

Spokane Association of Realtors

Intro to MLS/Paragon

😊 Miscellaneous Helpful Info 😊

Presented by

Denise Ware

MLS Systems Administrator

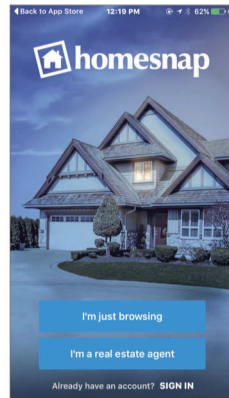
Denise@SpokaneRealtor.com

509-326-9222

Step 1

Launch App

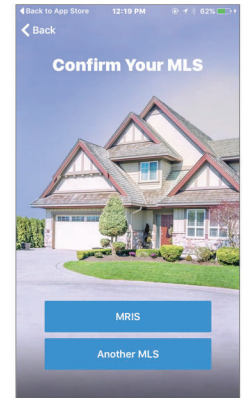
Download Homesnap from the App Store. Launch and tap *I'M A REAL ESTATE AGENT*



Step 2

Pick your MLS

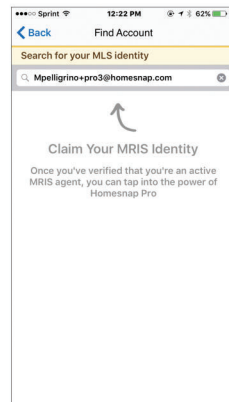
Allow Homesnap to access your location. Then, tap your MLS



Step 3

Find your MLS identity

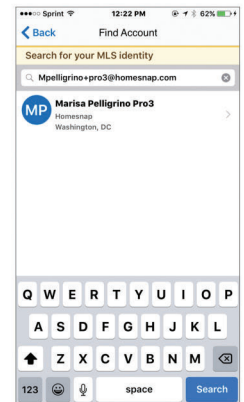
Enter your name, email address or MLS # and tap *SEARCH* to find your MLS account



Step 4

Tap your MLS identity

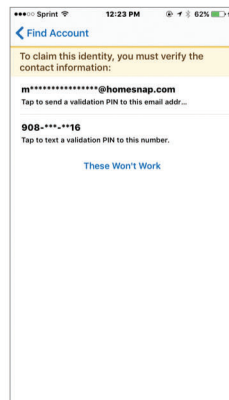
Tap on your MLS identity to begin the verification process



Step 5

Pick contact method

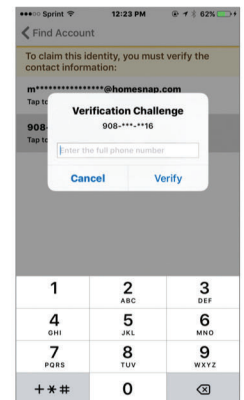
Pick a method (phone or email) to verify your MLS account



Step 6

Verify contact method

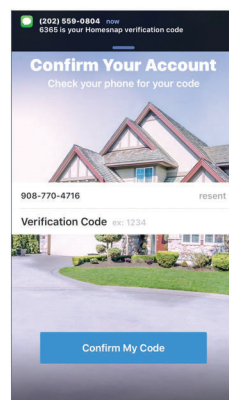
When asked, enter the complete phone OR email that you've chosen to verify your MLS identity



Step 7

Insert verification code

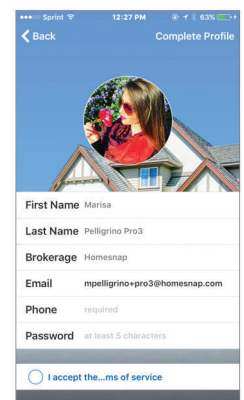
Once you've received the verification code via text or email, select *CONFIRM MY CODE* and enter in the code.



