realMLS

Welcome Packet

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Vision Statement

realMLS is a neutral place where real estate professionals collaborate based on shared rules and reliable data. Our Vision statement defines the essence of realMLS.

"We see realMLS as the preferred provider of advanced tools and resources to promote a healthy marketplace."

Our focus for 2022 and beyond is to achieve our vision with emphasis on the following goals:

Technology and Data

To foster a healthy marketplace by exploring innovative technology thus providing real estate professionals with access to reliable data and services.

Engagement and Education

Continually develop and deliver relevant education across multiple platforms to enable our members to get maximum value from the tools and resources available as a member benefit.

Healthy Marketplace Strategies

To serve all agents while erasing the traditional borders of a local MLS, resulting in a barrier-free MLS experience.

realMLS continually strives to provide an excellent experience for our members.

We make the market work by keeping you **In The Know®**

Message from Our CEO

Dear Member,

Welcome to **realMLS.** Your membership includes many realMLS Provided Solutions that are essential to your business.

realMLS is so much more than a marketing tool for your listings or just a place to search listings for your buyers.

realMLS provides:

- accurate and timely listing data

- modern products and technologies

- dynamic training from our realMLS experts

- excellent membership and technical support

- progressive volunteer leaders and staff

Inside of this welcome packet you will find everything you need to take full advantage of your member benefits. The greatest benefit of your membership will be realized by your knowledge and use of our realMLS Provided Solutions.

realMLS is the local real estate marketplace. It's how you and your clients stay "**In The Know®**"! Thank you for joining and we look forward to serving you.

Nicole Jensen
Chief Executive Officer
RCE | CMLX3 | AHWD | C2EX

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Welcome

We're Happy You're Here!

You now have many great features of **realMLS** available to you along with access to all of the applications below, most of which are included with your membership! These programs can be found in your MLS dashboard under Applications.

The Flexmls database, supported by FBS, provides un-matched search, client-collaboration, reporting, and mobile tools, allowing agents to work anywhere, anytime and on any device.

Tax and property search program integrated into the Flexmls system provides property data for 7 Counties. MMT Auto-populates into Form Simplicity to make transac-tions easier and use MMT Tax for CMA's and prospecting.

With Form Simplicity or Transaction Desk, you have a choice of online transaction management systems for real estate forms, contracts, documents and contacts.

ShowingTime, a Showing Management service & includes the Mobile App to schedule showings, review existing ap-pointments, get push notifications, access driving directions and/or view showing instructions, all while in the field.

Markt® is a multi-MLS service organization which supports MLSs noncontiguous markets with customer support, mar-keting and technical resources.

DPR is integrated into realMLS listing data so listings that qualify for one or more homebuyer assistance programs are flagged with the DPR icon.

Provided Solutions

Search new construction homes, community developments and builders with NewHomeSource Pro.

MLS Advantage shares listings throughout the state of Florida with participating members, a member benefit from Florida Realtors®.

Elevate - The single solution that provides you with a client manager dashboard that allows your clients to search for homes and allows YOU to gain better insight into their search activity.

FlōPlan is cutting-edge floor plan technology giving you a new layer of information to help your buyers navigate the home buying process. .

realMLS has partnered with Earnnest to bring you secure and convenient digital earnest money deposits, allowing you to request and receive payments at any time — directly in realMLS.

RatePlug, a tech program that connects your trusted mortgage originators with your MLS listings.

Broker Public Portal, LLC is a collaborative effort owned and operated by real estate brokerages and MLSs to deliver, with Homesnap, a better home search experience defined by simplicity, integrity and common sense.

Homesnap provides the same comprehensive, real-time data directly from the MLS used by real professionals, the people who sell homes, not ads.

Provided Solutions

MyCondoPlans is a database for condo floor plans, building plans and site plans in Florida.

RPR provides comprehensive data, powerful analytics and is a dynamic reports tool for each of NAR's members.

Crexi is a commercial real estate marketplace that simplifies transactions for brokers to manage the entire process from listing to closing.

DataMaster is the premier data import software for appraisers. Thousands of appraisers use DataMaster to move their data quickly and easily making their appraisal businesses more efficient.

RETechnology is poised to assist **realMLS** members with insights on new products, emerging industry trends and breaking news.

