

December 19, 2011

Reciprocal Access and Offer of Compensation Expands This Week to Two More Southern California MLSs: The MLS/CLAW™, Sandicor

This week, MLSListings is slated to complete integration allowing reciprocal guest user access to two more southern California MLSs: The Combined L.A./Westside MLS (The MLS/CLAW™) and Sandicor.



MLSListings Reciprocal Access Dec. 2011

CLAW to MLSListings' reciprocal access roster covers listings in geographically overlapping areas not necessarily listed in CRMLS, providing a more comprehensive coverage area for our subscribers.

In addition to access, MLSListings' new MLS reciprocity agreement with CLAW and SANDICOR also extends the offer of compensation and cooperation among all reciprocal participants in MLSListings, CRMLS, SANDICOR and CLAW.

The MLS/CLAW™ is REALTOR® owned by three shareholders: Beverly Hills Greater Los Angeles Association of REALTORS®, Malibu Association of REALTORS®, and Southwest Association of

Reciprocal access is a collaboration among MLSs to provide new opportunities and increased visibility for their members. Our reciprocal access program extends exposure of local listings to other markets, as well as the ability to search more listings on behalf of local clients who are relocating or interested in vacation properties and second homes in other markets.

Since 2010, MLSListings subscribers have had reciprocal access to listings in Los Angeles, Ventura, Orange and San Bernardino counties via the California Regional MLS (CRMLS), formerly MRMLS. The addition of

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MLSlistings offices will be closed Dec. 23 and 26 and Jan. 2 for the holidays. Season's Greetings!

REALTORS. Sandicor is owned by the four Associations of REALTORS® serving San Diego County: East San Diego County Association of REALTORS®, North San Diego County Association of REALTORS®, Pacific Southwest Association of REALTORS® and the San Diego Association of REALTORS®.

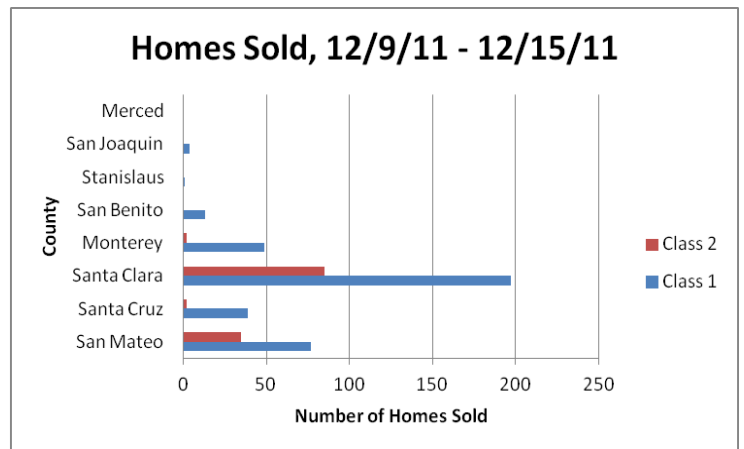
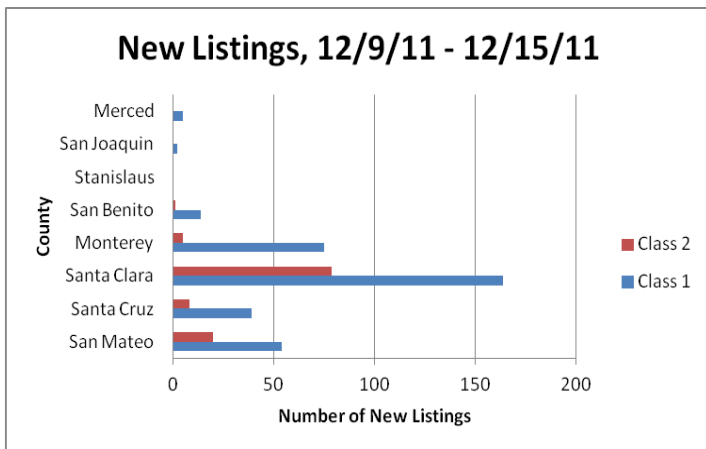
After logging in at Pro.mlslistings.com, users will be able to access The MLS/CLAW and Sandicor MLSs via buttons in the left hand navigation of the Pro homepage. For each, our dedicated 'Guest access' account is a communal one available to all MLSListings subscribers, and these privileges allow users to search homes, print reports and perform many other functions available via these MLS systems. **However it should be noted that a guest account is a shared account, so users should not save anything to the account that they would not want to share with other users.**

MLSListings is collecting links to user guides and other pertinent information which will be helpful to our users when accessing CLAW and Sandicor MLSs; this information will be posted in our Support portal as it becomes available. Additionally, our customer support team will be available to assist users in basic functions in both the CLAW and Sandicor MLS systems as a service to our subscribers.

