

MLS Newsline

Serving REALTORS® in Northeast Florida

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2011 NEFMLS President
Clark LaBlond

Enhancements & Partnerships

By Clark LaBlond, NEFMLS President

This quarter is shaping up to be very productive with enhancements to flexmls and a new partnership with *TourMeNow*. *TourMeNow* is working to **provide mobile access to the MLS system for all NEFMLS members** as well as offer an exciting consumer program that works with QR codes including a comprehensive management tool for leads and advertising efforts.

What is a QR code and how can I use it in my business?

QR codes are simply graphical weblinks. They can be used to connect consumers to digital content such as webpages, multi-media files, or any other source of information. These codes can be accessed via any QR code reader on a smartphone (most are free or already on the phone). *TourMeNow* **ties the QR code directly to the MLS system** so you can use them on your signs, flyers, business cards, the possibilities are endless. The management tools that *TourMeNow* offers will help you manage these codes to point to different listings/websites/videos as well as lead management and advertising measurement. Watch for future announcements on both the NEFMLS mobile access and the QR code program.

On August 1st, flexmls incorporated exciting new features to the MLS system including new tools for Contact Management and a comprehensive new statistical report. One of the most notable changes will begin in November. You will receive a weekly e-mail report of all unread auto-email events (i.e. never opened within past 90 days) and the option to extend or expire them. Also new is the statistical report titled MARKET SUMMARY. This report uses graphs and tables describing the state of your market for a set time period and can be customized for your market area and needs.

We continue to strive to make the MLS system productive for your needs and provide new and exciting tools for all our members.



Scan this code to access
www.RealtyWEB.net as an example



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.

Change Your Password Required September 26th

Beginning September 26th, if you have not changed your password within the past 6 months, flexmls will automatically prompt you to change it. This will be the first required password change since the token based login was eliminated.

Your passwords must be a minimum of 4 characters and a maximum of 8. You may use letters, numbers, symbols or any combination.

The only restrictions are: it cannot be the same as your user/login name; and it cannot be the same as your current password.

After September 26th, you will be required to change your password every 6 months. If you have any questions or should need assistance, please contact Technical Support at (904) 394-9494 X 1605.

Change Your Password	
Current password:	••••
New password:	••••
Retype new password:	••••
<input type="button" value="Next >>"/>	
<small>Password must be between 4 and 8 characters.</small>	

Training in September

On September 28th, instructor Craig Grant, “The Real Estate Tech Guru”, Chair of Education & Technology for Florida REALTORS®, is presenting two courses. Both are for CE credit.

- **9am-12am - “RUN A CONSUMER FRIENDLY WEBSITE (3 HOURS CE).** This seminar is intended to help any Realtor® who already has a website (with any company) & wants it to perform better or agents’ who are interested in getting a website but want to be more educated about it. This course covers universal topics of the Internet & websites & how it affects today’s Realtor® industry. Watch the course video clip.
- **1pm-5pm - “THE REALTORS ESSENTIAL TECHNOLOGY TOOLBOX” (4 HOURS CE).** This course explores how the computer and the Internet have revolutionized the real estate industry & help any REALTOR®, no matter what their tech knowledge or skill level learn how to properly utilize & leverage the Internet in a fast paced, yet fun & easy to follow environment. Watch course video clip.

[Register for either or both of these 2 CE Courses.](#)

Then, on September 26th, Listingbook will be presenting a very special training class. This class is so popular nationwide that it will held twice on the same day.

- **10am-12pm & 1pm-3pm - “LEARN FROM THE PROS”.** Listingbook PROs are closing an average of 26 sides per year by using the best practices and the best technology. These top producing Real Estate Agents average 7 listings under contract and 25 working clients at any time.

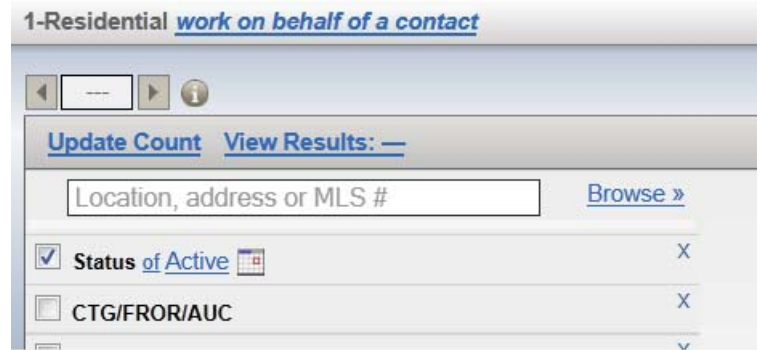


[Register for the Learn From The Pros event to learn their tips, sales secrets, and best practices.](#)

[Click here for Training Calendar](#)

Using the New Location Search Feature

The new “Location” search, found in both the Quick and Map searches, combines several geographical locators into a single search field. Prior to this enhancement, each “locator” item had to be listed as separate entries on the search screens. For example, there used to be a field for Region, another for Area, one for City, and so forth. Now you can search by any “locator” item using only one field.

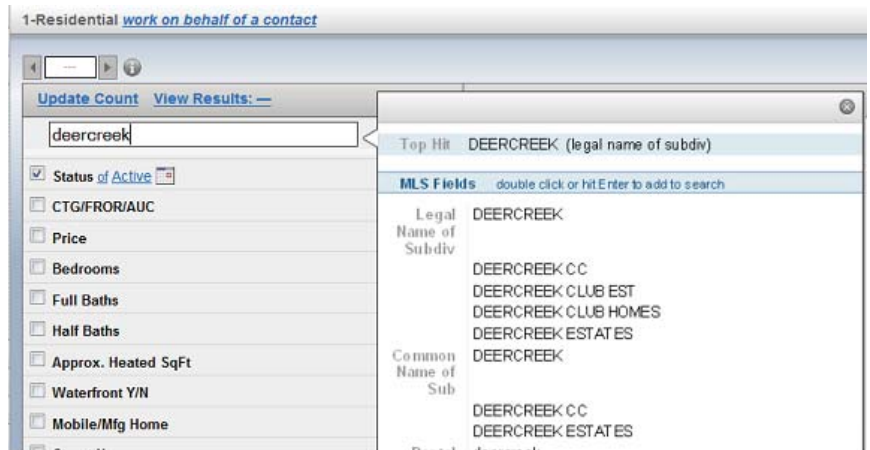


When you first click in the location search field, the system will display the “Top Hit” search item which is most commonly used search criteria in the MLS. It will also list the most frequently used Areas and Regions, as well as any customized Map Overlays you have created (Preferences>My Map Overlays).

If you know what you are looking for, just start typing the description. The example below shows what will appear using “Deercreek”. It will list any of the following “locator” items that contain the word Deercreek:

- Area
- City
- Common Name of Subdivision
- County
- Legal Name of Subdivision
- State
- Street

You may select any of the entries from the list and in any combination.



If you are not certain of what you are looking for, click the “Browse” link located directly to the right of the Location search field. You can then select the needed criteria from a list of options. For example, if you want to use Region in your search but are not sure of its title, click Browse>Region - and a list of all Regions will be displayed. Simply double click on those items to be included in your search along with any additional criteria (bedrooms, bath, etc.).

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394-9494 X 1603**

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394-9494 X 1605
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