



# PROGRESSION TO MATRIX GUIDE

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**November 15<sup>th</sup> and Beyond**

## **Welcome to the Progression!**

Overview and Frequently Asked Questions

## **Day 1: Where to Go for Training and Resources**

Getting started with our online resources, live training, support, and tips and tricks

## **Subscriber Feedback in Action: What's New in Matrix**

Significant User-Requested Enhancements

## **Matrix After November 15: Key Features to help you save time and money**

Time savers, client relationship management, and built-in reports to check out once you're comfortable with the basics

## OVERVIEW

On November 15, MLSListings will complete a significant technology platform progression, in response to direction provided by our subscribers and the guidance of our advisory groups and the Board of Directors. Our primary search and client management interface, known as 'Pro Search', will be replaced by a new tool, Matrix, which brings significant advances in functionality and customization for real estate information.

On November 15, Matrix will be the primary search engine interface within MLSListings' Pro system, providing all search, reports, client management and statistics. MyListings, Strong Authentication, Account Management, Data Share and Reciprocal Access remain unchanged.

### **Securing the Best System and Services -- Today and into the Future**

The progression to the new technology platform was initiated in 2009, in response to subscriber requests for more/better functionality and emerging needs of the evolving marketplace for real estate information services. It has been planned, developed and executed at the direction of our Board of Directors, and with the involvement and support of our Association stakeholders and MLS Advisory Group and other leadership groups.

This new platform combines the best of what we have built here internally with the best of what we can buy on the market. It is a critical component of our long-term strategy to help ensure our customers maintain a distinct market advantage over competitors today, and to help secure ongoing innovations for our subscribers in the years ahead, amidst extremely challenging market conditions.

### **Online Resources**

All our information and training resources can be accessed online at our MyNewPro resource. It's accessible via the training link at the top of our homepage, or by visiting <http://portal.mlslistings.com/mynewpro>.

### **November 15 Association Training**

In addition to our regular training offerings, we are holding special training events on November 15 at Association offices. More information is enclosed.

### **Customer Support: (866) 734-5787**

please be courteous to your fellow real estate agents, and limit your calls to customer support to *true troubleshooting issues*, not training questions. We want to keep our lines open so callers with problems concerning system access, listing errors, etc. can resolve these issues quickly to keep the MLS timely, accurate and cooperative. For specific questions related to training, we encourage users to visit our online training and information resource at [MyNewPro](#).

## FREQUENTLY ASKED QUESTIONS

**Q: What are the major changes to the MLS that will affect me in the 'Progression'?**

**A:** The way you search listings, enter and manage your clients, run reports and obtain statistics will change. These functions will now be provided exclusively by the Matrix application, which has been a part of our MLS system for the last two years. Pro Search will be retired, along with any saved contacts or searches within that application.

**Q: What's not changing?**

**A:** Everything else on the Pro Homepage will continue to be available. Listing entry, products and services offered under My Products; account management (My Info); Realist; and *all* data share and reciprocal access initiatives remain.

**Q: When are these changes happening?**

**A:** Beginning November 15, all subscribers will be exclusively using Matrix for their search, client management, reports and statistics. On this date, users who go to Pro will have all other functions available, but they will not see the Pro Search link/button nor access any features previously in that application.

**Q: Last year you postponed the date. Will that happen again this year?**

**A:** The decision to extend the Progression cutover to 2011 was made to allow subscribers more time to learn Matrix, and to complete some noted additional enhancements in Matrix. There are no plans to extend the Progression cutover date beyond November 15, 2011.

**Q: Why are you doing this?**

**A:** This change is being brought about with the guidance of our board of directors, our multiple advisory groups, our Association stakeholders and with the feedback of agent and broker subscribers. MLSListings is retaining a mix of the best of what we offer in-house, combined with the standards of a nation-wide Search and Display product—Matrix—that will keep us on the cutting edge of real estate information services in our local market. Given the variability and dynamics of real estate market conditions, this solution best positions us to help keep our subscribers competitive not only today, but in the years ahead.

