realMLS

Welcome Packet

Start

Learn

Succeed

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 2023 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.

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
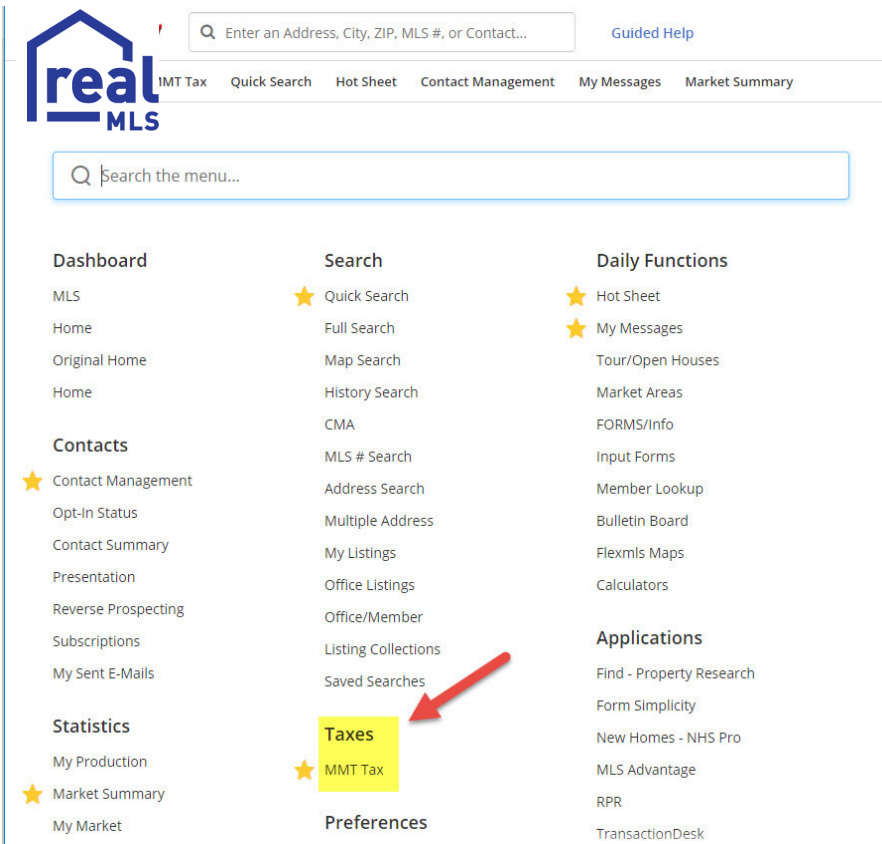RCE | CMLX3 | AHWD | C2EX

Florida Property Tax Records

Provided By

mmt info
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 Member ID# and the temporary password that was provided to you in your welcome email.

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®
Realtor.com)
RPR (Realtors Property Resource®) by NAR
MyCondoPlans
NewHomeSource
RatePlug
RateMyAgent
Builders Update

Download and create an account with Forewarn. This is a very important safety app provided to all members at no cost

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.

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 support@realMLS.com

Q: How do I find my realMLS Member ID#?

A. 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. You can always call Tech Support for assistance. 904-281-1400 x 1603.

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

A: 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.

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

A: NO. Per **realMLS** Rules and Regulations, you cannot share your username and password. This is an automatic $1000 fine.

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

A: 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**.

Q: How can I learn more about IDX?

A: Only Brokers have the ability to request a license for access to IDX, Broker Only/Back Office, or VOW data products for the Office or on behalf of an Agent (View more information).

See our website at https://www.realMLS.com for more information.

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 Member ID#. You will be given a **temporary** password. Once logged in, follow the prompts to set up a permanent password.*

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.

Technical Support   904-281-1400 x1603   support@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 **904-394-9494 x1602**
Monday-Friday 9:00 AM to 5:00 PM NEFAR.com