



MLS Now

FALL FORUM

We champion a cooperative and collaborative real estate experience by focusing on Data and Solutions with Expertise.

CYNTHIA LAMMERT

*Managing Principal/Attorney
Coakley & Lammert Co. LPA*

- Legal Update

LENNY LAWRENCE

*Vice Chairman – MLS Now
Board of Directors*

- Welcome
- Anti-Trust Statement

start video

A decorative graphic in the bottom-left corner consisting of several overlapping, curved, semi-transparent red shapes that create a sense of depth and movement.

MLS NOW BOARD OF DIRECTORS

- Kris Burdick
- David Chervenik
- **Rick DeLuca - TREASURER**
- **James Fox - CHAIR**
- Jodie Frydl
- Timothy Garton
- Andrew Ginter
- David King
- Linda LaFleur
- **Lenny Lawrence – VICE CHAIR**
- Meru Maharaj
- Brandon Marquard
- Kelly Minard
- Christi Olinger
- Jeff Russell
- Michael Sulek



MLS NOW
STAFF
PRESENT

- Carl DeMusz, CEO
- Jennifer Welch, Executive Assistant
- Anne Petit, VP of Quality Assurance
- Dean Klunzinger, Education & Customer Service Manager
- Michelle Hawley, Finance, Membership & HR Manager
- Tom Bauch, Account Executive
- Heidi Ewing, Account Executive
- Wendy Oberholtzer, Account Executive
- Dianna Caraballo, Senior Quality Assurance Coordinator
- Cole Cooper, Tech Support & Media Coordinator

CARL DEMUSZ

CEO of MLS Now

- Opening Remarks
- Industry News
 - Homesnap
 - Broker Public Portal (BPP)
 - Corelogic Vendor Relationship

OPENING REMARKS

- Rental Beast up and running
- OneHome new name BrokerLinx
- MLS Now moving to RESO Data Dictionary Completion, shutting down RETS
- MLS Now moving to Restb.ai - 1st quarter 2023

MLS NOW NEWS

- MLS Now hires Anne Petit, V. P. of Quality Assurance
- Homesnap split with Broker Public Portal (BPP)
- MLS Touch Agent App 1st quarter 2023

AARON POWELL

- MLS Now Phone System Update

MITEL CONTACT CENTER

- Communication is key for the life of the MLS.
- Greater efficiency in routing calls to the correct department.
- Representatives can take calls anywhere they have internet and the MiCollab App.
- System is expandable for further growth from the MLS.
- Phase 2 – integration with Zendesk for self support and ticketing.



DIANNA CARABALLO

Sr Quality Assurance Coordinator

- Quality Assurance Updates

SHOWING AVAILABILITY

- Listings that are in an **Active** status as well as Under Contract Allow Showings are required to be **available** for showings:
 - If your listing is not available for showings the proper status would be Temporarily off Market (TOMK) with the return to active status date indicated in the Broker Remarks, or;
 - Under Contract No Showings
- If the owner is requiring a 24 - 48-hour notice for showings, the listing can remain in the Active status but must disclose the requirement of notice in the Broker Remarks section

CLEAR CO-OPERATION POLICY (RULE 2.1.1)

- Listings that are Publicly marketed that have an active listing agreement must be entered into the MLS system within **1 business day** of marketing (ex. Signs, social media, flyers, etc.)
- Rule applies to all required property types to be entered into the MLS system
- Penalty for non-compliance is \$1000 (*penalty is not waivable by taking a Rules class*)

LISTINGS AND WAIVERS (RULE 7.2)

- 27 Counties in **Ohio**

Ashtabula	Holmes	Noble
Belmont	Jefferson	Perry
Carroll	Lake	Portage
Columbiana	Lorain	Stark
Coshocton	Mahoning	Summit
Cuyahoga	Medina	Trumbull
Geauga	Monroe	Tuscarawas
Guernsey	Morgan	Washington
Harrison	Muskingum	Wayne

- 5 Counties in **West Virginia**

Jackson
Pleasants
Ritchie
Wirt
Wood

LISTINGS AND WAIVERS - CONTINUED

- If a Participant has real estate licensees that subscribe to a different **Realtor owned** MLS that is outside of MLS Now territorial jurisdictions, a waiver of dues is permitted.
- The waiver must be placed on file with MLS Now Membership department
- If a waived licensee leaves the Participants brokerage, the Brokerage must notify MLS Now Membership that that licensee is no longer affiliated with their brokerage