RateMyAgent is an agent review and marketing platform that allows real estate agents and REALTORS® to collect, share, promote and syndicate client reviews.

Rental Beast, a real estate technology firm provides end-to-end software and a comprehensive listing database of more than 9 million rentals, including a robust integration offering expanded services to realMLS members.

Domus Analytics is a collection of modern, interactive Market Stats Dashboards. Compare trends across multiple areas, filter to a unique market segment, and more!

Builders Update is an easy-to-use search tool that collects and presents listing data for new homes and is also a lead generating tools for agents.

Listing Syndication

Syndication allows Broker listings to be advertised on third-party, non-MLS websites.

RealMLShomesforsale.com, our MLS public website, allows thousands of buyers to search for homes, explore new communities and search for upcoming Open Houses.

The Northeast Florida Association of Realtors (NEFAR) is the largest professional/trade association in Northeast Florida. Listings in our MLS that are marked for IDX are sent to NEFAR's website where consumers can search for homes.

Listings in our MLS marked for IDX are automatically sent to realtor.com which offers a comprehensive list of for-sale properties where consumers can easily perform a home search.

Florida Living Network is the public website operated by Florida Realtors®, where consumers can search for homes for sale throughout Florida.

ListHub provides a controlled platform to enable brokers to deliver accurate, MLS-sourced listings to consumers, and allows agents to use an online marketing program to their advantage.

ListHub Global provides brokers the opportunity to market their listings internationally and offers tools to promote their global strategy to potential clients. Talk to your broker for more information.

Data Sharing Via Flexmls

We now share listing data with 3 surrounding MLSs through Flexmls, resulting in **more exposure** for your sellers, **more options** for your buyers, **more opportunities** for agents, and **more value** for our members.

Data Share Via 3rd-Party Vendors

We also share data with **St. Augustine & St. Johns County MLS** through other third-party vendors such as Homesnap Pro and RPR View™.

realMLS subscribers can see the full complement of their listing data, both Active and Off-Market listings, on these platforms and their subscribers can interact with our listing data!
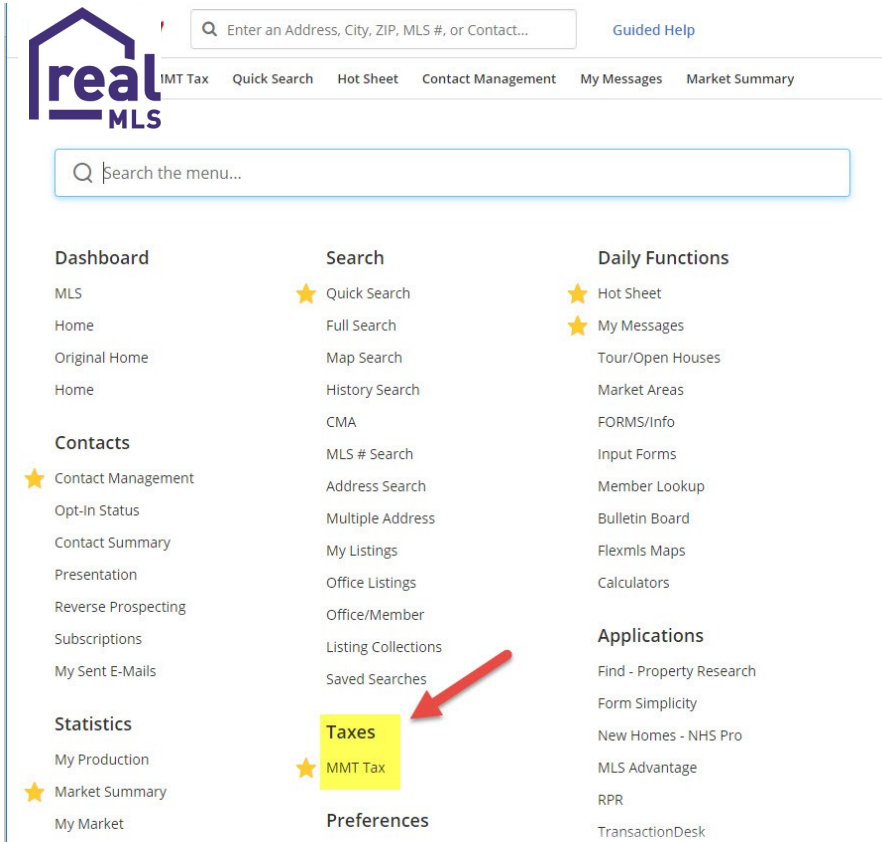
Florida Property Tax Records

