

## State of the Art Virtual Tours Available This Week 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



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

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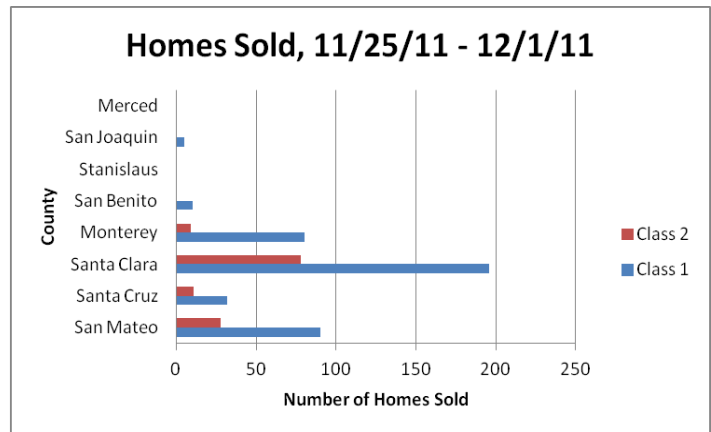
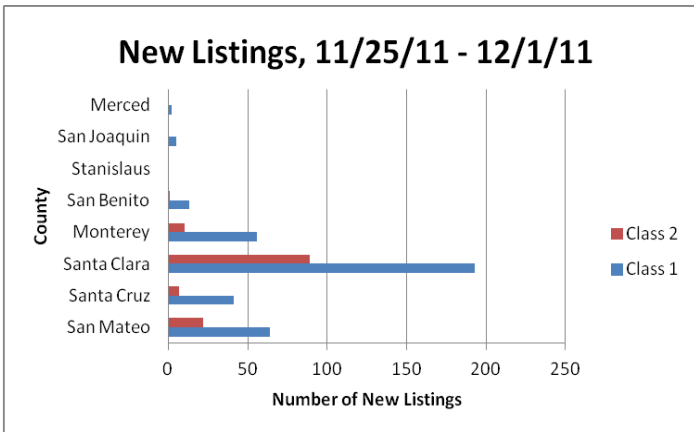
**Upcoming Training Events**

much more...PLUS unlimited support, personal training, and live webinars.

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

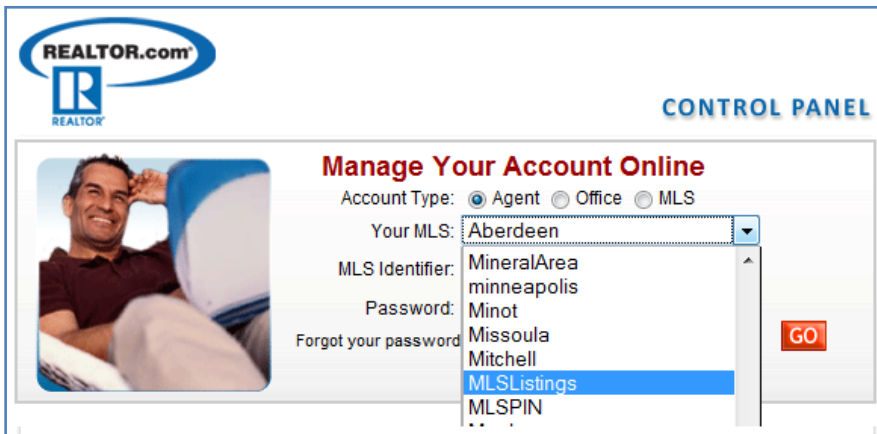
### Weekly Sales and Listing Statistics

For the week beginning November 25, 374 new Class 1 listings and 129 new Class 2 listings were posted in the eight counties\* represented by MLSListings, Inc. In addition, 413 Class 1 properties were sold and 126 Class 2 properties were sold. Total weekly sales volume for classes 1 and 2 for all Home Counties was \$299,969,022 and the average sales price was \$556,529 for classes 1 and 2 combined.



*\*as of 12/2/2011, 3:25 pm. Data represents listings posted to MLSListings' MLS.*

### 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.

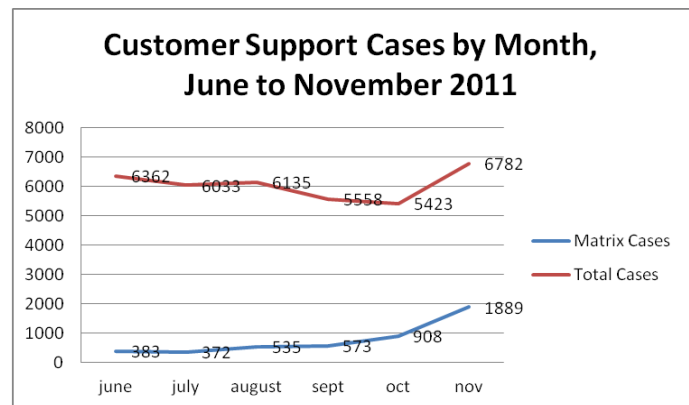
## By the Numbers: Progression to Matrix a Success

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 the above 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.