LISTINGS AND WAIVERS - CONTINUED

- Licensee Waiver is nullified if one of these events happens:
 - Licensee list a property **within** the MLS Now jurisdictions
 - Licensee **leaves** the Participating brokerage that had a Waiver on file

It is recommended that all Participants and Subscribers remember when taking listings, that **location, location, location matters**, not which MLS your membership is with

LISTINGS AND WAIVERS - CONTINUED

Should a Waived Licensee list a property within our jurisdiction, here's what he/she should do:

Inform the Owner - Listing will be shared in more than one MLS system

Contact MLS Now Membership department - Nullify Waiver for the duration of the listed property (Membership is required in order to enter the system) *

Input the Listing – within 2 business days of the List Date. If you publicly market the listed property before input of the listing in the system, listing needs to be in the system within 1 business day (**REMEMBER MLS NOW DOES NOT HAVE COMING SOON STATUS**)

** Licensee will receive a bill for pro-rated portion of the semi-annual dues period in which this situation occurs.*

**ANNE
PETIT**

VP of Quality Assurance

- Quality Assurance Updates

QUALITY ASSURANCE


- Quality *Experience*
 - For Members/Participants/Your Agents
 - For Consumers
- Breaking Down Barriers
 - Education Opportunities
 - Carrot vs. Stick
- Fiduciary Duties
- Addressing Professional Standards

HEIDI EWING

Account Executive - MLS Now

- MLS Areas Update
- Map Search by Layers
- Rental Beast

Northern Ohio Regional Multiple Listing Service



Listing Book

No. 44/45
Nov 7 - 20, 2001

CONFIDENTIAL: This book is confidential and is not authorized Multiple Listing Service Participants only. Unauthorized distribution of this book may result in a fine up to \$100 and/or suspension of membership.

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SINGLE FAMILY - AREA 1500-1599 - BAINBRIDGE 357

# 02975	BR-3	FB-4	1F	HS-4	# 02976	BR-4	FB-3	1F	HS-3	# 02977	BR-4	FB-5	1F	HS-5
8650000					8749000					8890000				
BRIT TAYLOR DR					DR 100 TO YOUNG BLVD					THIST COLONIAL DR				
DR 100 TO YOUNG BLVD					DR 100 TO YOUNG BLVD					DR 100 TO YOUNG BLVD				
LOT 1500000					LOT 1500000					LOT 1500000				
LR 1 22X12					LR 1 17X14					LR 1 18X18				
DR 1 22X12					DR 1 20X21					DR 1 20X21				
FR 1 22X12					FR 1 20X21					FR 1 20X21				
DEN 1 11X14					DEN 1 11X14					DEN 1 11X14				
GRT 1 20X21					GRT 1 20X21					GRT 1 20X21				
OTR 1 20X21					OTR 1 20X21					OTR 1 20X21				
POW 2000					POW 2000					POW 2000				
DR 2000					DR 2000					DR 2000				
LA DONNA GLAZIER					LA DONNA GLAZIER					LA DONNA GLAZIER				
SAC 3					SAC 3					SAC 3				
BAC 15					BAC 15					BAC 15				
LT 1885					LT 1885					LT 1885				

04557

3057 WHITETAIL CT #BR-4

Map S9 A2 FB-3 1F

Dir TOWNSEND TO DEER CREEK SAC 3.5 LO 9837

PIN 4802070 01064282 1809 BAC 3.5 330659-7005

LotSz 59X220X1RR ZIP 44286 LTERS

Lvl Apx. Size Ftg 59 \$524900

LR 1 17X12 MBR 1 17X17

DR 1 17X12 BR2 2 15X12

FR 1 17X12 BR3 2 15X15

DEN BR4 2 16X14

KIT BR5

GRT 1 19X18

OTH 1 14X6

FSQF 3824 Apl B,C,E,F,G,3

Sch 7712 REVERE LOCAL Ac 0.75

Ext VIN, STONE, Sty COLONIAL, YBL 1999

Heat FORCED AIR, WTSW PUB WATER,

Gar GAR DOOR OPNR, PAVED, ATTA Cool C/A,

Int. Misc Bsmt

AN ENTERTAINING MECCA-BANQUET SIZE KITCHEN W/VAULTED CEILING

LOOKS INTO 2-STORY GREAT RM W/GAS FP. ENORMOUS VAULTED MASTE


R SUITE ON 1ST FL. LRG 1ST FL DEN W/GAS FP. HDWD FLS ON 1ST.

