

# CRMLS Broker Report: April Edition

Volume 2023 Edition 4

## IN THIS ISSUE

- [CRMLS Stats](#)
- [NEW! Broker Compliance Helpline](#)
- [Enter your Registered Listing or non-listed/non-Registered property into the MLS as a comp](#)
- [Set Up Your Leads for Nestfully](#)
- [Important Broker Resources](#)
- [Compliance](#)
- [Enhancements & Products](#)
  - [Flex](#)
  - [Matrix](#)
  - [Paragon](#)

## CRMLS Stats

Check out the MLS Stats for March 2023. If you're interested in stats for your office, reach out to [brokers@crmls.org](mailto:brokers@crmls.org)

### MARCH 2023 MARKET DATA

How is the market doing?



Source: California Regional Multiple Listing Service (CRMLS)

## NEW! Broker Compliance Helpline

The CRMLS Broker Support Helpline is introducing a much-anticipated new line of support: the Broker Compliance Helpline exclusive for Brokers and Managers **starting April 26!**

- Brokers & office managers will call 909-859-2043
- Press 3
- Have your MLS ID ready

**Please note:**

- The helpline hours are Monday-Friday from 8:30 AM - 4:00 PM
- This helpline is limited to brokers & managers ONLY. Please do not share with agents. If you'd like to verify who is eligible from your office, please email [brokers@crmls.org](mailto:brokers@crmls.org)

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## Enter your Registered Listing or non-listed/non-Registered property into the MLS as a comp

### Educate your agents on adding a comparable

In certain circumstances, you may enter a listing in the MLS as a comparable, or “comp.” Having this data in the MLS helps you and other real estate professionals determine pricing and see property history, while improving the dataset and overall accuracy of the MLS.

[This guide will show you how to enter a non-listed residential property as a comparable in the CRMLS Flexmls, Matrix, or Paragon systems.](#)

If you have any questions, please contact [brokers@crmls.org](mailto:brokers@crmls.org).

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## Buyer Leads from Nestfully: Set up leads for your agents

### Automatically send buyer leads with Nestfully

[Nestfully](#) is here! In case you missed the previous emails, Nestfully is the new consumer-facing platform that better connects clients with brokers in ways that other consumer portals never could. One of the features we're most excited to share with you is that Nestfully will automatically send you buyer leads, ensuring you get every possible business opportunity delivered right to your inbox – and at no charge to you.

Leads are directly routed to the listing agent. This is the default option in Nestfully, as the broker, there are some steps you can in order for your office to receive leads.

**For BUYER LEADS** – the broker can choose how you want to route buyer leads:

- Route them directly to the listing agent. **This is the default option in Nestfully, so there is nothing else you need to do!** We do encourage your agents to whitelist [leads@nestfully.com](mailto:leads@nestfully.com) to ensure you receive these emails. These will be routed to the email address from the "Member Email" field in the listing agent's MLS platform, so agents are strongly encouraged to keep their information up to date.

OR

- Request to have leads sent to your CRM (Customer Relationship Management system) or to a specific email address by completing the routing request form. This step will override the default routing method. Please keep in mind if routed to a single inbox, **ALL** Nestfully leads will be sent there. Please contact [brokers@crmls.org](mailto:brokers@crmls.org) for the routing request form or more information.

Here are a few tips for your agents:

- Agents do NOT need to register for [Nestfully.com](https://nestfully.com)
- Ensure your agents receive leads by whitelisting [leads@nestfully.com](mailto:leads@nestfully.com)
- Encourage your agents to [update their information and photo in the MLS](#)
- Ensure listing settings are correct. All listings set to display on the Internet will be sent to [Nestfully.com](https://nestfully.com)

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## Important Broker Resources

Brokers and managers calling for MLS assistance **can skip the wait** by calling our designated Broker Support Helpline at 909-859-2043. For the Broker Compliance Helpline, press 3.

- The Broker Support Helpline hours are Monday – Friday 8:30 AM – 9:00 PM and Saturday – Sunday 10:00 AM – 5:00 PM
- [Matrix: User Class Document](#)
- [Paragon: User Class Document](#)
- The Broker Compliance Helpline hours are Monday - Friday from 8:30 AM - 4:00 PM  
(*Brokers & Office Managers Only*)

Please note: You must identify yourself by your broker or broker/office assistant MLS ID, as not all user classes have access to these services. For a list of MLS user classes that can access the Broker MLS Assistance Helpline or Broker MLS Compliance Helpline, see the last column of our user class documents.

