

MLS Newsline

Serving REALTORS® in Northeast Florida

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2010 NEFMLS President
Clare Berry

Fresh Autumn Breeze By Clare Berry, NEFMLS President

Finally, the fresh autumn breezes are upon us. While everything is getting back up to speed since the hot summer, your NEFMLS never slowed down. Staff, your leadership and committees attended numerous meetings and continue to have ongoing conversations with our vendors. Our goal is to stay on top of the latest products to help you do what you do better and more easily. There are many exciting new things, in addition to many changes, happening in the MLS world. Let's touch on a few.

As we phase out Transaction Desk, training on the newly-released Form Simplicity product is available for you throughout the year via webinar. Please see the opening page of RealtyWeb.Net for a link to sign up. In addition, NAR's Realtor Property Resource (RPR) is scheduled for a November go-live date and we will provide training for you on that product as well (see page 3).

REALTOR.com (Move, Inc.) has already made significant improvements to its public website such as the addition of Commercial listings. Check it out! We are ready to move (excuse the pun) on their FIND product as well. We are also completing negotiations on several other products or services designed to help you in your daily business. Stay tuned for exciting announcements coming very soon!

Volunteers who work with staff and provide valuable input for our members, thank you for your time and expertise. The NEFMLS Forms Committee is revising the listing agreements and other documents used when taking a listing, with the help of our lawyer, Jeff Marks. Unfortunately, our changing environment requires that we make form changes. Please be sure that you use the latest of these documents so that everyone has the protections that the new documents provide.



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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.

Form Simplicity Chosen as Exclusive Forms Transaction Management Tool Benefit for Florida Realtors® Members Beginning 2011



Launched on April 1, 2010 as a new member benefit to Florida Realtors, Form Simplicity was voted by the Florida Realtors board of directors to be the sole transaction management tool available as a Florida Realtors association member benefit beginning Jan. 1, 2011. As of Jan. 1, 2011, Instanet's Transaction Desk will no longer be a Florida Realtors member benefit.

Form Simplicity was created by Realtors throughout Florida and developed by Real Estate Industry Solutions, a subsidiary of Florida Realtors. Designed by Realtors for Realtors, its user-centered design approach offers the most useful transaction management features to users using modern technologies and standards.

With its unique auto-population features, pre-populated forms packages, synchronization features, suite of broker tools, and secure online, long-term storage, Form Simplicity allows Realtors to do much more in less time. Additionally, Form Simplicity is integrated with DocuSign, the global standard for electronic signature, and users will soon have the ability to auto populate transactions with common public record tax data.

To begin using Form Simplicity, visit Forms.FloridaRealtors.org and login using the same login information you use to access FloridaRealtors.org. Click the "help" button to watch a demo of how to use the program, or register for a one-hour live training webinar.

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 export 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.

Additionally, the MLS Technology Committee is discussing system issues and enhancements. MARC continues to monitor compliance and reviews changes in the rules and regulations to improve communications between members.

As we head toward the end of the year I hope you are taking advantage of the many services that NEFMLS brings to you. In addition to the general MLS service, I hope you are taking advantage of other features and services such as email and auto email, [portals including updates to social networking sites](#), the wealth of market statistics and Listingbook. One of the newest features of MLS is the ability to [create your own dashboard](#). While you may use the standard flexmls dashboard for your normal MLS activities don't forget that you can also create a custom dashboard for your newsfeeds, social network sites, market reports and monitor your listing activity.

While I know each of you and your customers have to deal with the ever-changing conditions and challenges of buying and selling in today's market, please know your NEFMLS leadership and staff is committed to staying abreast of changes required by law or by new or better products coming to market. As sales conditions seem to be improving, let's work together towards a successful 4th quarter 2010!

We Have Exciting News!!!



As a REALTOR® member of RealtyWEB.Net, we're always looking for new ways to bring you value. Today we're proud and excited to announce that starting November 16th you will begin to have access to Realtors Property Resource™ (RPR).

If you haven't already heard, RPR is the National Association of Realtors® exclusive online real estate library. 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.

While registration for RPR does not begin until November 16th, here is a [link to a new video that will provide you with a quick overview on the RPR™](#). Watch for more exciting announcements about RPR!!

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