



# **New Participant Orientation Manual & Resource Guide**

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***2025 Edition***

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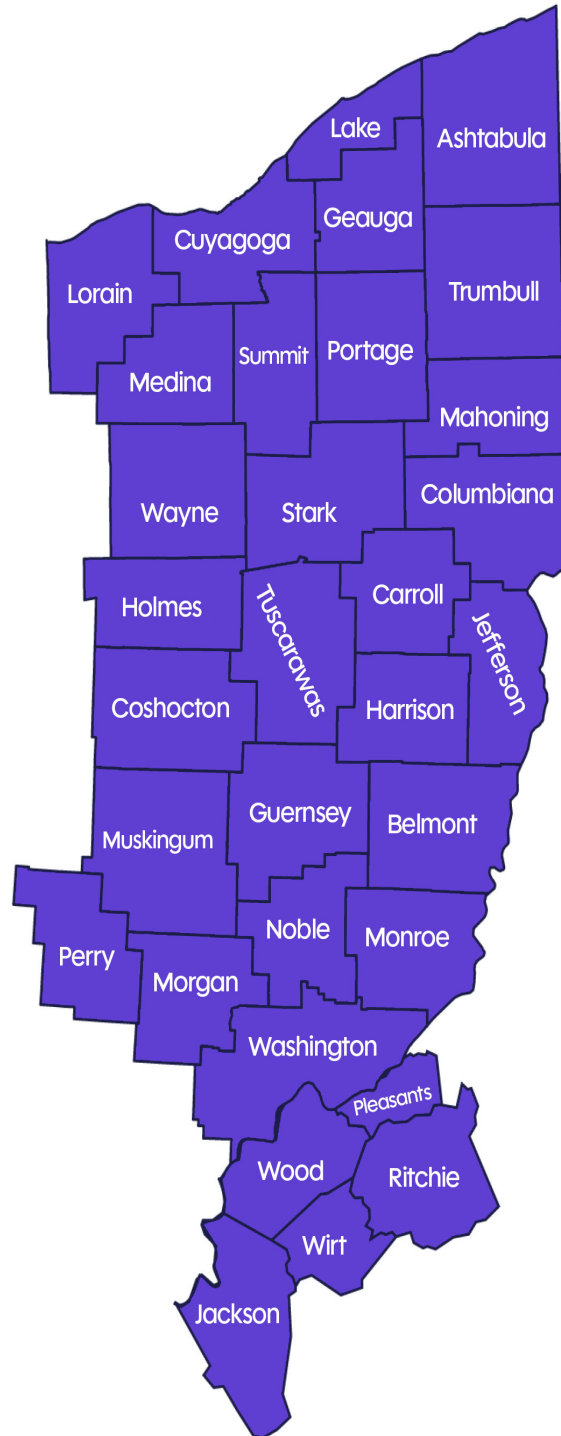
# Welcome to MLS Now!

At MLS Now, we champion a cooperative and collaborative real estate experience by focusing on Data and Solutions with Expertise. MLS Now is a service organization that facilitates over 1500+ member real estate companies and their 14,000+ agents, in cooperatively marketing properties for sale.

MLS Now is owned by 7 REALTOR associations (ACAR, ECAR, LGAAR, LoCAR, MCBOR, STAR, and YCAR), and serves 32 counties.

The computer system provided by MLS Now houses the largest database of homes in Ohio. Participating brokers in Ohio, Pennsylvania, and West Virginia submit information about properties for sale.

MLS Now provides many services to its members including: Web-Based MLS Computer System, Customer Support, Education, On-line Class Registration, Communication Services, and Membership Involvement.



