

CRMLS Broker Report

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Your 2023 Recap

This has been a breakthrough year for CRMLS. Let's review:

- **Understanding the Sitzer/Burnett Case Decision**

The outcome of the Burnett v NAR et al trial (otherwise known as the Sitzer/Burnett case) in late October left a lot of real estate professionals uncertain about the future. Our CEO Art Carter and VP and General Counsel Ed Zorn hosted a [comprehensive review](#) that includes details of the case and advice on adapting to the anticipated changes.
 - **Broker Compliance Helpline**

On April 26, we introduced an exclusive new line of support for brokers & and managers: **The Broker Compliance Helpline!** Brokers and managers calling for Compliance support can call 909-859-2043 and press 3 to speak directly to a compliance analyst for assistance. Please have your MLS ID ready.

 - Hours of operation are Monday - Friday from 8:30 AM - 4:00 PM (**Brokers & Office Managers Only**)
 - **Local Logic available in Paragon and Flexmls**

Local Logic, a location insights data provider, fully integrated with [Flexmls and Paragon](#) on September 28, and will be available in Matrix in early 2024. Local Logic delivers information about neighborhood demographics and local character, such as noise levels, school info, walkability scores, and more.
 - **WellcomeMat's Video Toolbox Launched as a CRMLS Benefit on November 28**

[WellcomeMat](#) enables CRMLS users to upload listing videos to the MLS and offers unique tools for modifying, distributing to social media, and tracking video engagement metrics. WellcomeMat is now available in CRMLS Matrix, with Paragon and Flexmls to follow soon.
 - **Create Floor Plans with Your Phone with CubiCasa**

CRMLS now offers [CubiCasa](#), a user-friendly tool for creating floor plans, as the latest, no-cost core product. Users only need to download the app to their phone, [scan a walkthrough of the property](#), and send the scan to CubiCasa to convert it to a floor plan. Basic floor plans are available at no cost, and CRMLS members have a special 25% discount on upgrades and add-ons.
 - **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.
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Immediate Action Required

CRMLS has a new Participant Data License Form

More information and further steps below

Please be advised that CRMLS is updating and modernizing our MLS listing data delivery systems and licensing process to better serve our broker participants. These processes and strategies have been considered by the Board of Directors, and the updated processes have been developed over the past few years to align with CRMLS strategic initiatives.

CRMLS has created a new company that will manage all licensing services called REcore Solutions, LLC (RECORE). RECORE was specifically formed to assist CRMLS, and potentially other MLSs across the country, to better and more accurately balance the value of the listing data between users and consumers of the MLS.

Please fill out the new [Participant Data License](#) used by RECORE to deliver CRMLS listing data to you as a participant of CRMLS. **Please complete the Order form, select the appropriate data uses, and return the form to Licensing@recore.net.** RECORE will then approve and send a completed agreement out for your signature. There will be no changes to your existing data feeds or access to the listing data.

MLS listing data is a critical element to the operation of numerous supporting, non-brokerage businesses that both agents and consumers rely upon to function efficiently and close real estate transactions. These businesses provide valuation models of various financial institutions that offer either direct lending opportunities or loan guarantees, insurance underwriting services, appraisal review services, and other real estate market and analytic products. Real estate brokers and their consumers all greatly benefit from these uses of MLS data.

Historically, it is the listing brokerage community that spends the time, energy, money, and effort to secure and input this very valuable listing data, while the MLS provides the necessary services to manage, maintain, aggregate, and ensure the accuracy of that listing data. Unfortunately, users who needed to utilize the listing data were unable to access it from the 550 separate MLS entities that exist in the U.S. As a result, data aggregation services emerged to fill this gap, however, most of them provide no value or remuneration back to the actual listing brokers or MLS. Furthermore, these aggregation services often obtained their data from the "Gray Market," a group composed of

licensees of the MLS that improperly sold off the listing data for a profit in violation of existing MLS license agreements.

CRMLS, along with a number of other MLS entities across the country, formed REdistribute for the purpose of providing better access to MLS data for consumers who would require the data in the open marketplace. REdistribute provides direct access to data consumers, with the appropriate license agreements and rights from MLSs, so that more entities can obtain the necessary MLS listing data they require for the operation of their businesses – many of which directly support real estate brokerage services.

It has always been the intent of CRMLS, through the deployment of REdistribute, to return a major portion of any value derived from the monetization of listing data directly to the listing brokers who provided the data. CRMLS itself, as a California mutual benefit corporation, is prohibited from providing dividends or any other direct cash payments back to the brokerage community. As a result, RECORE was formed to accommodate that distribution back to the CRMLS listing brokerage community. RECORE is a shareholder of REdistribute and will be the entity that collects and distributes any revenue from the monetization of the CRMLS listing data back to the individual listing brokers that input those listings into CRMLS. RECORE will be required to return at least 60% of any gross revenue generated from these advertising/agent services used directly to the listing brokers. In the future, RECORE intends to increase the percentage of gross revenue being returned to the listing brokerage community after business operations have been stabilized and expenses and operating costs are more fixed.

Please accept this as formal notice that **all participant data licenses between you and CRMLS will terminate on December 31, 2023**. Please complete the Order form, select the appropriate data uses, and return the form to Licensing@recore.net before the end of December.