Step 8

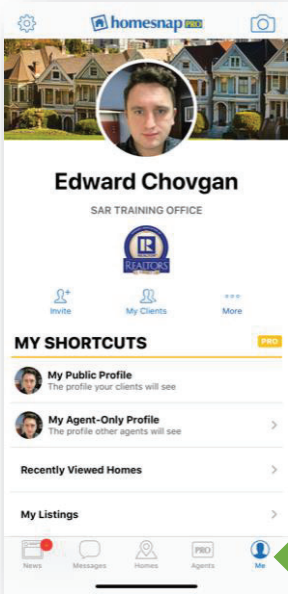
Complete your account

Review and update your personal information and profile photo. Accept the Terms of Service and press *COMPLETE PROFILE*



Homesnap Marketing List Opt-Out Guide

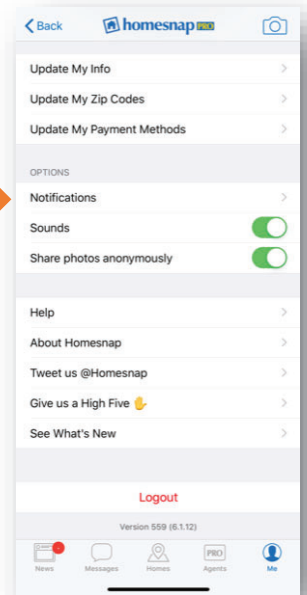
iOS (iPhone/iPad)



1. Open the Homesnap app and tap the “Me” tab

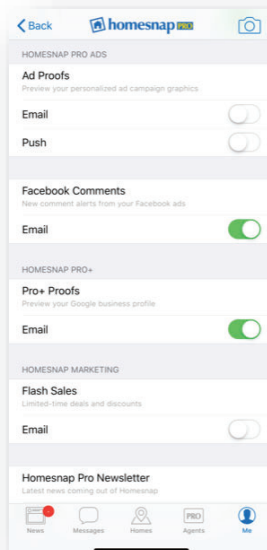


2. Tap the gear icon.



3. Scroll down to the “OPTIONS” section and tap on “Notifications.”

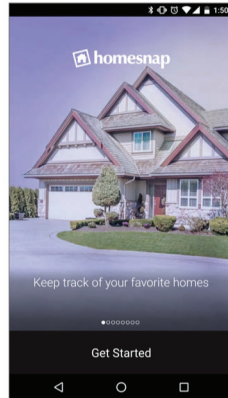
4. Scroll down to the “Homesnap Marketing” section and tap the “Email” toggle to turn off email marketing



Step 1

Launch App

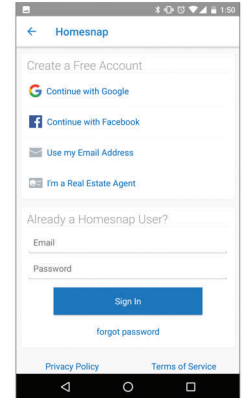
Download Homesnap from the Google Play Store. Launch and tap *GET STARTED*



Step 2

Create Account

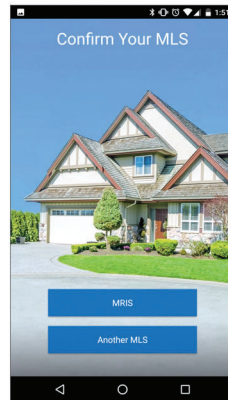
Tap on the *I'M A REAL ESTATE AGENT* button



Step 3

Pick your MLS

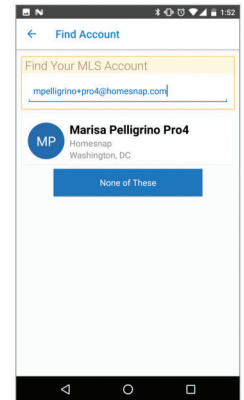
Allow Homesnap to access your location. Then, tap your MLS



Step 4

Tap your MLS identity

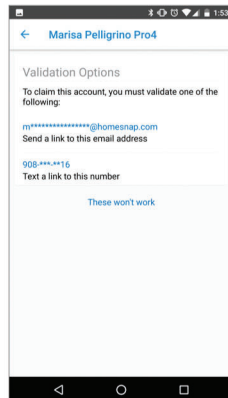
Enter your name, email address or MLS # to find your MLS account. Tap on your MLS identity to begin the verification process