Full details on system enhancements and fixes are posted in our [Release Notes](#) section of our online information Portal following each release.

Weekly Sales and Listing Statistics

For the week beginning December 9, 466 new Class 1 listings and 113 new Class 2 listings were posted in the eight counties* represented by MLSListings, Inc. In addition, 380 Class 1 properties were sold and 124 Class 2 properties were sold. Total weekly sales volume for classes 1 and 2 for all Home Counties was \$292,874,060 and the average sales price was \$581,099 for classes 1 and 2 combined.



*as of 12/19/2011, 2:24 pm. Data represents listings posted to MLSListings' MLS.

State of the Art Virtual Tours Now Available from VirtualTourCafe through MLSListings' PERKS Program

This week, MLSListings is launching the latest offering from our PERKS suite of best-in-class products and services to help you build your business: VirtualTourCafe, an online do-it-yourself virtual tour service to automate the process of marketing yourself and your listings.

VirtualTourCafe offers real estate professionals a smart advantage with automated marketing tools to deliver virtual property listings using social media, smart phones and video channels. The intuitive, integrated service allows users to easily create a virtual tour, e-Flyer and YouTube-style video in under 15 minutes.

VirtualTourCafe is social media and social networking integrated – offering QR codes and smart tours automatically created for you, using highest quality, full-screen high-definition.

All virtual tours include branded and unbranded tour links; choice from over two dozen "Tour" themes; agent and broker branding; 1 year free hosting; background music; narration; free panorama stitching software; full 360 and partial panorama support; floor plans; online image editor; zoom and pan on all images; social media/social networking integration and much more...PLUS unlimited support, personal training, and live webinars.

VirtualTourCafe is available via MLSListings' [Store](#) this week, and more information along with screenshots and demos are available on our [PERKS](#) site once the product is live in the Store.

iBox Lockbox Upgrade and Listing Modifications: User Action Required

As an Authorized [Lockbox](#) Provider, your Association may have already informed you of the upgrade to the Supra iBox.

In addition to physically changing the lockbox to the new iBoxes, it is important that agents also update the showing instructions of their active and pending listings in the MLS.

Last month, MLSListings added [Supra iBox](#) and [Supra iBox Bluetooth](#) checkboxes as choices in listing management.

Please update listing management for each of your listings, as follows:

- Step 1: Remove any checkmarks on Gray Lockbox, Blue Lockbox, and Supra LockBox.
- Step 2: Check the appropriate new lock box choice.

The screenshot shows a form titled "Showing Instruction & Special Info" with a list of checkboxes under the heading "*Showing Instr:". The checkboxes are arranged in two columns. The first column includes: No LockBox, Supra LockBox, Key in Listing Office, Call First-Then LockBox, Appointment Only, Call Listing Agent, Go Direct, Locked Main Entrance Gate, and Do Not Disturb Occupants. The second column includes: Restricted Hours, 24-Hour Notice Required, Make Offer Subject to Inspection, Gray LockBox, Blue LockBox, Other Showing Instructions, Supra iBox, and Supra iBox Bluetooth. A red dotted arrow points from the text "Step 1: Uncheck these" to the checkboxes for Restricted Hours, 24-Hour Notice Required, Gray LockBox, and Blue LockBox. A blue dotted arrow points from the text "Step 2: Choose one of these (if applicable)" to the checkboxes for Supra iBox and Supra iBox Bluetooth, which are highlighted with a blue box.

We encourage you to update your listings as soon as possible. If you have any questions, please contact MLSListings Compliance at 408-874-0200 option 5