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## Compliance

- [Test your knowledge by taking the new updated compliance quiz](#)
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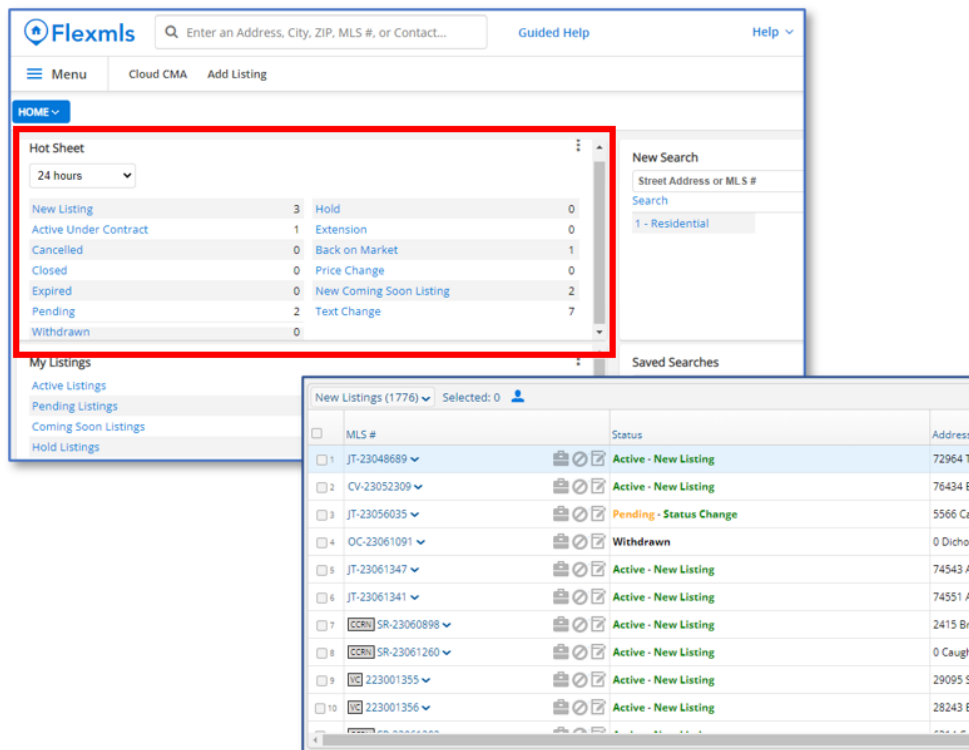
## Enhancements & Products

- [Realist Update arrived on April 12](#)

## Flexmls

### Member Experience Tip of the Month: Set up your Hot Sheets

Flex Hot Sheets will help you stay current with daily market changes in targeted areas.



The screenshot displays the Flexmls web application interface. At the top, there is a search bar with the placeholder text "Enter an Address, City, ZIP, MLS #, or Contact...". Below the search bar, there are navigation options: "Menu", "Cloud CMA", and "Add Listing". The main content area is divided into two sections. On the left, a "Hot Sheet" configuration panel is highlighted with a red border. It shows a dropdown menu set to "24 hours" and a table of listing categories and their counts. On the right, there is a "New Search" section with a search bar and a dropdown menu set to "1 - Residential". Below the Hot Sheet configuration, there is a "My Listings" section with a list of listing types: "Active Listings", "Pending Listings", "Coming Soon Listings", and "Hold Listings". In the foreground, a pop-up window displays a table of "New Listings (1776)". The table has columns for "MLS #", "Status", and "Address". The status column shows various listing statuses such as "Active - New Listing", "Pending - Status Change", and "Withdrawn".

