

Real Estate Executive *Newsletter*

The Professional Resource for Northern California Agents and Brokers

January 23, 2012

MLS Source Mobile App Coming Mid-February

At last – the MLS in the palm of your hand! MLSListings has partnered with leading mobile and web developer DoApp to provide our subscribers with a free native mobile app that provides direct-from-the-MLS listing information, including private remarks and showing instructions for agents. The app is currently being tested by our MLS Advisory Group and local members of NAR’s Young Professionals Network (YPN), and is slated for general availability in mid-February.

MLS Source is Northern California’s first and only direct-from-the-MLS real estate app, providing the most accurate, up to date, and comprehensive real estate listing data in the counties it serves: Monterey, San Benito, San Mateo, Santa Clara, and Santa Cruz, as well as listings in Stanislaus, San Joaquin and Merced Counties.

Key Features:



MLS-sourced listing data, updated hourly

Search nearby for instant comparables

Multiple map views

Driving directions and routing

Save searches and favorites

Search REOs and Short Sales (agent version)

Open House search coming soon

The initial release includes native iPad/iPhone versions, with Android and mobile enabled Web (WAP) versions to follow. Stay tuned for more information to come!



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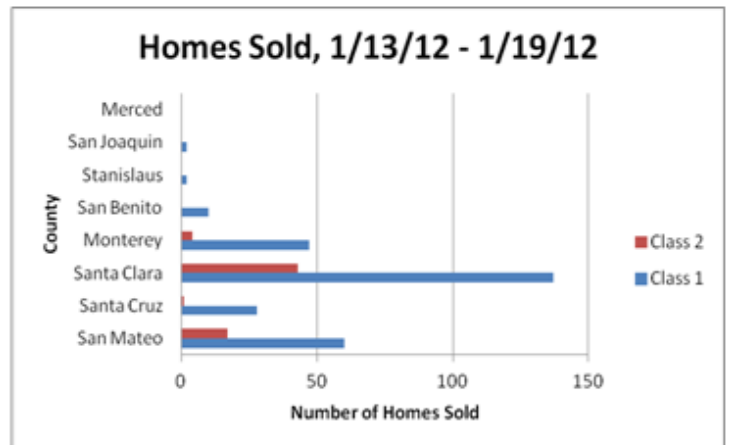
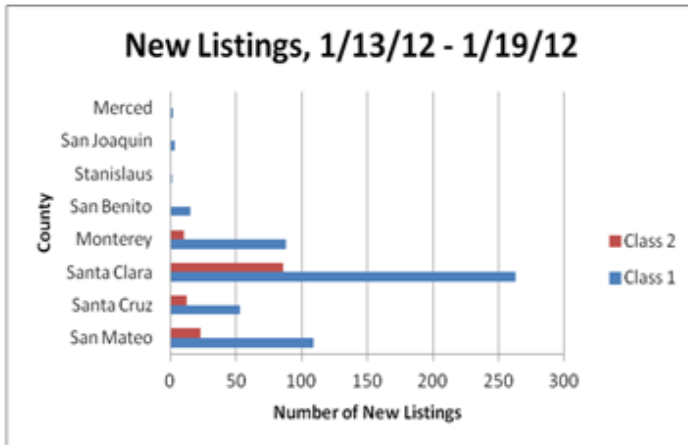
Weekly Market Data

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Weekly Sales and Listing Statistics

For the week beginning January 13, 534 new Class 1 listings and 131 new Class 2 listings were posted in the eight counties* represented by MLSListings, Inc. In addition, 286 Class 1 properties were sold and 65 Class 2 properties were sold. Total weekly sales volume for classes 1 and 2 for all Home Counties was \$209,550,151 and the average sales price was \$597,009 for classes 1 and 2 combined.