**Q: What if I don't like the new system?**

**A:** Matrix will not be the same as Pro Search. It offers all the core functionalities, but is fundamentally designed differently, and it also offers time-saving, cost-effective advantages that will help you better serve your clients, and stay competitive in the marketplace. Recent Search History, Speed Bar, Graphical Statistics, up-to-date listings data available to your clients in the Client Portal are just some of those benefits offered by Matrix that weren't available in Pro Search. Those who have already adopted Matrix are very pleased with the way it has

enhanced their business. This will be the only system we will offer beginning November 15, and users are encouraged to learn it as soon as possible.

**Q. Why do you keep changing?**

**A:** The real estate industry is experiencing rapid change due to fluctuating market forces, as most are aware. To best serve the interests of our subscribers, we must constantly anticipate, forecast and plan for emerging conditions as well as nimbly respond to immediate needs. The MLS of the 21<sup>st</sup> century must do more than manage listing data. Tracking and accommodating marketplace changes with real-time statistical tools and taking the lead in shaping region-wide initiatives that ensure our subscribers' policy and technical needs are critical to providing the best service we can offer.

All our decisions—whether strategic, service-based or technical modifications—are vetted, analyzed and captured from various groups and channels, including broker board members; advisory groups comprised of active and experienced users; Association staff; and through your direct feedback submitted by phone, email or face-to-face through our Customer Service and Outreach teams.

**Q. What do I do now?**

**A:** Visit our [MyNewPro](#) information portal to access the resources you need anytime. We have developed a short list of the must-learn aspects of Matrix, so you can quickly get the basics down, and return later for extended training. We offer quick How-To's that you can print out, tutorial videos you can watch, a training calendar so you can attend an instructor-led Matrix training course, and much more.

**Q: Where do I go to get face-to-face training on Matrix?**

**A:** We offer training in a variety of formats. In addition to what's available to you on the MyNewPro information portal, you can check with your Association to sign up for our next seminar at their location.

**Q: What about my saved searches and client information in Pro Search?**

**A:** Before November 15, users must move all client contacts to Matrix, and recreate any saved searches you wish to keep. We have How To resources available with step-by-step instructions to complete this process.

**Q: What about Statistics?**

**A:** Statistics reporting will also be delivered through Matrix beginning November 15. It is important to note that Matrix Stats and Pro Stats should not be expected to return equivalent results over the same periods of time. This is due to a fundamental difference in the way each system captures data. Where Pro Stats historically has captured data via 'snapshots' of time, it never accounted for adjustments made after the 'snapshot.' Matrix Stats' ability to process data on-the-fly; that is, the data as it stands *in the moment of the query*, empowers Matrix as the undisputable source of the most accurate statistical representation of market

activity. View our Matrix Stats [Learning Tracks](#) for more information about this powerful trending analysis feature.

**Q: What about Agent and Office Information?**

**A:** This feature is now accessible from the top of the Pro Homepage, and also available in Matrix, under the Agent/Office tab.

**Q: How do I submit my feedback?**

**A:** Feel free to use the [Contact Us](#) form to submit your feedback and suggestions. Our staff reads **every** submission and organizes feature suggestions for future consideration. Each customer feedback record is logged, tracked, aggregated and evaluated by our business teams as to volume, workflow impact, and development feasibility of each request. Items are first triaged by our customer support teams to identify those that require immediate attention or can be resolved quickly.

**Q: Where do I go if I have more questions or need additional help beyond just submitting my feedback or suggestions?**

**A:** Visit [portal.mlslistings.com/mynewpro](https://portal.mlslistings.com/mynewpro) – this is your one-stop-shop for all your tools and resources related to the Progression. You may find your questions answered here. We encourage feedback on this site, where you can comment directly on any of our posts. And our customer support team is always here to help – email [support@mlslistings.com](mailto:support@mlslistings.com), or call (866) 734-5787 if you need immediate assistance.

