

MLS Newsline

Serving REALTORS® in Northeast Florida

In This Issue:

[Page 1:](#)
[From the President](#)

[Page 2:](#)
[Listing Agreements](#)

[Page 3:](#)
[Check Your Data](#)

[Page 4:](#)
[Contact Page](#)



2011 NEFMLS President
Clark LaBlond

Partnership with *Find* By Clark LaBlond, NEFMLS President

It has long been the goal of the Northeast Florida Multiple Listing Service to continually improve the services and tools offered to our members. One of our newest partnerships is particularly exciting. REALTOR.com's new property search tool "*Find*". *Find* is a comprehensive research tool just for members. It will enable you to not only access all of the data on REALTOR.com but also 104 million+ property records from around the country at no additional cost to you, our member.

Find has proven to be a one stop source for vital research information for Realtors. It combines the regional expertise and data from the MLS system along with the *Find* comprehensive property and neighborhood data to create a powerful presentation. Thereby, increasing your ability to further position yourself as a real estate expert with your clients.

Find's diverse data set includes local school reports and reviews, demographics, mapping, enhanced public records, and detailed neighborhood information. The map includes additional information such as flight paths, hazards (earthquakes and tornados), hurricane paths with the year, amenities (banking, shopping restaurants, etc.) as well as density heatmaps.

The most exciting feature of *Find* is its fast, flexible, easy, and powerful search engine. It uses a natural language search feature, for example, you can type in "homes for sale in Jacksonville FL with an in-ground pool". Then you can quickly add additional criteria with just a click, bedrooms, baths, price, the list is virtually limitless.

Find is easily accessed directly from the flexmls system under Daily Functions. If you haven't tried it yet - try it today!!

We are very proud and excited to offer this service to our members. Be sure to watch for future announcements on training sessions coming soon.



Keep Connected

The purpose of this newsletter is to provide all members of the NEFMLS with new, current, and updated information to get the most from your MLS computing system. Be sure to visit our website at www.RealtyWEB.Net for access to the MLS, as well as online education.

New Listing Agreements

Effective April 2011, new listing agreements are available on flexmls under *DAILY FUNCTIONS>FORMS/INFO>REALTYWEB.NET LISTING AGREEMENTS*. These new agreements include verbiage concerning the communications between you and your seller, as well as updated fair housing statements. These updates can be found in paragraph 12 of both the Single Agent Broker and Transaction Broker Listing agreements.

It is always important to use the most updated Listing Agreements available. They are frequently updated due to industry and legal changes that are occurring in the market place and are designed to better protect both you and your sellers. The revision date of the RealtyWEB.Net listing agreements can always be found in the bottom right corner.

The new agreements will be available on Form Simplicity soon but as of this writing, they are still in the process of being converted.

Be sure to contact us if you have any questions or need assistance with the updated agreements.

What do I do with my token?



Effective March 1st, the MLS computer system changed to a different method of login security which no longer required the use of the token.

At that time, we requested all members to retain their token until further notice. As of today, all login issues have been resolved and it is safe for you to discard the token. You **do not** need to return the device to NEFMLS or any of the service centers. The tokens are no longer functional and cannot be used for any other function.

Also, since the login has changed, you can change your password at anytime under *PREFERENCES>MY PROFILE>CHANGE MY PASSWORD*. You have to use a minimum of 4 letters or numbers or any combination thereof. Going forward, you will be asked to change your password periodically throughout the year.

Training

>>>MAY 2011<<<

flexmls Introductory

9th 9-12
23rd 9-12 Beaches Service Center

flexmls Contact Management

4th 1-4
19th 9-12
23rd 1-4 Beaches Service Center

flexmls CMA

10th 1-4
26th 9-12

Public Records

16th 9-12

Listingbook Learn from the Pros

9th 1-4

Connecting with Today's Mobile Consumer by REALTOR.com

17th 9-12 Mariott-Salisbury Rd

>>>JUNE 2011<<<

flexmls Introductory

6th 9-12
21st 1-4
24th 9-12 Putnam Service Center

flexmls Contact Management

2nd 1-4
13th 9-12
29th 1-4

flexmls CMA

8th 1-4
20th 9-12
24th 1-4 Putnam Service Center

Public Records

28th 1-4

[Click here for Training Calendar](#)

What Internet sites display my Listings?

