

# Welcome to California Regional MLS

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SOUTHLAND REGIONAL  
ASSOCIATION OF REALTORS®, INC.

# Dear Valued Member,

California Regional MLS (CRMLS) would like to welcome you!

CRMLS is the nation's largest and most recognized MLS, servicing 110,000+ real estate professionals from 41 Associations, Boards, and MLS organizations. CRMLS data shares also provide access to an additional 45,000 agents, brokers, and appraisers.

For over 30 years CRMLS has thrived by focusing on the needs of our brokers, agents, and Associations. We are dedicated to providing you with unrivaled listing exposure through powerful and reliable MLS systems, superior data integrity and compliance tracking, and most of all, true representation within our organization.

CRMLS makes outstanding customer service, career-building education opportunities, and full support of your MLS platform our top priorities.

Please take time to read through our Welcome Packet to familiarize yourself with the full portfolio of valuable products and services available to you now and coming soon, as a CRMLS user.

Wishing you great success,



**Art Carter**  
Chief Executive Officer  
California Regional MLS





# What We Stand For

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## CRMLS Is...

### Broker-centric

We're here to help our participating brokers do business. That means dedicated broker resources, top-quality MLS technology, strategic initiatives to facilitate better data access, and more. We don't forget who drives our MLS.

### Comprehensive

We believe nothing artificial should limit what you can see in your MLS system. As a professional, you should be able to serve your clients with the highest-quality information. That's why we give our users more comprehensive access to data than any other MLS.

### Progressive

The real estate landscape is always changing. We work every day to move our industry forward: participating in local and national MLS movements, investing in groundbreaking tech, and communicating with on-the-ground real estate professionals like you.



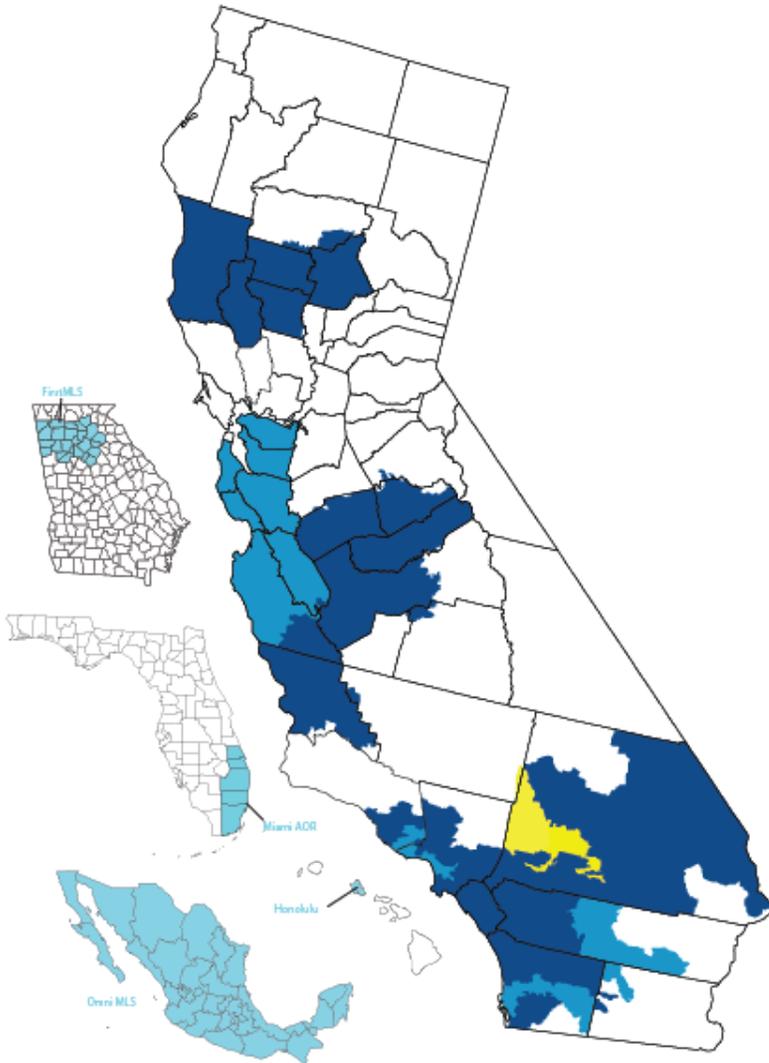
*We work to provide you service based on our core values. They have taken us this far, and we're confident they will guide us to our end goal of statewide data access.*

*- Art Carter, CEO, CRMLS*





# Coverage Area



## **PARTICIPATING 110,000+**

Full access to all CRMLS listings, products, training, and support.

