

# CRMLS Broker Report: September Edition

Volume 2023 Edition 9

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## CRMLS Stats

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



## CRMLS at C.A.R. REImagine! Conference & Expo

We were happy to see so many CRMLS users like you in Anaheim! For your convenience, or if you didn't get a chance to attend, below is a recap of the General Session presented by the CRMLS

Executive team on Tuesday, September 19. [Register for our next broker & manager webinar for the full presentation!](#)

- **REcore:** Expertly-designed technology and services benefiting the unique needs of MLSs and large brokerages.
- **REcenterhub:** CRMLS designed and developed the REcenterhub SSO (single sign-on) dashboard to provide our users' with a clean user interface, greater personalization options and streamlining of productivity.
- **Broker Resources:** Brokerage presentations and trainings, one-to-one assistance, brokerage statistics and more are available on [crmls.org/brokers](http://crmls.org/brokers).
- **Member Experience:** The Member Experience department provides a way to bridge the communication gap between CRMLS and AOR Members, through feedback, suggestions and roundtable discussions to better understand the true MLS Experience. Visit the recently launched [Member Feedback Portal](#) or email [Feedback@crmls.org](mailto:Feedback@crmls.org)
- **Local Logic:** quantifies location at scale to shape smarter developments and more sustainable cities.
  - Launching 9/28 to Flexmls & Paragon at no additional cost.
  - Coming Soon to Matrix at no additional cost.
- **WellcomeMat:** Hosted video support and analytics. Coming Soon at no additional cost to CRMLS users
- **CubiCasa:** Scan a property using your mobile phone or the CubiCasaapp, and you'll receive a 2D floor plan in 24 hours or less. Coming Soon at no additional cost to CRMLS users.
- **MLS Match:** Referral Network (by Immobil) A new platform that will empower CRMLS users to connect, collaborate, and get paid across borders in 60+ countries. Coming Soon at no additional cost to CRMLS users
- **Xomio:** Xomio helps real estate professionals launch a well-designed online presence with just a few clicks. Coming Soon at a discounted rate in the CRMLS Marketplace.



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## RateMyAgents Offers Free Review Marketing Consultation

Customers look for online reviews for everything these days, whether it's a new restaurant or a real estate agent. Is your review marketing the best it can be?

Do you have:

- A centralized “review request and collect” strategy for all agents in your team?
- An easy way to post all team members' reviews to multiple platforms?
- New content being posted on your company website and on Google Business Profile to increase your SEO?

The RateMyAgent Team Pro can help you and your team do all this and more. Schedule a free consultation to help make your review marketing easy and get your team the online recognition it deserves.

[Schedule my free assessment](#)

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## Local Logic Comes to Paragon and Flexmls

As of September 28, Local Logic will be integrated into the Paragon and Flexmls systems. There will be no extra dashboard tile, this integration is automatic and users can begin using it right away.

Local Logic is the premier location intelligence provider, offering insights and data into communities and localities at scale. CRMLS users will enjoy powerful insights into local property data, such as demographics, points of interest, and more information clients commonly request.

*Matrix integration for Local Logic is coming soon!*

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## Compliance

- [CRMLS Rule and Policy Changes](#)
- [CRMLS Compliance FAQs](#)

## Question of the Month

*“If your seller asks you to exclude their property listing from the MLS, you may still want to find other ways to promote it in public. Which of the following marketing methods can you use without triggering the rule that requires you to enter the listing in the MLS for cooperation?”*

- a. Flyers
- b. Email blasts
- c. Facebook posts
- d. None of the above

**Answer: D. None of the above**

This is a big one. Any property that you exclude from the MLS on your seller's behalf is prohibited from direct marketing. If you do so, you violate the [Clear Cooperation Policy](#) rules that CRMLS has in place.

Public marketing includes signs, websites, social media, brokerage or franchise-operated websites, communications (verbal or written), multi-brokerage or franchise listing sharing networks, flyers or written materials, open houses, and showings. The "public" includes any individual or entity that has not signed a Disclosure Regarding Real Estate Agency Relationship form with your broker within the last twelve months. Agents working under the same broker license are not part of the public.

Marketing or advertising excluded listings without entering them into the MLS for cooperation within one (1) business day violates [CRMLS Rule 7.9](#). **Violating Rule 7.9 results in one of our most severe fines**, so please make sure to fully understand and follow the rule.

CRMLS Rule 12.8 states: "A listing shall not be advertised in any media or used for any advertising purposes, including the Internet, by any Participant or Subscriber, other than the Listing Broker, without prior consent of the Listing Broker except as provided in section 19.2 relating to display of listings on the Internet." The one exception to this is displaying the listing on your website or application via an approved CRMLS IDX data feed. None of the possible answers above fit within that exception.