Provided By

mmt i nfo
Metro Market Trends

realMLS members have access to property tax record data for **7 counties** in Florida which is provided by our subsidiary, Metro Market Trends (MMT). You may find the property tax search directly in your Flexmls dashboard. You can search for Ownership Information, Sold Transactions, Pre-Foreclosures, Foreclosures, and Opportunity Zones using a variety of search criteria including property type, length of ownership, sale date and price range, homestead exemption, radius search, a map search and more.

Information links directly to the Tax Roll and Clerk of Court records.

Tax Data Available For These Counties

If you would like additional counties or Custom Reports based on more specific criteria, contact Charles Kassaw ckassaw@mmtinfo.com or call 800-239-1668.

Start

Congratulations! You've gotten your real estate license, joined the MLS, and are ready to go! We suggest getting started by completing the steps below.

☐ **Obtain a professional photo and company logo**.

☐ **Find out your company policy on obtaining a website**.

☐ **Setup a professional email address** if your company has not provided you one.

☐ **Login to Flexmls** by going to www.realmls.com and click the MLS Login button in the top right corner of the navigation bar. Use your username and provided temporary password. Typically your username will be your first and last name, all lower case, no spaces.

If you do not have a temporary password, first-time users click on the link below the login (Password not working?) A password will be emailed to you. If you do not receive an email in 30 minutes, contact Tech Support. (904) 281-1400 x1603.

☐ **Reset Password to a private password**.

☐ **Complete your profile for Flexmls**.

☐ **Complete your profiles for the applications listed below**. Not all of these applications may be applicable to you. ***Check with your company first****

Showing Assist *includes mobile version
realtor.com
FL.Living.net (Florida Realtors®)
MLS Advantage by Florida Realtors®
RDC PS by (realtor.com)
RPR (Realtors Property Resource®) by NAR
HomeSnap
Elevate
MyCondoPlans
NewHomeSource
RatePlug
RateMyAgent
Builders Update

☐ **Register for as many MLS Training Classes as possible!**

Learn

realMLS provides its members with unsurpassed MLS training for FREE! We offer multiple topics, so that you can maximize your knowledge of the Flexmls database. *We encourage you to participate in as many classes as possible and as often as needed!*

We offer Virtual Training webinars, Live Training at the Resource Center and (as requested by your broker) In-Office Training. Live training is being offered in a limited capacity. Our educational classes are in demand so be sure to go to **realMLS.com/training-classes** to register for online classes or check out our **Training Calendar** for webinars and Live training.

☐ **MLS New Member Orientation**
This class covers MLS Rules, the Listing Agreement, and Advantages of the MLS. *The MLS New Member Orientation must be completed within 30 days of joining realMLS.*

☐ **Introduction to Flexmls** *must complete before attending other training classes.
An introductory or refresher course designed to promote basic skills
necessary for efficient and correct use of the Flexmls system focuses on: System/data organization, System login/navigation, MLS# & Address lookup, Search results window, Quick Search capabilities, Hotsheets, Add/Change Listing.

☐ **Contact Management**
A class specifically designed to instruct agents on how to store contacts and their information along with their criteria for a new home using the Flexmls system. Learn how to save search criteria and add automatic email for matches to customer's criteria, setting up and administering portals, and managing the data.

☐ **Flexmls CMA**
Introduction to the tools in Flexmls that agents may use in their
market analysis. Agents will learn to gather information and create a professional CMA to provide to their customers.

☐ **Public Records/MMT Tax Search**
An introductory course for all members on how to search and utilize tax
information for available counties in the Flexmls/MMT Tax Records Database. Attendees learn searching skills, creating mailing labels, customizing views, and other time-saving tips.

Succeed

There are some fundamental things to do in order to build a successful real estate career. We are here to help you excel and we encourage you to take full advantage of all of the resources provided to you.

☐ **www.realMLS.com is the MLS website**. You can find a wealth of information there including Services offered, the Flexmls login tab, MLS Quick Links, Training opportunities, Educational videos and more.

☐ **Read our emails**. MLS announcements, various updates, and MLS Dues Billing are communicated to our members via email. Please *do not unsubscribe* as you will miss important information.

