



FREQUENTLY ASKED TECHNICAL QUESTIONS

As of August 12, 2008



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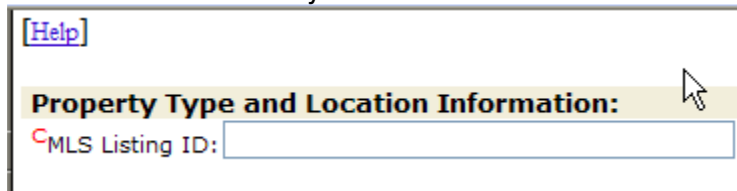
HOW-TO

How do I create a Search?

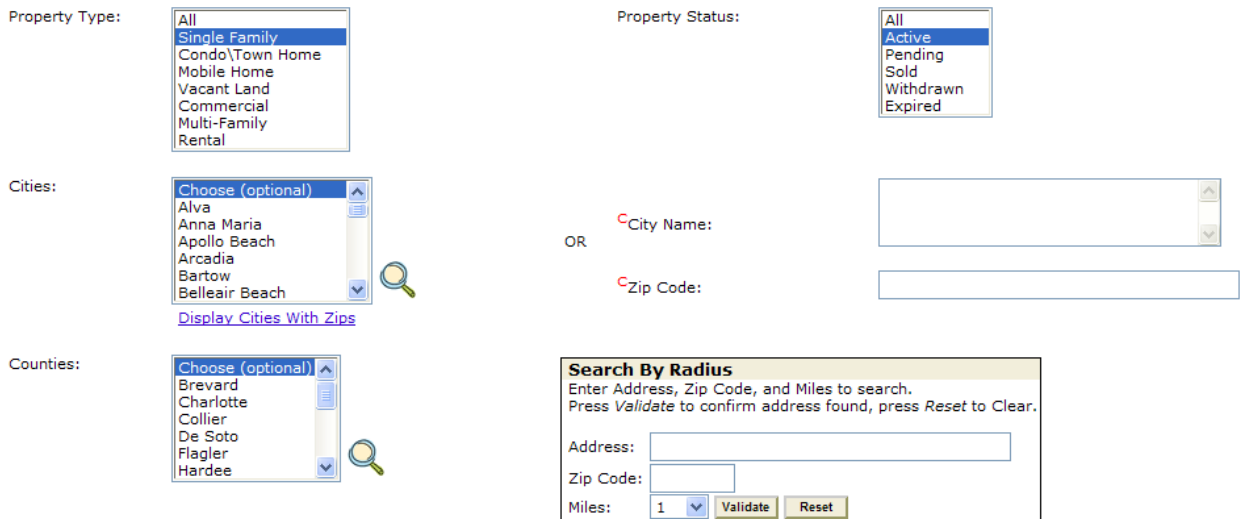
Once in MLS Advantage™ you need to select a search method. MLS Advantage offers multiple ways to search the listings.

Note: These various methods can be combined. For example, you might search for houses that are within a 10 mile radius of a particular location and that have three bedrooms and a pool.

Search by MLS Number – If you have the MLS number of a property, simply enter its MLS number and the system will retrieve the data.



Search by Characteristic – Searches may be based on various related characteristics of the property, such as the zip code, city, county, etc.



Property Type:
Single Family
Condo/Town Home
Mobile Home
Vacant Land
Commercial
Multi-Family
Rental

Property Status:
Active
Pending
Sold
Withdrawn
Expired

Cities:
Alva
Anna Maria
Apollo Beach
Arcadia
Bartow
Belleair Beach
[Display Cities With Zips](#)

OR

City Name:

Zip Code:

Counties:
Brevard
Charlotte
Collier
De Soto
Flagler
Hardee

Search By Radius
Enter Address, Zip Code, and Miles to search.
Press *Validate* to confirm address found, press *Reset* to Clear.

Address:

Zip Code:

Miles:

Search by Radius – Give the system a valid starting address. Select a distance option and the system will return all the properties within the radius specified.

