

Walk Score Now Available in Matrix Reports



Walk Score®

MLSListings has partnered with Walkscore to integrate the popular neighborhood information and ranking program with our listing information and reports. Walk Score is now visible in Agent Full and Client Full reports, as well as Agent Page and Client Page reports for residential classes. Plans also include integration with our www.MLSListings.com public website later this year.

For many, Walk Score provides a great deal of valuable information about a property based on its walkable proximity to various community amenities – such as restaurants and coffee shops, grocery stores, banks, parks, libraries and more. Clicking on the Walk Score link in the listing detail takes users to the property’s unique Walk Score page with additional detail about the surrounding neighborhood – even a commute time calculator.

Class:	Single Family Residential	Status:	Active	MLS #:	
Area:	South of El Monte (214)	Orig Price:	\$1,488,800	List:	06/14/2011
County:	SANTA CLARA COUNTY	List Price:	\$1,430,000	Original:	06/14/2011
Complex:				Sale:	
Beds:	6	Baths:	3 (3/0)	COE:	
Approx SqFt:	2,869 (Assessor)			Expires:	03/10/2012
Approx Lot:	12,600 Sqft (Assessor)			Off Mrkt:	
Built/Age:	1958(Assessor)/53			DOM:	231
Parcel #:	197-17-045			Green doc:	No
Zone:	REBD	Units/Bldgs:	--/--	Walk Score:	34
Unincorp:	No	City Limits:		Trnsf Tx:	No
				Cur Rent:	

The following factors are used by Walk Score in calculating a property’s walkability:

- **A center:** Walkable neighborhoods have a center, whether it's a main street or a public space.
- **People:** Enough people for businesses to flourish and for public transit to run frequently.
- **Mixed income, mixed use:** Affordable housing located near businesses.
- **Parks and public space:** Plenty of public places to gather and play.

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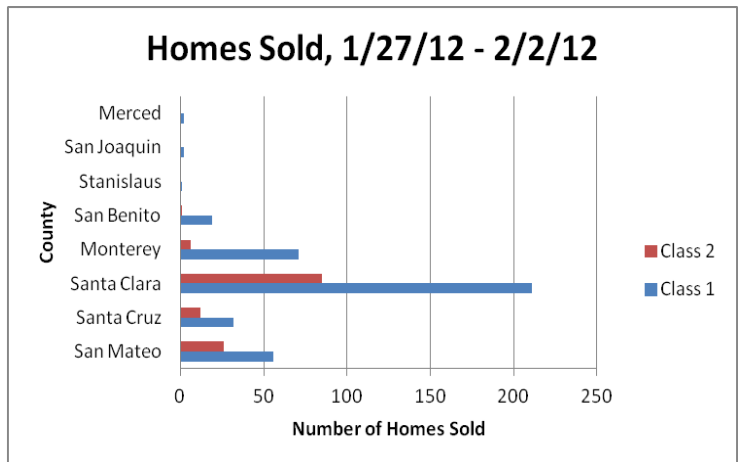
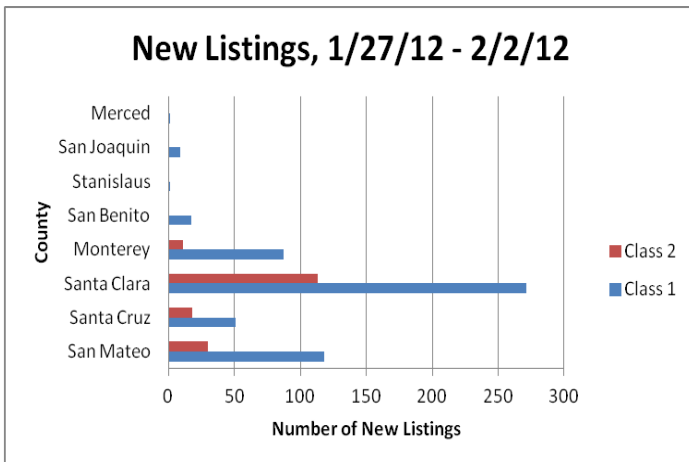
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- **Pedestrian design:** Buildings are close to the street, parking lots are relegated to the back.
- **Schools and workplaces:** Close enough that most residents can walk from their homes.
- **Complete streets:** Streets designed for bicyclists, pedestrians, and transit.

Weekly Sales and Listing Statistics

For the week beginning January 27, 555 new Class 1 listings and 172 new Class 2 listings were posted in the eight counties* represented by MLSListings, Inc. In addition, 394 Class 1 properties were sold and 130 Class 2 properties were sold. Total weekly sales volume for classes 1 and 2 for all Home Counties was \$276,655,994 and the average sales price was \$527,969 for classes 1 and 2 combined.