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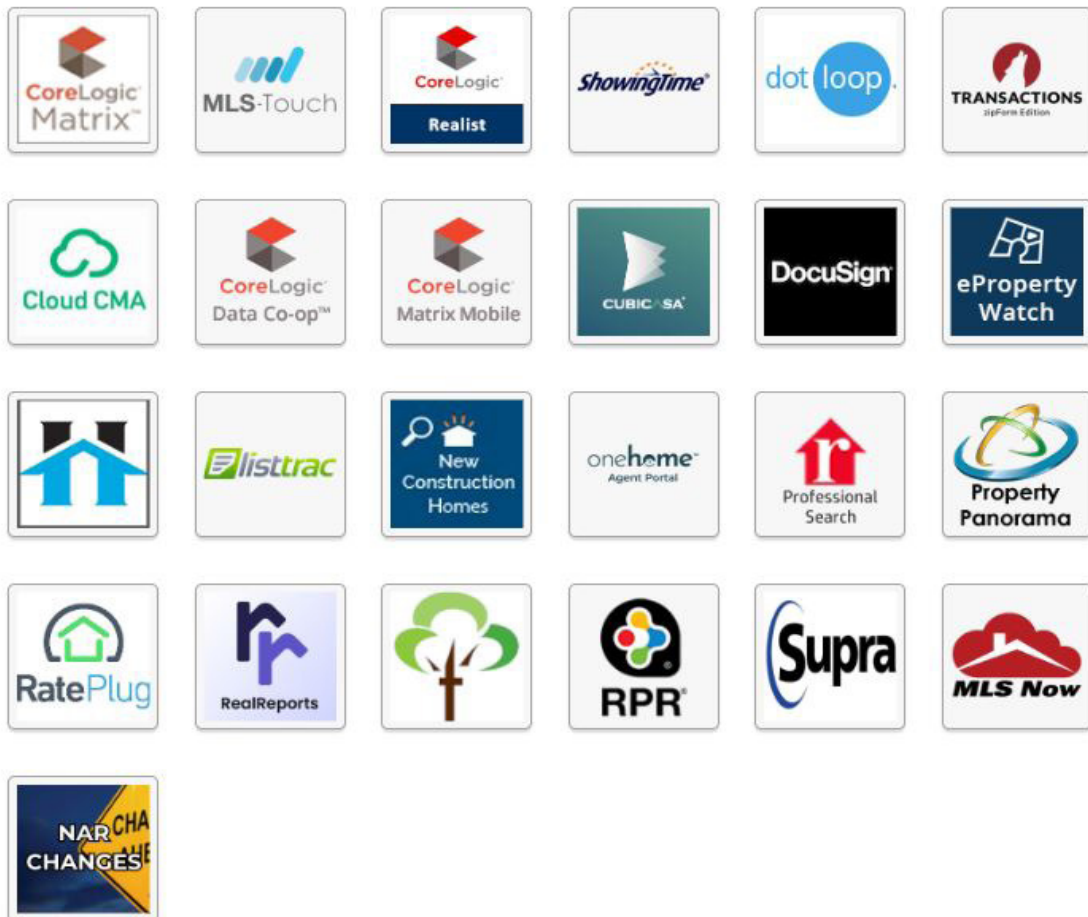
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# MLS Now Dashboard

The MLS Now dashboard is your one stop shop for managing your business through the MLS. To log in to the MLS Now dashboard, you will need your Agent ID and your Password. When signing in for the first time you will be prompted to change your password; a reminder that the password you choose is

**Case Sensitive!**

## MLS Now Quick Links



Assoc.  
& Boards

Auditors

MLS Now  
Rules

Social  
Media

Stats

# ***Getting Plugged into MATRIX***

MLS Now's most powerful and valuable services can be found within the Cotality MATRIX system. More than 70% of real estate listings sold involve cooperating brokers. Whether you are locating properties for prospective buyers, keeping personal listings and sales records, performing essential financial functions for your clients, or much more; MATRIX is the portal you need to keep your business ahead of the rest!

Here are some of the many benefits featured in MATRIX:

- Intuitive Ways to Manage Your Listings
- Manage Your Contacts
- Market Statistics
- Saved Searches
- Auto Emails with Text Notifications
- Listing History Dating back to 1991 (In Select Locations)
- News Widget Sign-on Messages with Current MLS Information
- Links to Tax Data via Realist
- Mapping
- Hotsheets
- INTRAMATRIX Data Viewing

## **INTRAMATRIX**

MLS Now also features INTRAMATRIX Data Sharing, which allows all MLS Now members to view the MLS systems of other regional MLSs through our own Matrix Dashboard. Currently you can view listing information from the Dayton REALTORS MLS, the NORIS MLS, and Bright MLS, which encompasses several state territories. INTRAMATRIX also allows their members to view MLS Now listings from their Dashboards. These listings are view only and do not include "Add/Edit" functionality.

### **Dayton Realtors MLS**

1. Darke
2. Greene
3. Montgomery
4. Preble
5. Warren

### **NORIS MLS**

1. Defiance
2. Fulton
3. Hancock
4. Henry
5. Lucas
6. Ottawa
7. Paulding
8. Putnam
9. Seneca
10. Williams
11. Wood
12. Wyandot