Step 5

Pick contact method

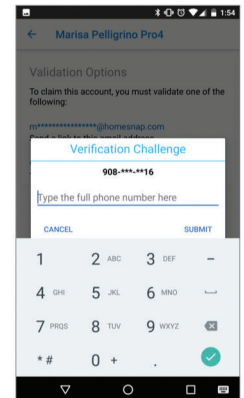
Pick a method (phone or email) to verify your MLS account



Step 6

Verify contact method

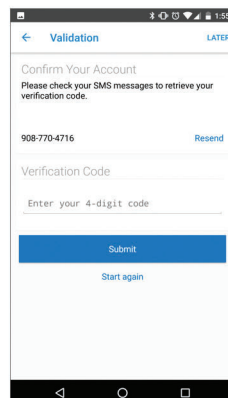
When asked, enter the complete phone OR email that you've chosen to verify your MLS identity



Step 7

Insert verification code

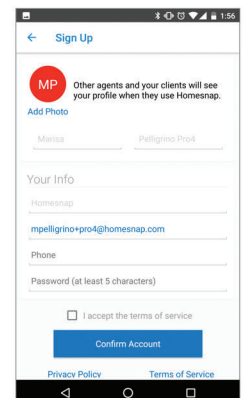
Once you've received the verification code via text or email, enter in the code and press *SUBMIT*.



Step 8

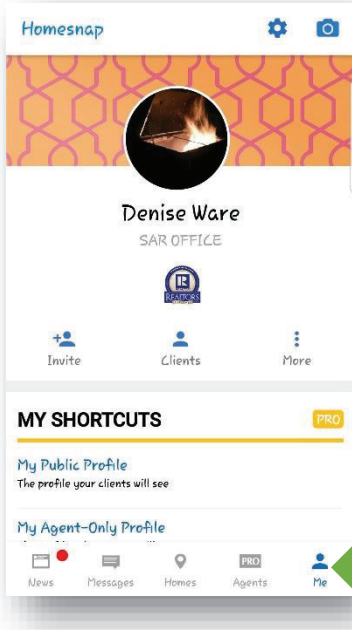
Complete your account

Review and update your personal information and profile photo. Accept the Terms of Service and press *CONFIRM ACCOUNT*



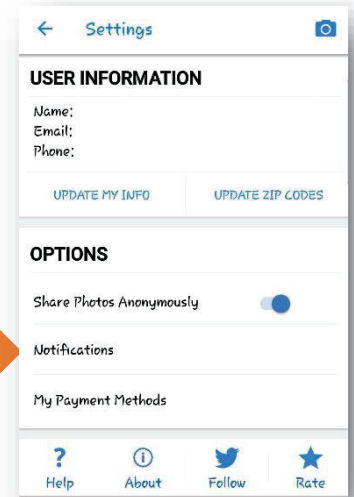
Homesnap Marketing List Opt-Out Guide

Android



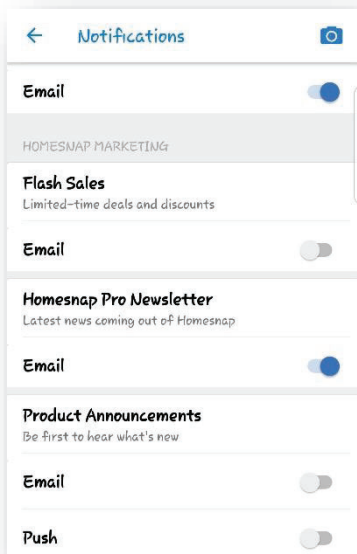
1. Open the Homesnap app and tap the “Me” tab