Sh Bsh CALL

LA JUDY GORBETT DARWAL 440-979-5815 SAC 0 LO 2803 440526-1800

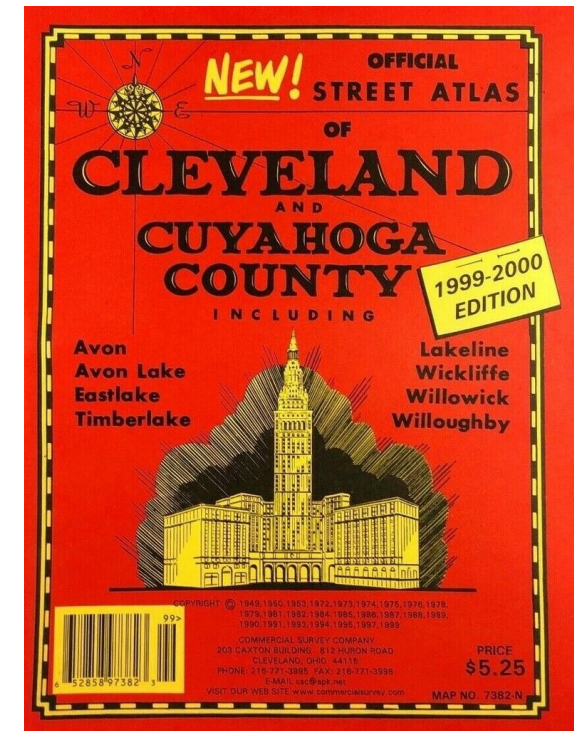
1F SAC 0 BAC 3.5 LTERS

\$667000



CHANGE

- **MLS Books** to *web-based databases*
- **Listings with 1 Photo** taken by photographer at VIC (Virtual Imaging Corp.) and mailed to office to *listings with 35 photos taken by List Agent*
- **Map Coordinates (C28D3)** to *Longitude/Latitude*
- **Big Slow Desktop Computers with tiny monitors using AOL dial-up** to small fast laptops with 3 big screens
- **Combination Lockboxes** to *Supra iBoxes*



WHAT TO KNOW: MLS AREAS END SOON

Thursday, October 6, 2022

MLS AREAS

- Areas were made up decades ago
- Only MLS members can see and use those
- Most MLSes have removed them so as not to be steering consumers and redlining
- MLS Now will no longer require entry after **Dec. 2022**
- Searches will no longer work by area after **Dec. 2022**

WHAT TO DO: STOP USING MLS AREAS

Thursday, October 6, 2022

UPDATE ALL PLACES THAT MAY HAVE SAVED MLS AREAS

- Market Watch
- Hotsheets
- Saved Searches
- Auto Emails
- Statistics Searches (Presets)
- Displays
- Exports

USE MAP SEARCHES

- Click **Map Search**
- Click **Layers** and under Boundaries check a box (Zip, City, School District, Neighborhood)
 - This allows for a combination of zip codes and schools or neighborhoods.
- Click the hand select tool
- Click the outlined selection to include in your search
- Repeat as necessary

Residential Detail



STATUS - Date or Range

[Select All](#) [Select None](#)

- Active
- C-Under Contract ALLOW Showings
- P-Under Contract NO Showings
- E-Under Contract Expired
- Sold
- Withdrawn
- Temp Off Market
- Expired

SUB TYPE

Condominium

Single Family

Or Not

STYLE

A-Frame

Bi-Level

Boathouse

Bungalow

Cape Cod

And Or Not

HOA FEE

MLS # (Use the Clear button at the lower left before entering numbers)

Map Search: No Map Selected

Within miles of [My Location](#)

ST#	Mod	Dir	Pfx	ST NAME	St Suffix	Dir Sfx	Unit #	ZIP
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

More

Click the MORE button to search up to 20 entries.

COUNTY

Cuyahoga

Clinton

Columbiana

Coshocton

Crawford

Cuyahoga

Or Not

AREA

Please use City, School or Zip Code in searches since Area will no longer be used after Dec. 2022

Also remember to remove areas from saved auto emails/searches.