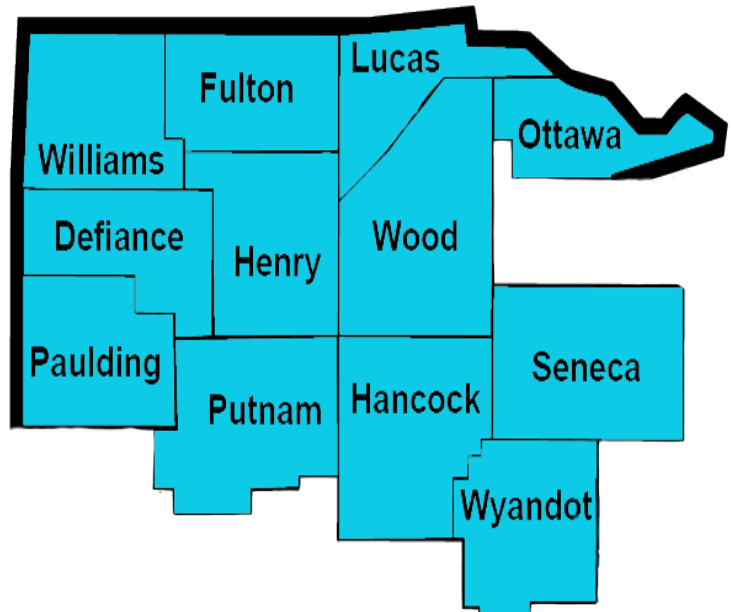
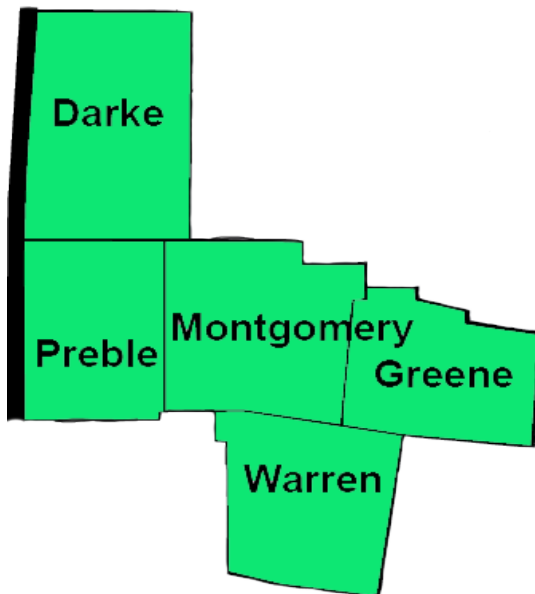
### **Bright MLS**

