

Welcome to California Regional MLS



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

CRMLS.ORG | 800.925.1525

Updated February 23, 2023

Dear Valued Member,

California Regional MLS (CRMLS) would like to welcome you!

CRMLS is the nation's largest and most recognized MLS, servicing 110,000+ real estate professionals from 41 Associations, Boards, and MLS organizations. CRMLS data shares also provide access to an additional 45,000 agents, brokers, and appraisers.

For over 30 years CRMLS has thrived by focusing on the needs of our brokers, agents, and Associations. We are dedicated to providing you with unrivaled listing exposure through powerful and reliable MLS systems, superior data integrity and compliance tracking, and most of all, true representation within our organization.

CRMLS makes outstanding customer service, career-building education opportunities, and full support of your MLS platform our top priorities.

Please take time to read through our Welcome Packet to familiarize yourself with the full portfolio of valuable products and services available to you now and coming soon, as a CRMLS user.

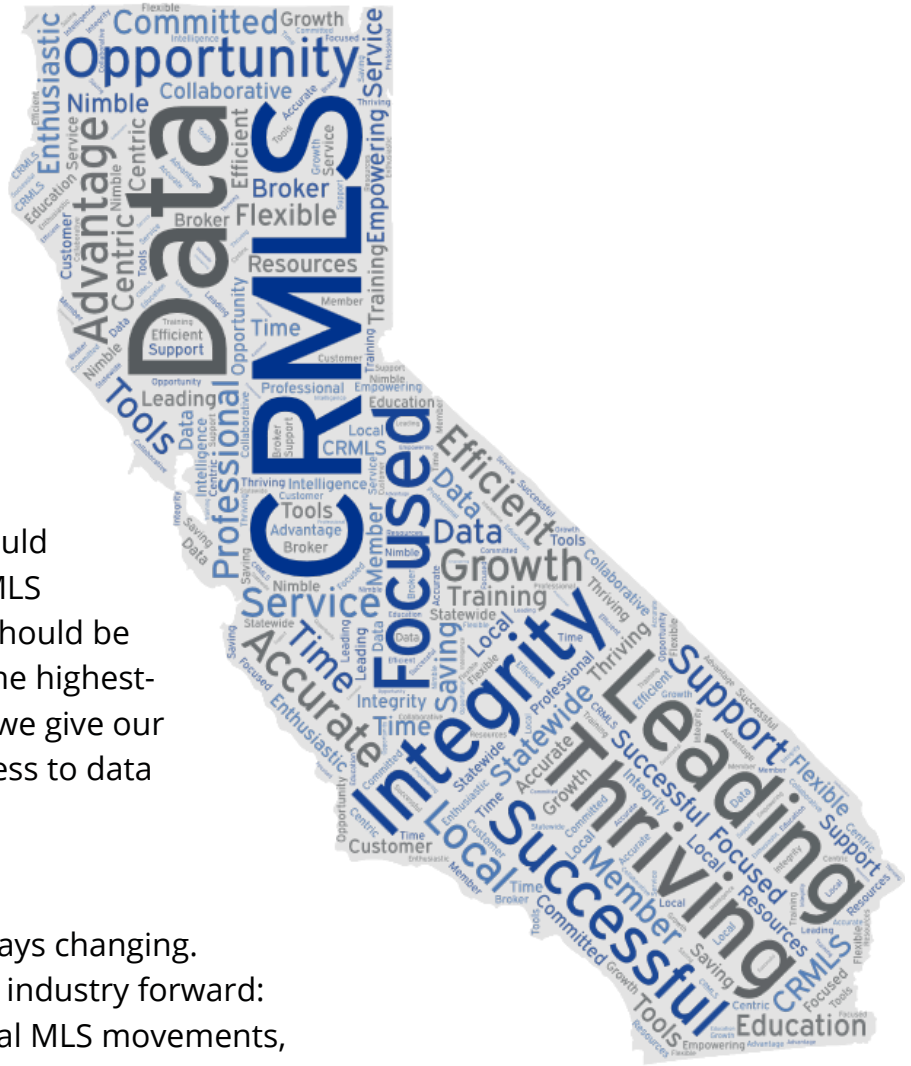
Wishing you great success,

A handwritten signature in black ink, appearing to read 'Art Carter', with a stylized, cursive script.