101 - Lakewood

102 - Brooklyn

103 - Cle W of 140th (Kamms Co

104 - Cle Between West Blvd & V

105 - Cle Between West Blvd & C

Or Not

PRICE

BEDROOMS

TOTAL BATHS

Full Baths

Half Baths

Acres

Include 0 Acres

Current Sqft

Include 0 Sqft

BASEMENT

FIREPLACES

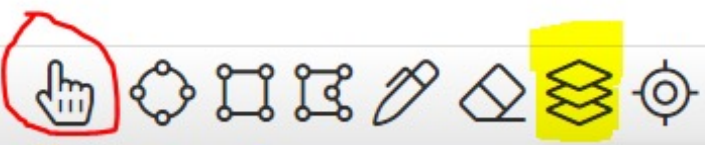
GARAGE # OF CARS

YEAR BUILT

Thursday, October 6, 2022

0 of 87 Checked 0

All · None · Page · [checkmarks]



Jump to

Map



Boundaries

Zoom In

- Parcel
- Zip
- City
- County
- Unified School District
- Neighborhood
- Flood Zones
- Elementary Schools
- Middle Schools
- High Schools
- MLS Areas
- Townships

Actions Refine Save Carts

Criteria Email Print CMA Directions Stats Export Quick CMA N-Cl

NOV.2021

Select Layer as Shape

Layers

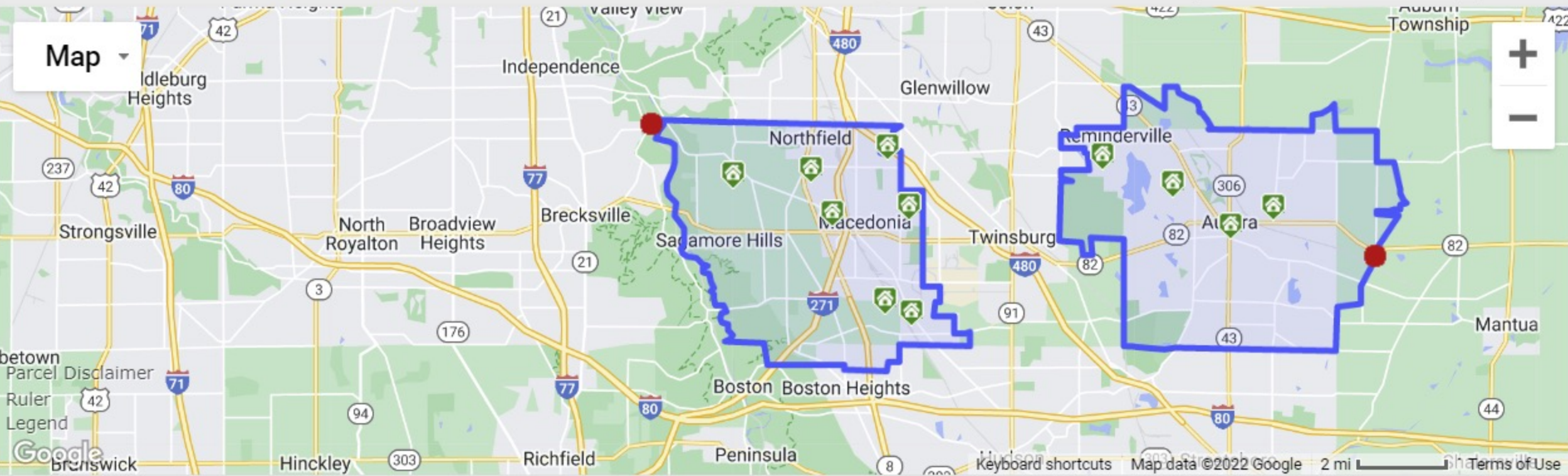


Criteria Map Results

11 of 11 Checked 0 All · None · Page



Jump to Address



Actions Refine Save Carts

Criteria Email Print CMA Directions Stats Export Quick CMA N-Cloud CMA ShowingTime

RENTAL BEAST

- Link to Rental Beast added 6/28/22
- Started with Option for agents to enter listings in Rental Beast and admin in Matrix
- Changed to all entry of rentals in Matrix
- Added option to share the listing from Matrix to Rental Beast

RENTAL BEAST

Why should agents help renters?