1. Delaware
2. Maryland
3. New Jersey
4. Pennsylvania
5. Virginia
6. Washington D.C.
7. West Virginia

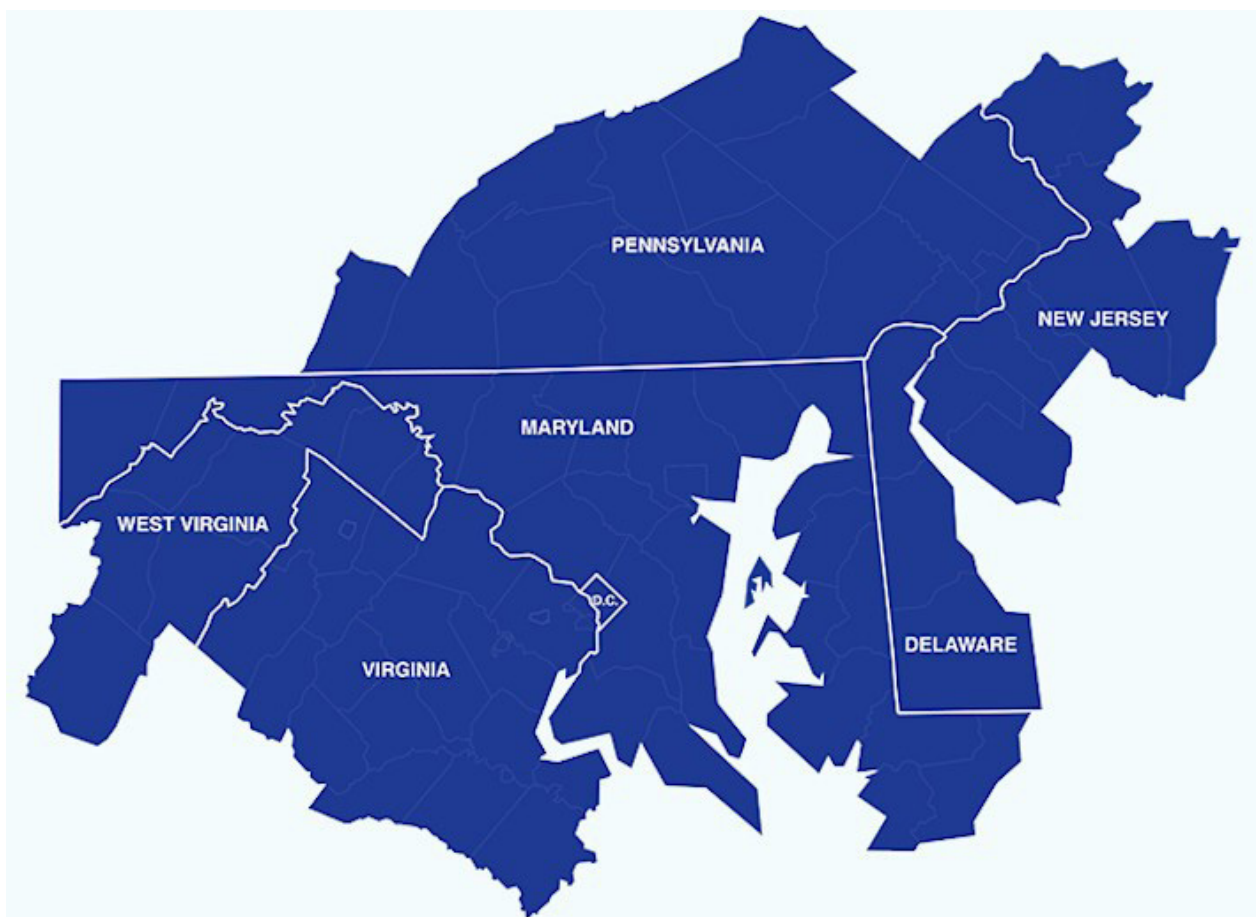
## INTRAMATRIX CONTINUED

Dayton REALTORS MLS

NORIS MLS



Bright MLS





# Wholesale Accounts



**GMVAR's Mission:** To facilitate and support the efforts of all its members in meeting the real estate needs of their clients in its service area of southeastern Ohio.

Brokers, agents, and appraisers from the Zanesville and Cambridge area who want MLS Now, can join through our GMVAR Wholesale account.

**MBOR's Mission:** To assist in serving the needs of our members with programs and resources that enhance their ability to ethically serve the community in the business of real estate and to advocate public policies beneficial to the real estate industry.

Brokers, agents, and appraisers from the Marietta area who want MLS Now, can join through our MBOR Wholesale account.



**PAAR's Mission:** To unite the real estate industry and coordinate the interests of the Industry. To further the interest of real property ownership and protect the interest of property owners. To promote and maintain a high standard of conduct on the part of the members. To enforce the National Association of REALTORS® "Code of Ethics," and to provide services and information to members.

Brokers, agents, and appraisers from the Parkersburg Area and other areas of West Virginia who want MLS Now, can join through our PAAR Wholesale account.

**WHAR's Mission:** To foster a relationship that unites the public and the REALTOR for the purpose of fulfilling the real estate needs in the Wayne and Holmes County areas. We want to achieve a higher professional presence in our community as an Association and as individuals. To serve the communities real estate needs by advocating professionalism, accountability, and cooperation by members within industry standards and to preserve the real private property rights of all landowners.



Brokers, agents, and appraisers from the Wayne-Holmes area who want MLS Now, can join through our WHAR Wholesale account.

# **MLS Touch & Professional Search**



## **MLS Touch**

MLS-Touch® is a premium mobile app designed exclusively for real estate professionals to keep you connected to your MLS and your clients no matter where you are. It has all the essential features you need while you're on the go, including powerful search tools, listing and showing details, property history, and comparables!

It also has some advanced features that really set it apart like Hotsheet, Market Stats, access to Realist® Tax Data, Parcel Lines, and Flood Zone Data. And it's deeply integrated with Matrix™ and OneHome so client data including favorites and sent listings flows seamlessly

between platforms.

You'll also be able to offer your clients access to the same real-time listing data that you see (straight from your MLS!) by branding and sharing your own mobile app. Find out how you can collaborate with your clients and track their activities like never before, all from the convenience of your handheld device!

## **Professional Search**

Realtor.com® Professional Search is available as a free tool for MLS Now subscribers. A nationwide research source that quickly searches listing and public records in the U.S. and Puerto Rico and returns those results in a combined view. Professional Search leverages and shares the innovative technology and search experience of Realtor.com® while delivering a best-in-class professional search experience via a powerful, robust and intuitive search engine.



**realtor.com®**



# MLS Now Member Services

## Special Events:

Hosting several events, MLS Now keeps its membership up to date on company issues and industry trends. Such events involve a semiannual Broker/Manager forum, service seminars, and our annual Shareholder's business meeting.



## Customer Support:

Our staff of customer service representatives provide quality support for members needing assistance with the MLS computer system. General customer support is provided at no charge.

**NOTE: Customer Service Representatives are available Monday - Friday, from 8:30 AM to 5:00 PM at 216-485-4140, or 1-888-266-7657. After hours: Monday - Friday, from 5:30 PM to 8:30 PM and weekends from 8:30 AM to 3:30 PM with Answerlink at 1-888-530-8859.**

## MATRIX Sign-on Messages:

The MATRIX sign-on message is a vital means of briefing our membership on any immediate needs, current issues, services, and more!