Art Carter
Chief Executive Officer
California Regional MLS



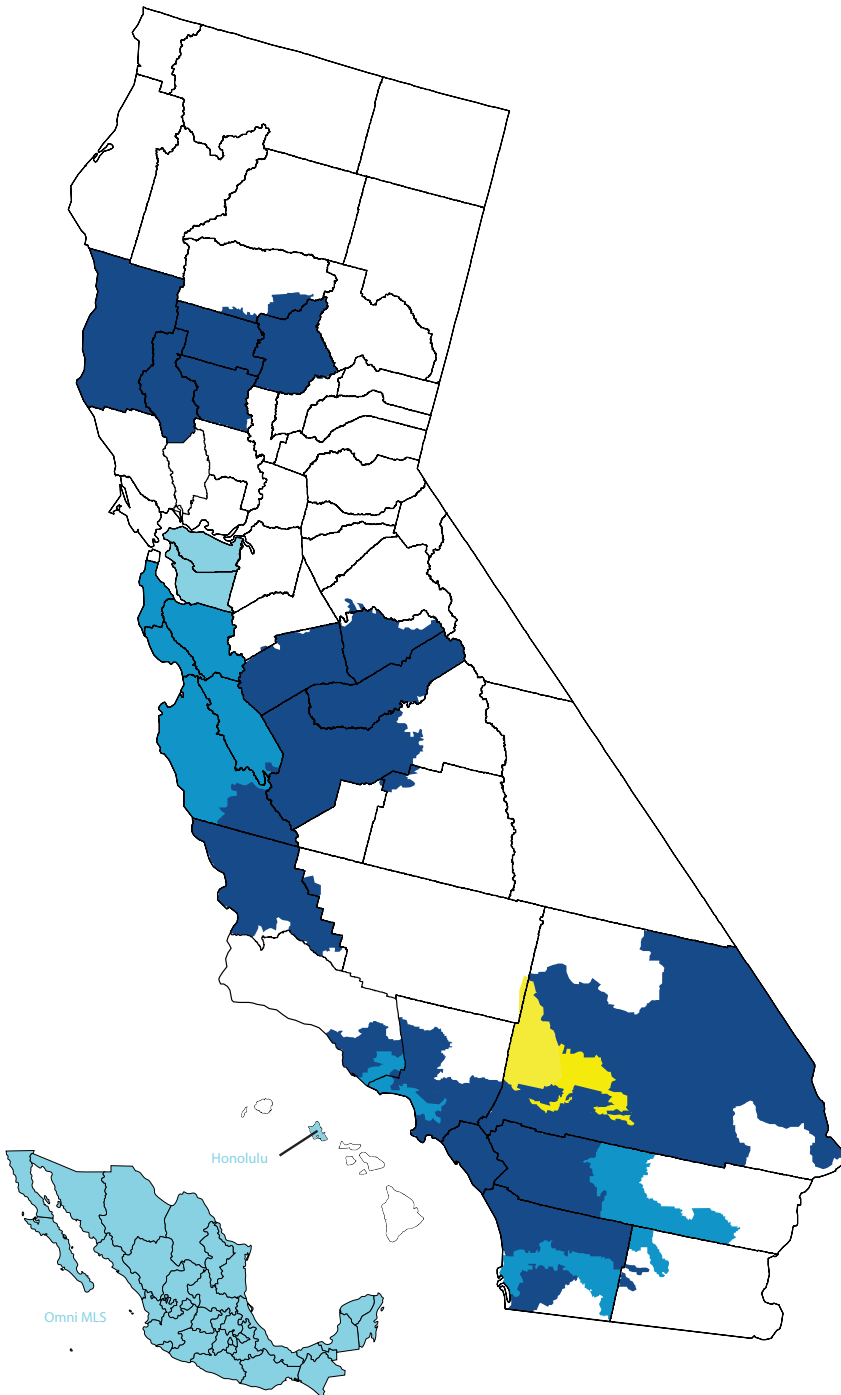
The real estate landscape is always changing.
We work every day to move our industry forward:
participating in local and national MLS movements,
investing in groundbreaking tech, and communicating
with on-the-ground real estate professionals like you.



