

Real Estate Executive Newsletter

The Professional Resource for Northern California Agents and Brokers

October 3, 2011

MLSListings Selects Cloud CMA for Fast, Easy and Unique Real Estate Property Reports

In late September, MLSListings, Inc. announced the launch of its latest business-building PERKS product, Cloud CMA, by renowned cloud software developer W&R Studios. The integrated application will enable agents to quickly and easily compile and deliver the most up-to-date comparables reports to clients within minutes, whether from a desktop machine or a mobile device.

"As the real estate industry increasingly embraces cloud-based accessory applications, MLSs have taken on a role of vetting products and services that satisfy multiple expectations," said Jim Harrison, president and CEO of MLSListings, Inc. "We're very excited to have identified a comparative market analysis tool that squarely meets our stringent requirements for timeliness, and dependability of information, and delivers an innovative solution that suits the emerging needs of our subscribers for speed, mobility, and ease of use."

"Our goal with Cloud CMA is simple; to make real estate agents look awesome in front of their clients," stated Greg Robertson, co-founder of W&R Studios. "With the personalized reports created by Cloud CMA MLSListings members will showcase a unique set of information unavailable to consumers on the web."

For additional product detail or ordering information, please visit MLSListings' Cloud CMA [PERKS](#) page as well as our other business building products and services.



Over the last few months, MLSListings has added several new products to our PERKS program, as well as introduced new features from existing vendors. These include [DocuSign](#), a cloud-based electronic signature application; [pocketListings](#), a slick, branded mobile app to give to clients for

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MLS-sourced real estate search on the road; and updated offerings from iHomeFinder's [custom IDX websites](#) -- including new SEO indexing for listings to optimize your website, new integrated resources like GreatSchools and Walk Score, and social sharing opportunities via online networks. The products in our PERKS program are evaluated to ensure they meet our strict criteria for best-in-breed service, and represent our ongoing efforts to integrate and offer a variety of products and services to meet any budget and business need. Our PERKS consultants are available for complimentary consultations to help agents choose the best package of products for each individual situation. To schedule an appointment, email perks@mlslistings.com.

Matrix Readiness Update: Training tutorial videos front-and-center, phone alert standing by, and 'speed bump' coming soon



As we continue to prepare for the upcoming cutover to Matrix by November 15, we have several additional actions underway to ensure subscribers are aware and prepared well in advance of the cutover. This week, we will be placing our six most critical training tutorials – each under 8 minutes – on the homepage of pro.mlslistings.com, for easy access.

Additionally, we have prepared a phone campaign to reach subscribers not otherwise engaged with us via our newsletters, billing notices, social channels, or website system announcements, slated to begin in the next several days.

Next week, we will initiate an extra page in the system for users who click on Pro Search – a 'speed bump' to remind subscribers about the upcoming cutover. Users will be able to click through this page and continue their business, but will be reminded that on November 15, the Pro Search link will no longer be available.

All your resources for the Progression to Matrix are available at our [MyNewPro](#) site. With six weeks to go, if you haven't begun your cutover must-do's and training, now is the time!

MLSListings Board Approves New Initiation Fee Increases Effective Immediately

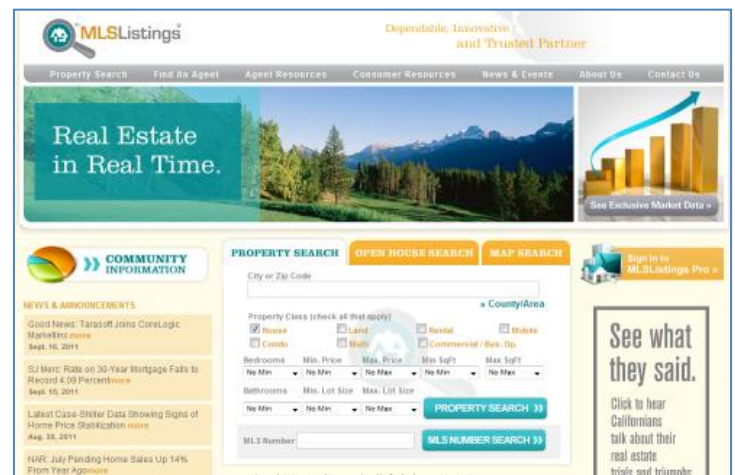
Last week, the MLSListings Board of Directors approved a \$50 increase to our initiation fees, affecting new subscribers who join MLSListings, Inc. on or after October 3, 2011. For existing subscribers who renew their subscription according to our subscriber agreement, there is no change. However, any subscriber whose subscription has lapsed and wishes to restart their subscription will be assessed the initiation fee. These fees should have a very limited impact on existing subscribers.

