

CRMLS Broker Report

Volume 2023 Edition 10

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CRMLS Stats

Check out the MLS Stats for September 2023. If you're interested in stats for your office, reach out to brokers@crmls.org.



Webinar Recap: Brokers & Office Managers Update

For your convenience, we've recapped the Brokers and Managers webinar that occurred on October 11 below:

- [PowerPoint](#): This webinar recording will not be shared. If you'd like this presentation for your brokerage, please email brokers@crmls.org.
- [Register for the next Brokers and Managers Update!](#)
 - Our webinar will be held on **Wednesday, November 29 at 2pm**. [Register today!](#)
 - Please note: this event is for brokers & managers only. Please do not share. This webinar recording will not be shared.
- [CATO Institute | Anticompetition in Buying and Selling Homes](#)
- [Local Logic is available now for Flexmls & Paragon users](#)
- [Your new dashboard in REcenterhub](#) and [Knowledgebase articles](#)
- [N.A.R.'s Competition in Real Estate Resource Center](#)
- [CubiCasa](#) will be available to CRMLS users at no additional cost on October 30! Scan a property using the CubiCasa app on a mobile device and you'll receive a 2D floor plan within 24 hours. Keep an eye out for more information!

Staying Updated on the Sitzer-Burnett Compensation Trial

The Sitzer-Burnett trial has begun with opening arguments. This is a class-action antitrust lawsuit occurring in Kansas City, concerning compensation practices in the industry. [You can follow trial updates on this webpage](#).

Introducing CubiCasa: The Simplest Way to Make Floor Plans

Floor plans are among clients' most sought-after listing information. With CubiCasa you can create property floor plans quickly, accurately, and easily using just your mobile device.

Basic 2D floor plans are **free of charge** and include room dimensions and estimated total square footage*. Additional add-ons with more information will be available to CRMLS users at a 25% off discount. Below are additional resources to get you started:

- [Create Your Account](#)
- [How to Scan a Property](#)
- [Tips For Scanning](#)

**Measurements in floor plans generated by CubiCasa may not be 100% accurate and CRMLS assumes no responsibility for potential inaccuracy of the measurements*

Want to Know More? Join a Special CubiCasa Webinar for Brokers

Learn how CubiCasa can benefit your business on Wednesday, **November 1 at 2pm**, in [our webinar just for brokers and Managers](#). We'll discuss the benefits of adding a floor plan to your listing media, how the technology works, and what special additional elements — including design features and priority processing — are available to you at a 25% discount.



The graphic features the CRMLS logo (California Regional Multiple Listing Service, Inc.) and the CubiCasa logo (LISTING FLOOR PLAN). The text reads: 'WEBINAR CREATE FREE & EASY FLOOR PLANS Members now have access to free floor plans through CubiCasa! Wednesday, Nov 1st, 2023 2:00 PM PST'. On the right, a laptop screen displays a 2D floor plan.

Work Smarter, Not Harder with RateMyAgent's Easy Reviews

Your success story in real estate can be expressed in sales volume and in numbers, but it can also be compellingly told in client reviews, which stand out to prospective clients. Make sure you're gathering all the proof of your success with [RateMyAgent's](#) Easy Reviews.

This Easy Reviews feature simplifies the review-collection process to make it as smooth as possible. It's so easy, you can get started today in just four steps:

1. **Connect** your Transaction Management System
2. **Personalize** your review request
3. **Set** your time of send

4. **Push** your new reviews to your connected online marketing and social media platforms

This is just one of the ways you can streamline your entire review marketing strategy with RateMyAgent – find out [more about what you can do](#) with this CRMLS Marketplace product.

REMINDER: Review the way your listings display on Internet Data Exchange (IDX) feeds!

Make sure that your contact information is showing up correctly on all IDX feeds. You can check this on your own website's feed (if you have one), and if you need to make any changes, [you can follow this guide for all the steps you need to take to update how your listings display through IDX](#).

