

CRMLS Broker Report

Volume 2024 Edition 2

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MLS Stats

Check out the MLS Stats for January 2024. If you're interested in stats for your office, reach out to brokers@crmls.org.

JANUARY 2024 MARKET DATA

How is the market doing?

 Closed Sales per month

7,170

 Pending Sales per month

4,935

 New Listings per month

11,491

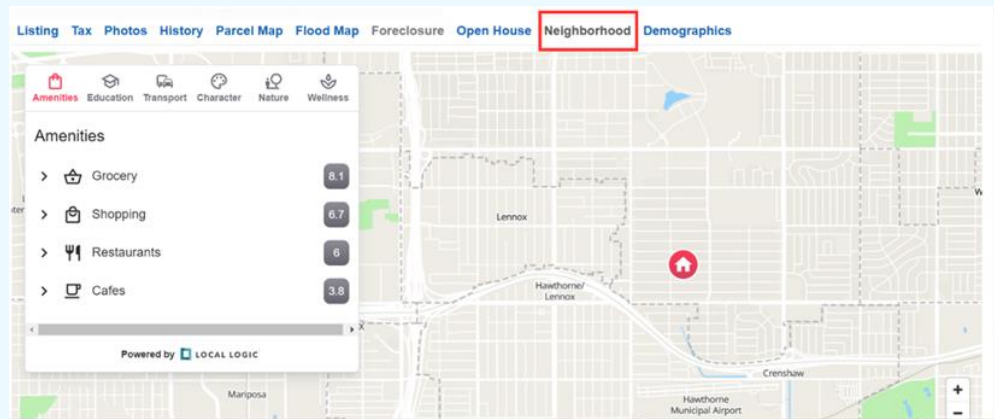
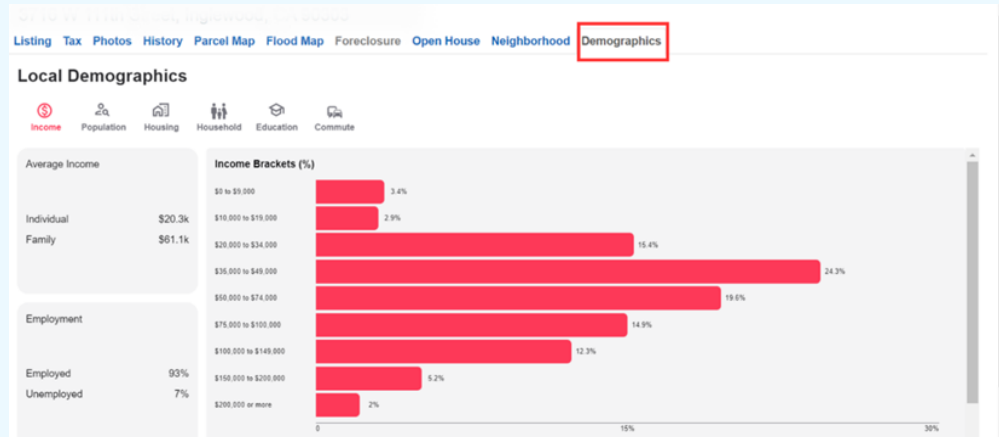
 Registered Listings per month

1,298

Source: California Regional Multiple Listing Service (CRMLS)

Local Logic Integrated in Matrix on February 21

The hyper-local data provider Local Logic integrated with Matrix on February 21 and is visible under the 360 Property View, under the Neighborhood & Demographics Tabs.



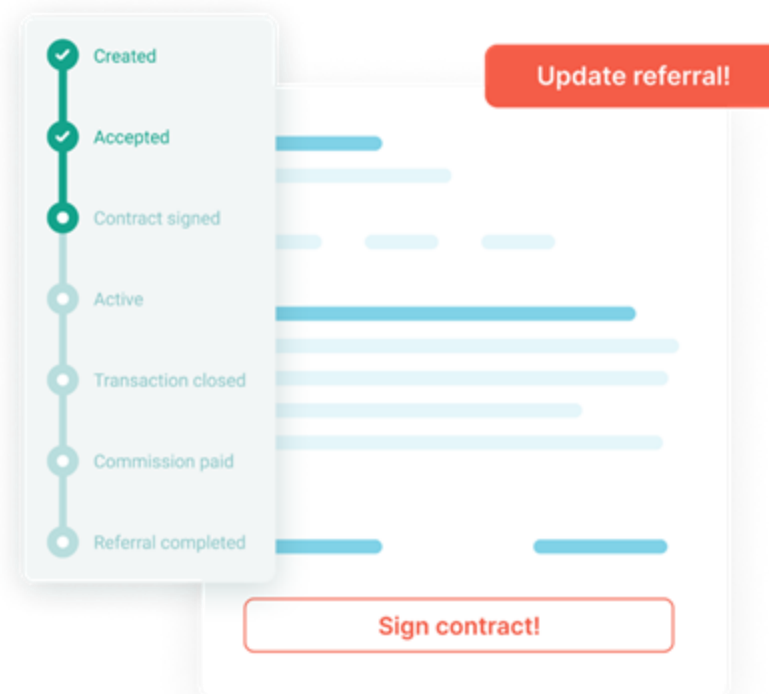
Local Logic gives agents and brokers information about where a listing is located – not just the address, but the neighborhood and the area around it. With data-supported indicators like Walkability Score, Points of Interest, School Data, Noise Level, and more, Local Logic provides insights into what living in the area will be like – information that is crucial for livelihood but hard to glean from traditional listing info.

