

# CRMLS Broker Report: March Edition

Volume 2023 Edition 3

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## CRMLS Stats

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



## Webinar Recap: Brokers & Managers CEO Update

For your convenience, we've recapped the CRMLS Brokers & Managers CEO Update webinar that occurred on March 9 below:

- [PowerPoint Presentation](#)
- [Recording](#)
- **InfoSparks:** InfoSparks Market Statistics is a fully MLS-integrated, easy-to-use interface that converts market statistics into visually pleasing graphs in just seconds. [Visit our webpage](#) to learn more. [Schedule a training for your office online.](#)
- **REdistribute:** [Read our press release](#) here for more details on this launch and the future of REdistribute. [Visit our webpage](#) for additional information, including FAQs.
- **REcenterhub:** View the [quick reference guide](#) and [flyer](#).
- **Showing innovation is coming in 2023:** Watch for additional details about this initiative in the coming months. To find out more, visit [Showingchoice.com](#).
- **Nestfully:** CRMLS and Bright MLS are collaborating to launch a consumer website that will drive value back to brokers, saving them money on leads and referral fees and eliminating duplicate costs. Leads will connect directly to the listing agent, streamlining the search experience for agents and consumers.
- **Down Payment Resources (DPR):** Down Payment Resource (DPR) is an award winning, national database of approximately 2,300 homeownership programs. Integrated into MLS property listing data, DPR flags eligible for-sale properties. Plus, MLS members have access to marketing and business-building tools that pinpoint down payment help for their buyers. CRMLS users can plug in the DPR link into their websites via IDX, [visit our webpage to learn how](#).

Would you like us to present this quarterly update at your next office meeting? Please email [brokers@crmls.org](mailto:brokers@crmls.org) or [submit a request online](#).

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## Turn Your Website Visitors into New Clients

### Educate Them About DPAs

How many visitors to your website are potential clients who don't yet have a down payment, or think they'll need a bigger one?

Real estate agents and brokers across the country are adding [Down Payment Resource](#) (DPR) to their IDX websites to simultaneously connect more homebuyers with important financial resources and grow the brokerage pipeline. DPR is provided to you as a CRMLS core product at no additional cost.

Down Payment Resource's IDX Feature can be a powerful lead-generating tool for your website, plus it's easy -to -use and quick to set up. DPR provides graphics and instructions for your IDX vendor to add to eligible listings on your site.

Join us for a no-cost broker preview webinar to learn about using this feature to drive connection with consumers as they learn about the down payment assistance programs (DPAs) available to them.

## CRMLS Broker Preview: Down Payment Resource for Brokers & Managers

[Wednesday, April 12 @ 11:00 AM PT](#)