The Board also approved an increase in annual fees for clerical assistants to \$75 per seat, and an initiation fee of \$25 per new assistant seat, effective for 2012. These fees better reflect the level of MLS access and activity available to assistants and the associated vendor costs for an assistant subscription.

The new schedule of fees PDF is form-fillable, and available in our [Rules and Forms](#) page in the online information portal.

www.MLSListings.com: Delivering better lead-generation for your listings and your service than any other MLS

One of the most important – and often least understood – ways that we serve our subscribers is through lead generation via our public site, www.mslslistings.com. Our site is the only direct-from-the-MLS source of comprehensive real estate information in the greater Bay Area available to the general public. For that reason, it's hailed by [local real estate professionals](#), real estate [media influencers](#) and even our largest [public-search competitors](#) as the best site for reliable real estate information and listing data. The site receives close to 500,000 visits and 4.5 million page views per month from prospective clients looking for homes or visitors interested in current real estate conditions.



Primary objectives

The directives fulfilled by mslslistings.com are very focused. The first is to deliver the real estate industry's most timely and accurate listing data to the public, as well as timely industry news and market data at both the regional and national levels, for public education and context.

The second is to deliver as many visitors as possible directly to our brokers and agents' websites and offices. While many public-facing sites focus on bells and whistles, consumer tools and other do-it-yourself features, we understand that the best resource for a homebuyer or seller is the agent and broker, who intimately know the pulse of their local market and are best positioned to serve that customer's interests.

Optimization and comparison with like MLSs

Evaluating our success relative to industry best practices and comparing our performance to similar MLSs is a key part of ensuring our public site meets its primary objectives. We regularly seek out and receive reports from third parties who analyze our site and recommend areas for improvement.

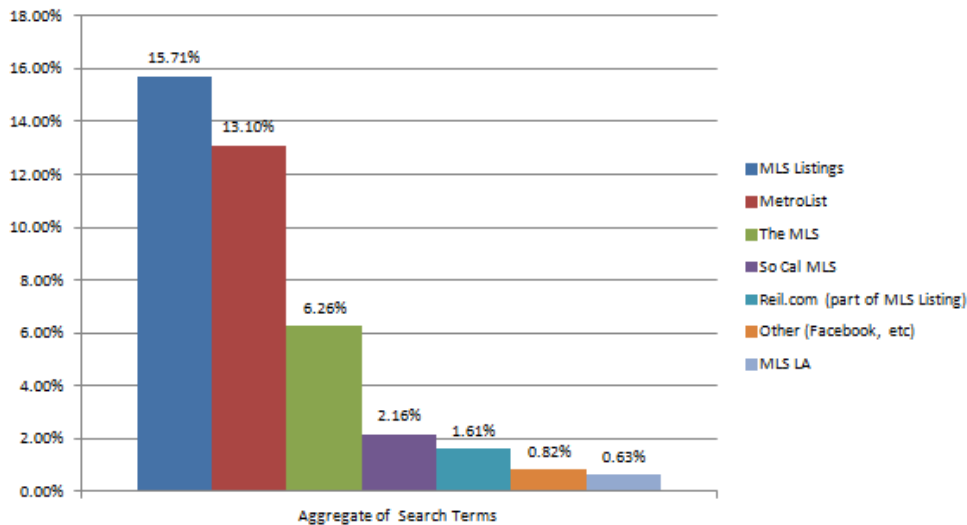
This July, internet analyst firm HubSpot awarded MLSListings.com a grade of 92 out of 100 on overall marketing effectiveness, using a propriety algorithm including over 50 variables including search engine data, website structure, approximate traffic, site performance and others. The firm also cited our Alexa rank (which measures traffic on websites similar to Nielsen ratings for TV) as within the top 1 percent of all websites.



