

# CRMLS Broker Report

Volume 2023 Edition 11

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## Broker Compliance Helpline

Brokers and managers calling for Compliance support can call our designated **Broker Compliance Helpline** at 909-859-2043 and press 3. Please have your MLS ID ready. This allows brokers and managers to speak directly to a compliance analyst for assistance.

- Hours of operation are Monday - Friday from 8:30 AM - 4:00 PM (**Brokers & Office Managers Only**)

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## CRMLS Stats

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



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## CubiCasa Webinar for Brokers & Office Managers

**There's still time to sign up for our webinar tomorrow!**

Have your agents started making floor plans with [CubiCasa](#) yet? This new CRMLS core product is easy-to-use and full of customizable features, which means you can have elegant floor plans for all your listings. Sign up for our webinar happening **tomorrow at 2 PM** so you can learn about all that CubiCasa has to offer.

**CubiCasa for Brokers & Office Managers**  
[Tomorrow, November 29 @ 2:00 PM PT](#)

[Register Here](#)

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## Compliance Question of the Month

**True or false:** *“If my client wants me to try to either sell OR lease their residential property, I can enter the listing in both the Residential and Residential Lease Property Types at the same time.”*

**Answer: True**

Property types are used to categorize a listing entered into the MLS. You can only have one on-market listing per property type, but you may list a property under two different Property Types at the same time. It's important to select the correct Property Type(s) so that your listings reach the appropriate agent and buyer groups. [Click here to review the definitions of Property Type options.](#)

**Additional resources are available here:**

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

## 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.](#)

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## Enhancements & Products

- [Search homes and detail information on the Homes Pro App](#)
- [Learn how to connect your existing CubiCasa account to CRMLS](#)

## The RateMyAgent Cyber Monday Offer

RateMyAgent Pro helps build your online presence and get you more reviews, clients, and, ultimately, listings. Let your reviews work harder than ever before and experience the difference of a Pro subscription. [This Cyber Monday, save \\$123 on an annual RateMyAgent Pro subscription.](#)

RateMyAgent Pro offers useful tools to amplify your online presence, such as crossposting your reviews to your Google Business Profile so you can rank higher in Google searches. More Pro features include:

- Instantly share your reviews on [Realtor.com](#)®
- Showcase your buyer and seller reviews on your website
- Put your social media posts on autopilot

[Click here](#) to get the special Cyber Monday offer and join the over 250k agents boosting their online profiles with RateMyAgent.

## Flex

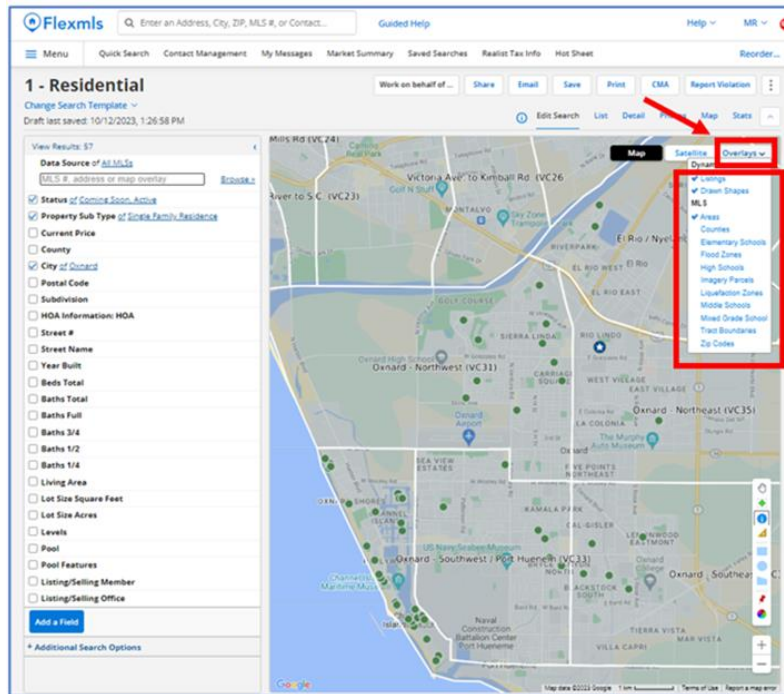
### Tip of the Month: How to Search Using Map Layers

The CRMLS Flexmls platform allows you to overlay Map Layers when performing a map search. These layers can be helpful in determining boundaries, parcel characteristics, market trends, and points of interest.

