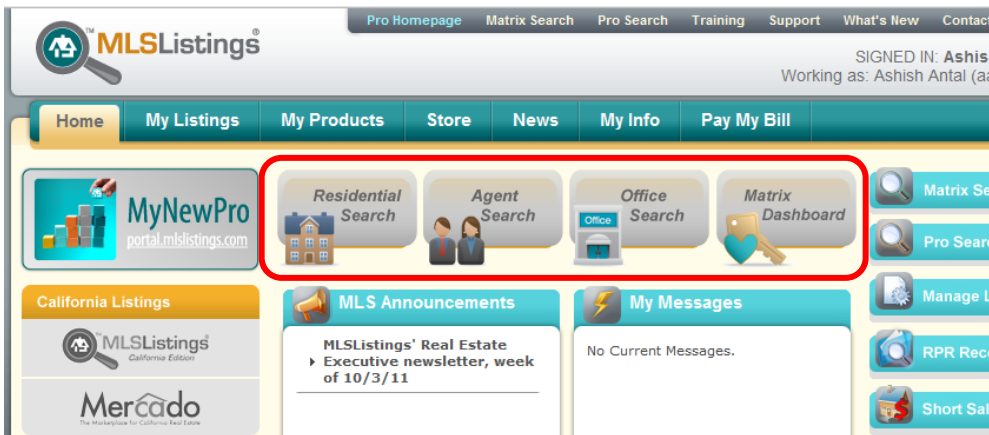


Matrix Links Coming to Pro Homepage the Evening of 10/31 Mean 'Fewer Clicks'

On Monday evening, 10/31, we will be implementing several system enhancements as part of our ongoing effort to address key user feedback requests in Matrix. Most significantly, we're adding four links at the top of the Pro homepage to help subscribers quickly and easily get to the screens in Matrix they access most.



In the above graphic, the **Residential Search** button lands directly into the Matrix search screen that enables users to search for Single Family, Townhome and Condo properties.

The **Agent Search** button goes to Agent Roster search screen. Correspondingly, the **Office Search** button goes to Office Directory search screen.

Matrix Dashboard continues to the user-customized front page in Matrix, offering quick access to the specific features

each user has set up within Matrix -- such as favorite searches, custom statistics, carts, and market watch counts.

The Dashboard also automatically shows the most recently emailed contacts, and visitors to your Matrix Client Portals.



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Happy
Halloween!

In addition to the new Matrix links from the Pro Homepage, after 10/31 users will notice the updated position of the Messages space, to give prominence to important personal notices such as listing photo reminders and COE expiration warnings, as well as important system announcements such as maintenance events. The promotional video space will be moved below the Messages space on the post-login Pro homepage.

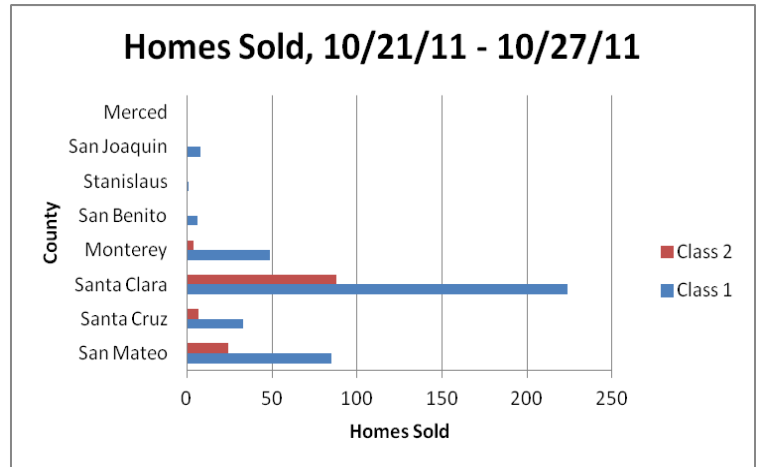
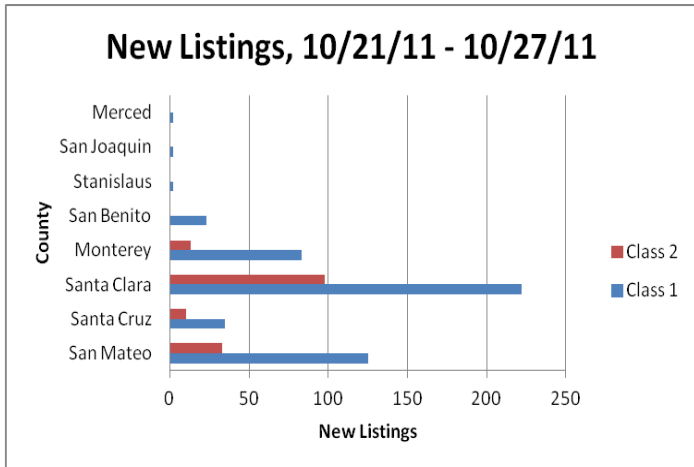
The 10/31 maintenance event also adds some key enhancements to Matrix, requested by users:

