Member Newsletter

MLS Now

MLS Now champions a cooperative and collaborative real estate experience by focusing on Data and Solutions with Expertise

WHAT TO EXPECT IN THIS ISSUE?

INDUSTRY OVERVIEW

QUALITY ASSURANCE REPORT

MLS NOW ELECTION RESULTS

NEW STAFF WELCOME

TRAINING CLASS SCHEDULE

VENDOR UPDATES

AND MORE!

Quarter: 1 - January-March 2023

Winter Greetings to All!
Carl DeMusz, CEO
Executive Report

Starting 2023 on a positive note.

It seems like every year starts with changes. Some of which seem to be out of our control. However, agents can often make moves that help turn negatives into positives. Here are some big changes that are out of our control:

- Inflation is on the rise.
- Energy prices continue to rise.
- Mortgage interest rates are up.
- Home prices are at record highs.
- Home buyers are priced out of the market.
- Listing inventory is still extremely low.

Here is my suggestion for dealing with these changes for agents and brokers: While inflation has not been a problem in recent years, there was a time in real estate when we did struggle with it. It was important then as it is now, to point out to sellers that the number of qualified buyers drops with every uptick in the inflation rate and they'll need to take that into consideration when setting the list price.

Energy prices rising is a big concern for real estate agents and brokers as you fuel up your automobile to show properties and other business travel. This is a good time to research fuel economy as well as other options in an automobile. Consider doing some research and producing an informational, professional tip sheet on home energy efficiencies for prospective sellers as they ready their home for the market.

The last four bullets, high mortgage interest rates, home prices, buyers priced out of the market, and low listing inventory will require real estate agents and brokers to prepare for a change from a "seller's market" to a more "balanced market", or even a "buyer's market". The low listing inventory was brought on by several factors including many would be "downsizers" who normally would list their large home for sale in favor of a smaller less expensive home for possible retirement. The concern that caused them to not list or sell, was the fear they might not find a "suitable" or "affordable" home to purchase. Another factor was the shortage of new construction brought on by banking regulations that were too restrictive for builders and developers to produce enough new construction to meet the demands.

One thing is for sure, the "seller's market" is shifting toward a "buyer's market" as is evident by the recent rises in days on market (DOM), reduction in properties under contract, and the drop in houses sold. As an agent or broker, it is a good time for you to research these changes and perhaps add some options to your business model such as rental properties, which could help first time homebuyers in the market. Keep in mind, it's times like these that are good for being creative and trying something new. Please explore some of the great information contained in this newsletter and have a great first quarter market of 2023.

Best regards,

Carl DeMusz, ePRO, RCE CMLX2, President & CEO

Winter Greetings to All!
Anne Petit, VP of Quality Assurance
Executive Report

Welcome to the new year! I hope 2023 is off to a productive and healthy start for you and yours. Wishing you a return to a “normal” market, schedule and fewer challenges with transactions would also be among my wishes for you in 2023, however that still seems an amorphous concept. So let me focus on what I can do to, hopefully, make your 2023 better from an MLS perspective.

Being a licensee myself, I knew coming in why MLS rules exist; I certainly understood that they exist tangentially to REALTOR® association rules and Ohio license and common laws. What became abundantly clear during my first several months with MLS Now, though, is the complexity of those three areas when layered on to your daily business. Our members and subscribers have an incredible challenge remembering – not to mention appropriately applying – the various laws, rules and policies that underpin how properties are listed.

For starters, understanding why in the world a former Superintendent of the Division of Real Estate would join an MLS staff – maybe why an MLS would want her?? – and what she could possibly offer you, this side of license law, would be helpful. For the leadership of MLS Now, my understanding of the organization, its day-to-day operations, and my deeply held professional belief that education and compliance are inseparable was key. Additionally, not only are building and nurturing relationships a critical part of my professional success, but those human connections are also part of my DNA. It has resulted in my seamless integration with MLS Now staff and the leadership team, utilizing the benefits of my background, experience, and expertise in the Quality Assurance department to enhance and improve your MLS experience.

To that end, by invitation, I am visiting brokerage offices to share information regarding MLS Now rules, our service area, and ways to keep listing agents in compliance, monitoring contemplated and pending license law changes, and keeping an eye toward how proposed MLS tools/services fit with Ohio license law. More recently, a fresh new Core Law CE class was approved by the Division and a few classes have already taken place, with more being scheduled as I write. A new Canon of Ethics course is on the drawing board, as well. It is my goal to help connect those elusive dots in a unique or complex situation, guide you to other resources and/or affirm that you’re on a “right track”, and provide education that expands licensees’ understanding of the interplay between these laws and rules.

