

# Connections Newsletter



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

## **What to expect:**

- **Wholesaling**
- **Executive Article**
- **Staff Spotlight**
- **Stats Highlight**
- **Training Class  
Schedule**
- **Vendor Updates**
- **NAR Agent Article**
- **Membership  
Feature Article**

**Quarter 4: October - December 2023**



# **Wholesaling & MLS Now Rules!**

## **Anne Petit, VP of Quality Assurance**

### **Executive Report**

Recently MLS Now announced the addition to Rule 2.5 – Accuracy of Listing Data and Detail on Listings a falsification policy which

memorializes the requirement for listing agreements to be signed by the owner(s) of record or their lawfully authorized agent/representative.

This requirement speaks directly to the proliferation of wholesaling and attempts to include wholesale agreements in the MLS as real property listings. First, let's not assume everyone who holds an Ohio real estate license knows exactly what the wholesaling of real property is or entails...

Wholesaling real estate is a short-term business strategy in which a wholesaler acquires an assignable contract for the right to purchase a property from a seller. That property is usually in a distressed condition, owned by an elderly or recently widowed person(s) who feel some financial pressure or are just not able to maintain the property any longer.

In actuality, the goal is to sell the assignable contract to a third party for a profit with not much beyond time and marketing efforts involved for the wholesaler. Note that such an arrangement does not say that the wholesaler is going to close on the property. Typically, the wholesaler provides a small – or no – earnest money deposit to the seller and does not take title to the property. The assignable contract sets out the price (to the homeowner seller) and a specific period of time during which the wholesaler will attempt to find an end buyer.

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



# **Wholesaling & MLS Now Rules!**

## **Anne Petit, VP of Quality Assurance**

### **Executive Report: Continued**

To be clear, the marketing of an assignable contract is legal in Ohio. HOW that contract is marketed is the key to whether it crosses Ohio license law lines, although that ultimate determination can only be made by the Superintendent and Ohio Real Estate Commission. By their very nature, though, assignable contracts do not represent real property and therefore cannot be marketed as such. The only permissible way to market a wholesaling contract is to provide that an assignable contract is available for sale.

What does that mean for every licensed real estate professional in Ohio, especially MLS Now members under our rules? Currently, it means that a property subject to a wholesale agreement, or assignable contract, is probably crossing that line if photos of the property, its physical address, and/or descriptions of the property are used in marketing. Ultimately and for MLS Now's purposes, it means it is not a listing permitted in the MLS Now system.

Please note that a work group formed by Ohio REALTORS® has been studying this issue for the past year or so. That group is currently reviewing draft language that would regulate the practice of wholesaling by requiring either real estate licensure or registration with the Division and, in both cases, Division-promulgated disclosures to property owners and potential buyers of the assignable contract.

Stay tuned!

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



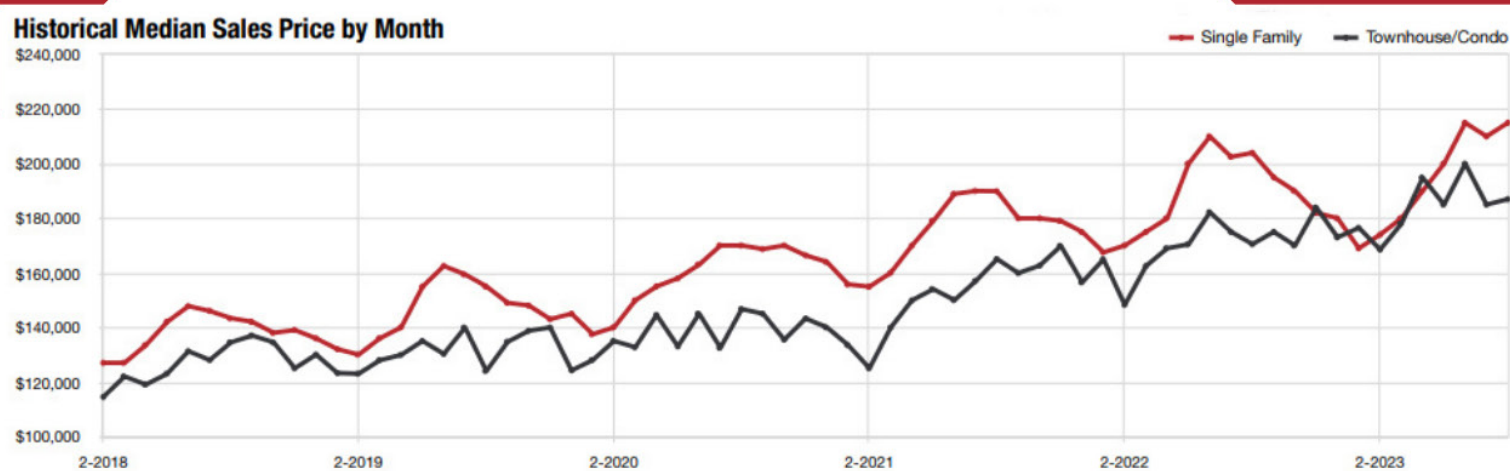
MLS Now –  
Market Stats Flyer:  
August 2023