- The **Auto Email Subject Line** is expanded from 50 to 200 characters, so users may include additional information with the Auto Email that goes out to their clients. *Remember that the subject line will remain the same with each mailing, unless you change it within Auto Email Settings.*
- By user request, we have updated the **auto email template** to move the 'Link to Portal' above the agent's signature in the auto-email. Additionally, for agents using Concierge Mode, the 'personal note' space will now appear first, above the template text. We also updated many of the Agent-only notifications to have better instructions; for example, if an auto-email becomes deactivated, the email alert to the agent will note how to re-activate the auto-email.
- Three new **special columns** are now available for selection when building your Custom Display, so that you can show the View Virtual Tour, To Property History, and To Realist icons. Custom Display Builder is found under My Matrix > Settings.
- In Map search and map results, the new **Parcels on/off checkbox** will enable users to unclick the Parcel Boundary layer. Because the Parcel Boundary layer is an overlay on top of Bing Maps, occasionally the parcel lines cover parts of a Street Name. Deselecting the checkbox will make the parcel lines disappear. Reselecting will show parcel lines again. *Note that Parcel Boundary is only available in 2D format; parcels will not show when you are in the default "show angled view".*

Full details on these enhancements and other minor bug fixes will be available in our [Release Notes](#) section on the day following the release.

Weekly Sales and Listing Statistics

For the week beginning October 21, 494 new Class 1 listings and 154 new Class 2 listings were posted in the eight counties* represented by MLSListings, Inc. In addition, 406 Class 1 properties were sold and 123 Class 2 properties were sold. Total weekly sales volume for classes 1 and 2 for all Home Counties was \$319,943,041 and the average sales price was \$604,807 for classes 1 and 2 combined.



**as of 10/31/2011, 10:30 am. Data represents listings posted to MLSListings' MLS.*

Progression to Matrix: What You Need to Know on November 15



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. 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.

The progression to the new technology platform was initiated in response to subscriber requests for more/better functionality and the emerging needs of the evolving marketplace for real estate information services.

This new platform 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.

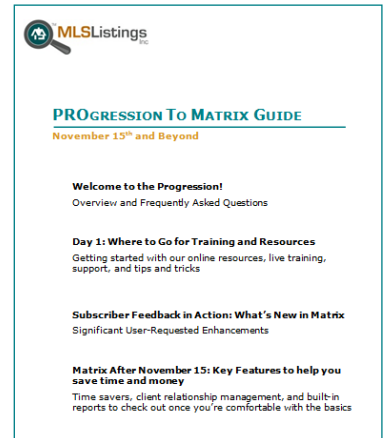
Key Must Do's Before November 15

If you haven't already, please review our [Matrix By Nov. 15](#) preparation article on MyNewPro. Specifically, any contacts, saved searches and auto emails stored in Pro must be converted to Matrix before the cutover. We have step-by-step instructions on these as well as resources to learn the fundamentals of Matrix so agents can be comfortable working in the new system.