## **DATA SHARE 45,000**

Access CRMLS listings directly from your MLS system. Data is exchanged frequently to keep listing information up-to-date.

## **RECIPROCAL ACCESS AORs/BORs**

Access to data requires login to a separate system.

## **ADDITIONAL SERVICE AREAS**

Pursuant to NAR's MLS of Choice policy, some ZIP codes in these regions are considered part of CRMLS's service area based on current listing volume. CRMLS users doing business in these areas must enter listings into CRMLS, or submit a Seller Exclusion Form.

*Based on data supplied by California Regional Multiple Listing Service, its member Associations of REALTORS®, and its data share and reciprocal partner MLSs, who are not responsible for its accuracy. Analysis date is February 22, 2023. This graphic does not reflect all activity in the marketplace.*



# Matrix

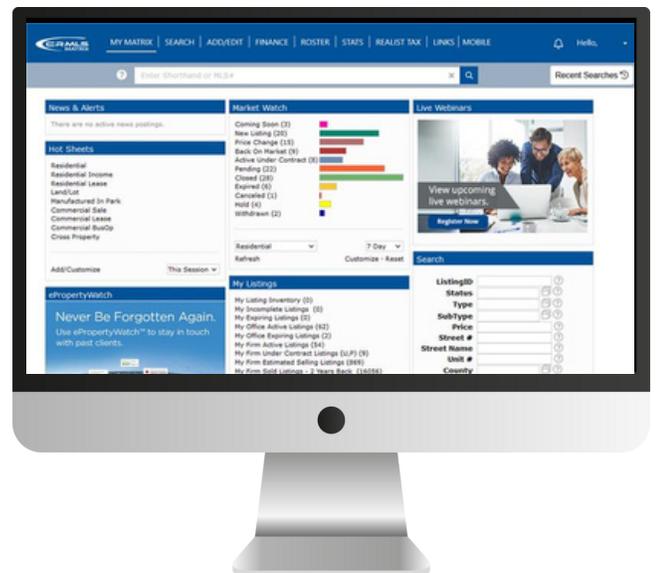
## Collaborative Power

CRMLS Matrix is an industry-leading platform with a robust suite of products and services. It is the gateway to your business needs. That's why we keep it up and running with minimal downtime.

## Relevance

In today's competitive industry, versatility is key.

- Multi-device, multi-browser capability provides flexibility to access listing data and history from anywhere at any time.
- Customizable, easy-to-read dashboard for quick snapshots into the data that matters most to you.
- Links that connect you directly to reciprocal access, data integrity, and CRMLS products and services.
- Enhanced search options to help pinpoint clients' needs.
- Email options that give you full control over the way you communicate with clients.
- Realist Tax data is included with a subscription to CRMLSMatrix for maximum choice and accessibility.
- Integrated CMA Wizard that lets you quickly create and customize CMA presentations and reports tailored to each individual client.
- Search and map capabilities with ZIP code, parcel, city, congressional data, MLS area, and school district.
- Route planning tools that automatically create point-to-point driving directions between multiple properties.





## Solutions

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**Discover the breadth of products and services available to you at no additional cost**



### MLS Systems

#### **CRMLS Matrix**

Matrix is an industry-leading platform allowing agents to add, review, maintain, search, and map property listings, and much more. With advanced search and customization options, integrated tools like Inrix DriveTime, CMA Wizard, and route planning, and easy client collaboration via automatic email listing alerts, Matrix is a versatile system that professionals rely on every day.



### Mobile MLS Options

#### **CRMLS App**

The CRMLS App provides on-the-go access to CRMLS data, including advanced integration with CRMLS Matrix. View search options, Matrix saved searches, contacts, and customer property type carts, a portfolio of listings, and the agent roster from your mobile device.

#### **Homes Pro**

Homes Pro (formerly Homesnap) is a real estate mobile search platform where agents and consumers can meet to find the right home. Stay connected with clients and access all your MLS data on the go with the Homes Pro app.

#### **MLS-Touch**

A premier mobile MLS app that helps you search clean, reliable CRMLS data wherever you go. With MLS-Touch, you can pull up live market statistics on the go, search for comparables, and share branded, personalized apps with your clients.



## Marketing

### **Cloud CMA**

An industry-leading CMA software that easily creates custom, engaging CMA and Buyer Tour presentations in the office and on-the-go.

### **ePropertyWatch**

Provide homeowners with brilliant insights on their own homes and neighborhoods. Generates drip email reports for your clients.

### **InfoSparks Market Statistics**

Transform market perspectives into graphs and charts with InfoSparks' intuitive interface. Fully integrated with CRMLS data.