Finally, the entire QA team is here to help you stay in compliance with MLS rules and policies. Let us know how we can best serve you!

Anne Petit, Vice President of Quality Assurance
anne@mlsnow.com - (216) 485-4122

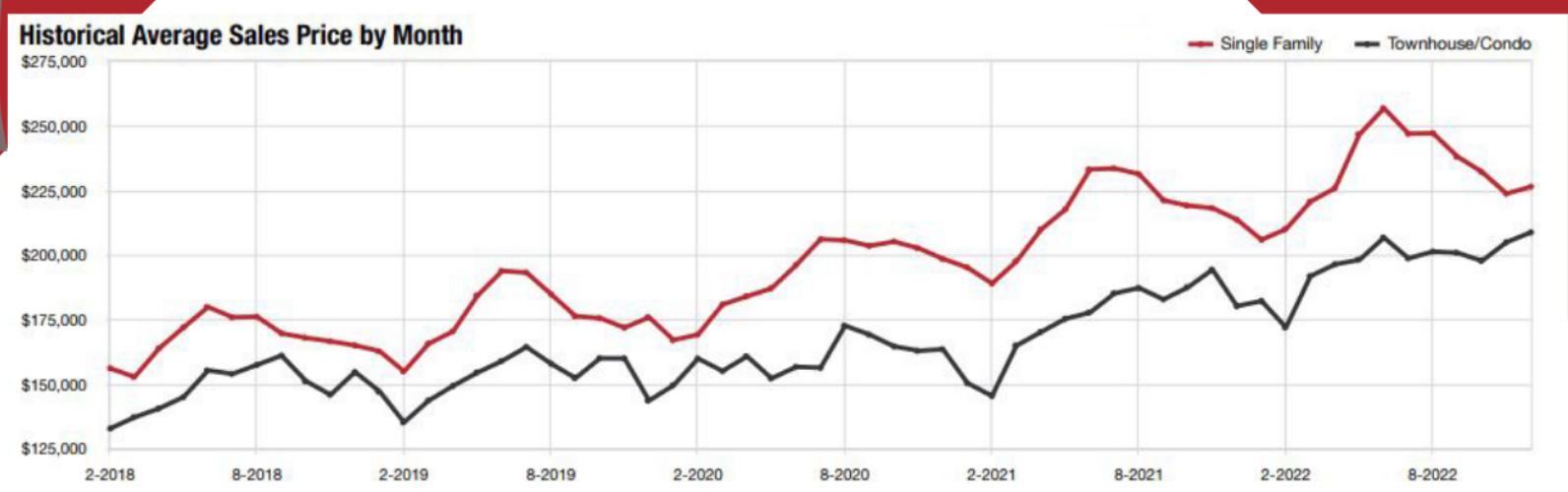
MLS Now - Year to Date Stats Flyer: 2022