## Newsletters:

MLS Now's private newsletter, *Connection*, is published quarterly. Topics range from current events and computer related issues to educational information about the state of the industry. All publications include training schedules and training tips. A year in review newsletter is published to highlight important events from the previous year.

## Membership Involvement:

Through Director's Meetings, task forces, member's suggestions and concerns, forums, and special events, MLS Now receives member input on the products and services offered.

## Smart Device Access:

All listings, photos, and maps can be accessed on a smart phone/PDA.

# Products for MLS Now Membership

## CoreLogic Quick Links

CoreLogic is the system behind the MLS Now Matrix. The Matrix database is used to search member listings, giving agents all of the power of the MLS with just the touch of a button. With Data-Coop, members can find everything they need to use mapping. This information rich format provides RealAVM™ property values that gives MLS Now members realistic ideas of property values.



CoreLogic® is now  
**cotality™**

With Realist, MLS Now's own tax database, you can compile searches from county auditors/lenders in an understandable and easy to use format. Search from criteria ranging from flood zones to property boundaries to market trends. Let Realist guide your listing needs today!



## CubiCasa

CubiCasa is a revolutionary mobile app that produces detailed and attractive floor plans from a simple five-minute scan of a home.

The app requires little training and no extra equipment; it will work with almost any smartphone or tablet you already own. Because it's so easy to use, it can be used widely by agents, appraisers, real estate photographers and more.

Per the annual NAR Homebuyers and Sellers Survey, consumers consistently rank floor plans as their most desired listing content after standard photos and property data. Floor plans help home buyers really understand how a home will fit their needs, at a glance, like no other digital asset.

## Dotloop

Dotloop is the leading online transaction and productivity optimization platform in real estate.

Dotloop reduces complexity by replacing separate form creation, e-sign, and transaction management systems with a single end-to-end solution. It drives growth by helping real estate professionals streamline their

business with workflow automation and real-time visibility into transactions. Each year, millions of agents, brokers, and clients trust Dotloop to get deals done.

MLS Now subscribers can access Dotloop forms without paying an additional subscription to Dotloop. Dotloop forms are located under the LINKS tab in Matrix.



# ***Products for MLS Now Membership***

The DocuSign logo is displayed in white text on a black rectangular background.

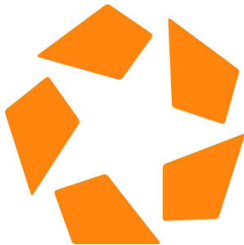
## **DocuSign**

DocuSign pioneered the development of e-signature technology, and today DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time.

## **ePropertyWatch**

Powered by CoreLogic, this service allows you to provide regular emails to clients and prospects that will keep them up to date on the value of their home, transactions in their neighborhood, and overall trends in the area.

You will stay connected with your long-time prospects by inviting them to receive ePropertyWatch reports branded by you.



## **Homes Pro**

App to quickly locate properties, map-based search engine, CMA.

Homes Pro is the top-rated real estate app. Built for agents and loved by homebuyers. Formerly Homesnap Pro, Homes Pro has everything you loved about Homesnap but now with upgraded features, enhanced collaboration, and more exposure to homebuyers.

## **Home Visit**

HomeVisit is a marketing tool available to you from Matrix. Learn how to easily create postcards, order photography, set up property websites and more. Purchase photos, videos, aerial photos, 3D virtual tours, 2D floor plans, print post cards/flyers and more promotional material to suit your listing needs.



# Products for MLS Now Membership



## ListTrac

ListTrac is a tool that allows you to see how your listings are performing online in the MLS system and consumer sites, IDX sites, and different real estate portals.

This tool offers several benefits to brokers and agents: It provides an under-

standing of the activity on your listings compared to similar listings. This information is useful to discuss price changes or other updates to the property. Gives you a better understanding of the impact of price changes or other updates to the listing. View change over time. Understand how often your listings are being viewed, shared, and saved. ListTrac allows you to provide feedback to your clients on how their listing is performing online, including a Sellers Report that you can choose to send to the seller.

## Lone Wolf Cloud CMA

Cloud CMA is the easy way to create amazing reports that make you look professional in front of clients and prospects. Create modern looking Comparative Market Analysis Reports, Buyer Tours, Property Reports, and Flyers in minutes! Plus, Cloud CMA includes your very own "What's My Home Worth" website so you can attract more seller leads for less! Visit [www.cloudcma.com](http://www.cloudcma.com) to start your free 30 day trial of Cloud CMA.



# Cloud CMA



## Lone Wolf Transactions Zipform Edition

Online forms package with access to MLS and state forms. Contact vendor for pricing options. Maximize efficiency, streamline workflows, and reduce risk with the essential forms of software. Powered with the latest functionality and features designed for real estate industry professionals. Advanced technology meets practicality in ZipForm Plus.