The incorporation of relevant keyword search terms is another primary tactic we use to drive qualified traffic to our site, as a part of our ongoing search engine optimization efforts. Knowing and understanding the primary terms consumers use to search for real estate information, and targeting our content to not only match those terms, but deliver the intended destination as well – is key to optimizing our content. Navigating this particular niche is especially critical as search crawlers become more and more savvy – their algorithms reward those sites who use keywords judiciously and within context with higher rank, and punish those using less “legitimate” keyword density practices.

MLSListings earns top marks in this category as well, among our peers. The WAV Group, a real estate services consulting firm engaged in measuring MLS-to-MLS performance and best practices, among other activities, recently ranked MLSListings’ public site first among California MLSs in delivering traffic via top keywords used in real estate search.

**California MLS Consumer Sites
Top 25 Search Terms**



We continue to regularly monitor our traffic generation practices, including content as well as technical infrastructure, to optimize www.mlslistings.com, as well as to benchmark our public site against the online community and our industry to ensure our subscribers receive the best available advantage from these opportunities.

Ongoing changes and upcoming enhancements

We are continuing to evolve our public site. In late 2009 we launched a major revamp of the website, adding several new important features. Since then we have added several new small-but-significant options. In 2012 we are planning another significant overhaul of the site, to incorporate some of the most popular consumer tools and flows, and to further enhance traffic delivery to brokers and agents.

We have already collected a significant amount of feedback from both subscribers and the public through several rounds of consumer and agent focus groups, online surveys and through our annual customer satisfaction survey, and look forward to sharing our plans and milestones as the project progresses. While we will never be able to match the power and budget of venture-funded sites such as Trulia, Zillow and others, we are focused on our unique value as the most accurate and reliable data available, and our function to deliver leads directly to our subscribers as your dependable, trusted partner in real estate information services.

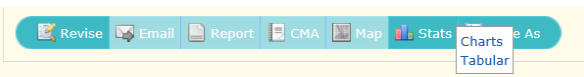
C.A.R. 2012 California Market Forecast

The CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) has released its 2012 California Housing Market Forecast, predicting very slight increases in sales and prices for the state next year, noting funding challenges for residential mortgages as a primary challenge. To read the full report and view the video, click [here](#).

Matrix Enhancement Releases in September

Last month's Matrix enhancement releases contained several important updates and long-requested enhancements for users. Additional details are available in our [Release Notes](#) section on the day following the release, and users can always view recent enhancements via the Matrix News widget in the Matrix Dashboard.

Matrix Tabular Statistics



A new addition to Matrix Stats in the latter half of September, Matrix Tabular Statistics are a group of displays and

reports, containing summaries of key listing data points. These data point summaries can be applied to any set of search results generated from within Matrix, and are accessible from the lower Matrix Search Results toolbar by clicking on the Stats button.

Matrix Tabular Statistics listing data points include:

- List Price
- DOM
- Sale Price
- Bed
- Bath
- Year Build
- Building Square Feet
- Lot Size
- Price / Square Foot

Matrix Tabular Statistics compiles listings data (from up to 2500 search results) based on the search criteria entered by the user, and then applies Minimum, Maximum, Average, and Sum values for each of the listing data-points.