MLS NOW MARKET STATS  
AUGUST 2023 HIGHLIGHTS

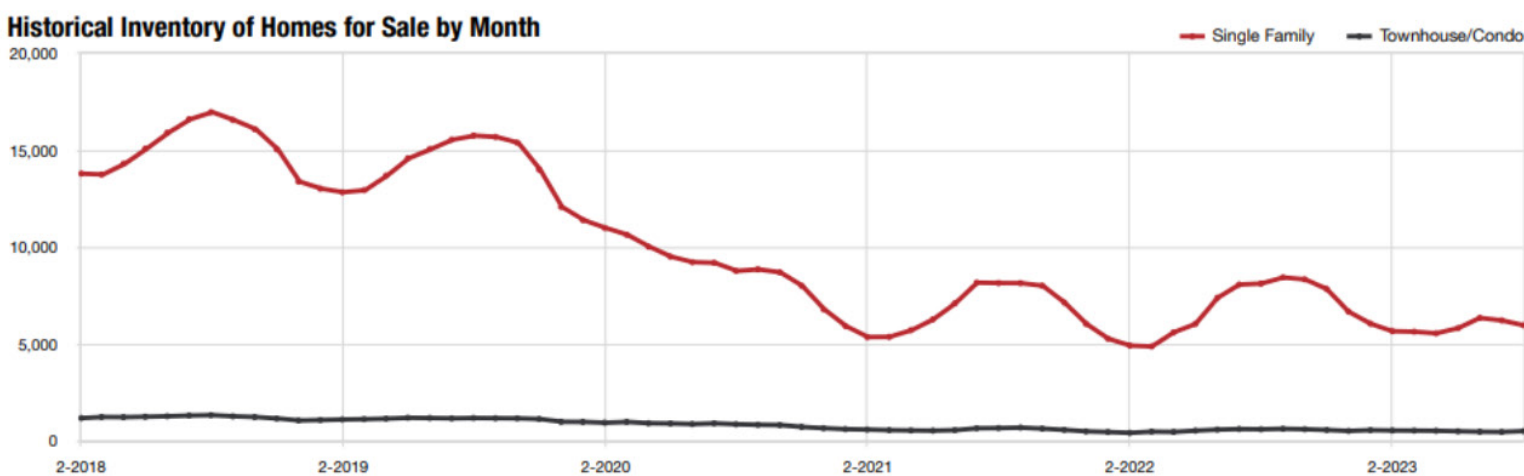
Sales Price

Median Sales Price has increased by 5% compared to August 2022.



Home Inventory

The Housing Inventory has decreased 25.8% across all property types compared to August of 2022.



Closed Sales

Closed Sales have decreased across all residential property types by 17.1% compared to August of 2022.

New Listings

New Listing Entries have decreased across all property types by 10.1% compared to August of 2022.

# MLS Now Team Spotlight!

## Featuring Dean Klunzinger & Keith Seager



Dean Klunzinger grew up in North Royalton and now lives in Penfield with his wife Susan and son Grant. Dean and Susan also have an older son, Dean Alan Jr., who is married to Molly.