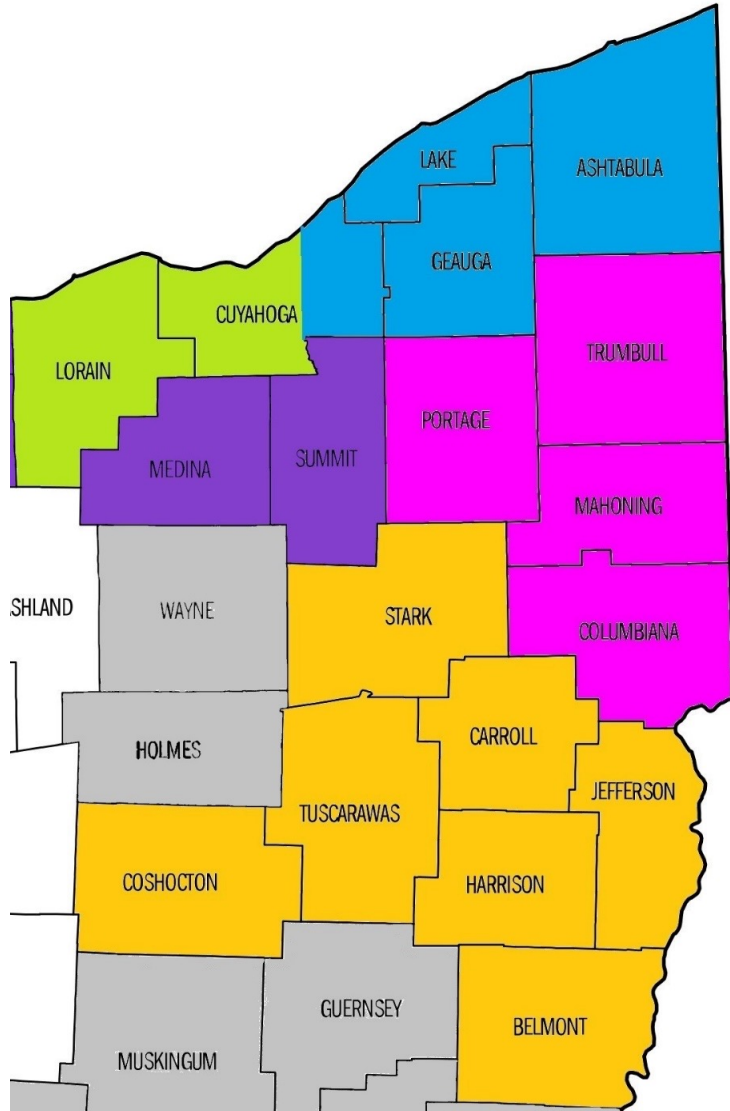
- It is a great way to educate renters on what they can do to become homebuyers.
- If they are happy with your services, then they will come back to you when they are ready to purchase.
- They may refer their friends or family members looking to buy or sell to you.

RENTAL BEAST PRO UPGRADE

Benefits of upgrading to Rental Beast Pro

- Access to hundreds of additional rental properties not available in MLS
- Option to use the ApplyNow Tenant screening
- Rental Listings syndicated to additional sites
- Leads

TERRITORIES



Acct Exec

Dan Jones

Heidi Ewing

Tom Bauch

Tracy McNeil

Wendy Oberholtzer

Wholesale



**eKEY® -
Granting Access to
Single Access Users**



To access this feature, along with other new releases, make sure you have the latest eKEY app on your device.

For further assistance, visit eKey
resources at

<https://www.supraekey.com>

Thursday, October 6, 2022

BREAKFAST SPONSOR



FastStats

Monthly Indicators
An overview of key real estate trends.

Association:
Select an association...
Time Period:
Most Recent
VIEW REPORT

 MLS Now	 Akron Cleveland Association of REALTORS®	 Coshocton County Board of REALTORS®	 East Central Association of REALTORS®	 Lake Geauga Area Association of REALTORS®
 Lorain County Association of REALTORS®	 Medina County Board of REALTORS®	 Stark Trumbull Area REALTORS®	 Wayne-Holmes Association of REALTORS®	 Youngstown Columbiana Association of REALTORS®

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PRIZE GIVEAWAYS

Must be present to win