Progression Guide

We have developed a [Progression Guide](#), slated for distribution this week by email to all subscribers and subsequently available in our online information Portal, containing all the information you will need to assist subscribers in making a smooth transition. It includes the following components:

- Overview and Frequently Asked Questions
- Day 1: Where to go for Training and Resources, Support and Tips
- Subscriber Feedback in Action: What's New in Matrix
- Matrix After November 15: Key Features to Help Save Time and Money



C.A.R. Legal Brief: Participation in Private MLSs/ MLS Clubs



With the advent of the Internet and social networking, many REALTORS® have noticed the development of online private MLS groups, such as Producer's Forum, that operate outside of the MLS.

Oftentimes, these private groups set up certain rules for membership such as requiring that the listings submitted through the club can be marketed exclusively to the club and kept off MLSs that only select individuals can participate and that offers of compensation meet certain minimums. Furthermore these same private group members are, for the most part, members of established MLSs governed by MLS rules and the REALTORS® Code of Ethics (COE).

In response to this growing trend of online private MLS groups, the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) has developed a legal brief reminding agents and brokers of the various MLS and COE rules implicated by participation in these private MLSs, as well as the legal concerns and risks.

We encourage you to review this briefing document, found at the C.A.R. website at www.car.org/legal/mls/legal-brief-private-mls-clubs/, for specific guidance.

September 2011 Market Indicators Report

Note to subscribers: The National Association of REALTORS has elected to discontinue its quarterly Economic and MarketWatch analysis reports for our market. As a result,

MLSListings recently began publishing for our subscribers our County Indicators Report on a monthly basis. Look for this report in the Real Estate Executive newsletter and our online information portal in 'What's New'.

MLSListings' September 2011 County Indicators Report, based on performance in Monterey, Santa Clara, San Mateo, San Benito and Santa Cruz counties, reveals some significant drops in inventory and new listings from last year. While partially attributable to seasonal fluctuations, this may be a trend to watch as we move into the traditionally slower business cycle. San Benito remains hard hit (sales volume), as do Morgan Hill and Gilroy where REOs and Short Sales make up between 50% and 60% of active listings.

Closed Sales – Single Family

Compared to the same month last year, San Mateo County showed the most strength with a 25% increase in Closed Sales. San Benito had the largest drop at 12% and Monterey sales dropped 4%. There were negligible changes in Santa Clara, which remained flat, and Santa Cruz County was up one percent.

Compared to the same month last year, Single Family sales decreased in all Home Counties except in San Benito County where they were up just 5%. Closed Sales were down 15% in both Santa Clara and Santa Cruz Counties, and down 6% and 5% respectively in San Mateo and Monterey Counties.

The following chart shows the largest number of Closed Sales in the Home Counties for the month of September beginning in 2004. The comparison at the bottom shows the percentage difference between 2011 vs. the highest number of sales in the range. (Numbers highlighted are the largest data point in that range).

<i>Home Counties - Single Family Closed Sales</i>					
	Monterey	San Benito	San Mateo	Santa Clara	Santa Cruz
Sep '04	314	75	588	1473	264
Sep '05	327	78	507	1339	224
Sep '06	156	35	398	887	134
Sep '07	78	16	254	506	78
Sep '08	308	66	298	902	143
Sep '09	385	42	395	1026	174
Sep '10	267	49	324	836	139
Sep '11	255	43	405	839	140
2011 vs. Highest # Sales	-33.8%	-44.9%	-31.1%	-43.0%	-47.0%

Inventory

Compared to the same month last year, Inventory was down in all Home Counties for the second month in a row. Santa Clara County showed the largest drop at 20%, followed by San Mateo County with a drop of 16%. San Benito

County inventory was down 13%, Monterey County down 12%, and Santa Cruz County down 10%.

Compared to last month, there were slight fluctuations of Inventory in the five Home Counties with the exception of San Benito where there was a 12% drop. (Side note: San Benito County had zero sales of condos/townhomes in September). Inventory was up just 1% in San Mateo County from last month, down 4% in Santa Cruz County, down 2% in Monterey County, and down just 1% in Santa Clara County.