*as of 2/3/2012, 4:00 pm. Data represents listings posted to MLSListings' MLS.

MLS Source Mobile App – Test Participants Wanted!

We are putting the final touches on the initial version of MLS Source -- our free native mobile app for subscribers that provides direct-from-the-MLS listing information, including private remarks and showing instructions for agents. The app has been exposed for testing to our MLS Advisory Group and local members of NAR's Young Professionals Network (YPN), and we are now opening up the test pool to our larger audience for additional feedback. General availability is slated for the coming weeks. Click [here](#) to download the iPhone version today, or search for MLS Source in the iStore. Please submit all feedback to mlssource@mlslistings.com.



MLS Source is Northern California's first and only direct-from-the-MLS real estate app, developed in partnership with leading mobile and web developer DoApp. MLS Source provides 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. Check it out and provide your feedback to MLSSource@mlslistings.com. Stay tuned for more information to come!

New Features Available in DocCentral

MLSListings regularly reviews our vendor partner contracts to ensure we offer the best product pricing and service packages to our subscribers.

As part of a recent contract update with DocCentral, we now offer all the features of the full Enterprise version at a discounted rate formerly reserved for the limited 'Lite' version. Existing DocCentralLite customers have been notified of the expanded services now available to them at no additional cost, and new customers may sign up today for the full features of the Enterprise version, for less than the cost of a latte a month.



DocCentral, a state-of-the-art online document management and storage solution for real estate professionals, provides a secure internet portal for

around the clock access to every document in a real estate transaction, from the initial listing to closing. With the 'lite' version, agents and brokers could easily and securely digitize documents, choose who to share certain documents with, and track who has viewed documents among other features. The DocCentral Enterprise version offers all this, plus more.

New Features for Agents:

- Upload an agent photo and brand the consumer site with your photo and contact information
- Gain expanded viewing permissions and the ability to assign certain viewing permissions to certain individuals for certain documents
- Designate assistants or teams and allow them special access to your files
- Receive reports of recently modified files and recently added documents

New Features for Brokers:

- Customized branding (i.e. setting site color schemes, adding logos, etc.)
- Create and view agent files and add task lists and/or standard document lists for the company

New Features for Consumers:

- See agent photo, name, and company logo
- Access documents and print and email to others via the consumer site

To learn more about DocCentral, visit MLSListings' [PERKS page](#); or to purchase it, visit MLSListings' [online store](#). Take advantage of DocCentral's key benefits at about the cost of a latte a month!

NAR/RPR BPO Certification Classes Now Available

Are you certified to provide a Broker Price Opinion (BPO)?

BPOs have been widely adopted as a valuation tool in the mortgage industry and – increasingly – for government programs intended to aid the economy and help homeowners avoid foreclosure. For brokers and agents, BPOs provide multiple professional and financial opportunities for growth and expansion. NAR and RPR report close to 10,350 BPO's in the greater Bay Area alone – a tremendous



opportunity for those agents who are certified to provide them. The average amount of orders for students at the end of 2011 was over 17 orders per month.

NAR and RPR are offering one-day BPOR Certification classes around the country in the Spring, including events in Vallejo on February 23 and in San Jose on April 12. Classes are also available online. At the conclusion of the course, attendees will be able to:

- Prepare accurate and professional BPOs.
- Evaluate market valuation tools for the most productive preparation of BPOs
- Identify and weigh all significant factors influencing the creation of a useful valuation

Once the course has been completed, attendees must submit the BPOR application and one-time fee of \$199. When the application has been submitted, newly certified individuals will be placed on a panel to receive BPO orders for their local market.

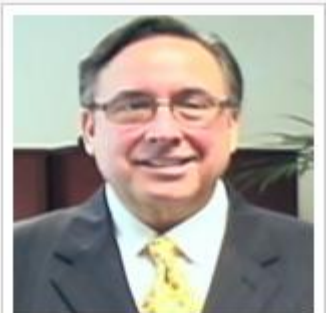
To learn more about this new certification program visit <http://www.bpor.org>. To review the number of available BPO orders for your area, visit <http://bpor.org/benefits>. To enroll in the online class, [sign up here](#).

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 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



Jim Harrison, President and
CEO, MLSListings, Inc.

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*

Editor's note: In response to the 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.

Point2 Update

PERKS Program Partner Point2, a web marketing tool for REALTORS®, recently announced the launch of a Foreclosures section on Point2 Homes, as well as the expansion of its network to include three new organizations. The new Foreclosures section on Point2 Homes provides users with easier access to REO property searches. The three new real estate organizations to join the Point2 Network include Regional MLS (Florida), Key West Association of REALTORS® (Florida), and Santa Cruz County Of REALTORS® (Arizona).