MLS Now

MLS NOW MARKET STATS 2021 - 2022 HIGHLIGHT

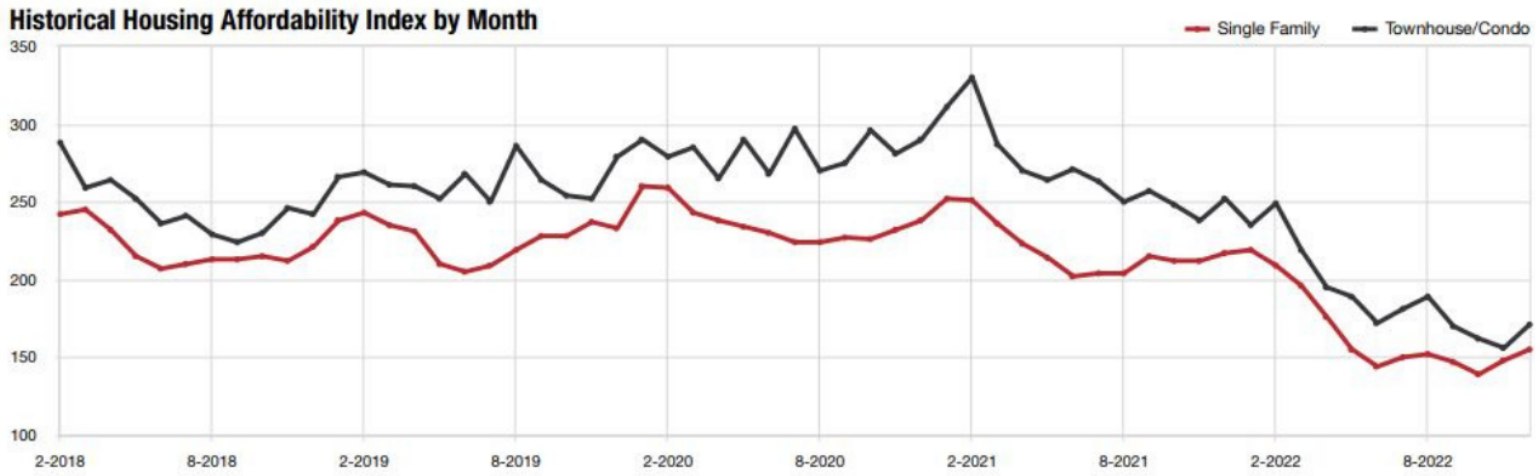
Sales Price

The Average Sales Price across all residential property types went up 8% from 2021 to 2022.



Housing Affordability

Down by 31.3% across all residential property types from 2021 through 2022.



Closed Sales

Closed Sales have dropped 9.5% across all residential property types from 2021 through 2022.

New Listings

Decreased by 7.8% across all residential property types from 2021 through 2022.

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Meet the newest additions to the MLS Now team!

Stacey lives in Painesville Township with her husband. They have 4 grown children and 1 beautiful grandchild. She graduated from Lakeland Community College with an Associates in Arts/American Sign Language. Before coming to the MLS, she worked as an Accounts Payable Clerk, Railcar Specialist, and Administrative Assistant for CMC Recycling in Oklahoma. She then worked as an Office Manager for a Real Estate Brokerage in Willoughby.

Stacey loves helping others and cannot wait to embrace the new day. She loves spending time with her family and playing with her Grandbaby. Stacey has 28 Betta Fish she tends to and loves going on adventures with her husband and her sister.

Adam Small has joined MLS Now as their new full time Finance, HR, & Membership Manager. He has resided in University Heights, Ohio for the past 15 years; and prior to that, he was a resident of Beachwood, Ohio. He has an extensive accounting background in construction and property management for almost 30 years.

A believer in lifelong learning, Adam has recently embarked on a course of legal education in his spare time. Adam enjoys cycling and running. He has competed in 50 to 100 mile running events, and is eyeing an Ironman triathlon for next year.

MLA Now - 2022 Board of Directors: Election Results

MLS Now

Welcome our Newly (Re)Elected/(Re)Appointed MLS Now Directors!

- James Fox – of Berkshire Hathaway HomeServices Stouffer Realty, Inc. – Re-Elected
- Joyce Willson of Zillow, Inc. – Newly Elected
- Andrea Wilson Brick House Realty & Associates – Newly Appointed
- Timothy Garton of RE/MAX Results – Re-Appointed
- Sarah Ford of EXP Realty, LLC. – Newly Elected

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MLS Now Areas Removed from MATRIX

Attention MLS Now Members!

WHAT TO KNOW:

A reminder that the Areas field in Matrix has been GONE since January 1, 2023.

WHAT TO DO?

When you are updating anything in Matrix to move away from Areas, you MUST remove the Area(s) field from the search criteria.

Following requests from MLS Now members, the number of area shapes has been increased from 10 to 20 shapes. A shape is defined as a red dot on the map.

Here is a video to watch on how to revise auto emails:

VIDEO

Here is a link to all of the videos dealing with this change along with tipsheets:

Areas being Removed 12/31/22***

Visit the Help tab in Matrix for all of these helpful videos and tipsheets.

WHO TO CONTACT:

If you have any questions, call MLS Now Help Desk at 216-485-4100 x 1480 or email help@MLSNow.com.

