

# MLS TIP

## Create your OWN Area in the MLS BUT Make Sure ALL Your Listing MAP!

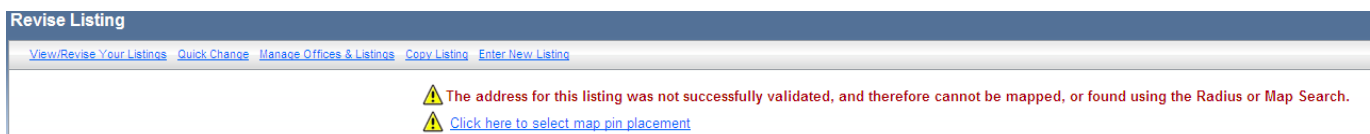
Many newsletter articles and emails have been sent regarding the address of your listings. This is one of the most important things you will enter for a listing. So much depends on the address being 100% correct. A correct street number, correct street name and correct city all entered into the correct fields is not only important, but mandatory according to the MLS Rules. Slightly changing an address, and ultimately entering it incorrectly, in any way in order to try and manipulate Days On Market, enter a duplicate listing, etc. is a violation of the Rules.

### Entering a listing correctly allows other people to find it when they are searching!

The MLS Committee is constantly asked if a new area can be created that represents a particular portion of the market. For example, Southport Historic District, Boiling Springs Big Lake, to name a few. What we recommend, is setting up and saving a Map Search that represents this area. What you do is select Map Search, zoom in on the area, and select the particular region of the map that represents this unique portion of the market. Then SAVE THE SEARCH. This way you always have this search available to you when you need it. Also, you can use this technique when you are setting up a search for a Prospect, just choose the MAP search type and select the area your client is looking for.

Getting results in a Map Search DEPENDS on entering the address correctly AND the listing MAPS! Which brings us to the topic of this Tip.

You just entered a listing and you hit submit and see the following:



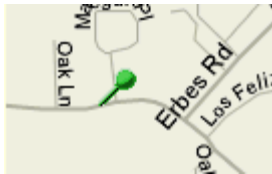
First - double check that ALL of the information in the address is correct (this includes the post and pre directions as well as the suffix).

Everything look OK? Don't worry - even through all the best efforts, you enter a listing with the correct data and it doesn't map. It just means that the system couldn't validate the address.

Now go ahead and map the listing yourself! (mapping listings is much easier when using an actual mouse – if you use a laptop and don't have a mouse, this exercise might be more challenging)

You can use the [“Click here to select map pin placement”](#) link that appears at the top of the screen OR go to [Revise Listing](#).

- Under Listing Information, click the **Map Pin Placement** link.
- Click the **Adjust Pin Location** button located at the top of the window.
- On the **map**, click on your desired location.
- In the confirmation box that displays, click **Yes** to save your selected location. NOTE: If this box does not display, you need to disable a pop-up blocker on your computer.
- The page automatically adjusts to display the pin's new location in the center of the **map**.



- Click the **Close** button to finish.

NOTE: To return the pin to its original location, click the **Restore Defaults** button.

**You only have a laptop and no mouse?  
You just can't get the hang of map pin placement?  
There is another option to map your listing.**

You can use Geo-codes. These are the exact Latitude and Longitude of the listing. Where can you find this out?

<http://geocoder.us/>

All you do is type your address in (follow the directions on the page for entering an address) and it will give you that latitude and longitude.

In the MLS modify your listing so you are in the Listing Information screen. Look directly under the Address information for the Geo-codes section. Select Override=Yes and then enter the Longitude and Latitude.

Address	*Street # - Modifier	Direction	*Street Name	Suffix	Post Direction
	1620		Goley Hewett	Road	
	Unit #	*City	*ZIP Code		
	1302	Bolivia	28422		
Geo-codes	Longitude	Latitude	Override		
	-78.240321	33.977966	No		