Dean graduated from Baldwin-Wallace in 1986 with a degree in Business Administration and a concentration in Marketing. He came to work at NORMLS in 2001 as Manager of Education and Customer Service and maintains the same title today, 22 years later, at MLS Now. He is very appreciative of the great staff that we have at MLS Now.

Dean enjoys spending time with his family and serving as a deacon at his church. He also enjoys working in his yard and all the projects that go along with that. He is very grateful for all of the blessings in his life. Psalm 105:1

Keith Seager has been with the MLS for 20 years as the Bookkeeper and Data Analyst. He holds an Undergraduate degree as well as a Master's degree in Counseling from Clarks Summit University.

Keith is the Lead Pastor of the Overton Community Church and leads a private counseling ministry through the church. Keith enjoys reading and various types of music. He has an obsession with cookies – the kind you eat.

He resides in Wooster on a mini-farm where at one time they had three horses, ten dogs and two cats. He has four grown children and one teenage grandchild.



# MLS Now - Education

## Department Training

### Schedule -

## October - December 2023



INDEPENDENCE - NORTH OFFICE			
5605 Valley Belt Rd Independence, OH 44131			
Intro to MLS			
Fri	10/06	9:00 - 11:30	
Wed	11/01	1:30 - 4:00	
Thu	11/16	1:30 - 4:00	
Thu	12/07	1:30 - 4:00	
Matrix Listing Input			
Wed	10/04	1:30 - 3:30	
Thu	11/02	1:30 - 3:30	
Thu	11/16	9:00 - 11:00	
Fri	12/08	9:00 - 11:00	
CMA			
Wed	10/11	1:30 - 3:30	CEU-2
Wed	11/15	9:00 - 11:00	CEU-2
Buyer Basics			
Thu	10/12	9:00 - 11:00	CEU-2
Thu	12/14	9:00 - 11:00	CEU-2
Realist: Using Tax Data			
Thu	10/26	1:30 - 3:30	CEU-2
Thu	11/30	1:30 - 3:30	CEU-2
My Matrix and More			
Wed	10/25	1:30 - 3:30	CEU-2
Mon	12/04	1:30 - 3:30	CEU-2

Rules and Regulations		
Thu	10/05	9:00 - 11:00
Thu	11/02	9:00 - 11:00
Thu	12/07	9:00 - 11:00

ONLINE WEBINARS			
Intro to MLS - Webinar			
Wed	10/11	10:00 - 12:00	
Mon	10/23	2:00 - 4:00	
Mon	11/06	2:00 - 4:00	
Wed	11/29	10:00 - 12:00	
Wed	12/13	2:00 - 4:00	
Listing Input - Webinar			
Mon	10/09	2:00 - 3:30	
Wed	10/25	10:00 - 11:30	
Mon	11/27	2:00 - 3:30	
Wed	12/13	10:00 - 11:30	
CMA - Webinar			
Thu	12/14	2:00 - 3:00	CEU-1
MLS Webinar -Data Dictionary Conversion			
Thu	10/05	2:00 - 3:00	
Thu	10/12	2:00 - 3:00	
Mon	10/30	2:00 - 3:00	
Fri	11/17	10:00 - 11:00	
MLS Webinar - DDC for Admins Only			
Thu	10/19	2:00 - 3:00	

MLS Webinar - HomesPro		
Mon	11/20	10:00 - 11:00
Fri	12/01	10:00 - 11:00
MLS WEBINAR - MLS Touch		
Wed	12/06	2:00 - 3:00
MLS Webinar - RPR		
Wed	11/15	2:00 - 3:00

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.

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.



# RETechnology

## Feature Article:

### Five Steps to Build your Digital Brand Webinar



 **RETechnology™**  
Webinar

5 Steps to Build Your Digital  
Brand & Expand Your Sphere

[Register Now](#)

Sponsored by: Best Agent Today



In October RETechnology has a special webinar to help you, MLS Now Subscribers, a webinar titled:  
**5 Steps to Build Your Digital Brand.**

The webinar going to be at the end of the month on  
October 31, 2pm EST.

