please note: When requesting services from a vendor, you must provide the vendor with the location and code for the combination lockbox.**

Instructions for P&M Vendors

- In redemption states, the P&M vendor may choose the brand of lock and/or key.

Memory Upgrade

During recent maintenance to the Supra System, a memory upgrade was performed by GE increasing the system’s reliability. In addition, enhancements to the Disaster Recovery System were performed.



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).

5 Important Things You Should Know About ListHub

1. Leads are passed back to the listing agent (or broker) free of charge. Gone are the days of the business model that charges for leads.
2. We do not allow channel partners to re-syndicate the data. Re-syndication means that you have lost control of your listing not only in terms of where your listing will appear and whose contact information shows up on your listings, but also in terms of daily refresh rates. This can create liability for your company and reduces your ability to get quality metrics from your online traffic.
3. We are a standalone product that works with all of your existing programs. We do not require that our customers purchase a Web site (or any other product) in order to participate. We can send your consumer traffic to any Web site you have chosen!
4. ListHub gives the broker a free option to direct all listings to the property detail page on the brokerage Web site! All you do is make a simple support request and we will set this up for you. Brokers can also give their agents permission to have their listings link to the property detail pages on the agent Web site.
5. 25,000 brokers can't be wrong! With that kind of support, it's no wonder ListHub continues to grow by leaps and bounds! We thank you for your support and look forward to increasing the capabilities in ListHub.

Something Doesn't Look Right

Recently the Association Office received a call from a member letting us know that some of their office listings were not showing pictures on one of ListHub's partner websites. Specifically, it was Zillow. After investigation, it turns out that this office was already sending their listings, **through a corporate feed**, to Zillow. When many of the ListHub partners receive "double" information for a listing the first feed trumps the MLS feed. In this case, the corporate feed trumped the MLS feed coming from ListHub and there was a problem with the corporate feed.

Remember, ThreeWide specializes in syndicating MLS listings to websites. That is all they do! So they ensure that all information, including pictures, is always up to date and accurate.

New Channel Coming Soon: Hometourconnect.com

Green Buyer Flyer, a real estate marketing firm focusing on electronic flyers, mobile applications and real estate video, is proud to announce a new national consumer listing search site launching in mid-May: hometourconnect.com. Hometourconnect.com focuses on displaying complete listing detail plus rich visual information about homes for sale such as pictures and video. Leads are delivered to the listing agent.

The site also provides an optional resource for real estate professionals to promote their listings using mobile technology, which includes a video tour using Green Buyer Flyer technology.

To learn more visit www.hometourconnect.com.

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

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!

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!!!!