# Products for MLS Now Membership

## New Home Source Professional

Got a Buyer interested in new construction?

MLS Now has a partnership with New Home Source Professional, the most trusted resource for all things New Construction. Share searches and listings with clients. Interact with clients on your own consumer portal. Drive new leads from your consumer portal. Print or download listing reports. Take advantage of powerful search tools. View home or community results in list, map or photo view.



PROPERTY PANORAMA

## Property Panorama

As a member of MLS Now, you automatically receive free Property Panorama InstaView Virtual Tours for all your active listings. InstaView is a fully automated Virtual Tour solution that automatically creates a virtual tour for every listing in the MLS, (with 3 or more photos), within one hour of the listing being created. Once generated, the InstaView Virtual Tour remains fully in sync and up-to-date with the MLS in every house, 24/7.

## Rayse

Buying a home is one of the biggest decisions you'll ever make, and Rayse is here to guide you every step of the way. Rayse brings you a next-level real estate experience, giving you the tools to stay aligned and ensuring you're always informed about what's happening and what's next.

# Rayse<sup>®</sup>

From real-time updates to clear insights and detailed reports, Rayse lets you focus on what you do best; while providing you with exceptional service and getting you the results you deserve.

## RatePlug

RatePlug is embedded in Matrix so you can search and send property reports to your homebuyers. When you send your MATRIX property reports to your customers, they will now have access to accurate, interactive mortgage products and payment information specific to each property. The payment information is based on up-to-date interest rates from your lender of choice and includes property taxes, assessments, and homebuyer's insurance estimations. You and your customer can interact with the information and play "what if" scenarios to best determine their financing needs. In addition, the customer is given the ability to ask mortgage questions and is provided access to your trusted lending partner's contact information.



# RatePlug



# Products for MLS Now Membership



## RealReports

RealReports is an AI-powered “Carfax for homes” built for real estate agents to deliver value, generate leads, and mitigate risk. Each RealReport is powered by data from over 60 industry-leading providers for every property in the US, and Aiden, a sophisticated AI that answers any question, analyzes documents, and generates leads.

Top MLSs and brokerages around the country trust RealReports to provide their agents and clients a consistent advantage in today’s competitive market. For more information, visit [realreports.ai](https://realreports.ai)

## REtechnology

Want to learn how to leverage technology to attract more leads, close more deals, and boost your bottom line? RETechnology can help.



REtechnology is an educational platform that shows real estate agents and brokers how to use and evaluate technology to grow their business. When you subscribe, you gain exclusive access to features like: daily educational articles, technology product reviews, a comprehensive directory of real estate apps and solutions in 100+ product categories, annual technology guide, the latest technology, industry news, live educational webinars...and more!

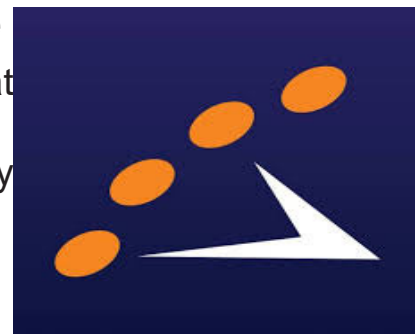


## Realtors Property Resource (RPR)

Realtors Property Resource (RPR) is comprehensive data, powerful analytics, and client-friendly reports for each of NAR’s constituencies. Created by NAR for the sole purpose of providing REALTORS® with the data they need to meet the demands of clients. No third party or public access guaranteed. The only way a Non-REALTOR® has access to the data in RPR is through an RPR report that has been created, branded and sent by a REALTOR®. This free service is available to REALTOR® members only.

## ShowingTime

ShowingTime is an online scheduling service that is launched through MLS Now and delivers showing requests to listing agents by email, 2-way text, mobile appointment notification, and/ or automated phone call.





# MLS Now Supra Lockbox Key

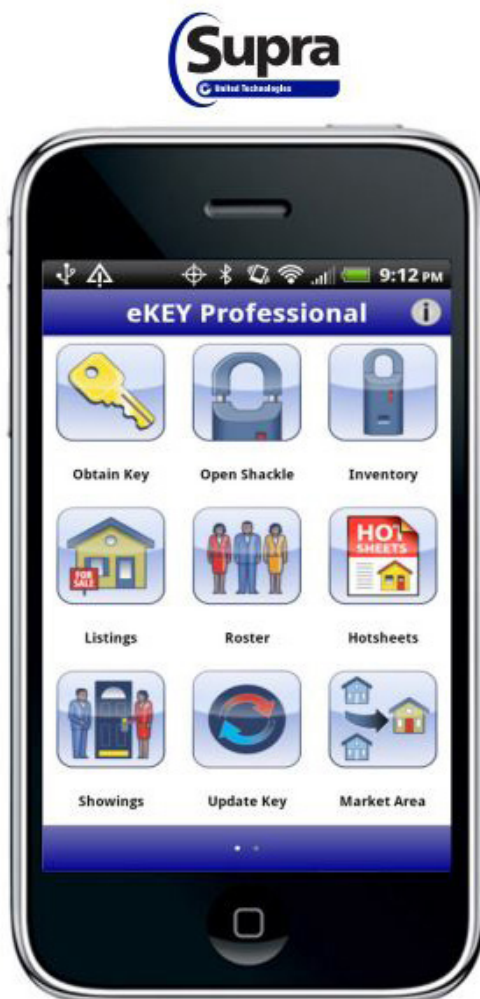
## Request an eKEY - Available to MLS Now members Only\*