The following chart shows the highest inventory in the Home Counties for the month of September beginning in 2004. The comparison at the bottom shows the percentage difference between 2011 vs. the largest number in the range. (Numbers highlighted are the largest data point in that range)

Home Counties - Single Family Inventory					
	Monterey	San Benito	San Mateo	Santa Clara	Santa Cruz
Sep '04	1104	189	1050	2680	764
Sep '05	1584	252	1229	3060	929
Sep '06	2437	428	1543	3926	1300
Sep '07	2733	475	1709	4875	1263
Sep '08	2741	452	1927	5772	1283
Sep '09	1499	228	1544	3432	947
Sep '10	1877	309	2091	4812	1073
Sep '11	1651	269	1750	3856	971
2011 vs. Highest # Inv.	-39.8%	-43.4%	-16.3%	-33.2%	-25.3%

New Listings

Compared to the same month last year, New Listings were down in all of the five Home Counties for the second month in a row. San Benito County showed the largest drop at 31%, Santa Cruz County followed at 22%, San Mateo County was down 18%, Santa Clara County down 17%, and Monterey County was down 5%.

Compared to last month, New Listings were also down in all the Home Counties. San Benito County showed the largest drop at 26%, followed by Santa Cruz with a 23% drop. Monterey County dropped 13%, San Mateo dropped 4%, and Santa Clara County dropped 2%.

The following chart shows the largest number of New Listings in the Home Counties for the month of September beginning in 2004. The comparison at the bottom shows the percentage difference between 2011 vs. the largest number of new listings in the range. (Numbers highlighted are the largest data point in that range)

Home Counties - Single Family New Listings					
	Monterey	San Benito	San Mateo	Santa Clara	Santa Cruz
Sep '04	419	92	697	1822	286
Sep '05	570	121	817	2250	400
Sep '06	487	116	777	2006	294
Sep '07	441	109	698	1730	266
Sep '08	658	119	758	1889	297
Sep '09	477	67	612	1422	219
Sep '10	389	81	696	1531	229
Sep '11	371	56	574	1264	179
2011 vs. Highest # List	-43.6%	-53.7%	-29.7%	-43.8%	-55.3%

Median Price

Compared to the same month last year, there was a drop in Median Price in all five Home Counties except in Monterey County where there was a 12% increase. Both Santa Clara and San Mateo County median prices dropped 9%, Santa Cruz County dropped 6%, and San Benito County Median Price dropped 5%.

Compared to last month, Monterey County median price increased 11%, San Benito County increased 3%, and Santa Cruz County increased a slight 1%. San Mateo County decreased 14%, and Santa Clara County median price decreased 5%.

The following chart shows the highest Median Price level in the Home Counties for the month of September beginning in 2004. The comparison at the bottom shows the percentage difference between 2011 vs. the highest median price in that range. (Numbers highlighted are the largest data point in that range)

Home Counties - Single Family Median Price					
	Monterey	San Benito	San Mateo	Santa Clara	Santa Cruz
Sep '04	\$575,000	\$520,000	\$750,000	\$630,000	\$639,000
Sep '05	\$680,000	\$590,000	\$865,000	\$733,000	\$750,000
Sep '06	\$680,000	\$574,500	\$833,000	\$769,000	\$750,000
Sep '07	\$672,950	\$525,000	\$909,359	\$845,000	\$702,500
Sep '08	\$280,000	\$320,250	\$755,000	\$600,000	\$475,000
Sep '09	\$225,000	\$270,000	\$698,500	\$565,000	\$535,000
Sep '10	\$250,000	\$275,000	\$713,500	\$624,500	\$525,000
Sep '11	\$280,000	\$260,000	\$646,000	\$570,000	\$495,000
2011 vs. Highest Med \$	-58.8%	-55.9%	-29.0%	-32.5%	-34.0%

Days on Market

Compared to the same month last year, Days on Market decreased 29% in San Benito County, increased by 6% in Santa Cruz County and 5% in Monterey County, and remained flat in both San Mateo and Santa Clara Counties.