Search By Radius
 Enter Address, Zip Code, and Miles to search.
 Press *Validate* to confirm address found, press *Reset* to Clear.

Address:

Zip Code:

Miles:

Search by Features – Selected features may include such things as swimming pool, waterfront property, fireplaces, etc.

Search by Map – You may define an area and locate properties available within the boundaries specified.



Select the desired criteria and hit **Search**.

Counties:

Choose (optional)
 Alachua
 Baker
 Bay
 Bradford
 Brevard
 Broward

Search By Radius
 Enter Address, Zip Code, and Miles to search.
 Press *Validate* to confirm address found, press *R*

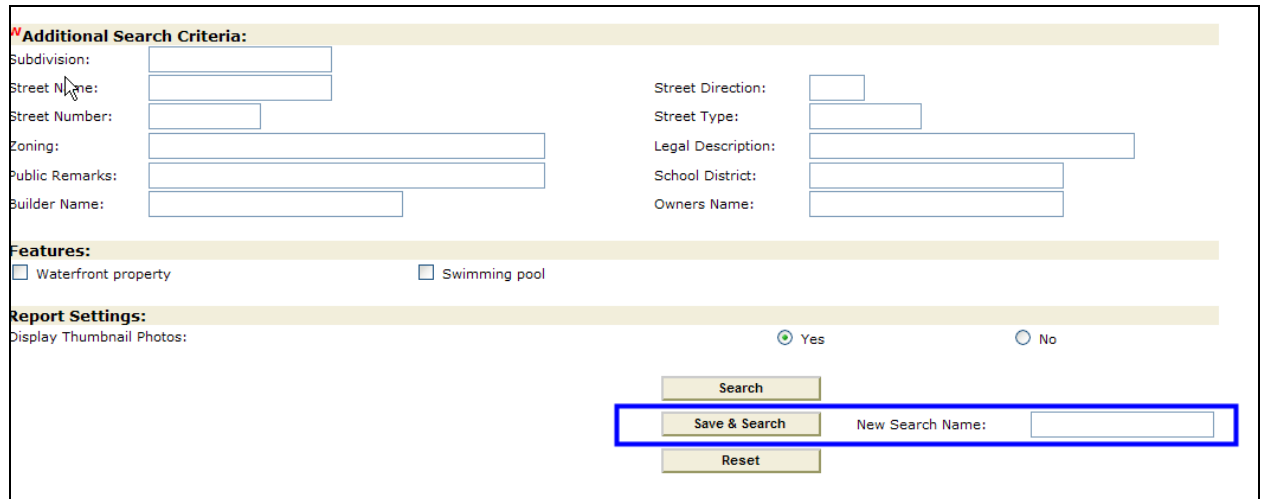
Address:

Zip Code:

Miles:

How do I save a search?

1. Choose the items you want to search by.
2. Scroll down to the **Report Settings** section



The screenshot shows a web form with several sections:

- Additional Search Criteria:** This section contains multiple input fields for: Subdivision, Street Name, Street Number, Zoning, Public Remarks, Builder Name, Street Direction, Street Type, Legal Description, School District, and Owners Name.
- Features:** This section includes two checkboxes: "Waterfront property" and "Swimming pool".
- Report Settings:** This section includes a radio button selection for "Display Thumbnail Photos" with options "Yes" (selected) and "No".
- Buttons:** At the bottom right, there are four buttons: "Search", "Save & Search", "Reset", and a "New Search Name:" text input field. The "Save & Search" button and the "New Search Name:" field are highlighted with a blue border.

3. Type what you would like to name your search in the **New Search Name** textbox
4. Click the **Save & Search** button

How do I access my saved searches?

After you have created and saved your search, you then select **My Searches** from the menu.



