

MLS Newsline

Serving REALTORS® in Northeast Florida

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2010 NEFMLS President
Clare Berry

End of the Year Update By Clare Berry, NEFMLS President

Many enhancements were introduced in the year 2010 which I know you have found to be both useful and productive. These enhancements not only included new programs in the MLS system but also partnerships formed to provide our members additional services. Some of the enhancements that have created the most excitement include:

- Open House information from flexmls is automatically distributed to Realtor.com, nefar.com, and realtyweb.net
- Introduction of Form Simplicity
- Real Property Resource (RPR)
- Commercial listings now appear on Realtor.com
- flexmls added new customized dashboards, portal links to social networking sites, My Map Overlays, a new broker login message program, and updated help

2011 is already shaping up to be an exciting year. RealtyWEB.Net will continue to work in partnership with ListingBook, Realtor.com, ListHub, Form Simplicity, MLS Advantage, RPR, and flexmls IDX while also focusing on new real estate tools and technologies that will help boost your productivity and give you a competitive edge.

It was a pleasure and an honor serving as your 2010 NEFMLS President. I want to thank all of those that served on the 2010 NEFMLS Board of Directors and congratulate the new 2011 directors Marilyn Bearss and Gonzalo Mejia. I also want to congratulate the new 2011 officers of NEFMLS, Clark LaBlond, President; Gene Jones, President-elect; Wanda Franklin, Treasurer; and Dee Bumbarger, Corporate Secretary. I am confident this new leadership team will continue the strong, successful legacy of Northeast Florida MLS, Inc. Here's wishing each of you a happy holiday season and the very best in the new year.



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.

REMINDER: All Transactions in TransactionDesk MUST BE EXPORTED by 12/31/2010

If you use or have used TransactionDesk, you will want to retain a record of each of your stored transactions to keep in your personal files. These exports can then be imported into the Form Simplicity program or you can just keep them as an archive. The export option will create a PDF (or Adobe Reader) file for each form within each transaction.

To export your transactions and files from Transaction Desk or another forms management system and into Form Simplicity by the Dec. 31, 2010 deadline, please refer to the [Import Export Help Guide](#) on the “help” page or call the Florida Realtors Technology Helpline for assistance. If you have any questions about Form Simplicity, call the Technology Helpline at (407) 587-1450, Mon. – Fri. 9 a.m. to 8 p.m., and Saturdays 9 a.m. to 5 p.m.

Have you tried RPR yet?



On November 16th, RPR, the National Association of Realtors® exclusive online real estate library, was released for all members of the NEFMLS. With this new resource you will have unparalleled access to data that will give you a competitive edge with your clients. At its base are over 147 million property records, built from public record and assessment information. Then layers of data have been added such as zoning, permits, and mortgage and lien data. And most importantly we have enhanced the datasets by integrating MLS data to create the most robust catalog of properties ever assembled.

There are two key differences between RPR and national real estate websites you or your clients may have used. First, RPR is available exclusively to REALTORS®. Second, it offers reports and analytical tools that help you turn a mountain of data into genuine market insight. That’s why we’re bringing RPR to you.

RPR offers many opportunities for training ranging from webinars to online videos. If you haven’t tried RPR yet, be sure to add it to your New Years resolution list.

Introducing Clark LaBlond, 2011 MLS President



We would like to take this opportunity to introduce our 2011 MLS President, Clark LaBlond. Clark has been a member since 1999 and has been with Watson for over 10 years managing the Avondale-Ortega office for the past 8 years. Clark has served on the board of the Northeast Florida Multiple Listing Service (NEFMLS) for the last six years holding positions including: Secretary, Treasurer and 2010 President-Elect. In addition, he has headed committees including the MARC and Education committees.

We are looking forward to working with Clark to make 2011 a successful year for the MLS and our members.

Having Problems getting into flexmls???

Listed below are the two most common MLS system login problems:

If you receive the message “There is a problem with your account. Please contact Technical Support”, complete the following for Internet Explorer:

1. Click on **TOOLS** in the upper right corner
2. Select **INTERNET OPTIONS**
3. Under “Browsing History”, click **DELETE**
4. On the next screen - be sure both **TEMPORARY INTERNET FILES & COOKIES** are selected
5. Click **DELETE**. If it has been awhile since your temporary files have been cleared this could take a few minutes.
6. It is then **VERY IMPORTANT TO CLOSE ALL INTERNET EXPLORER WINDOWS**.
7. Re-open Internet Explorer and try logging in again.

If the system is not accepting your login, password, and/or PIN or your SAFEMLS device does not work:

1. From the flexmls Login screen - select **MY SAFEMLS TOKEN IS BROKEN**
2. Enter your **LOGIN NAME** and click **NEXT**
3. Answer your security questions, **BIRTH CITY, BIRTH YEAR, and YOUR MOTHER'S MIDDLE NAME**. These three prompts are case sensitive so be sure to enter them the exactly how they were typed during the token registration process.
4. You will then be e-mailed a **TEMPORARY PIN & PASSWORD**. This temporary login will work for 4 days.

2010 NEFMLS Directors

**President
Clare Berry**

**President Elect
Clark LaBlond**

**Treasurer
Gene Jones**

**Secretary
Wanda Franklin**

**Flo Bliss
Chris Bingemann
Dee Bumbarger
Charles Kassaw
Billie Motz
Jerry Smith
Steve Sprague
Maria Wilkes**

**MLS Technology
Committee
Chair: Joyce Roberts**

**MARC Chairperson:
Flo Bliss**

**Education Taskforce:
Don Shamblin**

**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
Market Leader
iHomefinder
Onboard Informatics
Realty Productions
Top Producer
Wolfnet Technologies**

**Northeast Florida MLS
RealtyWEB.Net**

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

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