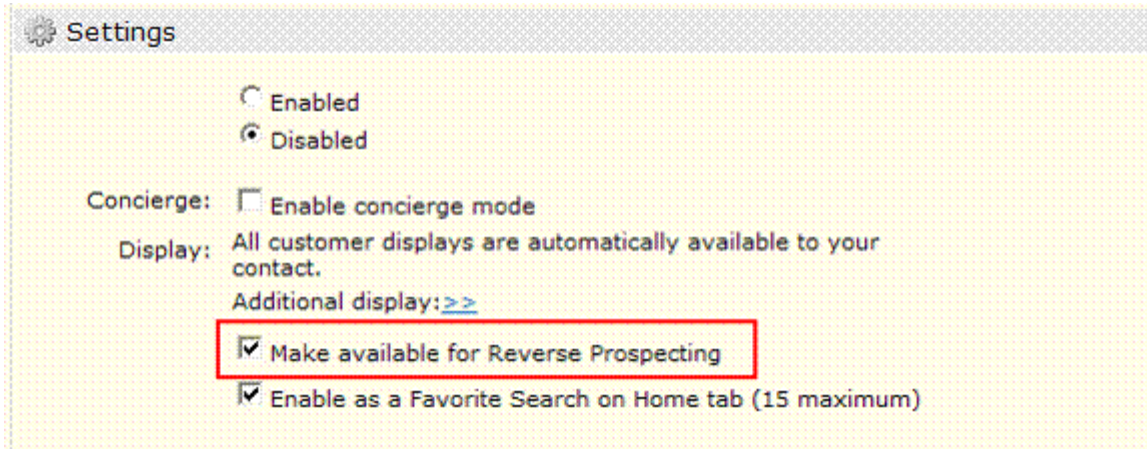
Reverse-Prospecting for Agents Coming Mid-January for Matrix Auto-Emails

One of the benefits of the Matrix built-in client relationship management system is the ability to track listing activity in the Client Portal – specifically, whether an emailed listing has been viewed by a client, marked as a favorite or removed. This feature provides significant advantage to the buyer’s agent, in terms of being able to gauge the client’s interest in the listings being sent to them.

Beginning in mid-January, we will be adding a feature that allows the listing agent to see which agents have sent his/her listing on to their clients via auto-email. This provides an additional metric for the listing agent to provide to the seller in terms of more qualified exposure of their listing to agents, and also enables the listing agent to follow up with those agents who are interested in their listing. This feature has been long-requested by many of our subscribers, and provides an additional linkage between listing agents and buyers agents; potentially leading to additional transactions.

Users may opt out

Beginning January 17, all agents will be automatically enrolled in reverse prospecting, and it will be enabled for each auto-email under 'settings'. However it may not be the choice for everyone. Beginning January 17, users who do not wish to have their auto-email activity exposed to listing agents can remove this visibility by un-clicking the 'Enable Reverse Prospecting' checkbox for each auto-email. See the below screen shot for details.



It is important to note that Reverse Prospecting reveals only agent details, not client information. Below is an example of the type of information provided via a Reverse Prospecting report.

Reverse Prospect Results for 81141298						
These are agents who have AutoEmails that match your listing. Result Count shows you how many listings their search returns. They can find the Auto Email ID in their Saved Searches under the My Matrix tab.						
12541 CORBETTA LANE						
First Name	Last Name	Auto Email ID	Result Count	Email	Office Name	Office Phone
Bahador	Askarinam	20460	10	danaskari@aol.com	Referral Realty	408-996-8100
Wenda	Puzzo	21846	15	wenda@wendapuzzo.com	Coldwell Banker-PA Downtown	650-325-6161
Yu Mike	Pan	37409	15	mike.pan@qcreinc.com	GD Commercial Real Estate Inc	408-955-9900
Angelina	Wolff	34108	21	awolff@interorealestate.com	Intero Real Estate Services	650-947-4700
Suzana	Kubota	37313	24	suzana.kubota@cbtnorcal.com	Coldwell Banker-Los Gatos	408-355-1500
Suzana	Kubota	40222	25	suzana.kubota@cbtnorcal.com	Coldwell Banker-Los Gatos	408-355-1500
Joseph G	Colgan	39791	25	joetherebroker@yahoo.com	Zip Realty Inc	800-225-5947
Katalin	Horvath	31619	27	kathy@khorvath.com	Campi Properties	650-941-4300
Patrice	McNulty	37884	27	pat.mcnulty@cbtnorcal.com	Coldwell Banker Los Altos	650-941-7040
Ing Jie	Chen	37010	28	ichen@happyvoo.com	Ing Jie Chen, Broker	408-505-1176
Dante	Drummond	37387	29	ddrummond@cbtnorcal.com	Coldwell Banker-PA Downtown	650-325-6161
Laura	McCarthy	38452	31	lmccarthy@apr.com	Alain Pinel Realtors	650-941-1111
Celia	House	42480	40	celiahouse@yahoo.com	MLS Listings, Inc.	408-874-0200
Bryan	Sweeley	36974	43	bsweeley@ZipRealty.com	Zip Realty Inc	800-225-5947
Julie	Qiao	39093	44	julie.qiao@yahoo.com	Julie Qiao, Broker	408-436-7888
Yu Mike	Pan	37406	44	mike.pan@qcreinc.com	GD Commercial Real Estate Inc	408-955-9900
Mia	Banks	40697	48	miabanks1@gmail.com	Coldwell Banker-Menlo Park-El	650-324-4456
Mark	Jongsma	25321	48	mark@markjongsma.com	Intero Real Estate Services	408-741-1600
Begona	Paez-Vasquez	12705	53	Begona@aol.com	Realty World-BPV	650-961-6179
Benjamin	Wang	20908	55	benwang1111@gmail.com	Lexicon Homes	408-489-1111
Lauren&Jaclyn	40334	55		lauren@campi.com	Campi Properties	650-941-4300