Because it's fully integrated, there's no need to log in or visit a different website. Real estate professionals can use this Matrix integration to show their in-depth local expertise to clients.

View our [quick reference guide](#) to learn how you can access Local Logic in your MLS system!

MLS Match Makes the Referral Process Seamless

On February 14, CRMLS introduced users to two new products to help them conduct business in an ever-wider network: [MLS Match](#) and [Xomio](#). MLS Match is a core product available by default at no cost to users, while Xomio will be available to purchase in the [CRMLS Marketplace](#).



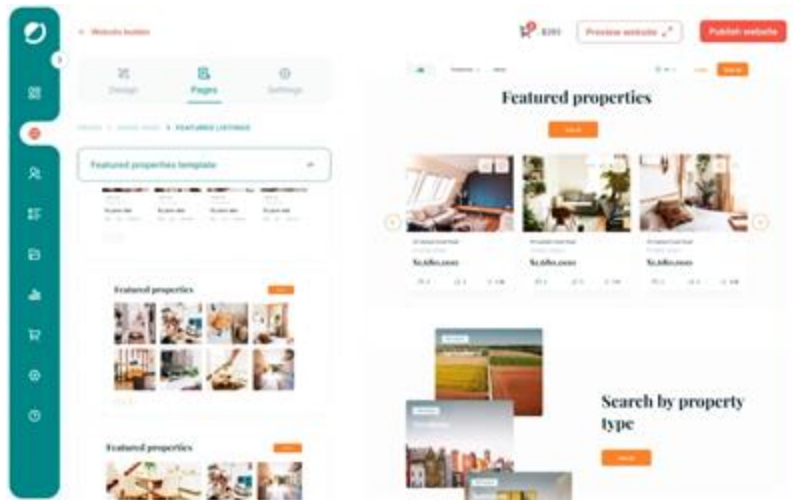
MLS Match connects you with other members statewide, as well as with counterparts across the U.S. and in key foreign markets such as Mexico, for legally binding referrals and a CCPA compliant method of sharing client information. This means no more reams of paperwork when trying to arrange a sale outside of your local market, and more revenue in your pocket.

Below are additional resources:

- [Get Started with MLS Match](#)
- [How to Create a Referral](#)

- [FAQs](#)

XOMIO



Xomio is an IDX website builder created with real estate professionals in mind and is catered to the specific needs of the real estate industry. With its simple drag-and-drop interface, building a professional website is made easy. In addition, Xomio offers fluid translation services (currently available in 19 languages) and indexes information on foreign search engines, which means potential clients can see an agent or broker's listing information in their preferred language. **CRMLS users will receive an exclusive 15% off** by virtue of our agreement made with Xomio.

We're excited to bring you these latest MLS advancements and thank you for your continued support.

Compliance

Broker Compliance Helpline

You can contact the Broker Compliance Helpline in three simple steps:

1. Make sure your MLS ID is ready (**note that only active Brokers, Office Managers, and Personal/Office Assistants connected to a Broker or Office**

Manager can use the Helpline). To learn if your ID has the correct MLS user class, please email brokers@crmls.org.

2. Call 909-859-2043.
3. Press 3 to speak directly to a Compliance Analyst for assistance.

You can reach us Monday – Friday from 8:30 AM – 4:00 PM PT. *Please do **NOT** share this phone number with agents.*

If you have questions regarding your user class or Personal Assistant/Office Assistant accounts, please email us at brokers@crmls.org.

Question of the Month

True or False: *Your sellers will be out of town and have requested to place their listing on Hold. You may change the listing status to Hold in the MLS based only on the seller's verbal instruction.*

Answer: False

By submitting changes to the MLS, the Listing Broker represents that the listing contract has been modified in writing to reflect such change, or that the Listing Broker has obtained other legally sufficient written authorization. This includes obtaining written authorization to change the status to Hold. Verbal instruction is not legally sufficient.