Compared to last month, Days on Market increased by 22% in San Mateo County and 11% in Santa Cruz County, remained flat in Santa Clara County, and dropped by 19% in San Benito County and 2% in Monterey County.

Merced, Stanislaus, and San Joaquin Counties – Single Family

Merced, Stanislaus, and San Joaquin County data have been combined into one set of graphs. (Sept. 2009 – Sept. 2011)

The number of properties for sale in the Three County Area was down 51% in September, slightly down from 53% in August, and the number of sold properties was down 70% in September compared to 63% in August. The largest number of Closed Sales for the two-year period occurred in September 2009 at 63. There were 19 sales in September. New listings were down 46% at 44 for September 2011. The largest number of new listings occurred in March of 2010 at 114. Properties under contract dropped 14% to 38. Average Days on Market increased 210% for the two-year period, and Median Price dropped 18% to \$155,000. Central Valley market data is based on listing activity for MLSListings subscribers only, for the Three County areas.

San Francisco, Districts 1 – 10, Single Family (Sep 2009 – Sep 2011)

The number of properties for sale increased 7% from September 2009 to September 2011. The number of sold properties is relatively consistent, and increased 2% this September, compared to September of 2009. There were 190 sales in September 2009 and 193 in September of 2011. New listings were up 2% at 386, and properties under contract were up 28% at 244. Median Price dropped 6% to \$670,000 in September 2011 compared to \$715,000 in September of 2009. Days on Market were down 12%. There are roughly 3 months of inventory, which is down 22% from September 2009.

Note: Data is tabulated from the 5th of the month to the 5th of the following month, primarily to account for late corrections and additions by agents; these updates are often not included in most market reports. MLSListings' County Indicators report reflects the most current information on the day the reports are generated.

Matrix Readiness Update: Association and MLSL HQ Training



As we continue to prepare for the upcoming cutover to Matrix by November 15, we have implemented several additional actions to ensure subscribers are aware and prepared well in advance of the cutover. Our most critical training tutorials are prominently displayed on the homepage of pro.mlslistings.com, for easy access.

Our phone campaign and 'speed bump' reminder in the Pro Search link are additional reminders to users that on November 15, the Pro Search link will no longer be available. And resources are always available online at our [MyNewPro](#) site.

Make this week the one you schedule your Association training. Our events [calendar](#) has the latest schedule.

Association Matrix training events

Here are the upcoming from now till the cutover (check with your Association for times and details):

CVAR (Central Valley) – Nov. 15
MCAR (Monterey) -- Nov. 8, 15
PVAOR (Pajaro Valley) -- dates TBD
SAMCAR (San Mateo) -- Nov. 2, 9, 15
SBCAOR (San Benito) -- Nov. 1, 11
SCCAOR (Santa Clara) -- Nov. 4, 7, 8, 14, 15
SCCAR (Santa Cruz) -- Nov. 4, 14, 15
SILVAR (Silicon Valley) -- Nov. 4, 8, 15

**Space is limited
-- book your
Association
training today!**

Train at MLSL HQ: Matrix Easy 1, Easy 2, Easy 3

We have hosted several hands-on, bring-your-own-laptop courses over the past several months. Users have found this format to be exceptionally beneficial in that they can apply what they've learned immediately in class. Our Matrix Easy courses are slow, step by step instructional workshops, as opposed to our overview seminars. Our last series of Matrix Easy courses on-site before the cutover to Matrix is being held November 11. Seating is limited; to reserve your space, email trainingevents@mlslistings.com.

Our online [24/7 Training site](#) is another great resource to supplement and/or gain advance knowledge for these courses, offering How To's and Tutorials, as well as Learning Tracks providing users with a step-by-step guide to learning Matrix. We're less than 30 days out – now is the time to prepare!

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](#).