**as of 1/20/2012, 4:00 pm. Data represents listings posted to MLSListings' MLS.*

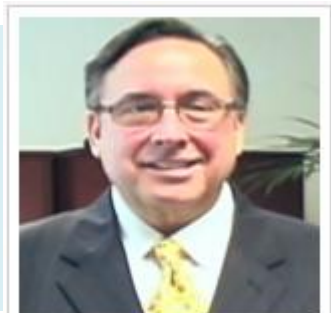
Video Message from Chairman Robert Bailey Offers 2012 Views

MLSListings' Pro Homepage features a video message for subscribers from 2012 Board Chairman Robert Bailey, sharing the vital role the MLS plays in serving the real estate industry, MLSListings' ongoing vision, and goals for 2012. It also touches on the benefits of Matrix to both agents and consumers, and the necessity of providing both REALTORS® and consumers with the access they need to real estate information through the multiple channels used today – including computers, iPads, smart phones and other devices. To view the video visit the homepage at pro.mlslistings.com.

Legal Update: Producers Forum and other Private MLS Clubs A Message from Jim Harrison

While MLSListings has great respect for the ability to use technology to advance the business of real estate, we agree with legal guidance from the California Association of REALTORS® (CAR) which suggests that a broker or agent using private MLSs should use extreme caution.

Companies such as Producers Forum walk a fine line of risk in the use of MLS data that can prove to be real estate



Jim Harrison, President and
CEO, MLSListings, Inc.

quicksand for an unsuspecting broker or agent. In addition, it has been falsely reported that I am in support of their product. I have never supported this product or products like Producers Forum.

As CAR states, "The law imposes on an agent the overall fiduciary duty to act in the best interest of one's client, in this case, the seller. Usually, a greater exposure to the market increases the likelihood of getting the highest price on the best terms for the seller because more prospects will know of the property's availability and therefore more people will express an interest in or make an offer on the property. Theoretically, narrowing the band of buyer prospects by only marketing through a "private MLS" negatively affects the seller by reducing the pool of potential purchasers."

At [MLSListings](#), we take it a step further. We do not agree with the use of private MLSs and we strongly urge you to avoid these operations. We believe that the risk of violating fiduciary duty is much higher than the return on these limited operations.

Sincerely,

*James Harrison, RCE, CAE
President and CEO
MLSListings Inc*

Editors note: *We encourage you to review the CAR legal briefing document, at www.car.org/legal/mls/legal-brief-private-mls-clubs/, for specific guidance.*

Additional East Bay Classes Coming January 23 to California Edition

MLSListings continues to enhance California Edition, our seven-MLS search site incorporating listing information from Bay East, BAREIS, Contra Costa, EBRDI, Metrolist, San Francisco and MLSListings MLSs. Our latest update is slated for January 23, and adds several commercial classes from the East Bay, including East Bay Commercial, Business Opportunity, and Multi 5+ Unit classes into the aggregated system. The final remaining class, Commercial Lease, is slated for inclusion in early February, and will complete the data compilation among these seven MLSs, which has been a multi-year technical endeavor stemming from the cooperative agreements between the MLSs to provide a single search point for northern California listings.

Lockbox Agreement Expands Access Across MLS Borders

This month, MLSListings and six other Northern California MLSs have announced a cooperative program for 60,000 real estate professionals participating in Northern California data share agreements to access lockboxes throughout Northern California. The agreement concludes three years of negotiations.

The seven Multiple Listing Services entered into regional data sharing and exchange arrangements in 2008 to provide membership-level access to each other's MLS systems throughout Northern California. Members from MLSListings, Inc., the Bay East Association of REALTORS® MLS, Contra Costa Association of REALTORS® MLS, EBRDI, the San Francisco Association of REALTORS® MLS, BAREIS MLS® and MetroList® benefit from the exchange arrangement.



The reciprocal arrangement allows MLS members to receive a cooperative code and electronic key privileges from the participating organizations without having to be a member of the cooperating agency. Membership in a primary participating MLS confirms professional status to other MLSs in the Northern California marketplace. All of the participating MLS organizations utilize the SUPRA lockbox system, which helped resolve technical issues in providing access.