☐ **Follow/subscribe to our blog** www.realMLS.com/blog

☐ **Follow us on social media.**
   Facebook www.facebook.com/@searchrealestate1. And, join our
   private FB group *realMLS Members Only Discussions Chat*, too.
   Twitter www.twitter.com/@realmls**1**
   LinkedIn www.linkedin.com/company/realmls

☐ **Put your listings on your website**. *(may not be applicable to you.)*
Choose from any of the options on your member service list. Free links are available from Flexmls IDX 2.0 or Florida Realtors. Others may charge an annual fee.

☐ Complete the request for data licensing form and provide to your broker. Be sure to obtain DMCA (Digital Millennium Copyright Act) to display on your website. See www.copyright.gov.

☐ **Watch our videos.** Be sure to watch our informative and entertaining videos on our website **realMLS.com** and click the drop down menu under the **Training Videos tab** to select the video category.

☐ **Prospect, Prospect, Prospect**! Utilize MMT's tax database to select your farm and direct mail market with their mailing labels.

BROKERS ONLY

☐ Setup Syndication Preferences in Flexmls. (Under Preferences)

☐ Establish an account with ListHub (www.listhub.com) to complete syndication options.

☐ You will be requesting IDX licenses for your agents through www.realMLS.redataVault.com. You will need Adobe Digital Signature.

☐ The MLS Automatically syndicates to Realtor.com, fl.living.net (Florida Realtors®) NEFAR.com, and realMLShomesforsale.com.

Value Enhancing Campaign

InTheKnow

The "In The Know®" campaign is our gift for you to use in telling EVERYONE how important the multiple listing service is to what you do and how it enhances your value as their agent.

Explaining your realMLS membership to your clients, clearly and simply, can **enhance your value.**

How do we know? We did the research and tested it out.

Only 24% of consumers have even a vague idea of what the Multiple Listing Service is, let alone how it benefits them. The good news is when you explain it **without using industry slang**, they get it…BIG TIME!

Chances are you might not focus on the Multiple Listing Service with your clients, other than a passing mention. Even though the multiple listing service is an essential tool which **literally makes the market work,** we don't explain how it **benefits EVERYONE**! This is a missed opportunity.

Consumers are being told an incomplete story about how the real estate market works and the multiple listing service's role in supporting a healthy marketplace.

Two truths are included in this campaign:

1. Fully informed **real estate decisions based on complete and impartial information** are possible only through your guidance and your access to the realMLS Multiple Listing Service.

2. An open marketplace, where professionals like you **work together on a neutral platform** (the realMLS Multiple Listing Service) to make transactions happen is the best way to get homes sold. Not through apps, portals, or any other network.

Please use this campaign. It is for you.

Go to **www.realMLS.com/intheknow** to explore these **FREE resources** including branded flyers, embeddable videos, email scripts and more to use with your clients...buyers, sellers, and owners. There are sample flyers on the following pages which can be found in the link above or on our **realMLS website** at the top of the homepage on the In The Know® tab.

The smartest way to sell a home

As a real estate professional who belongs to the multiple listing service, I can give you the information you need to make smart decisions and puts your home in front of the largest possible number of potential buyers.

Price it right

We'll use historical and current home sales information from the Multiple Listing Service to guide us on when to sell, and for how much.

Get your home seen everywhere

When your agent places your home on the Multiple Listing Service, non-confidential information is displayed on nearly every real estate brokerage website in town and on top real estate search apps and websites.

Get other agents working on your behalf

Listing your home on the Multiple Listing Service puts it into the hands of nearly every agent representing active buyers. This network of relationships is how most homes get sold.

InTheKnow

real MLS

Visit multiplelistingservice.org for more information

How homes are found

As a real estate professional who belongs to the multiple listing service, I make it possible for you to see a full and up-to-date picture of what's on the market and get you what you are looking for.

Search the market

We'll use the Multiple Listing Service to guide our search and get you the location, features and price point that meets your needs.

Go deeper and get closer

We will use the Multiple Listing Service to get you detailed information not available on public apps and websites, and arrange showings.

Know how much to offer

We will use the Multiple Listing Service to analyze up-to-the-minute information on comparable homes and recent sale prices in order to make sure our offer is competitive.