Use our [quick reference guide](#) or follow below to access Map Layers:

1. Generate a search within Flexmls
2. Select **Criteria** and add the Zip Code or City to zoom into a targeted area
3. On the top right of maps, click **Overlays**
4. Select boundary layer(s) to show on the map

*Note: You may be required to zoom in to reveal certain layers.*



## Matrix

### Reciprocal Access to Georgia-based FirstMLS & Florida-based MIAMI AOR

Matrix users gained reciprocal access (aka "guest access") to FirstMLS (FMLS), the largest MLS in Georgia, and MIAMI AOR (MIAMI), based in southern Florida. This means CRMLS users can search among and email listings from FirstMLS and MIAMI. FirstMLS has 56,000-plus members while MIAMI has 60,000-plus members. As it is reciprocal access, FirstMLS and MIAMI members can also search CRMLS inventory.

To access FirstMLS or MIAMI, go to the Links tab in your Matrix system and click the FMLS or MIAMI icons, seen below:



We hope this new access will help you conduct more seamless out-of-state research and business.

## Roll Out the Welcome Mat for... WellcomeMat!

Learn more about this CRMLS Matrix integration in an upcoming webinar

Have you ever tried to show a property video you created to a client, only to get interrupted by ads and slow buffering? You don't need to rely on third-party websites to host your videos with WellcomeMat, the latest no-cost, core product integrated into **CRMLS Matrix today, November 28.**



WellcomeMat is a video technology suite designed uniquely for the real estate industry. With its powerful tools, CRMLS Matrix users can enjoy:

- **Native, Automated Video Distribution**

- WellcomeMat offers "native" video hosting, which means that videos are uploaded and hosted to the MLS and don't route through other media-hosting platforms or other external parties. This provides more control and customizability for users.
- **Video Management**
  - CRMLS users have full control over the media they create. Upload, modify, replace, deactivate, and distribute videos that are easy for potential clients to find, view, and share.
- **Real Estate Industry Compliance**
  - WellcomeMat includes special tools to help keep videos within compliance regulations, including the "Unbrander" tool that edits out branding and/or non-compliant portions of videos. Users can avoid citations and fines without the need to throw out any media or remake the video from scratch.

Including a video on a listing can increase conversion by 80%, so cut through the hassle and host your own videos with CRMLS and WellcomeMat.

Want to learn more about WellcomeMat's features? Sign up for the [upcoming instructive webinar for brokers and office managers!](#)

**WellcomeMat Intro Webinar**  
[Wednesday, December 6 @ 2:00 PM PT](#)



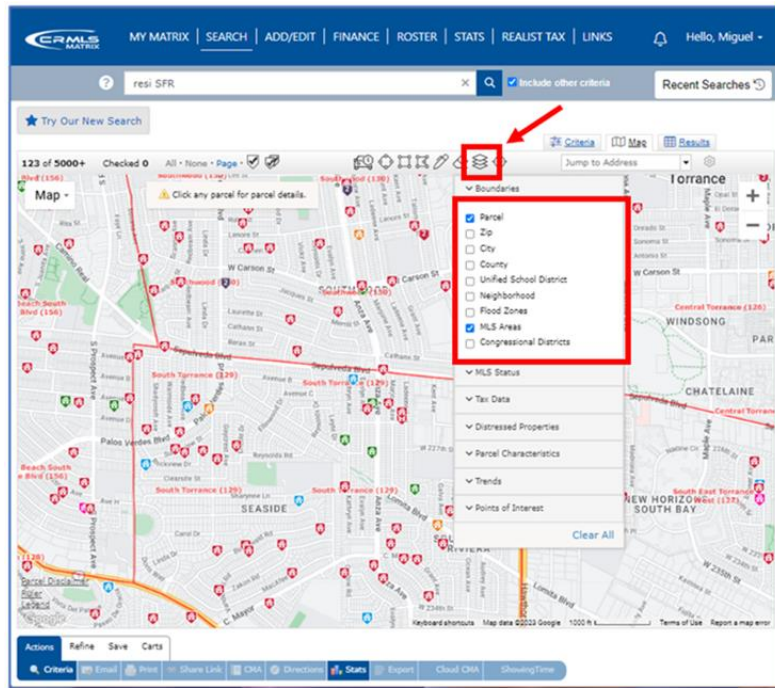
## Tip of the Month: How to Search Using Map Layers

The CRMLS Matrix platform allows you to overlay Map Layers when performing a map search. These layers can be helpful in determining boundaries, parcel characteristics, market trends, and points of interest.