### **SavvyCard**

SavvyCard® for Real Estate uses MLS data to automatically create and maintain lead-generating SavvyCards for you and your listings.

### **CubiCasa**

Cubicasa makes the often-cumbersome task of creating a floor plan quick and easy. Simply download the app, scan your property with your smart phone, and, within 24 hours<sup>1</sup>, you'll have a floor plan with dimensions<sup>2</sup> ready to add to your listing.

<sup>1</sup> Large orders or orders with additional features may take longer to process.

<sup>2</sup> Measurements in floor plans generated by CubiCasa may not be 100% accurate and CRMLS assumes no responsibility for potential inaccuracy of the measurements.

### **WellcomeMat**

Native video hosting for listing videos directly on the MLS. Includes video management tools, analytics, and more.



## Financial

### **RatePlug (broker-directed)**

Empower and educate clients with real-time mortgage program and payment information directly from lending partners. Give clients an in-depth view of payment details and "what-if" scenarios.

### **Down Payment Resource**

This national database of 2,300+ assistance programs for homebuyers makes it easy for you to get your clients into their first - or next - home. Integrated into CRMLS property listing data, DPR flags for-sale properties that may be eligible for down payment and other forms of assistance.



## Syndication

### **ListHub (broker-directed)**

For brokers: Push your agents' listings to 85+ national consumer websites, with a potential reach of 900+ extended sites/networks. More listing exposure means more chances at finding the right buyer.



## Multipurpose Platforms

### **Glide**

Glide is a simple, comprehensive forms solution. With Glide, you can prepare, organize, sign, and share forms from one user-friendly interface. Manage risk, save time, and keep all your forms in one place.

### **Realtors Property Resource® (RPR)™**

RPR provides comprehensive data, powerful analytics and dynamic reports on over 60 million properties in the United States, exclusively for REALTORS®. Available on desktop and mobile.

### **Local Logic**

Local Logic provides hyper-local data insights about the neighborhoods, amenities, schools, and more for each property listing.



## Scheduling

### **ShowingTime**

Eliminate repetitive scheduling calls with this MLS-integrated solution to scheduling property showings. Features 24/7 system access and instant appointment confirmations via text, automated call, or mobile app.



## Rentals

### **RentSpree**

RentSpree allows you to collect rental applications and screen tenants electronically. Potential tenants can securely apply for lease listings from any device at no cost to you. RentSpree integrates with CRMLS systems, automatically generating application links for anyone who wants them on their lease listings.



## Networking

### **Builders Update**

Builders Update is a premier new home inventory search tool for real estate agents. Designed by real estate agents for agents, Builders Update collects and presents listing data for new homes, to-be-built homes, and condos, making your search easier than ever.

### **New Home Source Professional (NHS Pro)**

NHS Pro is the most comprehensive resource for real estate professionals to stay up-to-date on new homes, communities, and builders. Communicate directly with builders to request appointments or listing brochures.

### **LiveEasy Agent Concierge**

LiveEasy Agent Concierge offers a lifetime home management platform with live concierge for your clients. When clients use LiveEasy, they can get dedicated assistance and special discounts on services such as movers, security installation, household repairs, and more.

### **MLS Match**

MLS Match offers real estate professionals a trusted referral network to help them build partnerships outside of their home market. Agents can search by location, expertise, and other specifics while MLS Match provides legally binding referrals and a CCPA compliant method of sharing client information.



## Tax

### **Realist Tax**

Realist 2.0 is the industry-leading tax product, designed to give agents a competitive advantage through efficient delivery of property-centric data.



# CRMLS Broker Resources

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## CRMLS is broker-driven. We're here to help.

We work to keep our brokers informed and up-to-speed. Here are a few resources to help brokers assist their agents in their day-to-day business. Visit [crmls.org/brokers](https://crmls.org/brokers) for a complete list.

### Key Resources



#### Brokerage training

Whether you need training for your office managers and admins, or you'd like us to host an office-wide class for your agents, we're happy to accommodate. Visit [crmls.org/brokers](https://crmls.org/brokers) for the request form. We also offer brokerage-branded training materials.



#### Listing distribution management

Manage distribution to popular consumer websites for your office, learn more about where your hard-earned listing data goes, and get dedicated help on how to get control of your listings. At CRMLS, brokers choose how they share their listing data.



#### Branded training and listing presentation collateral

Get flyers, PowerPoints, and more to gain listings and clients. We can create CRMLS-specific marketing materials, branding collateral to your brokerage and customizing it to fit your needs.



#### Stats and more on request

We'll help you drill down and learn how your agents interact with your MLS. Find out how you can help your agents succeed with call center statistics, compliance numbers, and more.