PERKS Update: Point2 adds syndication partners, live webinars; iHomeFinder launches IDX for WordPress

Our PERKS program vendors not only offer best-in-class business products and solutions that can help you build, manage and grow your business – they also continue to update their offerings and provide additional features. Included in this update are new training resources and syndication partners from Point2, as well as a new feature from iHomeFinder, offering customized IDX specifically for an existing WordPress site and including the enhancements in lead capture, search engine optimization (SEO) and social sharing via Facebook and Twitter.

MLSListings IDX for WordPress

This month, our partner in website solutions, iHomefinder, launched our new IDX for Wordpress product line, offering elegant IDX search customized for an existing WordPress site. MLSListings IDX for WordPress works with many themes, installs in 30 seconds with the 'instant-on' process, and features drag-and-drop widgets for search and property listings display. Because the search is not framed, all SEO 'credit' goes straight to your site, improving site rank in search engines, and the product allows social media sharing via Facebook and Twitter, with customizable lead capture. Additional features include email alerts, showing requests, property organizer and more. Agent and Pro Agent versions available. For more information view the online [demo](#) or contact [iHomefinder](#) to get started. To learn more about WordPress, click [here](#).

Point2

In a recent newsletter to MLSs, Point2 provided its most recent list of syndication partners, as well as updates about new webinars available to clients.

Free live webinars

Each month, subscribers are invited to attend one of the numerous webinars hosted by Point2. In these presentations, a live speaker explains Syndication, its value and how it pertains to them as a member benefit offered by MLSListings. Information on advanced Point2 product types is also made available, along with a webinar special offer for attendees, should they decide to upgrade. At the culmination, the presenter holds a Q&A session to answer any questions. This week, the webinars are hosted twice daily, Monday through Thursday. For a list of upcoming webinar times and dates, click [here](#).

Syndication Partner Update

Here is the latest update to the Point2 Syndication Network: Live Partners

Adicio.com
Backpage.com (manual Partner)
Bilingual Marketing Group and VivaReal.com
CampusHomesOnline.com (Homes near College
and University Campuses)
Clickable Directories, Inc.
CLR Search
ConsumersGuideToRealEstate.com
Craigslist (manual partner)

DataSphere (formerly SecondSpace Corporation) - (aka LandWatch.com and ResortScape.com)	Oodle
eBay (manual paid syndication)	Ovlix.com
eBay.ca (manual paid syndication)	PCS Real Estate Services
ePropertyStop.com	Point2Homes.com
Cyberhomes	HouseHunting.ca
Foreclosure.com	PropertyShark.com
FrontDoor.com	propertyfeast.com (India only)
Google - Adwords options available	R2RRealEstate.com
Homefinder.ca (Canada Only)	RE605.com (specific to area code 605 in South Dakota)
Homefinder.com	Real Estate Active
HomeGain.com	RealEstateChannel.ca (Canada)
HomeHippo.com	RealTown
HotPads.com	RealtyShowcase.tv
HousingBlock.com	RealtyPin.com (Formerly knowYourNewHome.com)
Real-Buzz.com by Immobil.com	RealtyStore.com/Ultraforeclosures.com
JunoDomains.com	Relocation.com
Kazork	RentCompass.com (Canada)
thehousingpages.com	Trader Corporation (homeTRADER.ca)
LakeHomesUSA.com (includes OceanHomesUSA.com and RiverHomesUSA.com)	Trovit.S.L. (United States, Canada, Argentina, Mexico, Columbia)
ListingFree.com (previously NewsyHomes.com)	Trulia.com
MBG Partners, LLC (Mexico Buyer's Guide)	Vast.com
MilitaryFSBO.com	Zillow Yahoo! Real Estate
Mitula (US, Canada, Mexico, Portugal, France, India)	Zoocasa (Canada only)
New York Times - Paid syndication	
MoveThatBlock.com	

Upcoming Key Dates

Nov. 2, 2011	MLS-Association BRIDGE Meeting, MLSListings HQ
Nov. 11-14, 2011	NAR 2011 REALTORS Conference and EXPO, Anaheim
Nov. 15, 2011	Progression cutover to Matrix is live

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