



WellcomeMat's video tools will soon be integrated with CRMLS

Cutting-edge support, hosting, compliance tools, and more

CRMLS is thrilled to announce our new agreement with **WellcomeMat**, a video support, hosting, and analytics system specifically designed with real estate professionals in mind.



We are currently working on a full integration of this product solution, and **anticipate launching soon** in CRMLS Matrix, with Paragon and Flexmls to follow.

When WellcomeMat becomes a CRMLS core benefit, users will have access to brand-new cutting-edge video toolsets, providing optimal viewing, easy distribution, and compliance monitoring that will make it easier to avoid media violations.

What will WellcomeMat bring to CRMLS users?

- **Native video distribution** – WellcomeMat brings users a "native" video hosting platform – meaning that videos are uploaded and hosted to the site, and don't route through other media-hosting platforms or other external parties. This provides more control and customizability for users.
- **Video Engagement** – CRMLS users have full control over the media they create, from uploading to modifying, replacing, deactivating, and distributing videos that are easy for potential clients to find, view, and share
- **Real Estate Industry Compliance** – WellcomeMat includes tools to help keep videos within compliance regulations, including the "Unbrander" tool, which lets users edit out branding and/or non-compliant portions of videos. This enables users to avoid

citations and fines without needing to throw out the media or remake the video from scratch.

Keep an eye out for more communication and updates as we near the official launch. We are excited to fully implement WellcomeMat and can't wait to bring this enhancement to your MLS experience!

Thank you,

California Regional MLS

We've Got You Covered

Education

CRMLS offers a variety of resources to educate you on our products and services. Click above to visit the CRMLS training center.

Support

If you need MLS support, please click above or call us at (800) 925-1525. Our Customer Care team will be happy to assist.

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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