Cooperating your key at any one of the following MLSs or at their Associations/Service Centers will grant you lockbox access at all of them:

- MLSListings®
- Bay East Association of REALTORS® MLS
- Contra Costa Association of REALTORS® MLS
- EBRDI
- San Francisco Association of REALTORS® MLS

The reciprocal efforts in Northern California have been driven by changes in the real estate market that revealed a need to have both locally-focused and customized MLS services, as well as access to multi-regional data. The lockbox access agreements are made possible in large part due to cooperative efforts among each MLSs Association partners, including MLSListings' Association owners:

- Central Valley Association of REALTORS®
- Monterey County Association of REALTORS®
- Pajaro Valley Association of REALTORS®
- San Benito County Association of REALTORS®
- San Mateo County Association of REALTORS®
- Santa Clara County Association of REALTORS®
- Santa Cruz County Association of REALTORS®
- Silicon Valley Association of REALTORS®

MLSListings Signs Agreement with CoreLogic for Partner Infonet

This month, MLSListings signed an agreement with CoreLogic, a leading provider of consumer, financial and property information, to participate in its innovative Partner InfoNet program. Partner InfoNet creates enhanced risk management products for mortgage lenders, servicers and capital markets. Providing direct-from-the-MLS data helps the industry as a whole by ensuring the most accurate and timely information is being used by these institutions as they make critical decisions that impact the transaction process. For more information, click [here](#).

MLSListings Announces 2012 Officers, Board of Directors Led by Chairman Robert J. Bailey



Robert J. Bailey

We are pleased to announce our 2012 board of directors, led by Chairman Robert J. Bailey, managing broker for Bailey Properties, one of the largest real estate services companies in Santa Cruz County. MLSListings relies on the guidance of the industry's most experienced and successful leaders to help shape the policies, products and services needed by our membership and the real estate community; and advance new initiatives for professional services that benefit both agents as well as the public in their search for homes for sale, and in home selling services.

Robert Bailey joined the MLSListings board of directors in 2008 as a director, and also served in 2011 as chairman of the board. He currently serves as the 2012 Chair, Marketing Forum for NAR and serves as the 2012 board of directors Chair for the Real Estate Business Services Inc. (REBS), a subsidiary of C.A.R., focusing on educational services and products for the real estate industry. In addition to these roles, he is a former board of directors Chair and current member of zipLogix, a subsidiary of REBS, which develops and markets electronic real estate forms and transaction management systems. Robert served as the 2002 President of the California Association of REALTORS®, and is a recipient of its Honorary Director for Life Award.

"Robert Bailey's leadership has been exemplary as a board director, and particularly as chairman this past year at MLSListings, and his ongoing guidance will continue to be a great benefit to our customers and the local real estate industry," said James Harrison, MLSListings, Inc. President and CEO. "His vision and expertise is instrumental as MLSListings moves forward with its commitment to provide our agents and brokers with the most extensive, powerful and reliable multiple listings service model in the real estate industry, so they can offer the best, most innovative service to their clients."

Other 2012 Officers of the Board of Directors for MLSListings include John Pinto, Realty World/ John V. Pinto & Associates, Chairman Elect; Larry Spiteri, Legacy Real Estate Associates, Secretary; Karl Lee, Realty World Results Pros,

Treasurer; and Bill Aboumrad, Legacy Real Estate Associates, Immediate Past Chairman.

New Directors for 2012 include Bill Bluhm, Bratty and Bluhm Real Estate; Larry Klapow, Intero Real Estate; and Quincy Virgilio, Keller Williams. Additionally, Kim DiBenedetto, Coldwell Banker/Del Monte Realty has joined the Board as a new Associate Director for 2012.