MLS Now subscribers receive access to the Supra eKEY app which is needed to open Supra iBoxes (if used in your market area). You are not required to purchase Supra iBoxes but if interested they offer higher security than a combination lockbox and are available at your local association/board.



Requests made during off-hours will be processed on the next business day. Supra eKEY Form is located under the "LINKS" tab in MATRIX.

**\*NOTE: Not available to Wholesale Account Suscribers. (GMVAR, MBOR, and PAAR)**



eKEY works on your Smartphone, iPad and Tablet

	eKEY Basic	eKEY Professional
<b>Keybox Functions</b>		
Open keybox, release shackle, and read keybox	X	X
Use phone's biometric feature or Apple Watch® to open keybox	X	X
Send alert notifications from within eKEY app or Apple Watch	X	X
Change key PIN using key device	X	X
Track keybox inventory and view keybox settings on key device	X	X
Customize keybox access hours, agent note, flyer, business card in keybox	X	X
<b>Showing Activity</b>		
View showing activity details on SupraWEB	X	X
Send showing notifications when keyboxes are opened	X	X
Send showing notification when key leaves GPS geo-fence	X	X
View showing details in eKEY app	X	X
<b>Data at the Door Real-Time Property Notes</b>		
View data at the door real-time property notes	X	X
Create data at the door real-time property notes using SupraWEB	X	X
Create data at the door real-time property notes in eKEY app		X
<b>MLS Information and Searches</b>		
View MLS listing information offline within eKEY app		X
View agent roster information within eKEY app		X
Create and save buyer profiles and comparative searches in eKEY app		X
View Hotshots with new listings and changes to the MLS in last 3 days		X
View map and directions to listings at the tap of a button		X
<b>Supra Home Tour for Buyer's Agents</b>		
Create and view list of buyers		X
Invite home buyers to use Supra Home Tour app for rating homes		X
Recommend listings for buyers to view and rate in Supra Home Tour app		X
View and compare buyer home ratings		X
View buyer feedback on properties and compare by buyer or listing		X

# ***MLS Now Social Media & IDX***

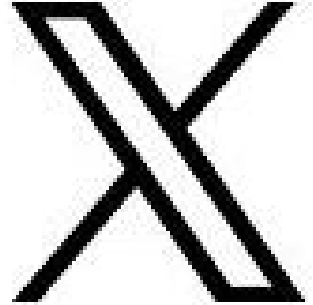
## **Social Media**



**Facebook**



**LinkedIn**



**Twitter**

### **Social Media:**

MLS Subscribers are recommended to follow MLS Now on social media to stay up to date on any news or opportunities and share our collaborative real estate experience online and participate in helping us inform and shape the Ohio real estate industry.

### **MLS Now IDX:**

All of MLS Now's IDX Participants listings appearing in MATRIX will be available for Internet Data Exchange (IDX) display. Participating offices will have the option of placing part or all of those listings on their own personal company website(s).



# MLS Now Education

## Rules and Regulations

This class is designed for members who would like to expand their knowledge of MLS Now Rules and Regulations. Topics include rules & regulations and required fields when inputting a listing. Members may take this class one time a calendar year in lieu of paying a penalty (some exceptions apply). This is a 2-hour Class.

## Introduction to MLS Now

“Intro to MLS Now” is required for brokers, agents, and appraisers. This class is used to introduce users to our Web-based MLS system: MATRIX.

This includes the topics of MLS Now Rules and Regulations, running basic searches, printing, email reports, and obtaining data from Realist.com.



**NOTE: This class is considered part of the MLS Now Orientation and must be taken within 30 days of the member's join date. The Online version of this class will be sent in your “Welcome to MLS Now” email. This is a 2.5-hour Class.**

## Listing Input Authorization

Input is required for support staff, brokers, and/or agents who wish to enter their own listings. Topics include: running hot sheet reports, entering media, entering open houses, and entering office roster information.