**Contact us:** [brokers@crmls.org](mailto:brokers@crmls.org)

**Visit** [crmls.org/brokers](https://crmls.org/brokers) **for more information**



## Customer Care

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**Rest assured, we've got you covered.**

Phone and live web chat support hours (English and Spanish):

**Monday – Friday: 8:30 a.m. – 9:00 p.m.**

**Saturday – Sunday: 10:00 a.m. – 5:00 p.m.**

Online support tickets available 24/7.

The CRMLS Customer Care department, certified as a Center of Excellence by BenchmarkPortal, is equipped with the knowledge and experience needed to assist you with questions regarding the full line of CRMLS products and services.

We provide a convenient ticket system that can be accessed 24 hours a day, 7 days a week. Simply submit your question via the [CRMLS.org](https://www.crmls.org/support/) support page and we will address your ticket during normal business hours.

We know you are busy. The positive, friendly, and energetic Customer Care team will go the extra mile to get you the answers you need, when you need them.



Phone



Submit a Ticket



Live Chat

## We're here to help 7 Days A Week

**Office: 800.925.1525**

**Fax: 909.859.2050**

**<https://go.crmls.org/support/>**



# Education

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**Your success is our priority.**

**We have resources - at no additional cost.**

We are proud to offer you a variety of education options to help keep you informed and up-to-speed on all the latest products and services available through CRMLS.

## **Classroom Training**

On-site education classes are held at Association offices and can be requested at brokerages. View a list of available classes at [crmls.org/classroom](http://crmls.org/classroom).

## **Webinar Training**

Several live webinar classes are available each week and cover a multitude of topics. Register for an upcoming webinar at [crmls.org/webinars](http://crmls.org/webinars).

## **Online Videos**

Pre-recorded demo and training videos are available for you to view at your convenience at [youtube.com/crmlstv](http://youtube.com/crmlstv).

## **Training Documentation**

Educational materials, including manuals and quick reference guides, are just a click away. View the CRMLS Knowledgebase at [kb.crmls.org](http://kb.crmls.org).

Visit [go.crmls.org](http://go.crmls.org) to access all our educational resources.



# Compliance

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The CRMLS Compliance Department works to keep MLS listing data clean and accurate for the benefit of all CRMLS users. Review the resources below to learn everything you need to know about the CRMLS Rules and Regulations and the common violations.

## Contact Compliance



### Live Chat Hours:

Monday - Friday  
8:30 a.m - 4:00 p.m



### Email

[compliance@crmls.org](mailto:compliance@crmls.org)

## Compliance Resources



**CRMLS Rules and Policies:** [crmls.org/rules-and-policies/](https://crmls.org/rules-and-policies/)

**Compliance Knowledgebase:** [kb.crmls.org/kb/compliance-resources/](https://kb.crmls.org/kb/compliance-resources/)

**Compliance FAQs:** [crmls.org/crmls-compliance-faqs/](https://crmls.org/crmls-compliance-faqs/)

## Familiarize yourself with our common violations

### 1. Clear Cooperation (Rule 7.9)

Within 1 business day of public marketing, the property must be entered in the MLS as Coming Soon or Active.

### 2. Photographs and Other Media (Rule 11.5)

All media, including virtual tours, uploaded in the MLS must be compliant with the CRMLS Rules and Regulations. Prior written authorization to use media must be obtained prior to uploading in the MLS.

### 3. No Exterior Photograph (Rule 11.5.1)

Within 2 calendar days of entering a listing in the MLS, at least one compliant photograph of the exterior structure of the property must be uploaded.

### 4. Misuse of Public Remarks (Rule 12.5)

The property description should be used to describe the physical and aesthetic characteristics of the property only. Among other things, no URLs, Agent/Broker information or showing information should be included in this field.

### 5. Failure to Correct a Violation (Rule 14.4)

All violations must be corrected within 2 business days of being notified of such violation.



## Stay Connected

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As your MLS, we communicate regularly with you to share important product updates, MLS system downtime, informational videos, and much more.

To receive all communications successfully, please make sure you have your correct email address listed in your MLS system. (Please contact CRMLS Customer Care at 800.925.1525 if you need help setting up your email address.)

We're active on social media! Stay connected to our social media feeds to stay current. Here's where you can find us:



[instagram.com/crmlsnews/](https://www.instagram.com/crmlsnews/)  
[facebook.com/crmls](https://www.facebook.com/crmls)  
[linkedin.com/company/crmls](https://www.linkedin.com/company/crmls)  
[twitter.com/crmlsnews](https://twitter.com/crmlsnews)  
[youtube.com/user/CRMLSTV](https://www.youtube.com/user/CRMLSTV)

**Thank you for your support, and we look forward to serving you!**