MLS Now - Education Department Training & Webinar Schedule

MLS Now

INDEPENDENCE - NORTH OFFICE
5605 Valley Belt Rd
Independence, OH 44131

Intro to MLS			
Wed	01/11	9:00 - 11:30	
Thu	01/26	1:30 - 4:00	
Wed	02/08	1:30 - 4:00	
Mon	02/20	9:00 - 11:30	
Wed	03/08	1:30 - 4:00	
Thu	03/23	9:00 - 11:30	

Matrix Listing Input			
Wed	01/11	1:30 - 3:30	
Thu	01/26	9:00 - 11:00	
Wed	02/08	9:00 - 11:00	
Mon	02/20	1:30 - 3:30	
Wed	03/08	9:00 - 11:00	
Thu	03/23	1:30 - 3:30	

CMA			
Thu	01/12	9:00 - 11:00	CEU-2
Wed	02/15	1:30 - 3:30	CEU-2
Thu	03/09	9:00 - 11:00	CEU-2

Buyer Basics			
Wed	01/25	9:00 - 11:00	CEU-2
Thu	02/09	9:00 - 11:00	CEU-2
Wed	03/15	1:30 - 3:30	CEU-2

Realist: Using Tax Data			
Wed	01/18	1:30 - 3:30	CEU-2
Thu	02/23	9:00 - 11:00	CEU-2
Wed	03/22	1:30 - 3:30	CEU-2

My Matrix and More			
Mon	01/23	1:30 - 3:30	CEU-2
Wed	02/22	9:00 - 11:00	CEU-2
Thu	03/02	1:30 - 3:30	CEU-2

Rules and Regulations			
Thu	01/05	9:00 - 11:00	
Thu	02/02	9:00 - 11:00	
Thu	03/02	9:00 - 11:00	

N. CANTON - SOUTH LOCATION
7110 Whipple Ave NW
North Canton, OH 44720

Rules and Regulations			
Thu	01/19	9:00 - 11:00	
Thu	03/16	9:00 - 11:00	

CMA			
Thu	01/19	1:30 - 3:30	CEU-2

Realist: Using Tax			
Thu	02/23	1:30 - 3:30	CEU-2

Intro to MLS			
Thu	03/16	1:30 - 4:00	

ONLINE WEBINARS

Intro to MLS - Webinar			
Wed	01/04	2:00 - 4:00	
Mon	01/16	2:00 - 4:00	
Fri	02/03	10:00 - 12:00	
Thu	02/16	10:00 - 12:00	
Wed	03/01	2:00 - 4:00	
Thu	03/16	10:00 - 12:00	
Wed	03/29	10:00 - 12:00	

Listing Input - Webinar			
Thu	01/05	2:00 - 3:30	
Fri	01/20	10:00 - 11:30	
Wed	02/01	2:00 - 3:30	
Mon	02/13	2:00 - 3:30	
Fri	03/03	10:00 - 11:30	
Thu	03/16	2:00 - 3:30	
Mon	03/27	2:00 - 3:30	

CMA - Webinar			
Thu	02/02	2:00 - 3:00	CEU-1

Realist Using Tax Data - Webinar			
Thu	03/09	2:00 - 3:00	CEU-1

My Matrix and More - Webinar			
Thu	03/30	2:00 - 3:00	CEU-1

MLS WEBINAR - Buyer Basics			
Mon	02/27	2:00 - 3:00	CEU-1

MLS WEBINAR - Creating Labels			
Wed	01/25	2:00 - 3:00	

MLS WEBINAR - Displays & Search Criteria			
Fri	03/24	10:00 - 11:00	

MLS WEBINAR - Input Tips			
Thu	01/12	2:00 - 3:00	
Wed	03/15	10:00 - 11:00	

MLS WEBINAR - Map Search			
Fri	01/06	10:00 - 11:00	
Thu	02/09	2:00 - 3:00	

MLS WEBINAR - Tips & Tricks			
Wed	01/18	10:00 - 11:00	

Webinars are free for MLS Now members.
If a webinar is offered for Ohio CEU, you will be emailed a certificate if you check-in on time, follow all prompts and remain in webinar until end.

Classes are free for MLS Now members.
If a class is offered for Ohio CEU, you will receive a certificate if you arrive on time, show a photo ID and remain in class until end.

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Ohio Division of Real Estate Update

MLS Now

Ohio | Department of Commerce

Division of Real Estate & Professional Licensing

News from the Division of Real Estate & Professional Licensing

Welcome to License Lowdown,

In this edition, I ask Division Legal Counsel Kim Wells about some of the top disciplinary actions the Division and Ohio Real Estate Commission carried out in 2022.

Click the image below to watch the latest edition.