InTheKnow

real MLS

Visit multiplelistingservice.org for more information

FAQs

I need help with Flexmls, who do I call?

Our Markt® Shared Services agreement allows realMLS to offer Flexmls Technical Support both locally in-house and in partnership with Markt® staff in Arizona and Wisconsin! All are Flexmls experts and the goal is excellent service with each call.

realMLS Tech Phone Support Hours Monday-Saturday 8:30 AM to 8:00 PM 904-281-1400 x1603 or email services@realMLS.com

How do I find my MLS member number?

When logged in to Flexmls, type your First Name and Last initial in the Quick Launch bar located next to the **realMLS** logo at the top left of the screen. The number in parentheses behind your name is your member number.

Can I log in to the MLS system from my computer and my phone or iPad at the same time?

No, unfortunately, Flexmls will only allow one access at a time, therefore you cannot be logged in from a computer and a mobile device simultaneously.

Can someone else use my login when I'm not using it?

No, per **realMLS** Rules and Regulations, you cannot share your username and password.

Where can I find the MLS Rules and Regulations, By-laws and Policies, and the Policy Manual?

All of the Rules and Policies can be found under our **Data Integrity Policy** page under the Resources tab on the homepage of **realMLS.com**.
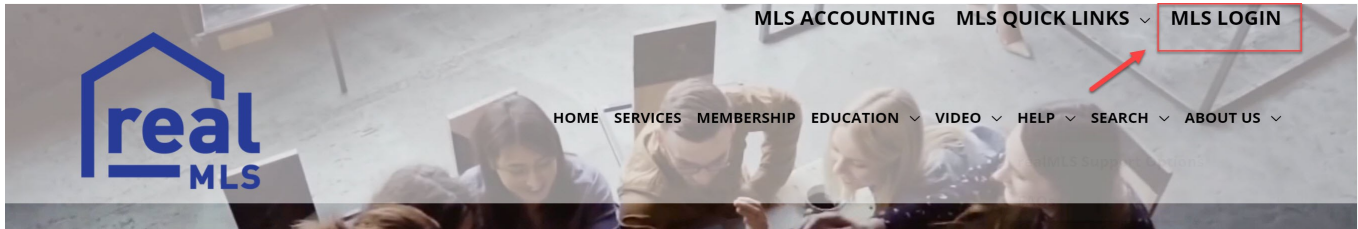
How can I learn more about IDX?

Brokers have the ability to request a license for access to IDX, Broker Only and VOW data products (**www.realMLS.redatavault.com**). Agents may request data products from **realMLS**. However, your Broker will have to execute the license agreement with realMLS.reDataVault.

What is NEFAR, how do they differ from NEFMLS (realMLS) and what reasons would I need to contact NEFAR?

The Northeast Florida Association of Realtors (NEFAR) is the largest professional/trade association in Northeast Florida. NEFAR conducts New Member Orientation required by NAR, Continuing Education, Ethics and many more educational classes. Lockboxes are also purchased through NEFAR and the Association membership dues are separate from **realMLS** dues.

Login & Contact Info

Login to Flexmls by opening a browser and going to **www.realMLS.com**. Click on the MLS Login button at the top right of the screen pictured above.

Follow the prompts to login with your credentials.

*Your username is usually your first and last name all lowercase and no spaces. You will be given a **temporary** password. Once logged in, follow the prompts to set up a permanent password.*

Your Username _____   **Your Temporary Password** _____

Enter your password

[••••••]

Forgot password?   LOG IN

Log In

Username

[   ]

☐ Remember Me   NEXT

How To Contact Us

realMLS prides itself on the outstanding customer service that we offer to our members. Our experienced staff provides the "personal touch" to ensure that your questions are answered and that any issues or concerns are quickly addressed.

Service Support   904-281-1400 x1603   services@realMLS.com
Monday through Saturday | 8:30 AM to 8:00 PM ET

Membership Support 904-281-1400 x1601   membership@realMLS.com
Monday through Friday | 9:00 AM to 5:00 PM ET

Metro Market Trends 800-239-1668 support@mmtinfo.com or sales@mmtinfo.com
Monday through Friday | 8:00 AM to 5:00 PM CT

NEFAR can be reached at 904-394-9494 x1602
Monday-Friday 9:00 AM to 5:00 PM NEFAR.com