Additional resources are available here:

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

CRMLS Offers Webinars Fulfilling the Professional Standards Committee's Disciplinary Requirements

The CRMLS Compliance Department is pleased to announce that beginning February 2024, we will offer a monthly Top Violations Overview webinar for agents or brokers who fulfill disciplinary requirements assigned by their Professional Standards Committee.

Now, instead of waiting for the next quarter's Top Violations Overview Quarterly General Session, your agents can access the Top Violations Overview webinar as frequently as once a month.

Please note that these sessions are solely for the purpose of fulfilling disciplinary requirements of the Pro Standards Committees. CRMLS cannot offer one-on-one presentations for these purposes.

Share the New CRMLS Compliance Quiz with Your Office



We recently launched a newly revised [CRMLS Compliance Quiz](#)! The quiz is short, optional, and anonymous. It will help educate agents about common rule violations, which saves you time, money, and stress. We encourage you to share it with your office. The Compliance Quiz is a great opportunity to learn common rules and pitfalls here - rather than through a violation notice.

[TAKE THE QUIZ](#)

Enhancements & Products

- [With Down Payment Resource \(DPR\), you can quickly connect your buyers to available programs in your market](#)
- [Unbranded CubiCasa floor plans \(2D and 3D images\) can be uploaded to your listing photos](#)

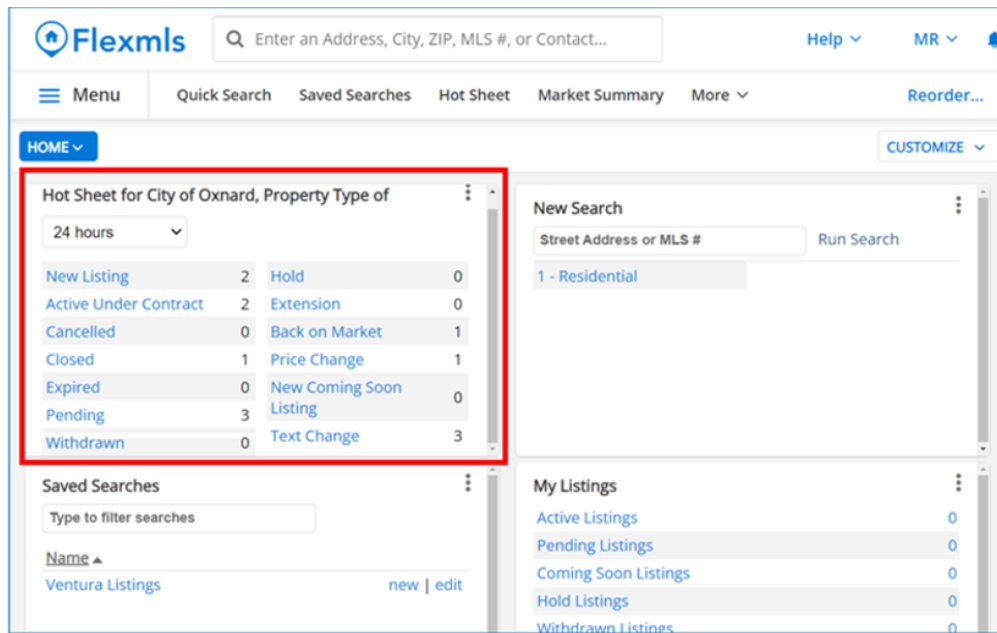
Flex

- [Learn how to log in to your Flexmls Pro App](#)
- [Update on February 6 brings a modernized, intuitive interface to more Flexmls pages](#)
- [The Quick Launch Bar can be used as a shortcut to get exactly where you need to be. It can search features, information, menus, and more](#)

Member Experience Highlight: Two Daily Tools to Stay on Top of Your Market Areas

1. [Hot Sheets](#) allow you to track daily market changes in specific areas. You can customize your Hot Sheet to track market changes going back 24 hours, 48 hours, 72 hours, or 1 week.
2. [Daily Hot Sheets](#) allow you to receive a Daily Hot Sheet in your email inbox to track market changes in specific areas. You can customize your Daily Hot Sheet and set up your email preferences to receive daily market changes going back up to 45 days or less.

Follow our [quick reference guide](#) to set up your hot sheets.



Matrix

- [The hyper-local data provider Local Logic integrated with Matrix on February 21 and is visible under the 360 Property View, under the Neighborhood and Demographics Tabs.](#)

Member Experience Highlight: Two Daily Tools to Stay on Top of Your Market Areas

1. [Hot Sheets](#) allows you to track daily market changes in specific areas. You can customize up to 10 Hot Sheets to track market changes going back 24 Hours, 3 Days, or 7 Days; narrowed to New Only or This Session; or to a Custom time frame.
2. [Market Watch](#) allows you to track daily status market changes in your areas. You can customize the Market Watch to track status market changes going back 24 Hours, 3 Days, 7 Days, or focus on Today.