Quick Links

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MLS Now - Vendor Update: NHS Pro

NewHomeSource PROFESSIONAL | MLS Now

New Webinars for 2023!

Which NewHomeSource Pro webinar is right for you……

NHS Pro Basics

- Step by step instructions on how to use NewHomeSource Pro (NHS Pro)
- Ideal for new agents or no experience with builders
- Walk through customization of agent micro-site, Showingnew
- Learn how to market yourself with new builds

NHS Pro Advanced

- Great information for agents currently utilizing NHS Pro
- In depth look at ways to communicate with clients
- 3rd party tools to share on more platforms
- Learn how to make residual income with Utility Connect

Set up your account today! Login to your MLS to access NewHomeSource Professional

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MLS Now -
Misc. News Update

Billing Department Update:
Upcoming Billing Notice for MLS Now Members -
Coming first week of February -
Due for March 1st - August 31st Billing Period

New Input Sheets on MATRIX!
Find the new forms here at:
MLS Now Forms!

Realtor.com News:

Now available: Enhanced listing intelligence from Realtor.com®

New listing intelligence features are now available from Realtor.com®. These features offer you intel on potential buyers and performance insights at no cost to help you understand how your listings are performing compared to similar properties and much more! Claim your free agent profile today and log into your Realtor.com® Pro Dashboard to see these new features! Watch this video to learn more, and claim your free agent profile today!

P.S. Already have a Realtor.com® Pro account? Log in here.

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MLS Now

MacIntyre Duxbury	Francis Curd	Kayla Williams	Jay Stoneman
Thomas Harvey	Austin Haig	Kayla Martin	Janie Burgan
Cole Nosse	Christine Karn	Alexandria Moeller	Adam Chinchic
Donald Plunkett	Abednego Kashindi	Shirley Ottallah	Rebecca Hamid
Autumn Starcher	Cyrus Macharia	Khurram Shamsi	Daniel Hughes
Nicki Stephan	Keelan Moore	Michael Tutolo	Leslie Jacobson
Carolyn Waclawski	Patricia Moran	Gavin Ballew	Jennifer McJunkins
Benjamin Bates	Adam Price	Jeffrey Briceland	Jacqueline Rauch
Kostantinos Kofinas	Julia Robinson	Patrick Drury	Xiaorong Zhou
Yaakov Muskin	Trey Stoltey	Cheryl Kypreos	Celestina Diffenbacher
Jason Paro	Amy Wittensoldner	Mary Teague	Lisa Evelinn
Shaye Salvi	Pegah Zardoost	Jill Bardy	Michael McDermott
Marlene Taipe Llacchuarimay	Kristin Korinek	Keyshia Beverly	LeNard Pope
Stacy Daniels	Michael Noble	Christopher Carusso	Briana Simmons
Brenda Gadowski	Danielle Yemma	Anthony Cicero	Brandon Harvey
Jennifer Lockhart	Simon Ashbaugh	Leslie Daniels	Lisa Heineman
Jennifer Dugan	Diane DiFrancesco	Victoria Dumont	Victoria Laplante
Michelle Fioritto	Carole O'Brien	Jordan Hunt	Kaysee Oesch
Ersula Haygood	Brenda Verbeke	Michael Milec	Carrie Smith
Stacy O'Leyar	Michael Wauschek	Brooke Sherwood	Jilian Raby

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New Member Welcome
Page 2

MLS Now

Morgan Stuart	Trevor Reiser	David Stile	Sylvia Warren
Peter Boyas	Jessica Rosinski	Anita Church	David Delahunty
Autumn Drews	Peyton Schenke	Angelo Cordova	Fatimah Elder
Sydney Ebin	Sonya Sidner	Ruba Jaafar	Connor Keller
Daniel Miller	Olga Spirina	Gregory King	Mark Knox
Megan Valentine	Briana David	Monica Arnold	Eric McCollum
Holly Brokaw	Kennedi Dowell	Iesha Bell	Paige Morris
Erin Coffman	Brianna Oliver	Salena Dix	David Bell
Zakary Csalos	Anthony Zunt	Colleen Kuttie	Morgan Bond
Tammi Kennedy	Christy Jordan	Thomas Stout	Larry Harris
David Robbins	Brittany Stewart	Jacob Berben	Jessica Moyer
Laura Stepic	Christopher Liebers	Seth Hedrick	Sandor Sundem
Alexandra Tillstrom	Pilar Parsons	Tika Khatiwada	Esther Thompson
Rachel Bansek	Julius Sorma	Devin Lyons	Asia Van Horn
Brittany Bunea	Shandrea Veal	Paul Roth	Carolyn Brooks Joyce
Kelly Haren	Amanda Adams	Clarence Eddy	Monique Mackey
Erin Holb	Tina Guegold	Kimberly Foley	Jeffrey McDaniel
Connor Leahy	Sarah Hendershot	Pamela Furillo	Adetayo Oladele
Eric McKee	Lori Lee	Ariel Killings	Tracey Pusateri
Brittany Rector	Martaysia McCaulley	Marla Redic	Vasilios Vassilakis