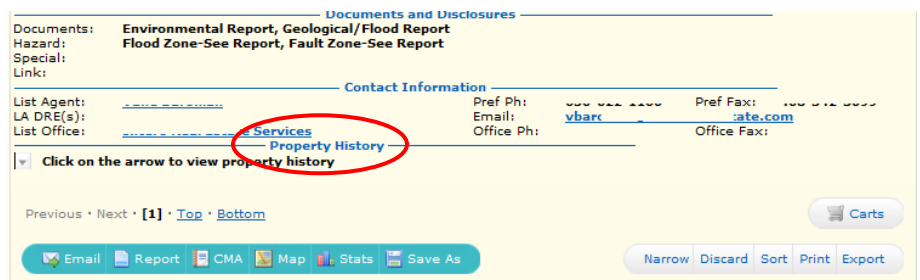
MLSListings offers a complete course on Matrix Stats and how to optimize this powerful tool for your business. More information on Matrix Stats can be found in our Training section of our online information resource, [here](#).

Enhanced Photo Display to show larger photos in the Photo Wheel

Recently we implemented the ability to store property photos with higher resolution in Listing Management (640x480 pixels). Now the majority of active listings in the system are retaining the higher quality photos and we are ready to update the Matrix interface to display these photos in the photo gallery. The photo gallery is accessible from all Displays by clicking the View Photos icon in any search results page or from any Client Portal page. After the implementation on 9/19, users will be able to see the higher quality photo images with no change to their existing workflow.

Property History Display updated for better readability

The Property History Display is accessible from the rollout under each Agent Display as well as from the Property History icon.



Responding to user requests for accurate

and readable property history, the project team made significant configuration changes to better match user expectations. We also added additional checks to ensure that historical events are captured with the highest quality.

Enhancements to Display/ Reports and Agent/ Office Displays

We continue to improve the Displays and Reports in Matrix. In this round, the updates include: HOA Fee field will not show a \$ sign if the field is empty, links to Agent and Office will pull up more information about the Agent or Office, and in the Agent/Office roster the listed website will be linked to open the website. In addition, adjusting the Quick CMA Report to display the COE Date instead of the

length of escrow (LOE) – this adjustment is being made at the request of many users who tell us that indexing comparables by the COE Date is more important.

There are additional configurations and fixes being worked on continuously throughout September. Check the September [Release Notes](#) for a full list.

Good News: Tarasoft Joins CoreLogic MarketLinX

A few weeks ago, Tarasoft and Corelogic MarketlinX [announced](#) that Corelogic has purchased Tarasoft. Nothing will change regarding our Tarasoft MLS system, other than the fact that Tarasoft will be backed by a company with much larger resources.

For those of you unfamiliar with Corelogic, they are the largest provider of MLS services in our industry, offering a wide array of property information, public records, property valuations, geospatial analytics and of course, the innovative Partner InfoNet service, which now showcases more than one million active listings. Corelogic also provides its proprietary Realist® tax information solution to some of the largest MLSs across the country, including MLSListings.

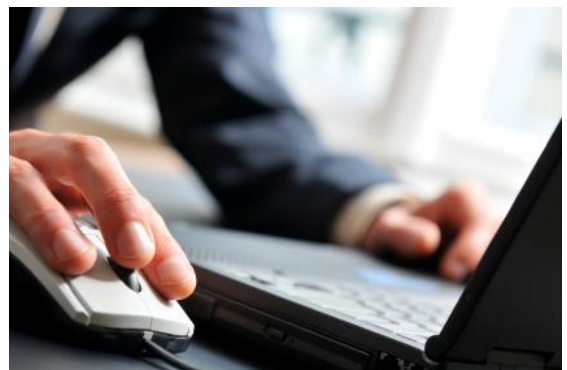
This new alliance and common ownership between Tarasoft and CoreLogic/MarketLinX will benefit MLSListings by giving our subscribers more powerful products, services and integrations. A win-win for everyone involved.

On a day-to-day basis, our current Matrix roadmap activities will be unaffected and we will maintain our ongoing working relationships with the Tarasoft team. In fact, in early 2012 we are slated to introduce some new Matrix product enhancements. We look forward to this new chapter in delivering the industry's best MLS products and services to our members.