**Q: What about my recent feature request?**

**A:** We regularly report on enhancements and ongoing development plans in the Real Estate Executive newsletter – this is the best place to look for feature updates. While at times we are not able to address concerns immediately, we strive to accommodate as many subscriber requests as possible. Certainly all requests may not be feasible in the short or even the long term, however we continue to explore different avenues to address requests, and are as transparent as possible with our subscribers about features upcoming as well as those that are not planned for development.

## DAY 1: WHERE TO GO FOR TRAINING & RESOURCES

We have a full menu of free training resources to assist our subscribers with the transition in the way that works best for them. Matrix [training](#) is available today in various formats, both online and ongoing in the field.

### Online Resources

#### **The Essentials – What You Absolutely Need to Know How to Do in Matrix**

We recommend you learn the most basic functions of Matrix to keep your business up and running on November 15 and beyond. There will be time later to ease into some of the more advanced functions.

The Pro Homepage features six short (5 to 10 minute) video tutorials on the basic functions of Matrix. You can click on any tutorial from [pro.mlslistings.com](http://pro.mlslistings.com).



<http://pro.mlslistings.com>

Alternately, follow the below path to access both our tutorials as well as our printable How-To's on these basic functions.

- **Search**

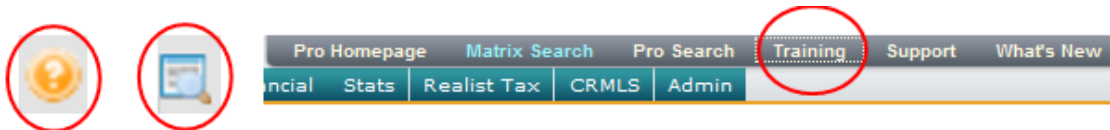
Click on the [basic search](#), or here for the brief [tutorial](#) video. You can also choose to learn about how to conduct a [Map Search](#).

- **Report**  
Choose how you would like your results displayed and/or formatted in a report. Click on the [Sort Results](#), [Filtering](#), [Custom Display](#) and [Customizing Columns](#) How-To's for instructions. You can also view the [Matrix Search Results Tutorial](#).
- **Deliver**  
Click here for instructions on how to [Email a Report](#), or [Print a Report](#). You can also create an auto-email to deliver a results set to a client automatically on a regular basis.

For more information, view the [Matrix Essentials](#) learning track, which offers the above resources plus a few additional steps, including creating CMAs, driving directions for a Buyer Tour, accessing Realist Tax data and more.

## Know Where Your Lifelines Are

Have you seen the little query button that appears on almost every page in Matrix? This is a Tip icon – the key to additional information about that particular function. Tips provide guidance on how to search, lists of common shortcuts, links to the relevant How To's available in our Training portal, and more.



Similarly, the lookup button provides a list of selections (such as areas, cities, etc.) that you can choose from in that particular field.

And, from the top of every screen in Matrix, the Training link in the grey navigation bar takes you over to our [Training](#) site. It launches in a new browser tab, so you won't lose your place in the system. From the training site, you can use the search box in the upper right corner, to bring up a list of topics – from How To's, tutorial videos, help articles and more – that correspond directly to the particular item you need to know about.

## Online Question and Answer Forum: My New Pro

We will also be monitoring our MyNewPro site for subscriber comments, questions and feedback. Users can post questions and scan other recent inquires and responses at [portal.mlslistings.com/mynewpro](http://portal.mlslistings.com/mynewpro).

## Instructor-Led Training on November 15

We are hosting instructor-led training courses at most Associations on November 15. Register with your Association to reserve your space.