We encourage your feedback and suggestions on these and all our system enhancements. To provide comment, please use our [Contact Us](#) form.

Free Stocking Stuffers from MLSListings' PERKS



This holiday season, spend some time exploring some of the free products and services that are available to MLSListings subscribers through our [PERKS](#) program. Many of the products we feature offer a base-level option at no charge—a no-risk benefit. Here is a list of products you can be taking advantage of right now. Our vendors know that once you try them out and see what they can do, you just may want to work the premium version into your 2012 business plan.

Electronic Signatures via DocuSign

DocuSign is an electronic signature platform that entirely replaces paper transactions with a fast, efficient digital solution. DocuSign electronic signatures work with your existing form creation process to give you a fast, complete and trusted way to conduct business. It works the way you do and can handle last minute revisions, without delaying a sale.

The DocuSign Global Network and eSignature solution is legally-binding following the United States Federal E-SIGN Act of 2000, and its cloud-based electronic signature solution meets the requirements of various countries around the world. To date, more than 4 million real estate transactions have been DocuSigned.



DocuSign for Realtors offers both a free version and a paid version, the Professional Edition. The free version has all the features and functionality of the Professional Edition, with one key exception: in the free version, the sending capacity is limited to 5 envelopes. An "envelope" is anything sent out at one time requiring a signature. Additional information on [DocuSign](#) is available in our PERKS page.

Free Virtual Tours with VirtualTourCafe

Our newest PERKS program partner, VirtualTourCafe, offers a free basic version of its state-of-the-art property presentation suite, mentioned in more detail in the launch article on page 3. With VirtualTourCafe, users can create a virtual tour, e-Flyer and YouTube-Style video in under 15 minutes.



All virtual tours include: Tour links; choice from over two dozen Tour themes; agent and broker branding; 1 year free hosting; background music; narration; free panorama stitching software; full 360 and partial panorama support; floor plans; online image editor; zoom and pan on all images; social media/social networking integration and more. The Premium version adds a YouTube-Style video and an e-flyer...PLUS unlimited tours, support, personal training, and live webinars. For more information visit [VirtualTourCafe](#) in our PERKS site.

Professional Cloud CMAs Integrated with MLS Data

Available to MLSListings subscribers since September, Cloud CMA is an easy way to generate amazing reports that will help real estate agents win more listings and write more offers.



Cloud CMA personalized reports include: CMAs, Buyer Tours, Property Reports and Flyers. These unique reports blend MLS data with other content from top websites like Google, Yelp, Zillow, and Walk Score. Real estate agents also have the ability to create Cloud CMA reports by simply sending an email. Users can personalize reports with dozens of report themes, fonts and styles, plus create and add their own report pages. Cloud CMA is free to try, and requires zero installation – the free version just includes watermarks. Try it today! For more information click [here](#).

Free Faxes with MongoFAX

Do your clients prefer emails over faxes? Do you want to make electronic copies of your paperwork? Use MongoFAX and take advantage of this special member benefit to our subscribers for free.



MongoFAX converts any faxed document to a multi-page PDF that can be emailed to any recipient with an email address – ideal for working with clients who don't have a fax machine. Agents can also use MongoFAX as a tool to create backup copies of important documents by faxing paperwork to their own email address.

MongoFAX is easy to use and requires no usernames or passwords. Users simply print out MLSListings' dedicated MongoFAX cover sheet, then fill out the recipient(s)' email address, and finally fax the cover sheet and document(s) to the dedicated MongoFAX Gateway number found on the bottom of the cover sheet. The recipient will then receive your fax in their email inbox, with the document as an attached pdf.