**NOTE: Agents must have written consent from their Broker to have listing input capabilities added to their MLS Now profile. This is a 2-hour Class.**

## Ohio CEU Classes

MLS Now offers free classes and free Ohio CEU classes to members. Not all classes are offered for credit. Classes that are offered for credit are noted as such on the training schedule.

**NOTE: Appraisers cannot use MLS Now CEU Credit.**

## Other MLS Now Classes

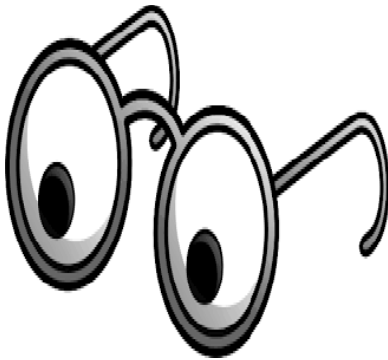
- My Matrix and More
- CMA
- Prospecting
- Realist - Using Tax Data
- MLS Mobile App - Homesnap
- MLS Now Webinars

# MLS Now Quality Assurance

## MLS Now Rules Compliance:

- **2.1 - Listings Required:**

Listings of real property noted in Section 2.1 (a), (b), (c), and (d) which are listed subject to a real estate brokers license, located within the territorial jurisdiction of the Service taken by Participants on an exclusive right to sell agreement or an exclusive agency agreement shall be submitted to the Service and/or entered into the Service's computer system within 48 hours, or 2 business days (except Saturdays, Sundays, and postal holidays) after all necessary signatures of the seller(s) or lessor(s) have been obtained. The list date shall be the starting date of the term of the agreement or the last seller's signature date on the agreement, whichever is last.



- **2.1.1 - Clear Cooperation Policy:**

Within one (1) business day (excluding Saturdays and Sundays and postal holidays) of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public. (Adopted 12/2019)

- **2.8 - 48 Hour Rule:**

All status changes including Under Contract Allow Showings (UCAS)/contingent, Under Contract No Showings (UCNS)/pending, rented, withdrawn, off market, etc., must be reflected within 48 hours, or 2 business days (except Saturdays, Sundays, and postal holidays) of the change in condition in the Service's system.



**NOTE II:** The MLS defines the acceptance date as the last date signed or initialed (upon acceptance of the price) on the Sales Contract regardless of the terms of the contract.



- **3.6 - Photo Rule:**

In order to maintain consistency in the Service, the primary photo, as established, is the front view of the property. Any photo set as the primary photo for the property that is not the front view of the property will be removed. Photos are required to be uploaded within 48 hours, or 2 business days (excluding Saturdays, Sundays and postal holidays) of entering a listing with the property type of Residential, Condominium or Multi-Family into the system.



# ***MLS Now Contact Information***

## **Questions?**

Call us today! Every staff member of MLS Now is trained to provide fast, professional help and information.

## **Subscriber Services!**

MLS Now's business hours are Monday - Friday, 8:30 a.m. - 5:00 p.m. EST.

PH: (216) 485-4100

Help Desk: (216) 485-4140

Quality Assurance & Customer Service: (216) 485-4141

Membership: (216) 485-4142

Billing: (216) 485-4143

## **Email Us**

Emails are checked throughout the business day and are responded to within 24 hours. Emails sent on a Friday, Saturday, or Sunday will be replied to no later than the next business day.

MLS Now Help Desk: **help@mlsnow.com**

Quality Assurance & Customer Support: **qa@mlsnow.com**

Membership: **membership@mlsnow.com**

Billing: **billing@mlsnow.com**

## **US Mail**

North Office:

5605 Valley Belt Road

Independence, OH 44131

South Office:

7110 Whipple Ave. NW #D102

North Canton, OH 44720

# MLS Now Associations & Contact Information



9100 South Hills Blvd., Suite 150  
Broadview Heights, OH 44147  
Phone: (216) 901-0130

1219 Third Street NW New  
Philadelphia, OH 44663  
Phone: (330) 343-7736



9930 Johnnycake Ridge Rd, 3A  
Concord Twp, OH 44060  
Ph: (440) 350-9000

5321 Meadow Lane Ct. #6  
Sheffield Village, OH 44035  
Ph: (440) 328-4210

2530 Medina Road, Ste. 100  
Medina. OH 44256  
Ph: (440) 328-4210



7110 Whipple Ave NW, Suite B  
North Canton, OH 44720  
Ph: (330) 264-8062

132 Westchester Dr., Suite 4  
Austintown, OH 44515  
Ph: (330) 788-7026



# ***MLS Now Wholesale Associations & Contact Information***



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Phone: (740) 452-3890



211 Ohio Street,  
Marietta, OH 45750  
Phone: (740) 373-8194



1127 Market Street,  
Parkersburg, WV 26101  
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145 E Liberty St,  
Wooster, OH 44691  
Ph: (330) 264-8062