Other 2012 directors include Jim Harrison, President & CEO, MLSListings, Inc; Mike James, Coldwell Banker Residential Brokerage; Julia Truesdale Keady, Alain Pinel Realtors; Lisa Keith, Red Hawk Real Estate; Robert Stelzer, Keller Williams Palo Alto; John Thompson, Intero Real Estate Services; and Dave Walsh, Alain Pinel Realtors.

MLSListings Board Secretary Larry Spiteri Named REALTOR® of the Year

Congratulations to Larry Spiteri, honored by the Contra Costa Association of REALTORS® as REALTOR® of the Year. Spiteri is currently the Director of Business Relations at Legacy Real Estate Associates, and also serves as 2012 Secretary for the MLSListings Board of Directors and on its executive committee. He has served the real estate industry in the greater Bay Area for 18 years. Kudos for this well-deserved recognition!



Walk Score Coming Soon to Matrix Reports



Walk Score®

MLSlistings has partnered with WalkScore to integrate the popular neighborhood information and ranking program with our listing information and reports. We are in the final stages of integration, and when complete in the coming weeks, each property's unique Walk Score will be visible in the Agent Full and Client Full reports in Matrix. Plans also include integration with our www.MLSListings.com public website later this year. Stay tuned!

Reciprocal Access Update: Paragon 5 Now Live for Bay East, Contra Costa and EBRD Recip Access

On January 17, the Bay East Association of REALTORS®, CCAR and EBRDI upgraded their MLS system to Paragon 5. Users who use our reciprocal agreement with these MLSs to access East Bay listings via the Paragon system

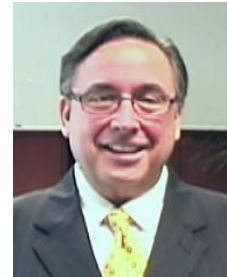
will notice some user interface differences. We are working to identify user guides and other resources available via these other MLSs, and as they become available, we will post them in our [Training portal](#) under 'Other MLS.'

Executive Leadership News: New Additions, Appointments and Promotions

As the real estate marketplace and economic conditions evolve, we at MLSListings continue to anticipate, adapt and position our MLS to best serve the needs of our subscribers, and represent your voice in regional and national arenas. We are excited to share some important staffing news with you on these fronts.

Jim Harrison Appointed to Several Key NAR Committees for 2012

MLSListings President and CEO Jim Harrison has recently been appointed to key NAR committees in 2012, including continuing leadership on the Multiple Listing Issues and Policy Committee as well as a coveted position on its newly-formed MLS Technology and Emerging Issues Subcommittee. He has also been appointed to serve on NAR's Association Executives Recommendations and Recognition subcommittee charged with identifying Association Executive leaders to serve as NAR's leadership and for recognition for their contributions to the industry.



Jeremy Crawford Promoted to Chief Operations Officer



Jeremy Crawford, who joined us last March as Chief Information Officer, has been promoted to Chief Operations Officer. In his brief time with MLSListings, Jeremy has been instrumental in key infrastructure updates and security revisions to ensure seamless delivery of our systems and service, both today and well into the years ahead. In his expanded role he will apply his analysis to business process reviews and enhancements to further streamline our day-to-day workflows and help us serve you better.

Myra Jolivet Joins MLSListings as Vice President, Public Affairs

We are pleased to introduce a new Vice President of Public Affairs, Myra Jolivet. Myra brings to MLSListings more than 25 years of executive-level marketing, public relations and communications experience, and will be strategic resource for us in building the brand and reputation of the MLS, both locally and on a national stage. Additionally, she will have management responsibility of Marketing, Communications, Outreach, Training and Industry Relations to ensure the strategic coordination of all our external teams.



Myra's career in communications began as a television news anchor and reporter, covering local and national news. She later served as a political strategist, spokesperson and advisor, serving two of the city of Houston's mayors as well as the first Congressional campaign for the Honorable Sheila Jackson Lee. She has also represented major corporations and organizations such as Shell Oil, the Port of Houston, and Variety Club International among others, as spokesperson and strategic communications/ publicity counsel, and the American Red Cross of Greater Los Angeles as Chief Marketing Officer.