### Association

### Onsite Training Hours

Central Valley Association of REALTORS	9:00am to 3:00pm
Monterey County Association of REALTORS	9:00am to 5:00pm
San Mateo County Association of REALTORS	9:30am to 4:00pm
Santa Clara County Association of REALTORS	10:30am to 12pm, 1pm – 2:30pm
Santa Cruz County Association of REALTORS	10am – 12pm, 1pm – 3pm
Silicon Valley Association of REALTORS	10:00am to 3:00pm

## Customer Support (866) 734-5787

If you get stuck, our call center is available Monday through Friday, 8am to 6pm, and Saturday from 8am to 4pm, at (866) 734-5787. After-hours support is also available, and is limited to basic functions such as password reset and other system-related needs.

We anticipate elevated call volumes immediately following the cutover to Matrix. Please be considerate of your fellow subscribers. If your question is training-related, we ask that you attend a training seminar or view our online resources, so that our customer support teams are free to focus on system access issues and other requests. If you would like to simply tell us what you think, please consider using one of the general feedback options below. Helping keep our call queue wait times to a minimum allows us to help as many users as possible.

## General Feedback

We welcome all feedback and subscriber comments on the Progression. Below are the primary channels for general feedback.

- Use our [Contact Us](#) link if you would like to provide your comments 'on the record'.
- To send a direct communication to our CEO, Jim Harrison, please use [ceo@mlslistings.com](mailto:ceo@mlslistings.com).

## TOP TIPS FROM TRAINING AND CUSTOMER SUPPORT

Here are some common questions fielded by our Customer Support and Training teams, and some answers that may help you better understand Matrix. These should not replace comprehensive Matrix training, available online, at Associations and individual offices. However you may find these useful until you're able to commit some time for full training.

### 1. Check your search criteria carefully.

In Matrix, you must enter minimum and maximum (sales price, square footage, etc.) as a plus (+) or a minus (-). For example, 'less than \$400,000' should be entered as **400000-**. If you just enter 400000, Matrix will search for that amount exactly.

### 2. Commas, and 'OR' vs. 'AND'

Do not include commas in search criteria for square footage or price. Matrix treats commas as an 'or' separator. Instead of 400,000, enter 400000.

Use the And/Or radio buttons to aid in your search:

- 'And' is used to specify that all of the selected items are to be matched on the results.
- 'Or' is used to specify that at least one of the selected items are to be matched on the results.

### 3. Use the Speed Bar for Quick Search

The speed bar at the top of the Matrix Search screens allows for quick text-based searches using short codes. Click the Tips question mark symbol for guidance. Speed bar defaults to Class 1 and 2 unless otherwise specified.

Examples:

**a 3 2 94087** (active, 3 bedroom, 2 bath in 94087 zip code)

**a 3 2 94087 700000-** (same as above, refined to price under \$700,000)

**123 Main** (address search; do not use street type such as dr., ave., etc.)

**ag John Smith** (agent search)

**81143416** (MLS number search)

#### 4. Short Sales and REOs

Users can specify whether to include Short Sales and REOs in their search. To search Standard Listings, REO/Bank Owned Properties and Short Sales, leave both the REO **and** Short Sale boxes unchecked. To search **only** Short Sales, check the Short Sale box and choose "Or." To search **only** REO's, check the REO box and choose "Or." If you **do not** want to see any REO's or Short Sales, check both the boxes and choose "Not."

#### 5. Acreage vs. Square Footage

Matrix requires that you clarify the units (acres or square feet) when entering a value in the 'lot size' field. Matrix defaults to 'square feet' for any number lower than 100,000; if you were trying to run a search for properties above 3 acres, for example, you might find yourself stuck. Double check the box next to 'lot size' to make sure you're using the right units.

#### 6. Flyer Displays vs. Reports

We have received many questions and comments requiring clarification on differences between how the Flyers are "displayed" on-screen or printed by HTML, and Flyers that are generated into a PDF file or "report". Below please see some key differences and tips for working with these Flyers.

