



CRMLS Coastal Mendocino AOR Broker Report: June Edition

Volume 2022 Edition 6

Welcome to the CRMLS Broker Report. We work to keep our brokers as informed and up-to-speed as possible. This information is available for you to share with your agents and office staff.

CEO Art Carter presents CRMLS updates to brokers & managers

Join CRMLS CEO Art Carter for a presentation on new topics in the residential real estate industry, with insights on how to adapt and succeed.

We welcome all CRMLS brokers and office managers to attend this unique webinar at no additional cost.

Topics include:

- Perchwell (the flagship MLS platform that CRMLS will release to users in Q1 2023)
- Broker intelligence services
- Recent industry-level legal events

Note: this event is for brokers & managers only. Please do not share.

Wednesday, 7/6 @ 2 PM

[Register Now](#)

CRMLS to launch Perchwell Q1 2023

CRMLS has partnered with Perchwell, the company behind the premier data and workflow technology platform in residential real estate. We have completed an agreement to bring Perchwell's flagship MLS platform (which includes both a front-end and back-end system) to CRMLS users, targeting a launch by the first quarter of 2023.

Among Perchwell's standout features is the user's experience from the moment they sign in. Perchwell presents users with listing results on the first screen, helping them filter their searches without needing to arrange their search criteria to fit fields first. See a sample screenshot below and [click here to read the full press release](#).



CRMLS selects Black Knight's industry-leading public records property data

CRMLS has signed a contract to license property data from Black Knight. We will soon have more access to California public records data, including comprehensive information from tax assessor, deed, mortgage, pre-foreclosure, foreclosure, and assignment and release records. Gaining this information means we can build unique new data and analytics solutions, empowering brokers like you with cost-effective access to critical property intelligence. Read [Black Knight's press release](#) for more.

Share the CRMLS Compliance Quiz with your office



We recently launched a new **CRMLS Compliance Quiz**:

[TAKE THE QUIZ](#)

The quiz is short, optional, and anonymous. It will be helpful in educating agents about common rules violations, saving you time, money, and stress. **We encourage you to share it with your office.** We want them to learn common rules pitfalls here, not through a violation notice.

Important Broker Resources

Brokers and managers can jump ahead of the wait time for MLS assistance by calling our Broker Support Line at 909-859-2043.

Please note, you must identify yourself by your broker or broker/office assistant MLS ID, as not all user classes have access to this service. For a list of MLS user classes that can access the Broker Helpline, see the last column of our [User Classes document](#).

Compliance Corner

Citation Policy Review

Here are a view quick reference guides for you to review and share with your agents:


- [Top MLS Rules Violations & How to Avoid Them](#)
 - [Clear Cooperation Policy: Top 10 Questions](#)
 - [Registered FAQs](#)
 - [Coming Soon FAQs](#)
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Enhancement & Product Corner

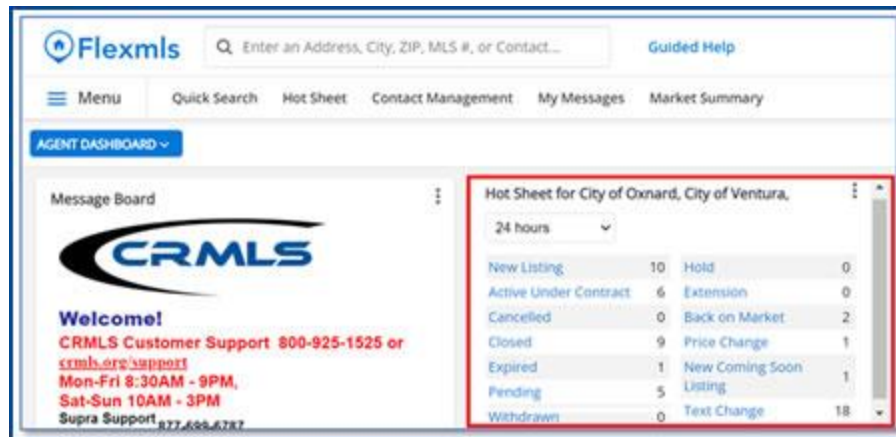
We rolled out new page designs for some of the most popular pages in Flexmls in mid-June. The new designs only change the appearance of these pages, not anything functional. **You do not need to change anything on your end.** [Click here to view all the updates.](#)

Member Experience Tip of the Month: The Hot Sheet helps you keep an eye on your market area(s)

Use the Hot Sheet in Flexmls to keep up with daily market changes in your area.

To set up: click on the **Hot Sheet** gadget > click on the three-dot menu () > click **Settings** > enter **criteria** > click **Save**.

This will help you keep an eye on the daily market changes in your area.



[Here is a quick video tutorial](#) with step-by-step instructions on how to manage Flexmls gadgets like this one.

We've Got You Covered

EDUCATION

CRMLS offers a variety of resources to educate you and your agents. Submit your training request today.

BROKER SUPPORT

Our support team is available to assist you through our online ticket system or by phone at (888) 386-0473.

COMPLIANCE

We keep your listing data safe, clean, and accurate. Click above to chat live with a CRMLS Compliance representative.

CRMLS Product Discovery Tool

Build out your tech toolbox with these CRMLS products
- all available at no extra cost.

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