Follow our quick reference guides to set up your Hot Sheets and Market Watch:

- [How to Create a Hot Sheet](#)
- [How to Customize Your Market Watch](#)

The screenshot displays the CRMLS Matrix dashboard. At the top, there is a navigation bar with links for MY MATRIX, SEARCH, ADD/EDIT, FINANCE, ROSTER, STATS, and MORE. A search bar is present with the placeholder text 'Enter Shorthand or MLS#'. Below the navigation bar, the dashboard is divided into several sections. On the left, there are links for News & Alerts, Additional (CRMLS Twitter Feed, My Listings, Contact Requests, Recent Use Contacts, ePropertyWatch, My Carts, My Stats), and Live Webinars. The main content area is split into two columns. The left column contains 'Hot Sheets' (highlighted with a red box) and 'Market Watch' (also highlighted with a red box). The 'Hot Sheets' section lists property types such as Residential - SouthBay Area, Residential Income - SouthBay Area, Residential Lease - SouthBay Area, Multi-Family - Los Angeles County, and Multi-Family - Orange County. Below this list is an 'Add/Customize' button and a '24 Hour' dropdown menu. The 'Market Watch' section features a bar chart showing market activity for various statuses: Coming Soon (1), New Listing (0), Price Change (1), Back On Market (0), Active Under Contract (1), Pending (4), Closed (6), Expired (1), Canceled (1), Hold (7), and Withdrawn (0). Below the chart is a 'Residential' dropdown menu and another '24 Hour' dropdown menu, along with 'Refresh' and 'Customize - Reset' buttons. The right column contains a 'Search' panel with a list of search criteria: ListingID, Status, Type, SubType, Price, Street #, Street Name, Unit #, County, City, Postal Code, Living Area, Lot Size, Beds Total, and Baths Total. Each criterion has a corresponding input field and a search icon. Below the search panel are sections for 'Recent OneHome Visitors', 'External Links', and 'Concierge'.

Paragon

- [System updates on January 30 include MLS Documents in Paragon Connect, corrections to the EasyCMA suggested price, and more](#)

Member Experience Highlight: Two Daily Tools to Stay on Top of Your Market Areas

1. [Market Monitor](#) allows you to track daily market changes in specific areas. You can customize your Market Monitor to track market changes going back any number of Days you enter, from 0 (today) to 30.
2. [Hot Sheet Search](#) will help you see a list of market changes in specific areas. You can customize multiple Hot Sheets and save them to track market changes according to your specified timeline.

Follow our quick reference guides to set up your Hot Sheets and Market Watch:

- [How to Set Up Your Market Monitor](#)
- [How to Set Up a Hot Sheet Search](#)

CRMLS PARAGON

HOME SEARCH LISTINGS

Paragon Connect | MLS Documents | Compose Email | Help

Home Market Monitor

MESSAGE CENTER MESSAGE HISTORY

MARKET MONITOR

BY INFO	MARKET	OFFICE	FIRM
New	16		
Expired	3		
Price Change	4		
Hot List	68		
Sold	6		
Pending	12		
Open House	12		
Tours	0		

1 DAY(S) REFRESH

QUICK SEARCH

LAST QUICK SEARCH LOAD SAVED QUICK SEARCH

Count Clear Search

SEARCH BY CLASS

- RESIDENTIAL
- RESIDENTIAL INCOME
- RESIDENTIAL LEASE
- LAND
- MANUFACTURED IN PARK
- COMMERCIAL SALE
- COMMERCIAL LEASE
- BUSINESS OPPORTUNITY
- Multi-Class

SPECIALTY SEARCH

- Mapping
- Hotsheet**
- Auto Hotsheet-2/8/29 12:30 PM
- Property History
- Inventory
- Tour and Open House
- Address Archive

SAVED SEARCH

- Saved Property Searches
- Listing Carts

Quick Reference Guide Compliance 101

Chat with CRMLS Tech Support or call 800 925 1525
Hours: Mon - Fri 8:30 AM - 9:00 PM, Sat - Sun 10 AM - 5:00 PM
Or Chat with a Compliance Dept representative.

Public Remarks field may NOT contain external links - [More information Here](#)

Valuable Resources

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 (909) 859-2043.

Compliance

We keep your listing data safe, clean, and accurate. Click above to chat live with a CRMLS Compliance representative.

Broker Helpline

(909) 859-2043



[909.859.2043](tel:909.859.2043)

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