	Flyer Displays	Flyer Reports
How Do You Get There?	After any search, you can click on a listing or select from the "Display" dropdown at the top right corner to view Agent Full, Client Page, etc. and view the flyer or table online.	After any search, after you select one or more listings, you can click on the "Report" button at the bottom left corner to view Agent Full, Client Page, etc. and generate a PDF report.
What Does It Contain?	<p>Agent Full Display does not display photos or a map <i>until the user selects this action</i>. This design keeps performance speed high and costs low.</p> <p>Property History section contains APN# (parcel) history, and can be accessed in two places: from the "To Property History" icon next to the photo, and via the "Click on the arrow to view property history" expansion at the bottom of the flyer.</p>	<p>Agent Full Reports contains small photos and a small map to keep the PDF file size manageable. It becomes much easier to email or print a smaller file than a multiple megabyte file.</p> <p>Property History section contains MLS# history only, not APN# history.</p> <p>All other data is available in both Reports and Display.</p>
Known Issues	Users have reported concern that accessing photos, maps and APN# history takes additional clicks. We are exploring ways to improve this process and will continue to make updates to Matrix Displays.	Users have reported concern about small photos, small map and lack of APN# history. We are exploring ways to improve Matrix Reports and will continue to make updates.

One way to view Displays of more than one listing is to select multiple listings and then click the Print button to preview all the listings selected. For listings where you also want to preview property history, expand the arrow at the bottom of each flyer called "Click on the arrow to view property history" for each listing before you click Print. Note that you will click Print again at the bottom of the flyers to actually print them.

## **7. Using Auto Email**

Matrix Auto Email offers a number of new features beyond what was available in Pro. Users will first notice that the client email contains a [link](#) to the Client Portal, rather than actual listing information which could be outdated depending on when the client opens the email. The client portal not only provides your client with access to this real-time listing data in the Client Portal, but also prevents your emails from getting caught in spam filters, since as many as 25 photos can be included with a listing in Matrix. Additionally, when used in conjunction with the Concierge mode, agents have the option to preview the auto email before it goes out to the client. We offer tutorials and How Tos on using Auto Email available on our [Training](#) site.

## **8. Tips for Appraisers: 1004MC**

Appraisers can export Matrix Search Results directly into Excel with the format required for 1004MC. From the Search Results screen, click Export and choose the Appraiser Form 1004MC option. This allows you to download the information directly into an Excel spreadsheet where it can then be copied and pasted into your 1004MC Form.

## SUBSCRIBER FEEDBACK IN ACTION

More than 300,000 agents and brokers across the US and Canada use Matrix, most of them as an out-of-the-box product. At MLSListings, we determined that subscriber feedback must play a leading role in the development of our Matrix application; no other MLS has been as selective as MLSListings in customizing the software to the needs of our subscribers.

Over the last 24 months, we have consistently collected and logged input at all levels of the organization. We've polled agents and brokers through our interaction in the field; we've triaged all the comments that have come in through our customer service department and via MyNewPro. We've shared information and received regular feedback and guidance from our Associations, Advisory Groups, Board of Directors and third-party polling groups. We've reviewed, prioritized and developed solutions for many of the subscriber requests, and provided explanation for those not possible.

Managing feedback and requests during a platform change is a delicate balance: ensuring users receive the same key functionalities they need to do their business; evaluating and responding to requests for emerging technologies, and testing their compatibility with our many vendor and reciprocal partners has been an extraordinary undertaking. Our product management, engineering and development teams as well as those of our vendor and reciprocal partners have worked extraordinarily well together over the last year to deliver the best system possible for our users.

### **Solutions Delivered**

Subscriber feedback has been critical to the many substantial improvements we've made to help customize Matrix to our users' workflows. Below is a summary of the major comments we've received, and the updates we've made and released over the past year as a direct result of user feedback.

#### **It takes too many clicks to get to any search pages**

We added four direct links to the Pro Homepage for most-used Matrix searches; launched the "Speed Bar" on all Matrix search pages as well as the dashboard page; two "quick search" boxes on the Matrix dashboard page (MLS# and RES); and added a "Recent Searches" dropdown.