This will display a list of searches you have saved.

| My Searches | | | | | | | | | |
|--------------|---------------|--------------|---------------|-----------|----------|-----------|--------------|---------------------|-----------------|
| Search Name | Customer Name | Date Created | Property Type | Max Price | Min Beds | Min Baths | Cities | Auto E-mail Enabled | |
| Arcadia | None | 06/25/2007 | Single Family | None | Any | Any | Arcadia | No | Edit Run Delete |
| Apollo Beach | None | 06/25/2007 | Single Family | None | Any | Any | Apollo Beach | No | Edit Run Delete |

To set them up as automatic e-mail searches you select the No option, under **Auto E-mail Enabled**. This will take you to the next screen which you will need to complete. *Suggestion:* Before setting the search to E-mail you should test the search to make sure it's returning results.

How do I setup a search to be automatically emailed to my customer(s)?

You must first save a search to setup an automatic email. Once you have saved a search, do the following:

1. Access your saved searches
2. Click the link under the **Auto E-mail Enabled** column.

| My Searches | | | | | | | | | |
|--------------|---------------|--------------|---------------|-----------|----------|-----------|--------------|---------------------|-----------------|
| Search Name | Customer Name | Date Created | Property Type | Max Price | Min Beds | Min Baths | Cities | Auto E-mail Enabled | |
| Arcadia | None | 06/25/2007 | Single Family | None | Any | Any | Arcadia | No | Edit Run Delete |
| Apollo Beach | None | 06/25/2007 | Single Family | None | Any | Any | Apollo Beach | No | Edit Run Delete |

This will take you to the next screen which you will need to complete (see below).

Suggestion: Before setting the search to E-mail you should test the search to make sure it's returning results.

Auto E-mail Setup | View E-mailed Properties | Choose client that you want to send email to

Customer Name:

Search Name: Altamonte Springs
E-mail:

E-mail Settings

Enabled: **Click to enable automatic email**

Cc To:

Subject: **Enter Subject and Message you would like to appear on the email**

Message:

Cc Me:

Report Settings

Report Type: **Choose which report format you would like to send in the email**

Listings Per Page:

Display Photos:

Display Address:

E-mail Frequency: **Select your desired email and report settings**

(E-mails are sent starting at 7:00am EST each day.)

(Only new listings are sent. Please check if you want to include price changes in the search criteria.)

Price Changes:

No Matched Listings

(If there are no listings that match your search criteria, choose one of the following options.)

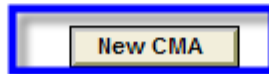
Don't send e-mails

Send e-mail with message **If you want a message to appear in case there are no search results, enter it here**

How do I create a CMA?

1. Select **My CMAs** from the left menu
2. Click the **New CMA** button.

| My CMAs | | | | |
|----------------|---------------|---------------|-------------------------------------|---------------------------------------|
| CMA Name | Customer Name | Creation Date | | |
| (10504) (4002) | Smith John | 12/08/2006 | <input type="button" value="Edit"/> | <input type="button" value="Delete"/> |



Note: If you doing this for a customer, you might want to consider creating the customer information in our system.

3. Complete CMA cover information page (see below). This page will contain cover letter information that your customer will see when they receive their CMA.

| General CMA Information | |
|--------------------------|--|
| CMA Name: | <input type="text" value="Altamonte Springs"/> Customer Name: <input type="text" value="Smith, John"/> |
| Cover Page Information | |
| Prepared Date: | <input type="text" value="06/21/2007"/> |
| Notes: | <input type="text" value="Comparative Market Analysis for your property."/> <input type="button" value="Save As Default"/> |
| Suggested Price: | <input type="text" value="\$300,000-\$350,000"/> <small>(This field is free form text. You may enter one price or a price range in various formats. For example \$299,000; \$285,000 to \$299,000, \$285,000 - \$299,000, etc.)</small> |
| Cover Letter Information | |
| Letter Date: | <input type="text" value="06/21/2007"/> |
| Salutation: | <input type="text" value="Sir/Madam"/> <input type="button" value="Save As Default"/> |
| Body: | <input type="text" value="I have performed a Comparative Market Analysis for your property. Please take a look and let me know your thoughts."/> <input type="button" value="Save As Default"/> |
| Closing: | <input type="text"/> |

Below is a description of each tab on the CMA Setup page:

General - CMA cover information page. This page will contain cover letter information that your customer will see when they receive their CMA

Save Next>>

General CMA Information
 CMA Name: Customer Name:

Cover Page Information
 Prepared Date:
 Notes:
 Suggested Price:
(This field is free form text. You may enter one price or a price range in various formats. For example \$299,000; \$285,000 to \$299,000, \$285,000 - \$299,000, etc.)