2. Tap the gear icon.



3. Scroll down to the “OPTIONS” section and tap on “Notifications.”

4. Scroll down to the “Homesnap Marketing” section and tap the “Email” toggle to turn off email marketing

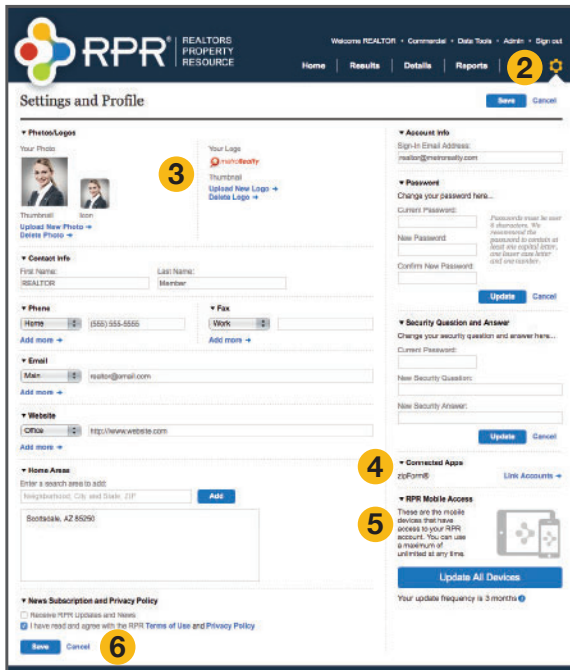





How do I create my RPR account?

- Visit www.narrpr.com.
- 1 Click *Create a new account*.
- Enter your last name and email address, select *Next Step*.

Note: An activation email will be sent to you to complete your account set up. You have 3 hours to click *Activate my Account* before you need to redo the setup process.

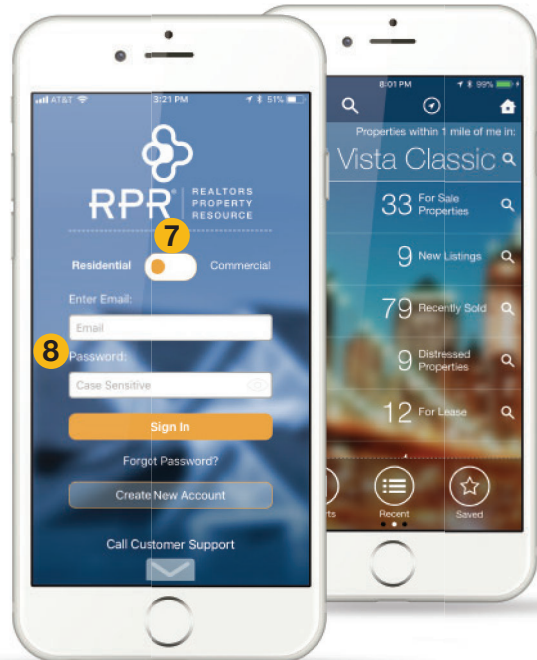


How do I update my profile?

- 2 Click the  from the homepage of narrpr.com.
- 3 Add your photo and/or logo, and contact information for all report covers.
- 4 Link your account to zipForm®.
- 5 View mobile devices with access to RPR.
- 6 Always click Save when making changes to your account.

How do I access RPR Mobile™?

- Download RPR from the App Store or Google Play for your phone and tablet.
- 7 Toggle between Commercial and Residential.
- 8 Use your RPR login and password to access your account.
- Access Residential and Commercial properties and reports ... anywhere, anytime.



An Overview of the RPR Homepage

The screenshot shows the RPR homepage with the following elements:

- 1**: Top navigation bar with "Welcome NAR", "Commercial", "Data Tools", and "Sign out".
- 2**: Search bar with tabs for "All Properties", "For Sale", "For Lease", "Neighborhoods", "Schools", and "Market Activity".
- 3**: "Advanced" search link.
- 4**: "Saved" dropdown menu.
- 5**: "Recent Properties", "Recent Searches", and "Recent: Reports | Notes" sections.