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

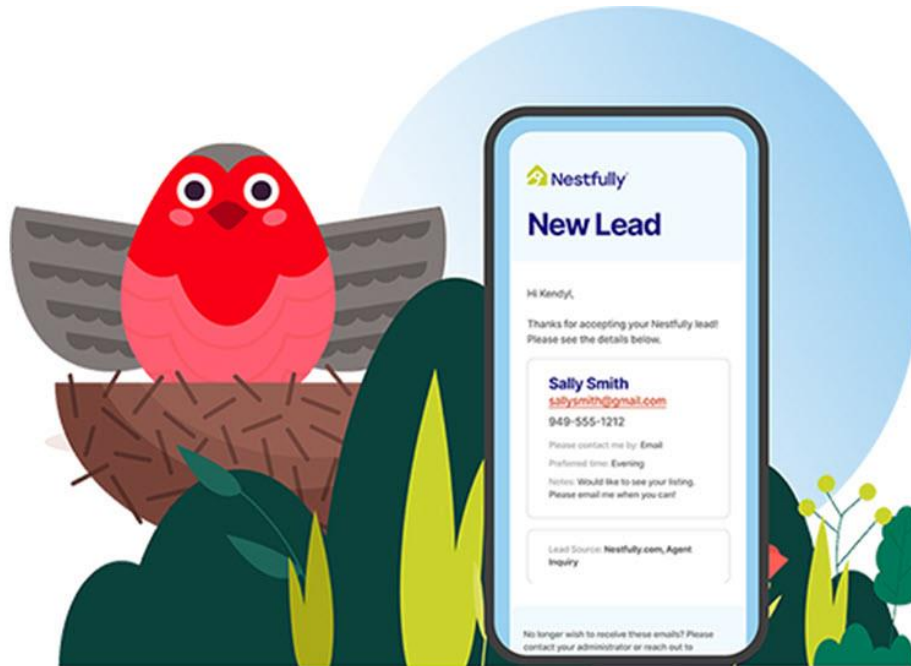


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## Set Up Your Leads for Nestfully

**Set up for success today! Nestfully can automatically send you buyer and seller leads**

[Nestfully](#) is almost 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 our brokerage community is that Nestfully will automatically send you leads from clients, ensuring you get every possible business opportunity delivered right to your inbox – and at no charge to you.



There are some steps you must take to start collecting your leads.

Two types of leads are captured from the Nestfully portal — **buyer leads** and **seller leads**.

**BUYER LEADS** – As a broker, you can choose how you want to route buyer leads.

- Route them directly to the listing agent. Encourage your agents to whitelist [leads@nestfully.com](mailto:leads@nestfully.com) to receive these emails. OR;
- Route leads to your brokerage’s CRM. Click [here](#) to fill out the request form.

**SELLER LEADS** – These will be routed to the email address in the “Office Email” field in your MLS platform.

Please note – If the “Office Email” field is blank, Nestfully will be unable to send your leads. To update or add an email address to the “Office Email” field, please contact your AOR directly. If you have more than one MLS platform, please let your AOR know.

Thank you for helping us make Nestfully run smoothly!

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## 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 class documents below.

- [Matrix: User Class Document](#)
- [Paragon: User Class Document](#)

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## Compliance

It can be confusing to know which Property Type or Sub-Type is correct when it comes to mobile and manufactured homes. We have a new resource on our website to provide guidance on how to make sure your MLS entry is correct, as well as other issues related to these types of properties. Follow these links to be directed to the Manufactured Homes FAQ.

- [Matrix: Manufactured Homes FAQ](#)
- [Paragon: Manufactured Homes FAQ](#)
- [Flexmls: Manufactured Homes FAQ](#)
- [Entering a Listing as a Comparable](#)
  
- [Yours Truly, Compliance: Who Makes The Rules Around Here?](#)
- [Yours Truly, Compliance: Clearing Up Compliance - Part 1](#)
- [Yours Truly, Compliance: Clearing Up Compliance – Part 2](#)
- [Test your knowledge by taking the new updated compliance quiz!](#)

Stay in the know by attending the General Sessions!

- [Tuesday, April 11 @ 10:00 AM PT: Rules Comparison with Jeff Smetana](#)
- [Thursday, April 20 @ 10:00 AM PT - Registered Listing Process with Shelly Walsh](#)

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## Enhancements & Products

- [Nestfully Consumer Website Guide](#)
- [New System Data Update arrives on April 11](#)

## Flexmls

- [New Flexmls upgrades arrived on March 23 & will improve your Market Summary Report and Market Trends Graph \(previously "My Market"\).](#)

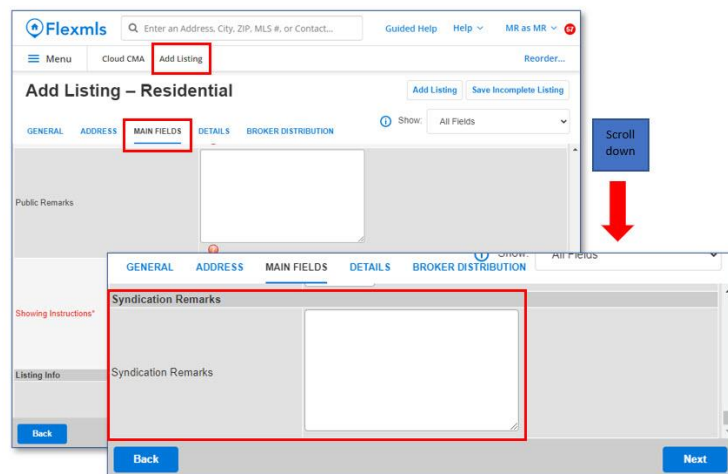
### Member Experience Tip of the Month: [Utilizing the Syndication Remarks](#)