#### **The auto-emails are too confusing for clients**

We have rewritten the email templates to be more understandable, and they now include instructions for clients.

### **Some data fields are not included on Matrix Reports**

Several fields were added and/or modified in Matrix Reports to incorporate user feedback, for all residential property and multifamily classes, and updates commercial property classes are coming soon.

### **Listing Updates into Matrix are too slow; my changes aren't showing up soon enough**

We have shortened the incremental data feeds from Listing management into Matrix; data now updates every 5 minutes.

### **The Advanced Search fields are difficult to find and use; and certain types of searches are confusing**

We updated and reorganized some field names to be more familiar and easier to locate. We also added descriptive in-system Help Tips for Residential Search, Agent Roster Search and Advanced Search; and created centralized Training Tutorials and help files into our subscriber "Portal" knowledge base.

### **We need Net Sheets for CMAs**

We added "Financial" tab and created Buyer and Seller Net Sheets.

### **Appraisers need a way to capture specific required fields**

We created a specific export feature to capture data needed for 1004MC form.

### **We need a robust Statistics feature**

We introduced Matrix Stats, a fully-featured statistics package. Users first set search criteria, then hit the 'stats' button to choose from close to a dozen 'preset' stats templates that can be further customized. See our [Stats How-To](#) for more information.

### **We need a mobile solution with Agent confidential info**

We introduced Matrix Mobile, a free, stripped-down version of Matrix available on most devices, including private remarks and showing instructions, and links to the agent's Saved Searches and Carts from Matrix.

### **Partially addressed – we're still working on it**

#### **We want to have something similar to the list date/ sale date combo field**

We improved the system logic in Matrix relating to searching by dates. A special search logic was incorporated in Matrix to return both actives/pendings as well as solds. For example, if you select all Statuses 1-5 and COE Date 10/01/2011+, then

the system will return all current Actives and Pendings, along with the recent Solds after 10/1/2011.

### **Custom search results are difficult and time-consuming to create**

We created more user-friendly column names, established fixed widths for columns (rather than needing to manually resize all columns); added multi-column sort; and added special columns for abbreviated Listing Status codes, Virtual Tour Links. We are still working to improve default templates, drag-and-drop columns, and permanent user sort order.

### **Printable Agent Full reports with full property history and all photos**

While a single printable report with all photos and all property history is not available on the current Matrix platform, this feature is being investigated for a future platform upgrade. In the meantime, we added the property history expansion feature on the on-screen HTML displays (which are printable). We also added all photos the generated (pdf) Agent Full report with MLS# history.

### **Not being addressed (here's why, and what we can do)**

#### **Matrix auto-emails have links to a Client Portal, rather than the actual listings**

Matrix auto emails deliberately contain links rather than listing information to ensure that whenever the client opens the email, the listing information is real-time. This feature is not expected to change, and by driving clients to the Client Portal, delivers several additional by-design benefits, such as tracking and reporting on listing exposure and traffic. See page 16 for more details about Matrix's client relationship management.

#### **I can't customize my auto-emails, and the email subject line limit is too short.**

We have enabled the *first* email of a new saved search to allow for custom text, but all following emails must use the standard template. However, users can customize the subject line in any email, and we have extended the character maximum from 50 to 200 characters so users can add additional description in the subject line.

The above summary is not a comprehensive list, but represents the top-requested items, and the most up-to-date information we can provide at this time. We will continue to offer as much transparency as possible, in our continued work with Tarasoft (now CoreLogic® MarketLinx®) to advocate for our subscribers' requests, enhance our own system and continue to develop the industry's best professional tools for real estate information services.

## MATRIX AFTER NOVEMBER 15: KEY FEATURES TO HELP SAVE TIME AND MONEY

With most technology applications or devices, users tend to take advantage of only a small percentage of the functionality available – either because they have their basic operational needs met, or because they don't have the resources or the time to dedicate in learning the new tool.