The free MongoFAX cover sheet is available only to MLSListings subscribers, in the [My Products](#) page of pro.mlslistings.com.

Try out these products, and review all our subscriber offerings on our PERKS site at <http://portal.mlslistings.com/perks>.

Realtor.com Login: Look for MLSListings

Have a Realtor.com account? Your login process has been updated.

In the MLS identifier field, choose "MLSListings", rather than San Jose as your home MLS.

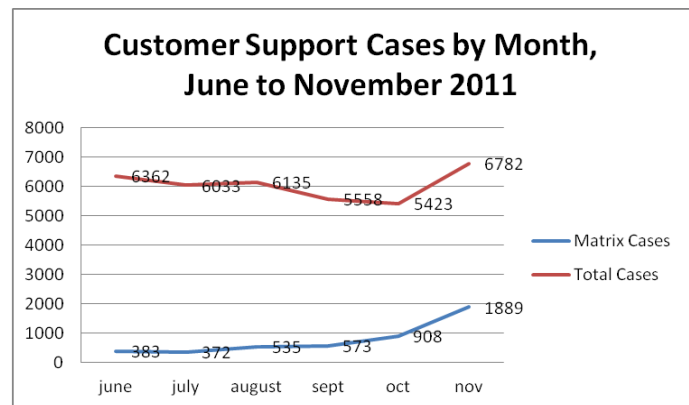
By the Numbers: Progression to Matrix a Success

Here at MLSListings we have focused a significant portion of resources over the last year toward ensuring this year's Progression on November 15 transpired as smoothly as possible. From our development teams working with our counterparts at Matrix on system enhancements, to our outreach and support staff gauging and anticipating user needs on cutover day, to our communications and training teams focused on making sure our customers were well-informed and had the information they needed at their fingertips, this endeavor was certainly an all-hands-on-deck event months in the making. In addition to anecdotal reports, we used a host of quantified data resources to measure the success of our efforts and adjust mid-stream as necessary.

Customer support cases

Tracking user sentiment via volume and tone of customer support calls at every stage was one of the ways in which we gauged the pulse of our subscriber base.

By and large, subscribers focused their efforts on learning Matrix. The chart at right displays the total number of customer support cases logged over the past several months, compared with the level of Matrix-specific cases. While our number of Matrix calls increased, the overall call level has remained relatively flat; additionally, our Customer Support department has reported that the majority of the Matrix-related calls were training oriented, and less than 1 percent of callers were registering a complaint.



User access volume

We compare these data points with the number of users logging in to Matrix, which increased significantly over the past year and most profoundly in the two months prior to cutover. The Google Analytics display below tracks visitors to Matrix from October 1 through November 30, marking a significant increase on cutover day and another following the Thanksgiving holiday. We tracked over 13,000 unique visitors on cutover day alone.



With the caveats that different devices (i.e. a home desktop versus an office machine versus a mobile device) will each return a unique visitor, and that consumers visiting Matrix through the client Portal are also included, this figure nevertheless represents a large number of MLSListings subscribers accessing the site on any given day, in proportion to the number of customer support calls registered.

24/7 Self-help resources

Another key figure in tracking adoption of the new system has been the subscriber use of our online self-help resources in the Portal and in our YouTube site. Our [Training](#) site tracked more than 50,000 pageviews from October 1 through November 30, with a similar increase on November 15; the average visitor viewed three pages, each containing a How To, Tutorial video, or other training resource.