Cover Letter Information
 Letter Date:
 Salutation:
 Body:
 Closing:

Save Next>>

Address - Enter the property location information. This can be done with the address or the MLS number.

- **IMPORTANT:** Make sure you click the “**Next>>**” button in the CMA wizard to save your information as you go through the tabs. If you need to stop working and wish to return to this later, click the **Save** button.

General **Address** Fields Subject Data Comparables Photo Reports Preview E-mail

<<Prev Save Next>>

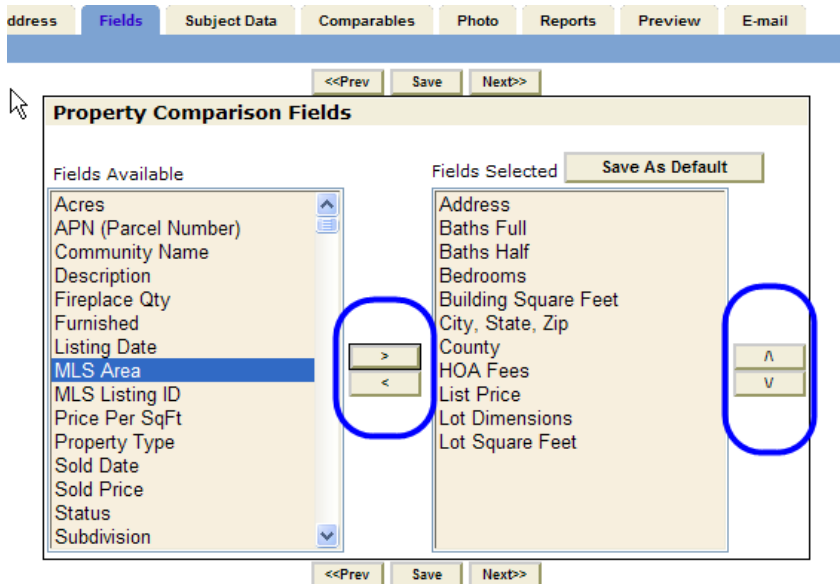
Subject Property Address
 MLS Listing ID:

Subject Property Address
 Street Number:
 Unit Number:
 Street Direction:
 Street Name & Type:
 City:
 State:
 Zip Code:

Subject Property Map Information
 Latitude and Longitude:

Fields - You will be provided with a list a CMA Comparison fields to include in the report.

- You may choose any or all of the fields provided.
- Use the > arrow to add a selected field. Use < arrow to remove a field.
- Once added, the fields can be reordered by selecting a field and then using up and down arrow to reposition it (see highlighted area below).
- These can also be saved by default so that any subsequent CMA will use fields currently selected in the order specified.
- **IMPORTANT:** Make sure you click the “**Next>>**” button in the CMA wizard to save your information as you go through the tabs. If you need to stop working and wish to return to this later, click the **Save** button.



Subject Data – The subject tabs displays the information in the fields you have selected.

- If the information is already in the system, then it's displayed.
- If the information is not in the system, you can enter it at this point.
- **IMPORTANT:** Make sure you click the “**Next>>**” button in the CMA wizard to save your information as you go through the tabs. If you need to stop working and wish to return to this later, click the **Save** button.

| | | | | | | | |
|---------|--------|---------------------|-------------|-------|---------|---------|--------|
| Address | Fields | Subject Data | Comparables | Photo | Reports | Preview | E-mail |
|---------|--------|---------------------|-------------|-------|---------|---------|--------|

Subject Property Data

MLS Listing ID:

Subject Property Information

Address:

Baths Full:

Baths Half:

Bedrooms:

Building Square Feet:

City, State, Zip:

County:

HOA Fees:

List Price:

Lot Dimensions:

Lot Square Feet:

Comparables – This tab allows entering of the comparable properties.