“Last Chance for Laptops” Matrix Modules Workshop -- October 11

For those of you who still haven't explored Matrix, we have one final Matrix Modules onsite workshop at MLSListings HQ on October 11. Reserve your space today and bring your laptop!

Each module is 50 minutes long, and will provide in-depth small-group training on a particular area of Matrix. **Users bring and work on their own laptops** during the course, and each module is limited to 12 participants.



Matrix Modules, October 11 at MLSListings, Inc. HQ

| | |
|--|--------------------|
| Matrix Module 1: Homepage | 9:00am to 10:00am |
| Matrix Module 2: Searching | 10:00am to 11:00am |
| Matrix Module 3: Map Search/ Open Forum | 11:00am to 12:00pm |
| Matrix Module 4: Auto Email/ Save Search | 1:00pm to 2:00pm |
| Matrix Module 5: Customization | 2:00pm to 3:00pm |
| Matrix Module 6: CMA/ Open Forum | 3:00pm to 4:00pm |

For more information and to register for one of these modules at our headquarters, visit our [Train at MLSListings](#) page.

Our Outreach and Education Services department has booked close to 150 events this fall to ensure that all subscribers, regardless of office size, have access to Matrix training. It is critical that users plan to attend a series of Matrix training courses to gain a full and complete understanding of not only its basic functions, but the many time-saving options that can help keep you away from your desks and out servicing clients. Check with your Association's calendar to reserve your spot. For our complete training calendar with all the planned events through the end of the year, click [here](#).

We have also significantly enhanced our online [24/7 Training site](#), with additional How To's and Tutorials, as well as Learning Tracks offering users a step-by-step guide to learning Matrix including all related course materials. Make sure you review these resources and get your plan together for your Matrix training – or refresh – before November 15!

Call for Nominations: MLSListings, Inc. 2012 Board of Directors

We are now accepting nominations for our 2012 Board of Directors, and Association Executives are encouraged to submit candidate recommendations to Carol Martin at cmartin@mlslistings.com. Comprised of brokers and Association representatives, the Board of Directors is responsible for providing strategic direction over the long term business plan and day-to-day operations for MLSListings, Inc. and the more than 18,000 agents, brokers and affiliates in northern California that we serve.

The positions open for which we are accepting nominations are:

- 2 positions in the Small Broker category (1-49 agents who subscribe to MLSListings) *John Leahy and Larry Spiteri's terms end in 2011.*
- 1 position in the Medium Broker category (50-399 agents who subscribe to MLSListings) *Bob Stelzer's term ends in 2011.*
- 1 position in the Large Broker category (400+ agents who subscribe to MLSListings) *Larry Knapp's term ends in 2011.*

Our Board of Directors reflects the diversity of the community served by drawing from organizations of differing sizes, marketing models and geographies. The MLSListings Board is made up of 15 Directors.

12 are elected by a Nominating Committee (comprised of MLSListings, Inc. Board and Association representatives), and these seats are held in equal portion—four each—by brokers representing offices with less than 50 agents; offices with 50 to 399 agents and offices with more than 400 agents. The remaining three seats are elected by the Member Nominating Committee (comprised of Association representatives). All terms are for three years.

Nominating Committee-elected Director candidates must be a broker-owner or senior officer of a real estate brokerage firm which subscribes to the services of the corporation.

There is also an Association Director position to fill by the 8 Member association owners.

Upcoming Key Dates

| | |
|------------------|--|
| Oct. 5-7, 2011 | Council of MLS (CMLS) Conference, Tucson, AZ |
| Oct. 19, 2011 | MLSListings Board of Directors Meeting |
| Oct. 27, 2011 | MLS Advisory Group Meeting, MLSListings HQ |
| Nov. 11-14, 2011 | NAR 2011 REALTORS Conference and EXPO, Anaheim |
| Nov. 15, 2011 | Progression cutover to Matrix |

A complete list of regional/national industry events and available registration links can be found on the [Events Calendar](#) at www.mlslistings.com.