It is very important to know exactly where your listings are appearing on the Internet. While the MLS does syndicate all the listings to particular websites, each one has been checked for IDX compliance as well as their Terms of Use.

Currently we use *Listhub* as a tool to syndicate all the listings in the MLS to these websites. Currently, we send listing data to REALTOR.com, fl.living.net (Florida Realtors), Jacksonville.com, Zillow.com, Trulia.com, Homefinder.com, Hotpads.com, Propbot.com, AOL.com, CLSearch.com, CyberHomes.com, Frontdoor.com, Myrealty.com, Oodle.com, and Vast.com.

There are many more available websites for you to use with Listhub so be sure to login (www.listhub.com) to check them out. Brokers automatically have an account, REALTOR members - your broker must first establish an account and check the website for any possible fees.

Should you choose to create an individual account on real estate related websites to upload your own listing information, we cannot stress enough the importance of **reading the Terms of Use**. We have received complaints from members that their listings are appearing on a website that they did not authorize. However, often times, that is a result of not understanding or reading the Terms of Use from a different site. Terms of Use should be treated like a contract and reviewed carefully before clicking "I Agree".

Using the Public Record Auto-Populate feature for Adding Listings

Add Listing

General Address Main Fields Details Rooms Export

General Listing Information

Property Type: Residential

Listing Member: Roberta Realtor

Co-listing Member:

Parcel #: 1234560000

County: Duval County

The ability to auto-populate your new listing with public record information is a great time saver in flexmls. The Load Tax Record button on the first step of the Add Listing Module will automatically insert information in your listing such as address, square footage, parcel number, number of bedrooms, and actual year built.

While this is a very convenient feature, it **is still vital that you verify the data that is loaded**. Sometimes county data could be incorrect or mis-typed.

A good example is with Condo Conversions and Year Built. The field titled "Year Built" on the listing input sheets for flexmls is defined as "Actual" year built. The auto-populate feature will use whatever data the county as entered for Actual Year Built. However, we have found some records where the county is recording the Effective (or in this case Conversion) year built in Actual Year Built field. **This would result in incorrect data on your listing** and could be confusing to buyers. In this example, the Actual Year Built should be in the MLS system's field titled Year Built and the Conversion Date should be in the remarks of the listing.

Always double check your listing data for accuracy!!!

2011 NEFMLS Directors

**President
Clark LaBlond**

**President Elect
Gene Jones**

**Treasurer
Wanda Franklin**

**Secretary
Dee Bumbarger**

**Marilyn Bearss
Clare Berry
Chris Bingemann
Gonzalo Mejia
Billie Motz
Jerry Smith
Steve Sprague
Maria Wilkes**

**MLS Technology
Committee
Chair: Don Chamblin**

**MARC Chairperson:
Musette Gilberstadt**

**Education Taskforce:
Chair: Joyce Roberts**

**Membership
394-9494 X 1603**

**Technical Support
394-9494 X 1605
or
support@RealtyWEB.Net**

**NEFMLS Staff
Chief Executive Officer
Ron Stephan**

**General Manager
Kimberly Wiggins**

**Office Manager
Amy Trujillo**

**Information Systems
Brad Corner**

**Web Administrator
Sonja Harmon**

**IS/Technical Support
Luke James**

**Membership Compliance
Angela Meeks**

**Training Technical Specialist
Alan Posey**

**Public Records/ Images/Support
Dana Thomas**

**Executive Assistant
Katherine Sargent**

**Business Manager
Wayne Wetherington**

Partners

**CompUSA
EasyRealtySites
FBS
Florida Times Union
ListHub Syndication
Listingbook
Metro Market Trends
MLS Advantage
Real Estate Show
REALTOR.com
REIS Products
ShowingTime**

.....
Approved Vendors

**flexmls IDX
a la mode, inc.
CIS Data
Constellation Web
Dominion Data Services
HouseHunt.com
Homes.com
Homes & Land
LPS
Market Leader
iHomefinder
Onboard Informatics
Realty Production
Smarter Agent
Top Producer
TourMeNow
Wolfnet Technologies**

**Northeast Florida MLS
RealtyWEB.Net**

**7801 Deercreek Club Rd.
Jacksonville, FL 32256**

**Phone: (904) 394-9494
Toll Free: 1-888-296-6123**