- 1 RPR Commercial Access:** Toggle to RPR Commercial at any time or back to Residential.
- 2 Search Bar:** *All Properties*, *For Sale*, *For Lease*, *Neighborhoods*, *Schools*, and *Market Activity* searches can be accessed from the main search bar on the homepage.
- 3 Advanced Searches:** Click *Advanced* to access additional parameters for each of the main searches.
- 4 Saved:** Expands to display *My Current Listings* which controls a search for your active listings. Also, saved properties, searches, custom areas, and market activity.
- 5 Recent Properties, Searches & Reports:** Quick links to the latest activity in your account. Icons next to links indicate the device used to access (mobile vs. web).



Customer Support:
877.977.7576



Learn more
blog.narrpr.com



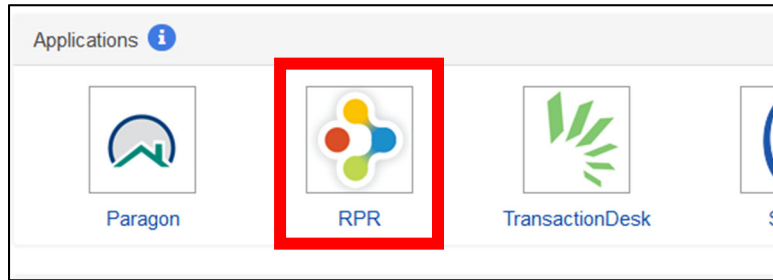
NATIONAL
ASSOCIATION of
REALTORS®
Wholly Owned Subsidiary



RPR® TECHNOLOGY
ANALYTICS
INNOVATION

Search by Owner Name in RPR

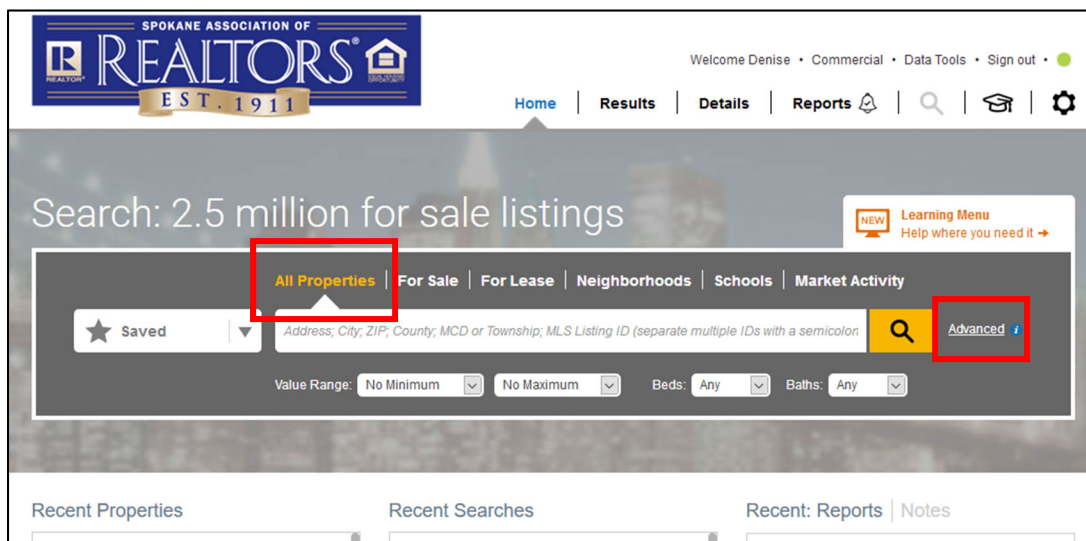
Click on the **RPR** icon from the MLS Dashboard, the **RPR Sign In** link on the Paragon Home Page, or go to www.narrpr.com