- **IMPORTANT:** Make sure you click the “**Next>>**” button in the CMA wizard to save your information as you go through the tabs. If you need to stop working and wish to return to this later, click the **Save** button.

| | | | | | | | | |
|---------|---------|--------|--------------|--------------------|-------|---------|---------|--------|
| General | Address | Fields | Subject Data | Comparables | Photo | Reports | Preview | E-mail |
|---------|---------|--------|--------------|--------------------|-------|---------|---------|--------|

| | | | | | | | | |
|------------------------------|---------|---|--------|---|------|----------------------------------|-------|--|
| Comparable Properties | | | | | | Current Comparable 1 of 0 | | |
| MLSID | Address | City | Status | Price | Beds | Bath | Order | |
| | | <input style="border: 2px solid black;" type="button" value=" Add By Search "/> | | <input style="border: 2px solid black;" type="button" value=" Add By Listing ID "/> | | <input type="text"/> | | |

You can add the comparable properties one of two ways:

- If you know the MLS Listing ID for your comparables, type the ID in the textbox and click the **Add By Listing ID** button .
- Click the **Add By Search** button. This will take you back to the main search screen where you can perform a search. Once the search results are displayed, you'll need to check those properties you want included in your CMA and then click the **Add to CMA** button (see below).

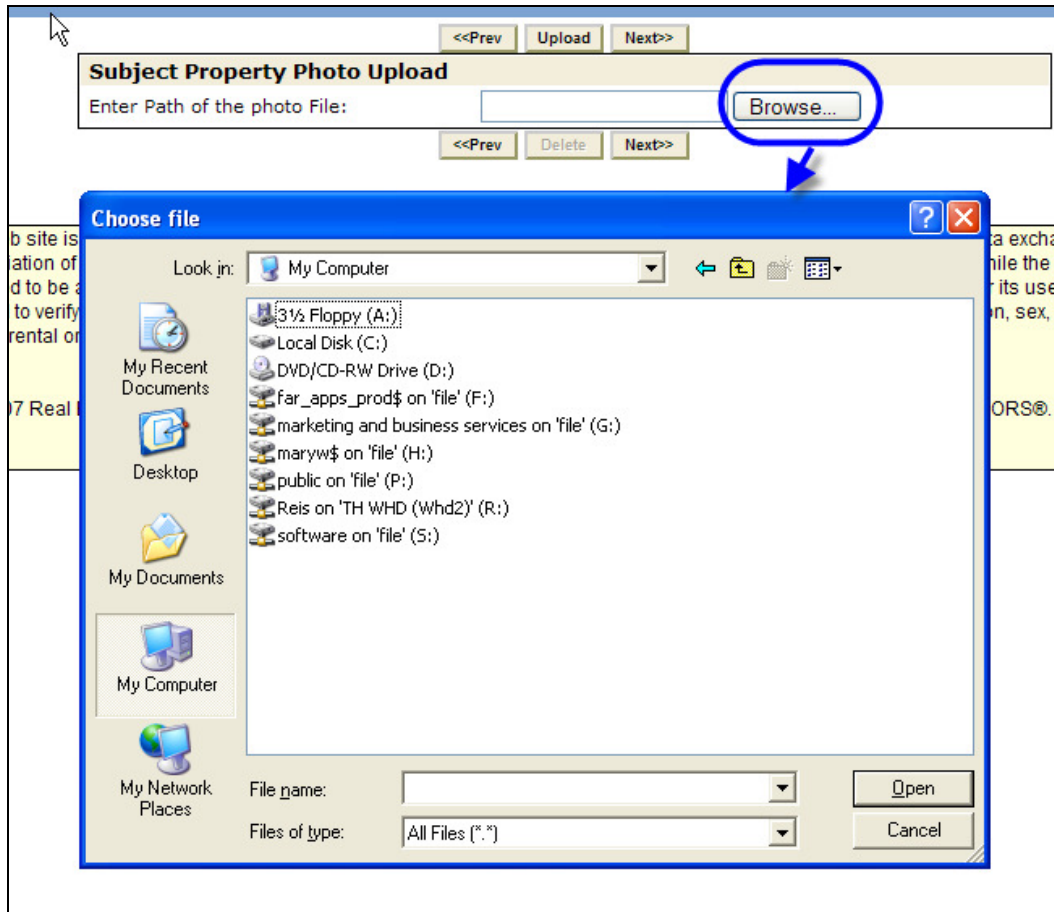
| | | | |
|-------------------------------------|---|--|--|
| <input checked="" type="checkbox"/> |  | <p>\$415,000 5 Bed, 3 Bath 2403 Sq Ft Subdivision: SPRING OAKS Pool: No Waterfront: No Single Family</p> <p>View Details</p> | <p>MLS: Mid-Florida Regional - MLSAdvantage MLS Listing ID: T2249258 517 PARKWOOD CT Altamonte Springs, FL 32714 Status: Active</p> |
| <input checked="" type="checkbox"/> |  | <p>\$479,000 5 Bed, 3 Bath 3312 Sq Ft Subdivision: SPRING VALLEY FARMS SEC 08 Pool: Yes Waterfront: No Single Family</p> <p>View Details</p> | <p>MLS: Mid-Florida Regional - MLSAdvantage MLS Listing ID: V4606725 906 SPRING VALLEY RD Altamonte Springs, FL 32714 Status: Active</p> |