In this enlightening webinar, agents will learn five essential steps to effortlessly promote their digital brand identity around the clock. We will also show them how to pinpoint motivated prospects early in the real estate journey, wherever they are online, and engage them with invaluable information that instills confidence and trust.

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# MLS Now Membership

## Feature Article:

### Member ID or License Number?



**I'm confused! Is it my MLS Member ID or my license number?**  
(By Lori A. Dean)

When signing into MLS Now, you may think that you are using your license number and, in most cases, we currently assign your license number as your MLS Member ID but...it is still only your MLS Member ID.

It is the responsibility of each agent to ensure during a transaction that their current license number is used on documentation and not their MLS Member ID. To help lessen any confusion, we are working on getting the MLS Member ID and the current license number to display on listings and applicable reports. We hope to have this available before the end of the year.

In the meantime, license numbers for Ohio licensees can be found on the [Ohio Division of Real Estate Center, ODRE](#). License numbers for West Virginia licensees can be found on the [Real Estate Licensee Database, ARELLO](#). To ensure the most current license number is being used, please start practicing this way of looking up an agent's license.

In other news regarding MLS Now's Member IDs, starting in January 2024, we will be moving from using the license number to an MLS Now membership system-generated Member ID. This will only be for licensed brokers, agents, appraisers, and support staff who have never had an assigned Member ID in our database.

Anyone added before January 2024 will continue using their current MLS Member ID. If an agent's license number changes with the ODRE or the West Virginia Commission, then MLS Now needs to be notified so we can update the primary license number field on the MLS Now account. This will not change the MLS Member ID. For those persons previously assigned an MLS Member ID, please make sure that you use their existing MLS Member ID when adding them to your roster. This will ensure that all their off-market listings, saved searches, contacts, etc., stay attached to their account.

Please direct your questions to Membership at 216-485-4100 or  
[Membership@MLSNow.com](mailto:Membership@MLSNow.com).



# NAR Feature Article: Why Should Members Explain MLSs to Clients



NATIONAL  
ASSOCIATION *of*  
REALTORS®



There's so much clients can learn about the ways a local MLS broker marketplace sets them up for a successful home sale and how it benefits buyers and sellers everywhere. As they see marketplace data throughout the entire home buying and selling process, as well as on broker websites and home search portals, it's important that consumers are taught by their own real estate professionals. Let's break down the benefits to the MLS!

- MLS's give transparent and equitable instant access to all home listings.
- Ensure you're getting the most accurate and verifiable source of active listings and past sales.
- Maximize consumer choice, providing options for brokers to work with.
- Ensures professional representation to both sellers and buyers in the complex home sales process.

MLSs give buyers access to the most housing options on the market at any given time, and they help sellers get the most buyer attention for their listing. In 2022, 86% of sellers listed their homes on an MLS, which are the No. 1 sources to broadly market homes. Brokers submit new listings and update current listings every day directly on MLSs, which is the most updated source of information about the most homes for sale in a market. There are more than 500 local broker marketplaces in the United States, all of which facilitate and encourage competition in real estate.

REALTOR  
VALUE



# **MLS Now – Survey Contest Winners**



*Congrats to the winners of  
our MLS Now Survey!*

- **Denise Shepherd – of Keller Williams Greater Metropolitan**
- **Ronald M. Abrahamsen – of Platinum Real Estate**
- **Bradley J. Bartolone – of Howard Hanna**