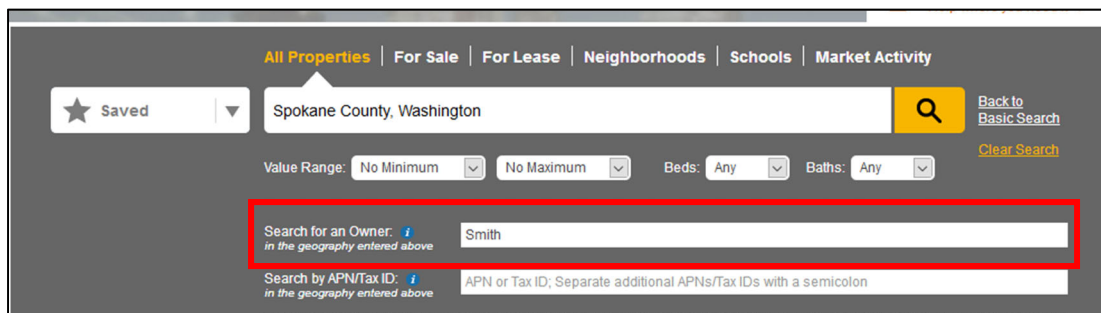
If you have signed in before, it should just log you in. If you have created an account before but haven't logged in recently, you will need to enter your login information. There is a **Forgot Password** link below the **Sign in** button if you don't remember your password.

If you have never created a RPR account, click on the **Create a new account** button. View the Quick Start guide for creating an account by going to <http://blog.narrpr.com/ebook/new-user-quick-start-guide/>

Once you have logged in, it will take you to the RPR Home Page. If it isn't already highlighted, click on **All Properties**. **Enter a city, zip, county or other location** in the box next to the magnifying glass then click the **Advanced** link located to the right of the magnifying glass.



More search fields will appear, including **Search for an Owner**. Enter the owner name of interest.



Click the magnifying glass to get results. It will display a list of properties that have the matching owner name.

Search Results for: Spokane County, Washington

1,619 properties

Show: 10 results Sort list by: Sold to List Price Ratio

← Previous | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 ... 162 | Next →

Filter these results

Clear Apply

Show

Non-Distressed
 Distressed

Include

For Sale
 Pending
 For Lease

Keywords

Enter a keyword Add

Sold Date

Within
Any Time

Date Range
Any to Any

Filter by Owner

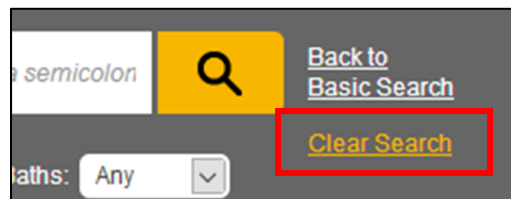
Smith


Property 1:
SOLD \$3,425,000
Sold Date: 1/16/2019
Public Record
3725 S Linke Rd, Greenacres, WA 99016
Owner: Smith Timothy B & Margaret A
APN #: 55326.9051
Lot Size: 12.4 acres

Property 2:
SOLD \$3,425,000
Sold Date: 1/16/2019
Public Record
Greenacres, WA 99016
Owner: Smith Timothy B & Margaret A
APN #: 55323.9059
Lot Size: 10 acres

Property 3:
SOLD \$3,425,000
Sold Date: 1/16/2019
Public Record
Greenacres, WA 99016
Owner: Smith Timothy B & Margaret A
APN #: 55323.9063
Lot Size: 10 acres

TIP 1: If you have previously used RPR and the Owner search is giving you zero results, click the **Clear Search** link and re-enter the criteria. Sometimes there are stray items that are saved from a previous search.



TIP 2: Click the  next to Search by Owner for tips on how to find the owner names.

Why realtor.com®

Benefits

November 2019

- ✓ NO Make-Me-Move price promotions
- ✓ NO competitive agent branding on active listings
- ✓ FREE real consumer reviews, based on real transactions with real customers
- ✓ FREE listing brokerage attribution on top and bottom of all listing detail pages
- ✓ REALTOR® 'Block R' on all REALTOR® Listing Display and Profile Pages
- ✓ Searchable realtor.com® profile; highlight agent and/or team experience, certifications and local knowledge