— Art Carter, CEO, CRMLS



Coverage Area



PARTICIPATING 110,000+

Full access to all CRMLS listings, products, training, and support.

DATA SHARE 45,000

Access CRMLS listings directly from your MLS system. Data is exchanged frequently to keep listing information up-to-date.

RECIPROCAL ACCESS

AORs/BORs

Access to data requires login to a separate system.

ADDITIONAL SERVICE AREAS

Pursuant to NAR's MLS of Choice policy, some ZIP codes in these regions are considered part of CRMLS's service area based on current listing volume. CRMLS users doing business in these areas must enter listings into CRMLS, or submit a Seller Exclusion Form.

Based on data supplied by California Regional Multiple Listing Service, its member Associations of REALTORS®, and its data share and reciprocal partner MLSs, who are not responsible for its accuracy. Analysis date is February 22, 2023. This graphic does not reflect all activity in the marketplace.



Matrix

Collaborative Power

CRMLS Matrix is an industry-leading platform with a robust suite of products and services.

It is the gateway to your business needs. That's why we keep it up and running with minimal downtime.

Relevance

In today's competitive industry, versatility is key.

- Multi-device, multi-browser capability provides flexibility to access listing data and history from anywhere at any time
- Customizable, easy-to-read dashboard for quick snapshots into the data that matters most to you
- Links that connect you directly to reciprocal access, data integrity, and CRMLS products and services
- Enhanced search options to help pinpoint clients' needs
- Email options that give you full control over the way you communicate with clients
- Realist Tax data is included with a subscription to CRMLS Matrix for maximum choice and accessibility
- Integrated CMA Wizard that lets you quickly create and customize CMA presentations and reports tailored to each individual client
- Search and map capabilities with ZIP code, parcel, city, congressional data, MLS area, and school district
- Route planning tools that automatically create point-to-point driving directions between multiple properties





Solutions

Discover the breadth of products and services available to you at no additional cost



MLS Systems

CRMLS Matrix

Matrix is an industry-leading platform allowing agents to add, review, maintain, search, and map property listings, and much more. With advanced search and customization options, integrated tools like Inrix DriveTime, CMA Wizard, and route planning, and easy client collaboration via automatic email listing alerts, Matrix is a versatile system that professionals rely on every day.



MLS Search Platforms

Cloud MLX

An award-winning, streamlined MLS front-end that prioritizes search and communication. Similar to how Google functions and fully integrated with CRMLS data, Cloud MLX allows you to search for listings with a smart search bar. You can create an unlimited number of uniquely-shaped map areas and instant message with other agents.





Mobile MLS Options

CRMLS App

The CRMLS App provides on-the-go access to CRMLS data, including advanced integration with CRMLS Matrix. View search options, Matrix saved searches, contacts, and customer property type carts, a portfolio of listings, and the agent roster from your mobile device.

Homesnap Pro

Access real-time MLS data on the go with this robust app and website. Features include Rapid CMA generation, automated ad creation, in-platform messaging, and the ability to snap photos of homes – listed or not – and find out all about them.

MLS-Touch

A premier mobile MLS app that helps you search clean, reliable CRMLS data wherever you go. With MLS-Touch, you can pull up live market statistics on the go, search for comparables, and share branded, personalized apps with your clients.



Marketing

Cloud CMA

An industry-leading CMA software that easily creates custom, engaging CMA and Buyer Tour presentations in the office and on-the-go.