Use our [quick reference guide](#) or follow the steps below to access Map Layers:

1. Generate a search in Matrix
2. **Select** Criteria and add the Zip Code or City to zoom into a targeted area
3. Click **Map Search**
4. Click the **layers icon**
5. Select boundary layer(s) to show on the map

*Note: You may be required to zoom in to reveal certain layers.*



## Paragon

- [The latest update includes more opt-in and -out email options, and several other improvements](#)

## Tip of the Month: How to Search Using Map Layers

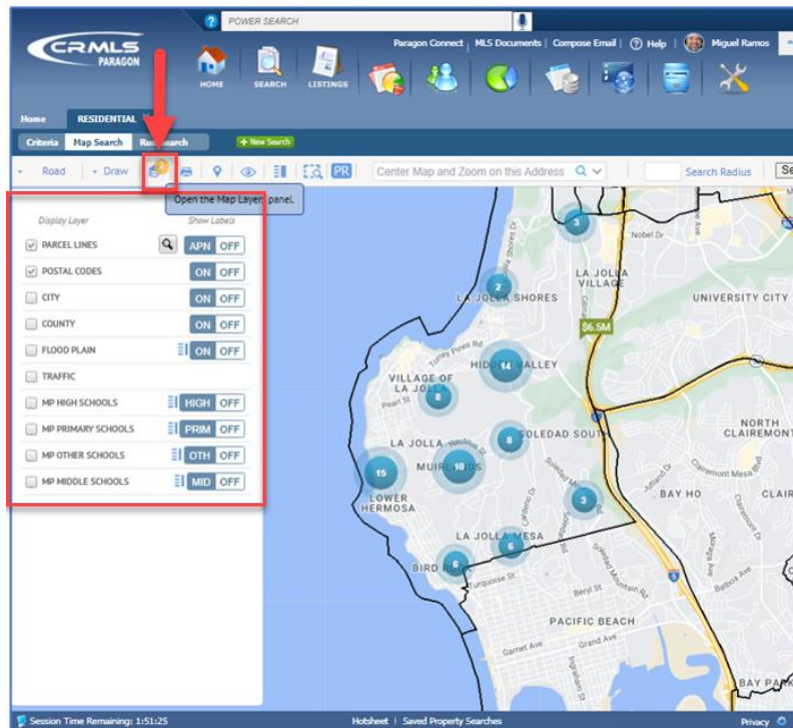
The CRMLS Paragon platform allows you to overlay Map Layers when performing a map search. These layers can be helpful in determining boundaries, parcel characteristics, market trends, and points of interest.

Use our [quick reference guide](#) or follow the steps below to access Map Layers:

1. Generate a search in Paragon
2. Select **Criteria** and add the Zip Code or City to zoom into a targeted area
3. Click **Map Search**
4. Click **layers icon**
5. Select boundary layer(s) to show on the map

*Note: You may be required to zoom in to reveal certain layers.*





## Beware of Online Scams

Online scammers will send you emails or text messages to try to trick you into giving your personal and financial information by pretending to be from an organization you may recognize. This scam, called "phishing", has become more and more prevalent in the real estate industry, so CRMLS would like to make you aware of several ways to recognize a scam:

- Pressure to act immediately i.e., "Act now or your account will be frozen"
- Requesting your credit card information for immediate payment
- Saying they've noticed suspicious activity or log-in attempts
- Requesting to click on a complex, unfamiliar link

CRMLS does **NOT** ask for any credit card information over a call or a text message. The first payment requests on a citation will come via email from QuickBooks, specifically from the email address [quickbooks@notification.intuit.com](mailto:quickbooks@notification.intuit.com). Upon follow-up requests, you will receive the link from [compliance@crmls.org](mailto:compliance@crmls.org) and/or [brokers@crmls.org](mailto:brokers@crmls.org).

In addition, scammers can format emails to make it look like they are from a company you know, with logos, headers, etc. Here are signs that such emails are a scam:

- The email has a generic greeting, i.e., not addressing you by your name

- The sender's email address is not recognizable or form an unfamiliar domain
- Misspellings

If you're ever unsure about the legitimacy of an email, please contact [brokers@crmls.org](mailto:brokers@crmls.org) in a new email thread (please don't forward the initial email). We also have a blog series on CRMLS's commitment to cybersecurity and how to protect yourself. View the resources below:

- [Cybersecurity: Part 1](#)
- [Cybersecurity: Part 2](#)

## 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.



909.859.2040  
15325 Fairfield Ranch Road, Suite 200, Chino Hills CA 91709

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