- Once you click on either button, it displays the properties side-by-side (see below).
- This is also where you can make any adjustments to the values being reported

| General | Address | Fields | Subject Data | Comparables | Photo | Reports | Preview | E-mail |
|--|----------------------------|----------------------------|----------------------|--|-------|---------|---------|---|
| Comparable Properties | | | | Current Comparable 1 of 2 | | | | |
| MLSID | Address | City | Status | Price | Beds | Bath | Order | |
| V4606725 | 906 SPRING VALLEY RD | Altamonte Springs,FL 32714 | Active | \$479,000 | 5 | 3 | 1 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |
| T2249258 | 517 PARKWOOD CT | Altamonte Springs,FL 32714 | Active | \$415,000 | 5 | 3 | 2 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |
| <input type="button" value="Add By Search"/> | | | | <input type="button" value="Add By Listing ID"/> | | | | <input type="text"/> |
| <input type="button" value=" <<Prev"/> <input type="button" value=" Save"/> <input type="button" value=" Next>>"/> | | | | | | | | |
| Adjustment Fields | | | | | | | | |
| MLSID | Address | City | Status | Price | Beds | Bath | Order | |
| V4606725 | 906 SPRING VALLEY RD | Altamonte Springs,FL 32714 | Active | \$479,000 | 5 | 3 | 1 | |
| Fields | Subject Property | This Property | Adjustment | | | | | |
| Address | 639 ELLSWORTH ST | 906 SPRING VALLEY RD | <input type="text"/> | | | | | |
| Baths Full | | 3 | <input type="text"/> | | | | | |
| Baths Half | | 1 | <input type="text"/> | | | | | |
| Bedrooms | | 5 | <input type="text"/> | | | | | |
| Building Square Feet | | 3312 | <input type="text"/> | | | | | |
| City, State, Zip | Altamonte Springs,FL 32701 | Altamonte Springs,FL 32714 | <input type="text"/> | | | | | |
| County | | Seminole | <input type="text"/> | | | | | |
| HOA Fees | | | <input type="text"/> | | | | | |
| List Price | | \$479,000 | <input type="text"/> | | | | | |
| Lot Dimensions | | x | <input type="text"/> | | | | | |
| Lot Square Feet | | | <input type="text"/> | | | | | |
| Total | | | 0 | | | | | |
| <input type="button" value=" <<Prev"/> <input type="button" value=" Save"/> <input type="button" value=" Next>>"/> | | | | | | | | |

Photo – This tab allows for uploading a photo of the subject property if you have one.