Quarter 4: October-December 2023

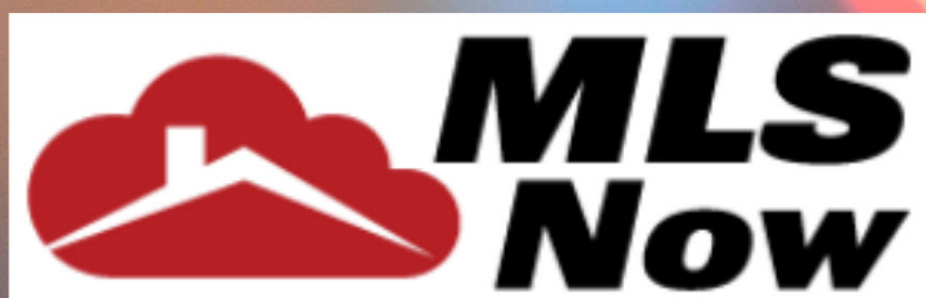


**MLS Now -  
OR Convention  
Raffle Winners**



***Congrats to our  
MLS Now Raffle  
Winners!***

- **Amanda Talkington from Coldwell Banker Schmidt Realty**
- **Tamara Comer from Coldwell Banker Heritage**



**Quarter 4: October-December 2023**



**MLS Now –**  
**New Member Welcome**  
**Page 1**



Mehraveh Heidari Monfared	Marisa Fatica	Rebecca Higgins	Lauren Reno
Dionne Binford	Ethan Rebuck	Xuefei Jia	Aida Teague
Evan Craddock	Ericka Schneider	Anna Brown	Camille Anderson
Aaron Gall	Dawn Borris	Sarah Caporaletti	Nicole Hester
Shayna Spence	Todd Bosley	Maxwell Gunter	Ashley Hoenigman
Jaden Sullins	Mark Ewart	Anna Kadoutchek	Mary Huber
Kaitlyn Begue	Karla Gerhard	Timothy Brown	Trezla Nunemaker
Elizabeth DeChellis	Lauren Hill	Kelli Chamberlain	Desiree Wrencher
Edward Holmes	Jared Lowe	Charlotte Kolke	Mycha Fuelling
Yuliang Song	Cody Mazanek	Joey Liston	Aubrey Hughes
Gianni Bilotta	Bryan Colburn	Kirsten McAllister	Michele Newmeyer
Nichole Bourquin	Corey Ferguson	Trenton Petit	Marquita Perry
Patrick Butler	Danita Hicks	Aseel Ahmad	Timothy Wolfe
Alfred Fricano	Sara Kelly	Tyler Burke	Alysha Albertson
Denise Internoscia	Ryan Saks	Roosevelt Barnes	Bozana Anicic
Kimberly Kolar	Trista Warren	Michael Jones	Joseph Attigliato
Jonathan Minerick	Katherine Haney Battig	Amanda Kollman	Robert James
Kristin Rice	Melissa Kaess	Jenna Maine	Didem Koprulu
Jacob Stamper	Kyle Villamil	Kaitlin McCarthy	Carol Lewis
Cade Watkins	Aiden Avtgis	Samantha Skidmore	Viet Nguyen
Julia DiMatteo	Annamarie Page	Jordan Voitus	Eloise Seals
Brayden Duvall	Daniel Palumbo	Alaina Gmutza	Kimberly Vaccaro
Riley Gavalier	Andrew Ruda	Karie Josie	Dane West
McKenna Kocin-Montes	Carla Schorr	Lauren Liberatore	Ryan Dickson
Cindy Mitchell	Tiana Williams-Morgan	Candace Richards	Tifani Roberts
Mia Petrarca	Phillip Corley	Deborah Sharp	Michael Miller
Joseph Phillips	Peter Delaney	Nicholas White	Lori O'Brien
Michelle Foushee	John Hwang	Justin Bruce	Michael Peluso
Adam Houchen	Jamar Johnson	Samuel LoFaso	Candice Petaccio
Genny Pavlick	Michael Kuhn	Roisin Maguire	Teagan Rice
Marc Petrasek	Sienna Stevens	Justin Miller	Victoria Whitmore
Vassiliki Christakos	Lena Thoreson	Patrick Quinn	Dorothy Baughman
Mara Latorre	Jenna VanDevender	Gabrielle Rebol	Lauren Caputo
Dylan O'Sullivan	Sean Hunt	Julie Salnajs	Austin McClain
Gabrielle Palladino	Patricia LeMaster	Samantha Wilmot	Tanya Mier
Shavarr Price	Tyler Satterfield	Krista Anderson	Todd Ingraham
Brian Sapp	Kaylee Barnhart	Abbey Border	Nia Moore
Melanie Smith	Anthony Damschroder	Matthew Jenks	Madeline DiSanto
Glenn Turpin	Paul Dobranski	Kailey Lubline	Jade Lewers
Jeremy Bates	Rasheda Grayson	Brigida Erjavec	Daiana Marrero
			Nicholas Vittardi