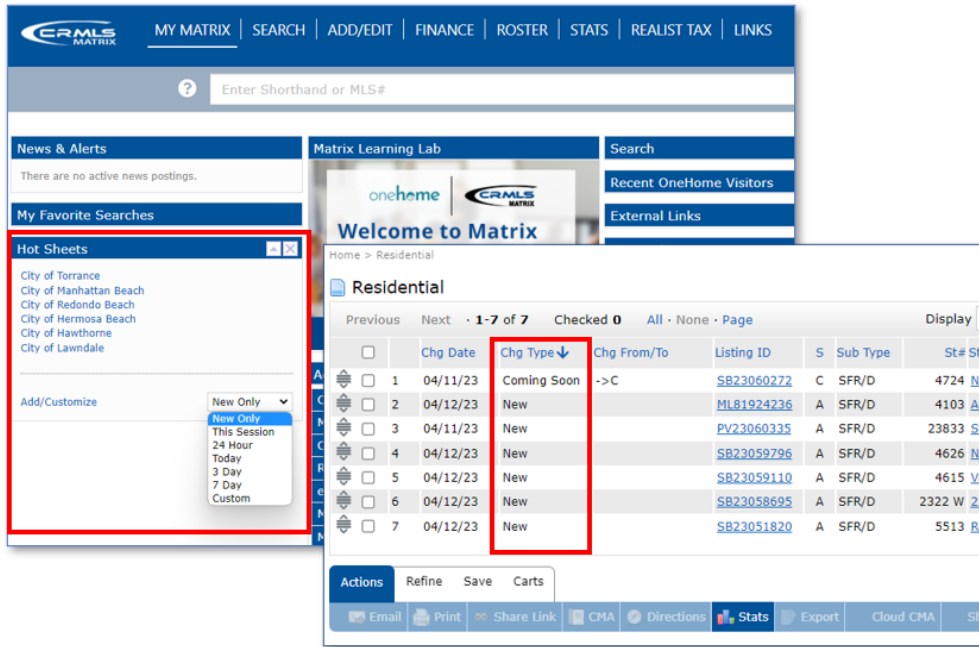
MLS #	Status	Address
JT-23048689	Active - New Listing	72964 Tw
CV-23052309	Active - New Listing	76434 En
JT-23056035	Pending - Status Change	5566 Cah
OC-23061091	Withdrawn	0 Dichon
JT-23061347	Active - New Listing	74543 Alt
JT-23061341	Active - New Listing	74551 Alt
CCRS SR-23060898	Active - New Listing	2415 Brie
CCRS SR-23061260	Active - New Listing	0 Caughh
223001355	Active - New Listing	29095 S L
223001356	Active - New Listing	28243 Ba

To learn how to customize your Hot Sheets, check out this [quick step-by-step guide from our Knowledgebase](#).

## Matrix

### Member Experience Tip of the Month: Set up your Hot Sheets

Matrix Hot Sheets will help you stay current with daily market changes in targeted areas.



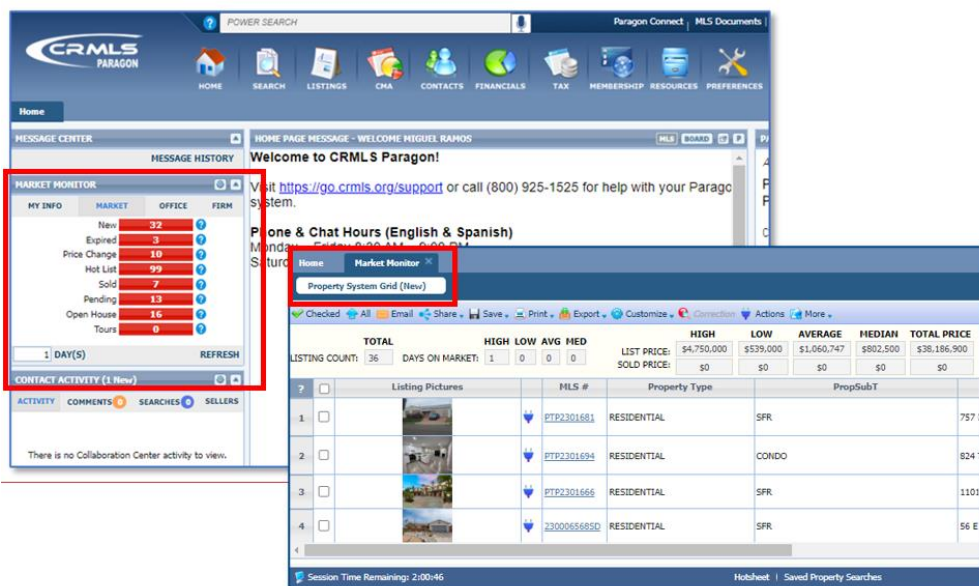
To learn how to customize your Hot Sheets, check out this [quick step-by-step guide from our Knowledgebase](#).

## Paragon

- [Paragon enhancements arrived on April 12](#)

### Member Experience Tip of the Month: Set up your Market Monitor

Paragon Market Monitor will help you stay current with daily market changes in targeted areas.



To learn how to customize your Market Monitor, check out this [quick step-by-step guide from our Knowledgebase](#).

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## 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.

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## CRMLS Product Discovery Tool

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



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