Realtor.com® brand advantages

- ✓ As part of News Corp, realtor.com® is part of the world's largest digital real estate network
- ✓ Traffic to realtor.com® is at record highs. In August, unique user growth on the site was up 19 percent year-over-year, well ahead of Zillow's growth at 2 percent over the same time period¹
- ✓ Realtor.com® attracts more total views per unique user than competitor sites¹
 - 1.3 times more total views per user across all platforms compared to Zillow
 - 2.6 times more total views per user when compared to Trulia
- ✓ Realtor.com® offers a differentiated consumer experience that reinforces REALTOR® value, with new features that include:
 - Commute Time – allows users to filter search results by preferred commute times
 - Price Perfect – helps home shoppers understand the costs of specific home features in different neighborhoods
 - “How Much Can I Afford?” – lets users search for listings by monthly payment to help them stay on budget

Unparalleled service and support

- ✓ For the second year in a row, Newsweek has recognized realtor.com® as one of the best companies in customer service across U.S. real estate databases in its “America's Best Customer Service 2020” report.²
- ✓ Realtor.com® for Professionals app, available on iOS and Android: receive new lead notifications, track existing leads, manage communication with leads and contacts, and track communication history in a convenient timeline view, all synced between desktop, mobile web and the native pro app.
- ✓ Special development opportunities for association and MLS staff: Customer Care Workshop, New AE Orientation, Train-the-Trainer programs, event sponsorships and presentations by our industry relations and economic research teams.

Integrity and security

For more than 20 years, we have built a reputation for upholding the most stringent data integrity standards in the industry. Our commitment to timely and comprehensive data is unparalleled; that includes accurate property data, timely listing updates, and inclusion of sold data whenever possible.

¹Comscore, August 2019

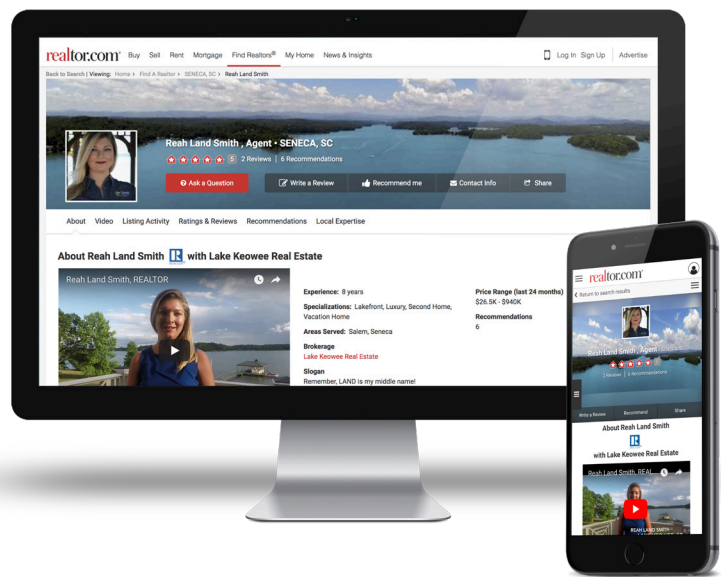
²Newsweek “America's Best Customer Service 2020” report, Oct. 2019

Power up your profile


Improve your online presence on realtor.com®, build trust and credibility with consumers and potential clients. Use your agent profile to share your story, enhance listings, request ratings and recommendations, and send seller reports to clients.

Benefits

- ✔ **Find a REALTOR®** lets consumers search by filters, such as town name, neighborhood or zip code or agent name, and by map areas. A complete profile helps you become discoverable
- ✔ Increase visibility of experience, certifications and local knowledge
- ✔ Showcase professionalism with recommendations from business associates, friends, family and others
- ✔ Your realtor.com® profile includes past transactional data¹
- ✔ **RealRatingSM** empowers agents to have better control of their online reputation. **RealRatingSM and reviews** are only accepted from clients who have closed a transaction with a specific REALTOR®
- ✔ Inclusion of linked individual bios in advanced teams search
- ✔ Agent listing activity map displays: for sale, recently sold, for rent and open houses¹
- ✔ Advance search of real estate agency for sale listings




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¹Subject to sold data availability by MLS
Screenshots represent site and mobile applications as of publication date.
Site and mobile applications subject to change without notice.