In 2004 Myra began working in the real estate industry, for the Houston Association of REALTORS® (HAR) as its Chief Communications Officer. While there, she elevated the position and prestige of HAR and its subscribers to among the highest in the country, by increasing their media coverage, designing and executing a highly successful television campaign targeted at promoting the image of REALTORS®, and managing crisis communications. Most recently, she served as the Vice President, Public Affairs for the Pacific West Association of REALTORS®.

Myra has produced multiple Emmy Award-winning specials during her broadcast career. She holds a bachelor of arts in Radio and Television from the University of Louisiana, Lafayette and has been actively involved with a number of community organizations. She is a native of Berkeley, California.

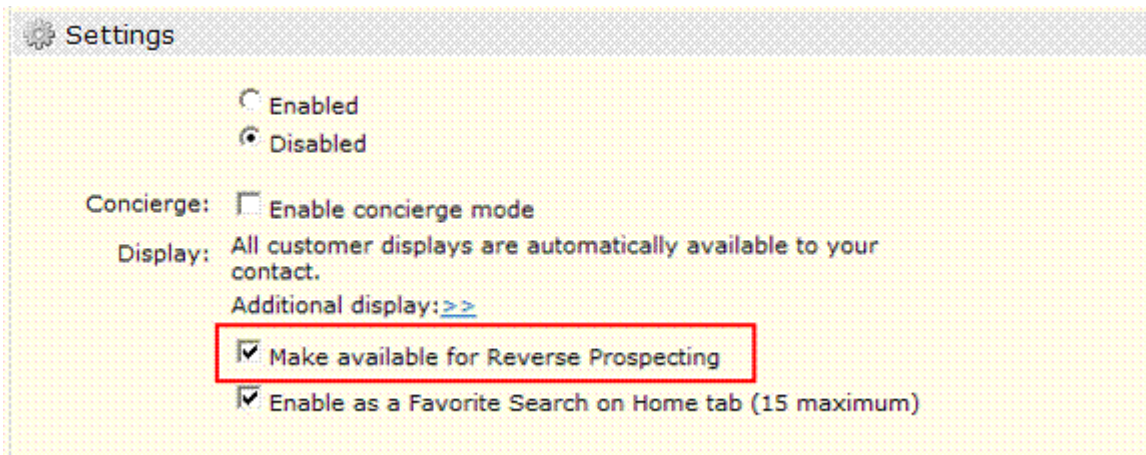
Reverse-Prospecting for Agents Now Available for Matrix Auto-Emails

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.

This month, we added 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

Agents are 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. 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@gdcreinc.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@cbnocal.com	Coldwell Banker-Los Gatos	408-355-1500
Suzana	Kubota	40222	25	suzana.kubota@cbnocal.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@cbnocal.com	Coldwell Banker Los Altos	650-941-7040
Ing Jie	Chen	37010	28	ichen@happyoo.com	Ing Jie Chen, Broker	408-505-1176
Dante	Drummond	37387	29	ddrummond@cbnocal.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@gdcreinc.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	Beqona@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.

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. 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. Other checkboxes include "No LockBox", "Supra LockBox", "Key in Listing Office", "Call First-Then LockBox", "Appointment Only", "Call Listing Agent", "Go Direct", "Locked Main Entrance Gate", "Do Not Disturb Occupants", and "Make Offer Subject to Inspection".

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

Upcoming Key Dates

Jan. 25, 2012
Jan. 26, 2012
February, 2012
Feb. 8, 2012

MLSListings Board of Directors Meeting, HQ
MLSListings Appraiser Forum, SILVAR Offices
No Board Meeting in February
MLSListings Appraiser Forum, SCCAR Offices

Feb. 22-24, 2012
Mar. 21, 2012
Mar.18-22, 2012

COVE Conference, Austin, TX
MLSListings Board of Directors Meeting, HQ
NAR AEI Institute, Dallas, TX

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 Events

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.