Additional East Bay Classes Now Available in 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 in late January added 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.

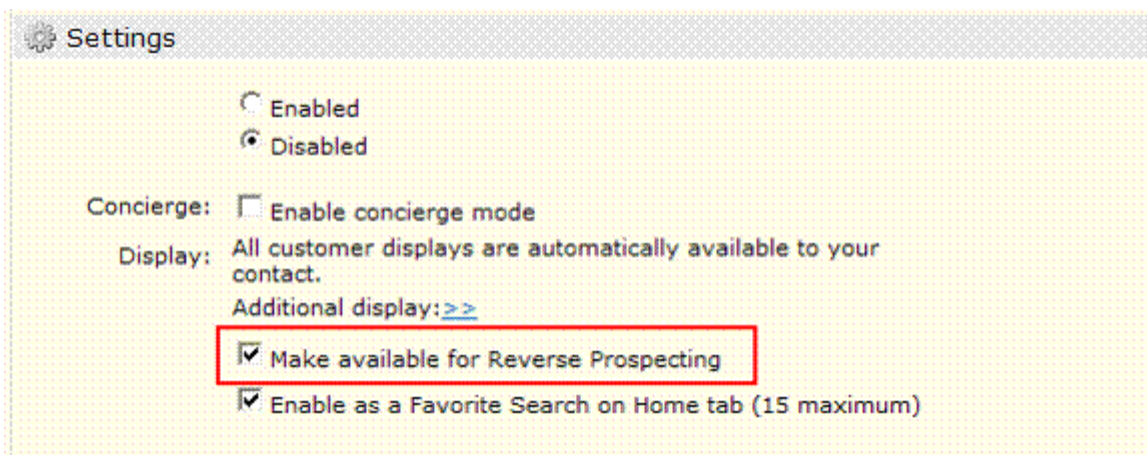
Reverse-Prospecting for Agents Now Available for Matrix Auto-Emails

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@cbnorcal.com	Coldwell Banker-Los Gatos	408-355-1500
Suzana	Kubota	40222	25	suzana.kubota@cbnorcal.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@cbnorcal.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@cbnorcal.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	miebanks1@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.

Upcoming Key Dates

February, 2012	**No Board Meeting in February**
Feb. 8, 2012	MLSListings Appraiser Forum, SCCAR Offices
Feb. 22-24, 2012	COVE Conference, Austin, TX
Mar. 21, 2012	MLSListings Board of Directors Meeting, HQ
Mar. 18-22, 2012	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

- Feb 06 - What's New in Matrix @ 9:00am – 10:30am
Location: CBR, San Mateo
- Feb 07 - Realist Essentials @ 9:30am – 10:30am
Location: Stockton
- Feb 08 - Matrix Easy 1 @ 10:30am – 12:00pm
Location: SCCAR, Soquel
- Feb 08 - Realist Essentials @ 10:30am – 12:00pm
Location: SILVAR
- Feb 08 - Matrix Essentials @ 1:00pm – 2:30pm
Location: SILVAR
- Feb 08 - Appraiser Advisory Group @ 4:00pm – 6:00pm
Location: SCCAR, Soquel
- Feb 09 - Matrix Essentials @ 10:30am – 12:00pm
Location: PVAOR, Watsonville
- Feb 09 - New Agent Orientation @ 11:00am – 12:00pm
Location: SCCAOR, San Jose
- Feb 09 - Realist Essentials @ 1:00pm – 2:30pm
Location: PVAOR, Watsonville
- Feb 10 - Realist Essentials @ 10:30am – 12:00pm
Location: MCAR
- Feb 10 - Orientation @ 12:00pm – 1:00pm
Location: SILVAR
- Feb 10 - RPR Essentials @ 1:00pm – 2:30pm
Location: MCAR
- Feb 14 - Matrix Essentials @ 10:30am – 12:00pm
Location: MLSListings HQ
- Feb 14 - Realist Essentials @ 10:30am – 12:00pm
Location: SCCAOR, San Jose
- Feb 14 - Matrix Advanced @ 1:00pm – 2:30pm
Location: MLSListings HQ
- Feb 14 - Matrix Masters @ 1:00pm – 2:30pm
Location: SCCAOR, San Jose

- Feb 16 - Matrix Masters @ 10:30am – 12:00pm
Location: SAMCAR
- Feb 16 - Realist Essentials @ 1:00pm – 2:30pm
Location: SAMCAR
- Feb 17 - Matrix for Appraisers @ 10:30am – 12:00pm
Location: MLSListings HQ
- Feb 17 - RPR Essentials @ 10:30am – 12:00pm
Location: SCCAR, Soquel
- Feb 17 - Matrix CMA @ 12:00pm – 1:00pm
Location: SCCAR, Soquel