“ACTIVE/NO SHOW” STATUS

Use the “Active/No Show” status when you put a listing in Paragon that is not available for showing for a specified amount of time (including “coming soon”).

- If you are entering a listing that is ready to be marketed but is not available for showing you still need to disclose the date the property will be available to show in the Agent Remarks but now you will also need to check the “Active/No Show” status instead of “New” when inputting. This will flag your listing in the MLS as well as on websites.
- No showings by anyone are allowed during this period of time.
- Once you make the listing “Active” you will not be able to put it back as “Active/No Show”.
- Properties marked as “Active/No Show” will still go out in syndication feeds as well as auto notifications and the collab center.

FAQ’s Regarding “Active/No Show” Status

- Q.** If I have a “coming soon” or unavailable to show property, when do I have to have it in the MLS?
A. By the next business day of signatures being obtained **and** advertising and/or marketing begins.
- Q.** The sign company put the sign up prior to my “agreed go active date” with the seller. What do I do since there is no longer a Waiver of MLS Benefits to submit?
A. Enter the listing in the MLS as an “Active/No Show” (Active/No Show sub-status).
- Q.** Can I put the “Coming Soon” in the public remarks?
A. No, only in the agent remarks. The public remarks are to be used to describe the property.
- Q.** After the “Active/No Show” is removed can it be changed to “New”?
A. No, the listing will only be able to be changed from “Active/No Show” to “Active”. Once the listing is input into the MLS, it is also being syndicated to national and company/broker websites to “create a buzz”.
- Q.** If my seller does not want their listing in the MLS, what do I do?
A. You fill out the “MLS Exempt Listing Form” and send it to the MLS by the next business day after all required signatures are obtained on the listing agreement.
- Q.** Can Exempt Listings (office exclusives) be reported for MLS volume?
A. Yes as sub-type **F Non MLS Sold**. Must have permission from seller and all required information as well as a photo.

2021 MLS Steering Committee Members

Contact	Email (Contact) (Contact)	Position
Champagne, Shelley	shelley.champagne@cbspokane.com	Division II
Dean, Julie	juliedean4u@gmail.com	Division III
Etzel, Eric B	eric@ericetzel.com	SAR President-Elect
Hagood, Douglas R	hrem.drh@gmail.com	Division I
Johnson, Eric	ericj@cbspokane.net	SAR President
Jones-Schroeder, Sabrina	sabrina@exitofspokane.com	Division II
Maynard, Paula	paula@mrespokane.com	Division I
McIntire, Ronald K	ron@choicespokane.com	Chairperson-Elect
McIntyre, Lee	lee@4degrees.com	Division IV
Novell, Pamela	pjnovell@windermere.com	Division III
Palmer Jr., Jim	mtman4fun@aol.com	Past Chair
Parsons, Abbey	abbey.parsons@cbspokane.com	Chairperson


Suggestions or issues regarding the MLS System and supporting programs can be raised to SAR Staff or if an issue needs to be raised to the Steering Committee, please address concerns to the MLS Steering Chair, Abbey Parsons or any of the committee members.

More helpful sites

RPR Training, Webinars & Guides – blog.narrpr.com

Transaction Desk Guides & Training – In Transaction Desk, click on the Help button

Then choose from several options

 - Guides

 - Help Videos

 - Pre-Recorded Webinar Videos



Homesnap Training under Homesnap Pro University in the PRO Agents button

Spokane County Assessor's Site – www.spokanecounty.org/219/Assessor

Free Things You Can Do

#1 Setup your **Realtor.com** profile - Realtor.com gets over

63 Million Unique Visitors per month

Setup your Homesnap profile on **homesnap.com** (even if you don't use the app)

Setup your **Zillow.com** profile

Setup your **Homes.com** profile

Setup your **Yelp.com** business account