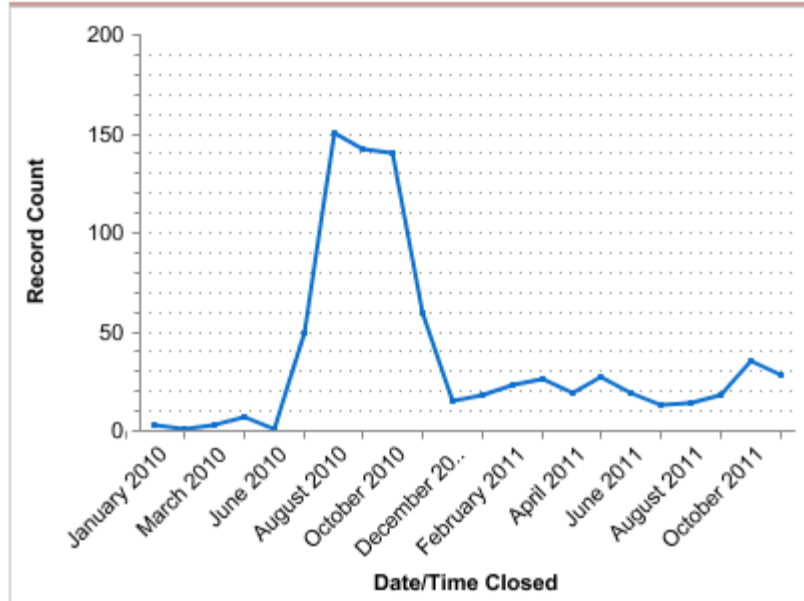
Many of these suggestions were explored, designed and implemented into the system over the past year, and all subscribers can be grateful to those individuals who have spent the time to voice their opinions and suggestions on improving the system for all. It's clear that the majority of the concerns 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.

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

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



## 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](http://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

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](#)

masters user. You can also search for the topic you're interested in via the search field at the top of the page.

**Instructor-Led Training**

We are hosting instructor-led training courses at most Associations in December – register with your Association to reserve your space! Below is the current schedule of events:

LOCATION	DATE	START TIME	COURSE
MCAR	7-Dec	10:30	MATRIX ESSENTIALS
MCAR	7-Dec	1:00	MATRIX ADVANCED
MCAR	15-Dec	10:30	MATRIX ESSENTIALS
MCAR	15-Dec	1:00	MATRIX ADVANCED
MLSListings HQ	8-Dec	9:00	MATRIX EASY 1
MLSListings HQ	8-Dec	11:30	MATRIX EASY 2
MLSListings HQ	8-Dec	2:00	MATRIX EASY 3
SAMCAR	5-Dec	9:30	MATRIX ESSENTIALS
SAMCAR	5-Dec	11:30	MATRIX ADVANCED
SAMCAR	5-Dec	2:00	MATRIX MASTERS
SAMCAR	20-Dec	9:30	MATRIX ESSENTIALS
SAMCAR	20-Dec	11:30	MATRIX ADVANCED
SAMCAR	20-Dec	2:00	MATRIX MASTERS
SBAOR	9-Dec	10:30	MATRIX ESSENTIALS
SBAOR	9-Dec	1:00	MATRIX ADVANCED
SCCAR	9-Dec	10:30	MATRIX ESSENTIALS
SCCAR	9-Dec	1:30	MATRIX ADVANCED
SCCAOR	7-Dec	10:30	MATRIX ESSENTIALS
SCCAOR	7-Dec	1:00	MATRIX ADVANCED
SCCAOR	15-Dec	10:30	MATRIX ESSENTIALS
SCCAOR	15-Dec	1:00	MATRIX ADVANCED
SILVAR	1-Dec	1:30	MATRIX ESSENTIALS
SILVAR	14-Dec	9:30	MATRIX ESSENTIALS
SILVAR	14-Dec	11:30	MATRIX ADVANCED
SILVAR	14-Dec	2:00	MATRIX MASTERS

**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, 2011 as well as January 2, 2012 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](http://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](mailto:mmessimer@mlslistings.com).