## Join our Top Violations Overview General Sessions

Registration for the Compliance Top Violations 4th Quarter General Sessions is now open! Join us as we discuss the most common violations and offer tips on how to avoid them. Other topics include the Clear Cooperation Policy, the Registered Process, and the Coming Soon Status. Register today:

- [Matrix: Tuesday, October 24 @ 10AM PT](#)
- [Paragon: Wednesday, October 25 @ 2PM PT](#)
- [FlexMLS: Thursday, October 26 @ 10AM PT](#)

## Reminder: Complimentary Compliance Training is available for your office!

The Compliance Department at CRMLS is available for in-person or virtual training for your agents at no additional cost! We offer a variety of presentations that include such topics as:

- CRMLS Rules and Policies
- CRMLS Citation Policy
- Compliance Top Violations Overview
- Registered Process vs. Coming Soon
- Clear Cooperation Policy
- And more!

These presentations are complimentary and can easily be scheduled by submitting or form on the [Compliance webpage](#).

## Broker Compliance Helpline

We've introduced an exclusive new line of support for brokers & managers: **The Broker Compliance Helpline!**

- 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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## Enhancements & Products

- [The latest REcenterhub update](#) includes helpful hover text in the Dashboard and Market Statistics Configurations, upgraded responsiveness when rearranging the application icons, improved verbiage in the Forgot Password message, and an updated intermittent error message.
- [The new Deep Link integration inside your MLS search](#), gives you access to REALTORS Property Resource (RPR) data for your research, reports, and more from one easy-to-access source.
- [The October 11 System Update](#) adds several new points of data to the MLS, such as new cities, schools, room options, and more!

## Flexmls

- Two Realist Tax updates were launched:
  - the update on [September 13](#) includes more information in both Realist's Community Insights and Rental Trends
  - the update on [September 20](#) includes the ability to look back into historical data to see overall trends

## Tip of the Month: Frameable IDX – An easy to generate MLS Search for visitors on your website

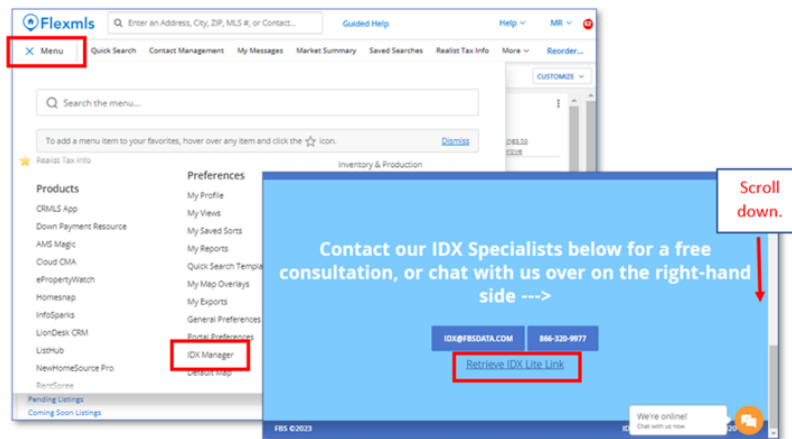
Internet Data Exchange (IDX) allows your clients to search for listings from a designated area on your website that is powered by a CRMLS Frame Link Solution. The IDX Solution allows you to display CRMLS listings on your website by "framing" the search engine.

Follow our [quick reference guide](#) or the steps below to generate yours!

1. Inside Flex, in the top left corner, click on **Menu**.
2. Under the Preferences Category click **IDX Manager**
3. Scroll down and click on **Retrieve IDX Lite Link**
4. In the pop up menu, **Generate an IDX 2.0 lite link** then select **Quick Searches**
5. Click the dropdown menu and choose your **Property Type**
6. Click **Submit**

7. Your IDX Lite URL link is ready to **copy** and paste

[View our webpage to learn about our additional IDX Solutions.](#)



## Matrix

- [View our quick reference guide](#) to generate statistics to analyze market trends and activity for certain property types. The customized Stats feature also generates Agent ranking reports.
- Two Realist Tax updates were launched:
  - the update on [September 13](#) includes more information in both Realist's Community Insights and Rental Trends
  - the update on [September 20](#) includes the ability to look back into historical data to see overall trends