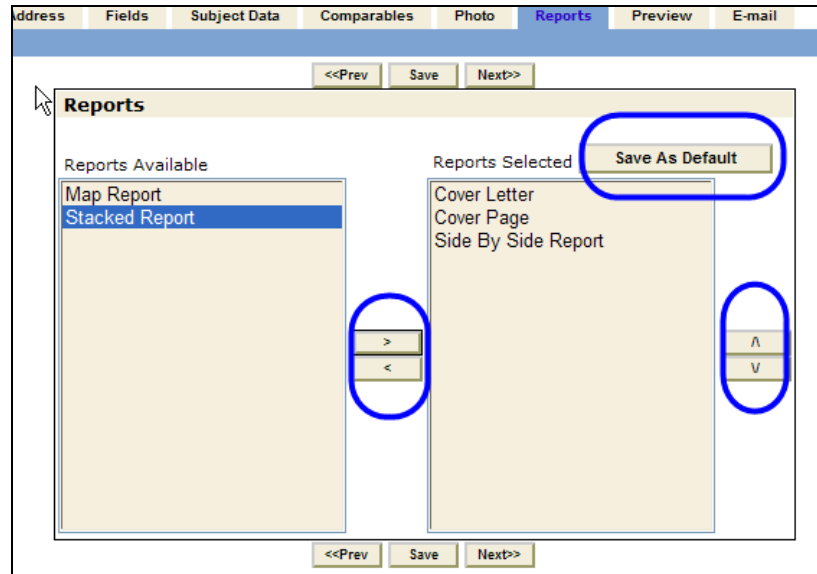
- Simply click the browse button and it will bring up a dialog box to browse your computer for the image.



- **IMPORTANT:** Make sure you click the “**Next>>**” button in the CMA wizard to save your information as you go through the tabs. If you need to stop working and wish to return to this later, click the **Save** button.

Reports – This is where you can select what you want included in the CMA report.

- There are 3 report types, a cover page, and a cover letter to choose from
 - **Side by Side** – Displays both properties side by side allowing for a comparison of all fields you have selected along with the adjustments values.
 - **Map Report** – Displays the location of both properties.
 - **Stacked Report** – Displays properties in a list, one right after the other
- Use the > arrow to add a selected field. Use < arrow to remove a field.
- Once added, the fields can be reordered by selecting a field and then using up and down arrow to reposition it (see highlighted area below).
- These can also be saved by default so that any subsequent CMA will use fields currently selected in the order specified.



- **IMPORTANT:** Make sure you click the “**Next>>**” button in the CMA wizard to save your information as you go through the tabs. If you need to stop working and wish to return to this later, click the **Save** button.

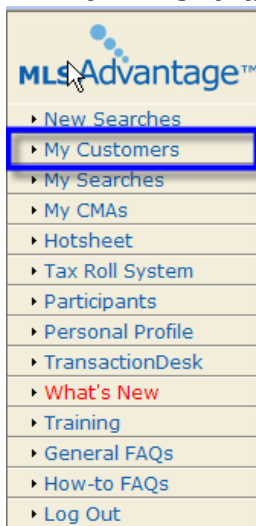
Preview – This will generate a preview of the reports selected.

E-mail – This tab allows you to e-mail the results of the CMA to the customer. It allows for personalizing the messages as well.

How do I save a customer?

You can store customer information into the MLS Advantage™. This is useful when creating CMA or saved searches, it prevents from entering the same data over and over again.