Upcoming Training events

- Jan 23 - Matrix Mastering @ 10:30am – 12:00pm
Location: SILVAR
- Jan 23 - Listing Management @ 1:00pm
Location: SILVAR
- Jan 24 - MLS Module @ 9:00am
Location: MLSListings HQ
- Jan 24 - Listing Management @ 10:30am
Location: PVAOR
- Jan 27 - New Agent Orientation @ 3:30pm
Location: SCCAR, Soquel
- July 30- Matrix Advanced @ 10:30am
Location: PVAOR, Watsonville
- Jan 30 - Matrix Essentials @ 10:30am
Location: SAMCAR
- Jan 30 - Matrix Advanced @ 1:00pm
Location: SAMCAR

Jan 31 - Realist Essentials @ 10:00am
Location: SBCAOR, Hollister

Jan 31 - Realist Essentials @ 1:00pm
Location: SCCAR, Soquel

Monthly Departmental Update: December 2011

Compliance

In the month of December, the Compliance Department handled 543 calls and 737 cases. The department worked 693 newly reported violations and 44 pending cases from the previous month. The majority of these calls involved remarks violations, incorrect statuses and no photo. Of the 693 newly reported violations, 609 of them were resolved, and for pending cases 91% were resolved. In addition, 312 listings were reported via *report a listing*, bringing the current year to date total to 5,305.

Education & Outreach

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.

For the month of December, the Education Services Team conducted a total of 58 classes and orientations with 591 attendees, including the following classes:

Education Services	December 2011	
	Classes	Attendance
Matrix Essentials	12	174
Matrix Open Forum	17	153
Matrix Advanced	11	120
Matrix Masters	5	61
Realist	4	16
Matrix / Realist CMA	2	13
RPR - Workshop	2	12
Total	53	549

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.

Call Center/Support

In December, the Call Center handled 4,731 cases, resolving 98.9% or 4,681 cases. 16 of these cases were related to MLS Listings Pro access, searching and reports; 1,155 cases related to Matrix; 917 concerned listing assistance; 128 concerned HomeWorks and 360 concerned reciprocal access. The remaining cases were requests for basic support, with 505 regarding security, 429 regarding account settings, 201 regarding PERKS products and 42 cases related to mobile access. The average call length was 4 minutes, 43 seconds.

Of the total number of Matrix cases, 340 concerned Search; 303 concerned Reports/Displays; 171 concerned Client Portal/Auto Email; 55 concerned maps and 39 concerned Statistics. Of the total number of reciprocal access cases, 218 were regarding the East Bay MLSs; 52 regarded MetroList; and 44 regarded SFAR.

Customer Satisfaction Survey

For the month of December, our subscribers rated six (6) different criteria related to their customer support experience as follows:

- Staff professionalism & responsiveness – 93.4% very satisfied; 5.7% somewhat satisfied; and 0.9% neutral.
- Relevance and applicability of staff response to questions – 91.5% very satisfied; 4.7% somewhat satisfied; 2.8% somewhat dissatisfied and 0.9% very dissatisfied.
- Staff effectiveness – 90.6% very satisfied; 5.7% somewhat satisfied; 1.9% somewhat dissatisfied and 1.9% very dissatisfied.
- Staff knowledge of the topic being discussed – 87.7% very satisfied; 6.6% somewhat satisfied; 1.9% neutral; 2.8% somewhat dissatisfied and 0.9% very dissatisfied.
- Follow-up – 78.8% very satisfied; 4.0% somewhat satisfied; 15.2% neutral; 1.0% somewhat dissatisfied and 1.0% very dissatisfied.
- Overall Satisfaction – 86.9% very satisfied; 9.4% somewhat satisfied; 0.9% neutral and 2.8% somewhat dissatisfied.