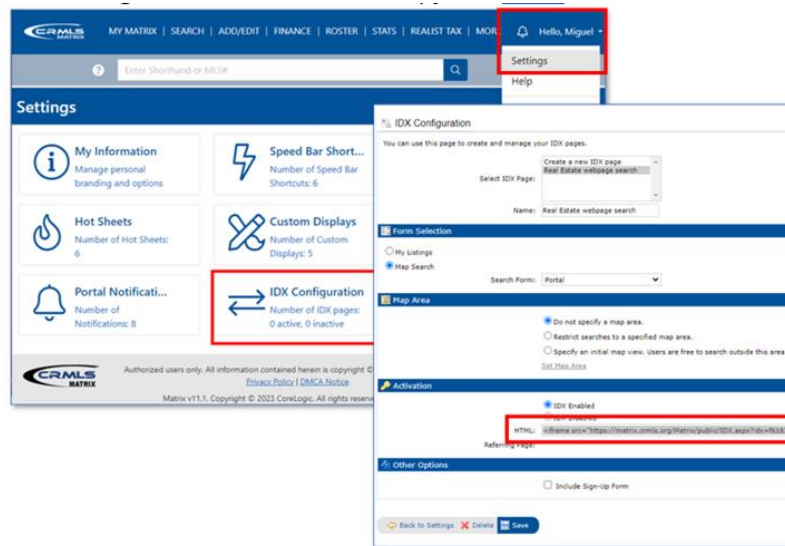
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Internet Data Exchange (IDX) allows your clients to search for listings from a designated area on your website that is powered by a CRMLS Frame Link Solution. The IDX Solution allows you to display CRMLS listings on your website by "framing" the search engine.

Follow our [quick reference guide](#) or the steps below to customize yours!

1. In Matrix, at the top right corner, click on your **profile name**
2. In the dropdown menu, click **Settings**
3. Click **IDX Configuration**
4. In the "Select IDX Page" box, select **Create a new IDX page**
5. Name the IDX Page
6. Under "Form Selection," select **My Listings** or **Map Search**
7. Customize your Map Area
8. Under "Activation," select **IDX Enabled**
9. Under "Other Options," check the box to include **Sign-Up Form**
10. Click **Save** to generate HTML code to copy and paste

[View our webpage to learn about our additional IDX Solutions.](#)



## Paragon

- Brokers have multiple ways to view the active office listings for their primary office in Paragon. [Review our Quick Reference Guide to view them all.](#)
- [The latest Paragon Connect update](#) from September 12 allows you to Assume Identity in Paragon Connect.

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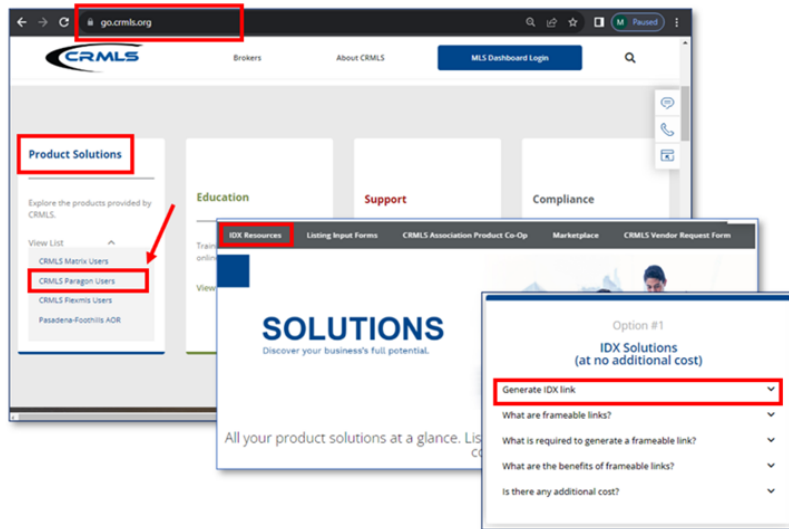
Internet Data Exchange (IDX) allows your clients to search for listings from a designated area on your website that is powered by a CRMLS Frame Link Solution. The IDX Solution allows you to display CRMLS listings on your website by "framing" the search engine.

Follow the steps below to generate yours!

1. On our website, go.CRMLS.org, scroll down to **Product Solutions** then click **View List**
2. Select **CRMLS Paragon Users**
3. Click **IDX Resources** at the top left
4. Under Option #1, click **Generate IDX Link**
5. Under IDX Plus, click **Generate IDX Link**
6. Type in your **user ID** in the Public ID field
7. Type in your **Office Code**
8. Select **Language**
9. Click **Get Links**

[View our webpage to learn about our additional IDX Solutions.](#)





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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.

### Did You Know?

Not sure what a Registered Listing is, exactly? CRMLS has many resources about when and how to use the Registered process, what it is, how it's different from Coming Soon, and much more in our [Knowledgebase](#).

As always, we thank you for your continued support. To stay caught up with CRMLS, make sure to follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#)!

**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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