Cloud Streams

Beautiful listing alerts. Cloud Streams gives your buyers the fastest listing notifications in the industry. Easy to set up, manage, and collaborate with your clients.

ePropertyWatch

Provide homeowners with brilliant insights on their own homes and neighborhoods. Generates drip email reports for your clients.

InfoSparks Market Statistics

Transform market perspectives into graphs and charts with InfoSparks' intuitive interface. Fully integrated with CRMLS data.

SavvyCard

SavvyCard® for Real Estate uses MLS data to automatically create and maintain lead-generating SavvyCards for you and your listings.



Financial

RatePlug (broker-directed)

Empower and educate clients with real-time mortgage program and payment information directly from lending partners. Give clients an in-depth view of payment details and “what-if” scenarios.

Down Payment Resource

This national database of 2,300+ assistance programs for homebuyers makes it easy for you to get your clients into their first - or next - home. Integrated into CRMLS property listing data, DPR flags for-sale properties that may be eligible for down payment and other forms of assistance.



Syndication

ListHub (broker-directed)

For brokers: Push your agents' listings to 85+ national consumer websites, with a potential reach of 900+ extended sites/networks. More listing exposure means more chances at finding the right buyer.



Multipurpose Platforms

Glide

Glide is a simple, comprehensive forms solution. With Glide, you can prepare, organize, sign, and share forms from one user-friendly interface. Manage risk, save time, and keep all your forms in one place.

Realtors Property Resource® (RPR)™

RPR provides comprehensive data, powerful analytics and dynamic reports on over 60 million properties in the United States, exclusively for REALTORS®. Available on desktop and mobile.



Scheduling

ShowingTime

Eliminate repetitive scheduling calls with this MLS-integrated solution to scheduling property showings. Features 24/7 system access and instant appointment confirmations via text, automated call, or mobile app.



Rentals

RentSpree

RentSpree allows you to collect rental applications and screen tenants electronically. Potential tenants can securely apply for lease listings from any device at no cost to you. RentSpree integrates with CRMLS systems, automatically generating application links for anyone who wants them on their lease listings.



Networking

Builders Update

Builders Update is a premier new home inventory search tool for real estate agents. Designed by real estate agents for agents, Builders Update collects and presents listing data for new homes, to-be-built homes, and condos, making your search easier than ever.

New Home Source Professional (NHS Pro)

NHS Pro is the most comprehensive resource for real estate professionals to stay up-to-date on new homes, communities, and builders. Communicate directly with builders to request appointments or listing brochures.



International

Proxio™

Proxio provides real estate professionals with global networking and marketing services. Connect your listings to agents in over 130 countries through global syndication and automatic translation in 19 different languages.



Tax

Realist Tax

Realist 2.0 is the industry-leading tax product, designed to give agents a competitive advantage through efficient delivery of property-centric data.





CRMLS Broker Resources

CRMLS is broker-driven. We're here to help.

We work to keep our brokers informed and up-to-speed. Here are a few resources to help brokers assist their agents in their day-to-day business. Visit crmls.org/brokers for a complete list.

Key Resources



Brokerage training

Whether you need training for your office managers and admins, or you'd like us to host an office-wide class for your agents, we're happy to accommodate. Visit crmls.org/brokers for the request form. We also offer brokerage-branded training materials.



Listing distribution management

Manage distribution to popular consumer websites for your office, learn more about where your hard-earned listing data goes, and get dedicated help on how to get control of your listings. At CRMLS, brokers choose how they share their listing data.



Branded training and listing presentation collateral

Get flyers, PowerPoints, and more to gain listings and clients. We can create CRMLS-specific marketing materials, branding collateral to your brokerage and customizing it to fit your needs.



Stats and more on request

We'll help you drill down and learn how your agents interact with your MLS. Find out how you can help your agents succeed with call center statistics, compliance numbers, and more.

Contact us: brokers@crmls.org

Visit crmls.org/brokers for more information



Customer Care

Rest assured, we've got you covered.