Upcoming Training Opportunities

Our Education and Outreach Services team continues to expand the breadth and scope of its outreach to subscribers, providing both training opportunities and informational visits to keep you apprised of the information and tools you need to close deals and sustain and grow your business.

Training events include new agent orientations, Association seminars, webcast tutorials, and hands-on lecture-lab courses. In addition to instructor-led training, we offer a full suite of online resources in the [Training](#) section of our online information Portal to support users before, during and after instruction -- including How Tos and tutorial videos, as well as Learning Tracks to guide users through a multiple-course curriculum.

Look for our ongoing training services on your Association calendars, or visit our [Events](#) page in our enhanced online information Portal for the latest schedule. Onsite training events at individual companies can be scheduled by contacting Mark Messimer at mmessimer@mlslistings.com.

Upcoming Association training events:

- Oct. 5 - Matrix Essentials @ 10:00am
Location: SAMCAR
- Oct. 7 - Matrix Essentials @ 9:00am
Location: SILVAR
- Oct. 7 - Matrix Advanced @ 11:00am
Location: SILVAR
- Oct. 7 - Matrix Masters @ 2:00pm
Location: SILVAR
- Oct. 10 - Matrix Essentials @ 10:30am
Location: SCCAOR
- Oct. 10 - Matrix Advanced @ 1:00pm
Location: SCCAOR
- Oct. 11 - Matrix Modules @ 9:00am to 4pm
Location: MLSListings HQ (see page 8 for details)
- Oct. 11 - Matrix Essentials @ 10:30am
Location: SCCAOR
- Oct. 11 - Matrix Masters @ 1:00pm
Location: SCCAOR
- Oct. 12 - Matrix Essentials @ 9:00am
Location: SILVAR
- Oct. 12 - Matrix Essentials @ 10:30am
Location: PVAOR
- Oct. 12 - Matrix Advanced @ 11:00am
Location: SILVAR
- Oct. 12 - Matrix Advanced @ 1:00pm
Location: PVAOR
- Oct. 12 - Matrix Advanced @ 2:00pm
Location: SILVAR
- Oct. 13 - New Agent Orientation @ 11:00am
Location: SCCAOR
- Oct. 14 - Matrix Essentials @ 9:30am
Location: SAMCAR

- Oct. 14 - Matrix Essentials @ 10:30am
Location: MCAR
- Oct. 14 - Matrix Essentials @ 10:30am
Location: SCCAR Soquel
- Oct. 14 - Matrix Advanced @ 11:30am
Location: SAMCAR
- Oct. 14 - Matrix Advanced @ 1:00pm
Location: MCAR
- Oct. 14 - Matrix Advanced @ 1:00pm
Location: SCCAR Soquel
- Oct. 14 - Matrix Masters @ 2:00pm
Location: SAMCAR
- Oct. 17 - Matrix Essentials @ 9:00am
Location: SILVAR
- Oct. 17 - Matrix Advanced @ 11:00am
Location: SILVAR
- Oct. 17 - Matrix Masters @ 2:00pm
Location: SILVAR
- Oct. 18 - Matrix Essentials @ 10:30am
Location: SCCAOR
- Oct. 18 - Matrix Advanced @ 1:00pm
Location: SCCAOR
- Oct. 19 - Matrix Essentials @ 9:30am
Location: SAMCAR
- Oct. 19 - RPR Essentials @ 10:30am
Location: SBCAOR
- Oct. 19 - Matrix Advanced @ 11:30am
Location: SAMCAR
- Oct. 19 - Matrix Essentials @ 1:00pm
Location: SBCAOR
- Oct. 19 - Matrix Masters @ 2:00pm
Location: SAMCAR

- Oct. 21 - New Agent Orientation @ 10:00am
Location: SBCAOR
- Oct. 21 - New Agent Orientation @ 10:00am
Location: SILVAR
- Oct. 21 - Matrix Essentials @ 10:30am
Location: SCCAR Soquel
- Oct. 21 - Matrix Advanced @ 1:00pm
Location: SCCAR Soquel