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MLS Now

Chloe Vugrinovich	Johnie Sams	Malcolm Simmons	Dathan Williams
Kerin Campbell	Evan Shimensky	Selena Tovanche	Brittany Garcia
Bruce Johnson	Susan Davis	Donna Brozovich	Kathryn Genaro
Desire Jones	Lindsey Englert	Megan Dawson	Dominic Lalli
James Sloan	Jennifer Fox	Mark Mikolajczyk	Patricia Laux
Bradley Brown	Javier Marrero-Young	India Moore	Kamryn Lebo
Lisa Portman	Trevor Phillips	Anthony Paradiso	Cassandra Prater
Samuel Rufener	Khalia Danzy	Ana Talpa	Ramamohan Sanepalli
Anna Schrock	Ashley Estes	Kathryn Walsh	Peyton Wentzel
Brenton Stull	Dillon Eversole	Gregory Woodard	Jordan Ballard
Alicia Whitfield	Joseph Rosenbaum	Kyoung Beyens	Aferdita Bytyci
Malikie Richardson	Luke Srock	Thomas Carpenter	Pamela Haggerty
Dennis Bella	April Stanislaw	Destiny Dean	Ashley Schroth
Joe Hughes	Angela Rossiter	Kelly Hetzel-Straub	Alyssa Del Rio
Michael Humphreys	Derrek Bradford	Amber Kralovic	Cameron Howell
Bart Stein	Amanda Douglass	James Miller	Sean Padden
Rachel Farkas	Jenna Liller	Makayla Mosely	Marc Pierre
Amanda Garcia	Marc Mifflin	Oleksandra Nimachuk	Amanda Christian Ferro
Jennifer Latell	Kathleen Duraney	Amanda Sabatino	Joseph Paciorek
Patricia Rees	Joseph Martin	John Thorn	Jasmine Smith

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Chelsey Stubbs	Amanda Wood	Saif Suleiman	Tara Horvath
Sharri Maston	Bryan Hitch	Adam Dudziak	Tierra Lane
Randy McGhee	Kurt Rehak	Connor Gail	Nathaniel Lobas
Alyssa Opal	Wallace Sweeney	Ethan Hatfield	Carissa Love
Benjamin Swiecicki	Jason Brewer	Bisharah Hejazin	Drew Thomas
Ashley Jones	Aaron Gluth	Bridget Lewis	Rachael Thompson
Lucy Miller	Gloria Hayter	Cassidy Prosen	Nicolette Tilow
Madison Roman	Matyas Kovach	Michael Sweigart	Brad Woodworth
Ian Smith	Amanda Herman	Trent Thompson	Adam Cestaro
Kiera Wyman	Kayla Nunez-Knowlton	Mohamad Abu-Hilal	Alexandre Kormushoff
Kenneth Jones	Kayleen Antritt	Theresa Anderson	Alek Mahjoubian
Christina Barr	Darion Franko	Kevin Bjerre	Dwight Simpson
Quinn Biesinger	Brittany Little	Aziza Jenkins	Anjana Subedi
Norval Blackwell	Justin Lonis	Alexander Amata	Anna Carpenter
Brennan Francis	Robert McCarthy	Maria Comas	Aaron Dinkins
Lakasha Horton	Alphonsine Rutonesha	Marlana Martinez	Maryann Dybiec
Paul Papesh	Terry Smith	Susan Siegferth	Adam Madey
Gina Petrochello	Harry Yoder	Lee Sokolis	Ashley Moses
Tiffany Thomas	Meghan Ables	Kathy Welch	Paul Durtche
Brian Williams	Jacob Paul	Steven Crooks	Beverly Shaffer

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