Phone and live web chat support hours (English and Spanish):

Monday – Friday: 8:30 a.m. – 9:00 p.m.

Saturday – Sunday: 10:00 a.m. – 5:00 p.m.

Online support tickets available 24/7.



The CRMLS Customer Care department, certified as a Center of Excellence by BenchmarkPortal, is equipped with the knowledge and experience needed to assist you with questions regarding the full line of CRMLS products and services.

We provide a convenient ticket system that can be accessed 24 hours a day, 7 days a week. Simply submit your question via the [CRMLS.org](https://www.crmls.org) support page and we will address your ticket during normal business hours.

We know you are busy. The positive, friendly, and energetic Customer Care team will go the extra mile to get you the answers you need, when you need them.



Phone



Submit a Ticket



Live Chat

We're here to help 7 Days A Week

800.925.1525

Press 2 for Spanish





Education

Your success is our priority.

Product training for all skill and experience levels.

We are proud to offer you a variety of education options to help keep you informed and up-to-speed on all the latest products and services available through CRMLS.

Classroom Training

On-site education classes are held at Association offices and can be requested at brokerages. View a list of available classes at crmls.org/classroom.

Webinar Training

Several live webinar classes are available each week and cover a multitude of topics. Register for an upcoming webinar at crmls.org/webinars.

Online Videos

Pre-recorded demo and training videos are available for you to view at your convenience at youtube.com/crmlstv.

Training Documentation

Educational materials, including manuals and quick reference guides, are just a click away. View the CRMLS Knowledgebase at kb.crmls.org.

What Are You Waiting For?

Visit go.crmls.org to access all our educational resources.





Compliance

The CRMLS Compliance Department works to keep MLS listing data clean and accurate for the benefit of all CRMLS users. Review the resources below to learn everything you need to know about the CRMLS Rules and Regulations and the common violations.

Contact Compliance



Live chat hours:

Monday - Friday
8:30 a.m – 4:00 p.m.



Email:

compliance@crmls.org

Compliance Resources



CRMLS Rules and Policies: crmls.org/rules-and-policies/

Compliance Knowledgebase: kb.crmls.org/kb/compliance-resources/

Compliance FAQs: crmls.org/crmls-compliance-faqs/

Familiarize yourself with our common violations

1. Clear Cooperation (Rule 7.9)

Within 1 business day of public marketing, the property must be entered in the MLS as Coming Soon or Active.

2. Photographs and Other Media (Rule 11.5)

All media, including virtual tours, uploaded in the MLS must be compliant with the CRMLS Rules and Regulations. Prior written authorization to use media must be obtained prior to uploading in the MLS.

3. No Exterior Photograph (Rule 11.5.1)

Within 2 calendar days of entering a listing in the MLS, at least one compliant photograph of the exterior structure of the property must be uploaded.

4. Misuse of Public Remarks (Rule 12.5)

The property description should be used to describe the physical and aesthetic characteristics of the property only. Among other things, no URLs, Agent/Broker information or showing information should be included in this field.

5. Failure to Correct a Violation (Rule 14.4)

All violations must be corrected within 2 business days of being notified of such violation.



Stay Connected

As your MLS, we communicate regularly with you to share important product updates, MLS system downtime, informational videos, and much more.

To receive all communications successfully, please make sure you have your correct email address listed in your MLS system. (Please contact CRMLS Customer Care at 800.925.1525 if you need help setting up your email address.)

We're active on social media! Stay connected to our social media feeds to stay current. Here's where you can find us:



[instagram.com/crmlsnews/](https://www.instagram.com/crmlsnews/)

[facebook.com/crmls](https://www.facebook.com/crmls)

[linkedin.com/company/crmls](https://www.linkedin.com/company/crmls)

twitter.com/crmlsnews

[youtube.com/user/CRMLSTV](https://www.youtube.com/user/CRMLSTV)

Thank you for your support, and we look forward to serving you!