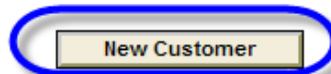
1. From MLSAdvantage™ select the menu option **My Customers**



To add a new customer:

1. Click the **New Customer** button.

| My Customers | | | | | | | | | | |
|--------------|------------|---------|-------------------|------------|------------|------------|--|------------|------|--------|
| Last Name | First Name | Address | City, State & Zip | Home Phone | Work Phone | Cell Phone | E-Mail | Date Added | | |
| Smith | John | | | | | | 123@abc.com | 06/25/2007 | Edit | Delete |
| Me | Me | | | | | | me@me.com | 11/19/2006 | Edit | Delete |
| R | L | | | | | | lr@lr.com | 11/16/2006 | Edit | Delete |



2. The next screen allows you to enter information about that customer. To save the information simply click on Save. To return to the main menu, click on Return.

Client Contact Information

Title

*First Name

*Last Name

Home Phone Preferred Contact

Work Phone Preferred Contact

Cell Phone Preferred Contact

Fax

Address 1

Address 2

City

State

Zip Code/Postal Code

Country

Province

Language Preferred

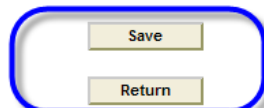
*E-mail Address

Best time to contact

Planned Activity

Plan To Buy/Sell Within

Additional Information (max. 2000 characters)



To edit an existing customer:

1. Simply click on the **Edit** button. This will allow to edit the existing information the customer.

| My Customers | | | | | | | | | |
|--------------|------------|---------|-------------------|------------|------------|------------|--|------------|---|
| Last Name | First Name | Address | City, State & Zip | Home Phone | Work Phone | Cell Phone | E-Mail | Date Added | |
| Smith | John | | | | | | 123@abc.com | 06/25/2007 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |

- To delete an existing customer, click on delete.

What is the option Hotsheet?

The Hotsheet section displays all the properties that have been updated in the last 24 hours and displays the reason it has been updated.

TROUBLESHOOTING

Why are my searches returning no results?

When you receive no results to the search you have set, make sure to check the following:

- Check the features you have selected. When creating a query, the features are selected as an 'and' condition. That is to say, when those features are selected the property must have all the features selected to return results. For example. If you select both waterfront and swimming pool, it only find property with both those features, not just waterfront or swimming pool.
- Another suggestion is to start with a boarder search and work your way to the more specific version of the house. Start with restricting the features to the most important features to the customer and then work toward the features that are less important.
- Check how you defined your search. If you selected more than one means of defining the Area (e.g., selecting both a county from the County menu and cities from the City menu), then your search will come back and say no results found. Always remember to search on only one means of defining Area at a time.

Why is my customer not receiving the automatic emails?

Make sure you check the following:

- Verify that the search is returning results. Often times the reason no e-mail is being received is that the search is returning no results.
- Check your customer's e-mail setup. There is an option for when no listings match a saved search. Make sure this option is enabled and a message is created.
- Verify that e-mails are not being incorrectly classified as spam or junk mail. Have your customer check his or her junk mail or spam folder in their e-mail program for any messages that may have been incorrectly classified.
- Check with your Internet Service Provider (ISP). If a large number of e-mails are being received from one address within a short period of time, it will cause the ISP to classify all e-mail coming in from that address as spam.
- Check to see if the customer is on AOL. Often times AOL increases the level filtering it performs during the day.
- Check the e-mail address itself. Make sure it is a valid e-mail address and that the customer's inbox is not full.

TRAINING

Will REIS provide product demonstrations and presentations for your Directors, district conferences or other special meetings?

Yes, REIS can send a representative or conduct a webinar presentation for your local association or District that will help inform your Directors or your members about this valuable product.

Will training be available for MLS Advantage?

Yes, REIS offers a each association one day of free hands-on training per year through calendar 2008.

Contact Information:

Tim McMullen
Vice President of Operations
Real Estate Industry Solutions, LLC
A wholly owned business subsidiary of the
Florida Association of REALTORS®
7025 Augusta National Drive
Orlando, FL 32822

407-587-1489
TimM@far.org

For more information about the other products and services offered by Real Estate Industry Solutions, please visit our website at <http://www.reisinnovations.com>.