Updated Data License postponement to 2024

Previously, we communicated that we were updating our Data License process and terms effective October 1. This update has been postponed to 2024.

Those of you who have participant data licenses with CRMLS will receive additional information directly from our Licensing Department via email starting in early November. Stay tuned!

Compliance

- [Compliance Rules and Policies](#)
- [CRMLS Compliance FAQs](#)

CRMLS Rules and Compliance

Understanding the purpose of the CRMLS Rules and Policies, and how the Compliance department upholds them, is crucial to agents understanding their MLS, and keeping its data reliable and accurate. The primary goal of the Compliance department is to ensure a level playing field where all users have access to clean, accurate data. This department is more than an enforcement agency that processes violations and issues fines; it is a resource for user support and quality assurance, committed to helping agents and brokers understand the MLS rules.

Where do the rules come from?

CRMLS Rules essentially mirror the National Association of REALTORS' Model MLS Rules, with additional guidance from the California Association of REALTORS' Model Rules. Ongoing editing and oversight of our Rules and Policies is handled by the CRMLS [Rules Committee](#) and our [Board of Directors](#). This keeps us all on the same page and helps us come to agreement on how the rules should be applied.

These governing bodies are comprised of practicing agents and brokers who know and understand the real estate business, all of whom have volunteered their time to make your MLS the best it can be. You can view who is currently serving on the [Rules Committee](#) and the [Board of Directors](#) on our web pages.

Question of the Month

"My Coming Soon listing is not ready to be made active, however, it has reached the 21-day limit. What is my best option?"

- a. Inform your seller that the listing must be made Active since the 21-day limit for a Coming Soon status has been reached.
- b. Cancel the listing and re-enter once the seller is ready to make it Active with a new listing agreement.
- c. Obtain the seller's written authorization to place the listing on Hold, and then continue in Hold status until the seller is ready to go to Active again.
- d. Place the listing in Withdrawn status.

Answer: C.

In this case, using the Hold status is the best option. Canceling the listing wouldn't be the best option because your seller did not indicate that they wish to terminate their agreement with you. Withdrawn is also not the best choice since using Withdrawn indicates that the property is essentially off the market. For more information on correctly using MLS Statuses, please review the [CRMLS Status Definitions](#).

Reminder: Complimentary Compliance Training is available for your office!

The Compliance Department is available for in-person or virtual training. We offer a variety of presentations that include such topics as the CRMLS Rules & Policies, the CRMLS Citation Policy, Compliance Top Violations Overview, Registered Process vs. Coming Soon, and Clear Cooperation Policy. These presentations are complimentary. Schedule by submitting [this 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.

Enhancements & Products

- [REcenterhub updates arrived on October 18](#)
- [The CRMLS Systems update on October 11 added several new points of data to the MLS, such as new cities, schools, room options, and more.](#)

Please enjoy the complete upgrade to Homes Pro

As of October 23, the Homesnap app has been updated to the Homes Pro app, an agent-friendly home search platform.

Please bear in mind that this update comes from Homesnap itself: [All elements of Homesnap will forward to the Homes Pro app or redirect to Homes.com](#), regardless of whether or not you're a CRMLS user. This follows multiple MLSs having already made the transition from Homesnap to Homes Pro.



If you relied upon Homesnap and are looking for a replacement, then please review the comparable apps on each MLS system:

- [Matrix App Comparison](#)
- [Paragon App Comparison](#)
- [Flexmls App Comparison](#)

Below are additional resources:

- [Homes Pro App flyer](#)
- [Add your social media information via the Homes Pro App and on the Homes.com website](#)

Paragon

- [The latest CRMLS Paragon Connect update includes new features, corrections, and improvements for a better overall user experience.](#)
- [The update released on October 24 corrects issues in both Paragon desktop and Paragon Connect and includes convenient links in Agent Auto-Notification emails.](#)

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](#), [X \(formerly Twitter\)](#), [LinkedIn](#), [Instagram](#), and [YouTube](#)!

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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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