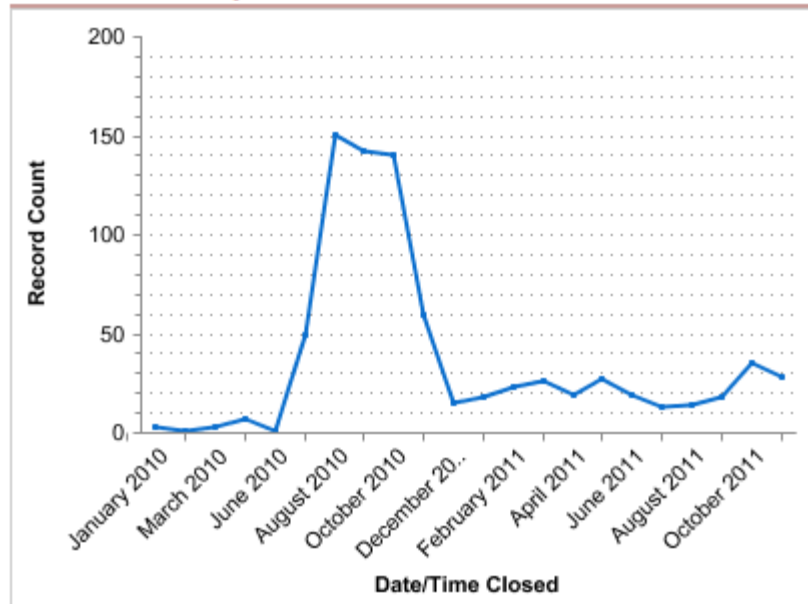
Subscriber feedback - escalations

Subscriber feedback has also played a significant role in the development and enhancement of Matrix over the past two years, contributing to the ease with which subscribers today are adopting the new system. The below chart highlights the number of cases escalated to our Product Management team -- enhancements and feature requests which came in just prior to our previous cutover timeline last year.

Many of these suggestions were explored, designed and implemented into the system over the past year, and all subscribers can be grateful to those individuals who have spent the time to voice their opinions and suggestions on improving the system for all. It's clear that the majority of the concerns have been addressed, as evidenced by the relatively low number of requests in the past few months as compared to the same period last year.

We will continue to solicit, monitor and incorporate subscriber feedback and system activity in the months ahead as new features and future enhancements to MLSListings Matrix system – our real estate search system – are developed. Stay tuned to this newsletter for previews of upcoming features, descriptions of enhancements, and news on additional training opportunities and ways Matrix can help you grow your business.

Escalate to PM by escalation month



Subscriber requests for Matrix enhancements and feature improvements – January 2010 through November 2011

Matrix Learning Opportunities – December 2011



As the seasonal slow-down takes hold this December, it's the perfect time to set aside a few hours to explore our Matrix training opportunities, become proficient in the new system, and customize it to your business needs.

Our [MyNewPro](#) site offers a quick path to learning Matrix, including links to learning the most basic functions. It can be accessed via the above link, or from the MyNewPro button on the Pro Homepage.

Additionally, 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.

For those already versed in the basics, visit our [Training](#) site – featuring all of our Matrix How To's and Tutorials. Our [Learning Tracks](#) category is the best place to start, listing the important functions to learn organized by user level -- whether you're a beginner, advanced or masters user. You can also search for the topic you're interested in via the search field at the top of the page.

Matrix Made Easy : Click a tutorial below

Basic Search	Search Results	Saving Searches /Results
Map Search	Auto Email	Quick CMA

MLSListings Video Channel VIEW MORE

Our How To section has recently been updated to include a [How To Table of Contents](#) – a directory of the more than 50 individual step by step instructional we have developed to help walk users through the various features of Matrix. In addition, we have added a series of new Tutorials, including Filtering and Sorting, Advanced Search Fields, Header and Footer options and more, and created a [Tutorial Table of Contents](#) for quick reference.

Instructor-Led Training

We are hosting instructor-led training courses at most Associations in December, and the January events will be posted shortly – check our [Training Calendar](#) for the most up to date schedule and register with your Association to reserve your space!

Customer Support (866) 734-5787

If you get stuck, our call center is available Monday through Friday, 8am to 6pm, (Tuesdays till 5pm) 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.

MLSListings December Holiday Hours



MLSListings' offices will be closed December 23 and 26, and January 2 in observance of the holiday season. Limited customer support will be available during these times at (866) 734-5787 via our after-hours phone service (providing basic functions only such as password reset and other system-related needs).

Upcoming Key Dates

Dec. 21, 2011	MLSListings Board of Directors Meeting, MLSL HQ
Jan. 11-13, 2012	Inman R.E. Connect, New York, NY
Jan. 18-21, 2012	C.A.R. Winter Meetings, Indian Wells, CA
Jan. 25, 2012	MLSListings Board of Directors Meeting, MLSL HQ

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

Training Events: January 2012 Scheduling Now Available

Training events include new agent orientations, seminars, and hands-on lecture-lab courses. In addition to instructor-led seminars, we offer a full suite of online resources including How-Tos and tutorial videos available on our [Training](#)

section of our online information portal. We encourage you to promote our ongoing training services on your Association calendars, and to visit our [Events](#) calendar for the latest schedule.

In addition to our regular Association training classes, MLSListings offers onsite training events at individual offices, and we are currently scheduling for the month of January 2012. Classes can be booked by contacting Mark Messimer at mmessimer@mlslistings.com.