Did you know Syndication Remarks may contain information intended specifically for the consumers? This includes contact info and other non-confidential information, and you can use

these in place of the Property Remarks for syndicated consumer websites. If the Syndication field is left blank, syndication websites will continue to only receive the text you placed in the Public Remarks field.

View the step-by-step [guide on how to add Syndication Remarks](#).

Tip: Copy *Public Remarks* Listing Description and Paste into *Syndication Remarks* field, then add additional allowed information to syndicate to consumer sites.



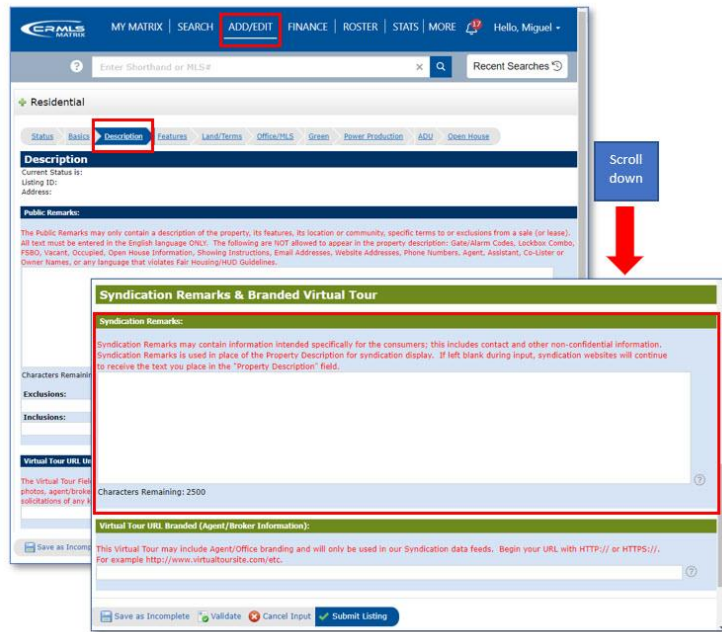
## Matrix

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## Paragon

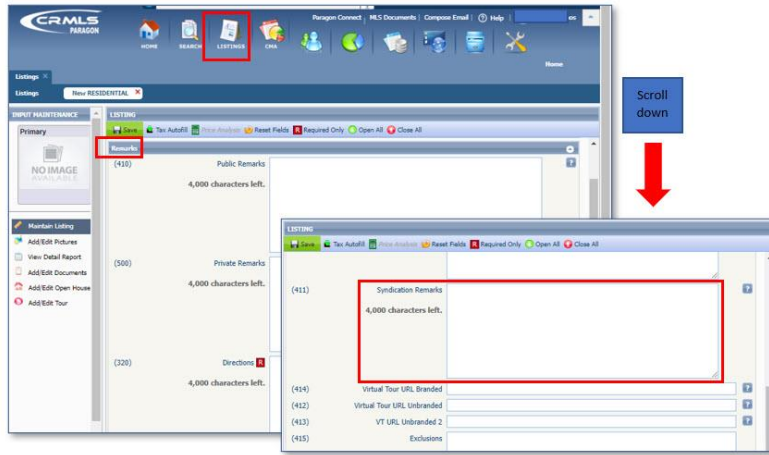
- [Paragon enhancements will be available on March 29](#)

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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.

## CRMLS Product Discovery Tool

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



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