CRMLS Stats

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



Compliance

Question of the Month

"You have a scheduled showing but will be unable to attend due to a conflict. Which of the following is a permissible option in this situation?"

- A. Give your client your electronic key and tell them they can go look at the property on their own
- B. Demand that the listing agent go to the property and conduct the showing
- C. Go to the property and open the door for the client, tell them they can go in and look at the property, and then go off to your other appointment
- D. None of the above

Answer: D

Rule 13.1 states that "Keys may not be used under any circumstances by anyone other than the key holder, including, but not limited to, lending, borrowing or sharing keys with others." This means you cannot let your client use your key. Furthermore, Rule 9.9 states that a broker or agent "must be physically present on the property at all times when providing access to a listed property unless the Seller has consented otherwise." Unless the seller permits you, you must be present with your client at the property both to let them in and while they are inside.

Additional resources are available here:

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

REMINDER: Review the way your listings display on the 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 additions or changes, you can [follow this guide](#) to update how your listings display through IDX.

Reminder: Keep your Office Compliance Email Address Updated

The Office Compliance Email is the single defined email address for broker-level compliance emails sent to an office. This means that compliance emails that would ordinarily go to a broker, office manager, and/or office assistant (e.g., agent citations, etc.) will go directly to a single email address of the broker's choice. As a reminder, it is your responsibility to keep the Office Compliance Email

Address up to date. Please note: the broker will still be included even if there is an Office Compliance Email in the roster, and the agent will still receive the notice to their individual email.

If brokers do not update this field, the Compliance emails will be sent to the Office Manager email (if there is an Office Manager linked to the office); if there is no Office Manager linked to the office, Compliance emails will be sent to the Designated Broker (DB).

The Office Compliance Email Address can be updated by contacting your AOR directly or by following the step-by-step guides for your MLS platform.

- [Matrix: Modify the Office Compliance Email field](#)
- [Paragon: Modify the Office Compliance Email field](#)

2024 Compliance Top Violations Overview Quarterly General Sessions are Coming!

Mark your calendar! Our webinars are a great resource for new agents and a great refresher for seasoned agents and brokers. Join us as we discuss the most common violations and provide tips on how to avoid them and the fines associated with them.

Other topics will include CRMLS Rules & Policies, the CRMLS Citation Policy, Registered Process, Clear Cooperation Policy, Coming Soon Status, and CRMLS Member Resources. Please spread the word and share the registration links below!

- [Matrix - Tuesday, January 23 at 10 AM PT](#)
- [Paragon - Wednesday, January 24 at 2 PM PT](#)
- [Flex - Thursday, January 25 at 10 AM PT](#)

Enhancements & Products

- [The MLS-Touch update that arrived on December 4 included a more efficient workflow along with additional improvements.](#)
- [The REcenterhub update arrived on November 30 and included improvements to the registered listing search/filter field and more!](#)

Provide your clients with everything they need for their next move
LiveEasy helps arrange utilities, household projects, and more

Your clients have a lot on their plate when it comes to their real estate experience, not just finding a place but also when they need to actually move into it! Help your clients de-stress with LiveEasy, the concierge service that can help with moving, household management, and more.

This is a CRMLS core product that was integrated on Tuesday, December 12, and is available to all users at no additional cost.



LiveEasy offers an intuitive online platform that can help your clients not only organize everything they need for their move, but also help schedule services like movers, utility activation, and more, all at exclusive pre-negotiated discounts. Once their move is complete, LiveEasy helps with security systems, home improvement projects, managing household equity, and other important aspects of making a new house a home.



You'll be able to find the LiveEasy icon in your REcenterhub dashboard. Simply click on it to get started and see how much value LiveEasy can add to your services.

LiveEasy's launch is at the perfect time to offer a gesture for the holidays to all your clients searching for their new home. We look forward to bringing you this latest development in client-agent relations. Below are additional resources:

- [Tips for Using LiveEasy to Help Your Clients](#)
- [How to Invite Clients](#)
- [How to Update Your Profile](#)
- [How to Add Vendors](#)

Flex

- [How to Add a Contact to Your Flexmls System](#)

- You can add a Contacts gadget on your Flexmls homepage for quick access to client information and portal activity. [Use this quick reference guide](#) to add and customize the Contacts gadget on your homepage.
- You can also customize the Contact Management menu in Flexmls. [Use this quick reference guide](#) to learn how.

Matrix

- WellcomeMat's video suite enables Matrix users to have full control over the videos they create – from uploading, modifying, replacing, deactivating, and distributing. [View the recorded webinar](#) and [get started with WellcomeMat today!](#)

Paragon

- [The latest Paragon update includes a new opt-in link to receive text messages from Paragon, several Paragon Connect improvements, and more](#)

2023 MLS Experience: Share your experience with your MLS

As 2023 comes to an end, CRMLS would like to thank you for being a loyal user. Please tell us about [your MLS Experience and the improvements you'd like to see](#).

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. Upon follow-up requests, you will receive the link from compliance@crmls.org and/or 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 from an unfamiliar domain
- Misspellings

If you're ever unsure about the legitimacy of an email, please contact 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.



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