**MLS Now –**  
**New Member Welcome**  
**Page 2**



Andria Williams	Jennifer Ziobert	Taylor Nash	Tancy Mason-Phillips
Alexis Gable	Joshua Harsch	Alexander Walton	Domenick Patty
Steven Hamm	Brandon Hunter	Thomas Grimm	Latisha Perry
Thomas Knecht	Julia George	Philip Jones	Jason Smith
Tiffany Rosegreen	Emily Hagerdon	Michael Miller	Tanjulla Tyson
Jami Tallman	Andrew Lucien	Christa Wallace	Margaret Duvnjak
Justin Duffey	Iiana Phillips	Tommy Wengerd	Ali Iyad Almukdad
David Geig	Michael Clifford	Jennifer Winters	Amy Nilsen
Christine Smith	Alexia Dennison	Donald Bonesteel	Peter Oravec
Bradley Soltis	Hunter Foley	Abigail Hollada	Jaime Zack
Conner Spangler	Esther Gates	Amy Johnston	Jason Garner
Landen Barr	John Griffin	Janet Kerr	Teela Smith
Casey Osorio	Morgan Grubaugh	Joshua Ballinger	Natalie Antonelli
Ryan Williams	Arabella Haller	Torrell Moss	Kendall Bergen
Jacqueline Gatton-Panuto	Amber Roeder	Steven Anderson	Angela Bonham
Melvin Jones	Caleb Shepherd	Ahmed Awadallah	Cheryl McGraw
Adam Marshall	Kara Studards	Vandana Bhardwaj	James Oktavec
Kurt Hoes	AnnMarie Barta	Deanna Kellar	Daniel Ferritto
Julia Lopresto	Evan Davis	Brent Smith	Sydney Granados
Melanie Masters	Megan Schaefer	Faith Dunkel-Mueller	Edward Metzel
Annette Rudolph-Davis	Noah Shimp	Owen Kilpeck	Katherine Sample
Jordan Snively	Robert Shock	Stephanie Kutcher	Marina Crowe
Daniel Tardivo	Kelsey Snyder	Rene Oliver	Eric Ebsch
Raoul Van der Pool	Trevor Clere	Tanya Reynolds	Jeremy Knowles
Amanda Beach	Sean Estes	Marina Bregu	Anna Lesnaya
Jason Carter	Matthew Adkins	Germaine Davis	Steven Salyers
Heather Carter	Romi Brozeit	Avery Fisher	Diane Surko
Gregory Burrington	Phillip Fisher	Jesse Marquard	Dawn Williams
Shaun Riley	Ashley Hershberger	Brenden Parker	Ashley Hoffman
Christina Wilhelms	Sean Picquet	Megan Ryan	Amanda Kushner
Amanda Wilson	Kisha Pierce	Camron Stover	Nicole Manusakis
Kimberly Dudas	Hunter Shimp	Alyce Sweeney	Andy Norris
Roger Moore	Nicole VanHorn	Tyler Belan	Kimberley Bennett
Joshua Pahner	Donnell Clark	Louise Howell	Lisa Nedolast
Nicholas Sinur	Cain D'Amico	Robert Pansmith	George Ratchford
Kevin Akbar	Carol Jones	Lindsay Wolfe	Amanda Bryner
Titus Roller	Allan Macek	William Bays	Amir Higgy
Amanda Smoot	Brianna Carr	Jessica Drady	Shawnie Huffaker
Kaitlin Moore	Jessica Liszkowski	Adin Homoelle	Paul Kakavros
James Spencer	Rob Matney	Xavior Horne	Owen Kruger
			Rawney Trunko