Once you've moved past the Progression, get to know the features that make Matrix the best MLS tool on the market for real estate professionals. In addition to saving you time, many of these are competitive with third-party applications, and may help you save costs as well.

Everyone does business differently, and Matrix is designed to be customized to each user. We can help you understand how Matrix operates and what it can do. Your job is to know which things you need to do your business - and how to set up the system so it works for you.

The top-level benefits can be separated into key areas of emphasis:

### **Advanced client relationship management**

**My Matrix** offers saved email and portal activity history per client; the ability to track, search and filter by client activity level; and even the ability to administrate the client portal for high-level or VIP clients.

**The Client Portal** provides each client with a personalized environment in which to view and keep track of listings of interest, while allowing agents to track their clients' activities and provide support and advice based on their most current interests.

The **Goggles** feature lets an agent quickly view search results 'as' a particular client, including which properties you've sent them and how they've responded to each

The **'Concierge'** feature allows agents the option to view and approve auto-emails prior to the email being sent to the client. After being notified of new matches, agents can approve or decline listings that meet each client's unique search criteria, then green-light the email for distribution.

For listing agents, Matrix's **'Hit Counters'** functionality allows agents to track the activity their listings receive through any Matrix portal used in the system—not just the data from their own clients' portals, but how many times *any* client or any agent has viewed a particular listing inside his or her own portal.

## **Time-savers**

**The Matrix Dashboard** features personalized settings and up-to-the-minute data customized to your farm area. Options include Watched Listing, Cart and the home page MarketWatch widget; immediate access to top 15 saved searches and other reports; built-in templates and dynamically-loaded (self-updating) displays and reports such as agent single-line hotsheet.

**The Speed Bar** – the ultimate time-saver for quick searches using standard and customizable shortcodes, available from every search screen and from the Matrix Dashboard

### **Count on the fly up to 2500**

Displays the number of relevant search results (up to 2,500) at the bottom of the search screen dynamically *as criteria is entered*, allowing agents to modify searches while still in the search screen. This is also useful for Tabular Statistics – allowing agents to view market activity on a broader basis, by clicking the Stats button at the bottom of the search results and selecting Tabular.

## **Free, Built-in Reports**

**Matrix CMA** offers an easy-to-use template with many customization options including up to 25 different components that can be added to the client presentation.

**Matrix Stats** offers close to a dozen preset reports and many customization options for graphic display as well as tabular export

## **Maximizing Productivity**

While the stand-alone features are very impressive in terms of what Matrix can deliver to speed up your workflows, our in-house experts have identified ways to use these features *together in combination*, in common scenarios that an agent faces every day.

For users who have completed our Matrix Basics and Advanced courses, our next-steps Productivity Pack course shows you how to automate the generation and distribution of market intelligence (listing inventories and listing activity) customized to your marketplace and frequency requirements. You will also learn how to quickly generate and publish special reports.

For example, following the steps of our [Buyers Tour Kit](#) combines the Agent Report, Map/Driving Directions and a Quick CMA Report for market intelligence, putting all the information you need in your hands. In addition, your Buyers will receive the Client Report and Map/Driving Directions. You can either email

yourself the reports to have on your mobile device for on the go, print the report or just save it.

Other Productivity Pack highlights:

- Generation and automated delivery of Listing Inventory Reports
- Generation and automated delivery of Listing Activity Reports
- Data including graphics, saved and customized to geography for Market Stats and Trends
- Generation and automated delivery of Listing Opportunity Reports
- Automated notification that tracks and reports Listing Competition
- Streamlining searches through the use of saved Search and Map Search Templates
- Organizing and managing listing data using agent and buyer Carts

We are currently developing our online resources for the Productivity Pack; in the meantime please check our Training calendar for our instructor-led training schedule, or ask your Association about a class near you. To schedule a Matrix Productivity Pack course at your office, please contact [Mark Messimer.](#)