

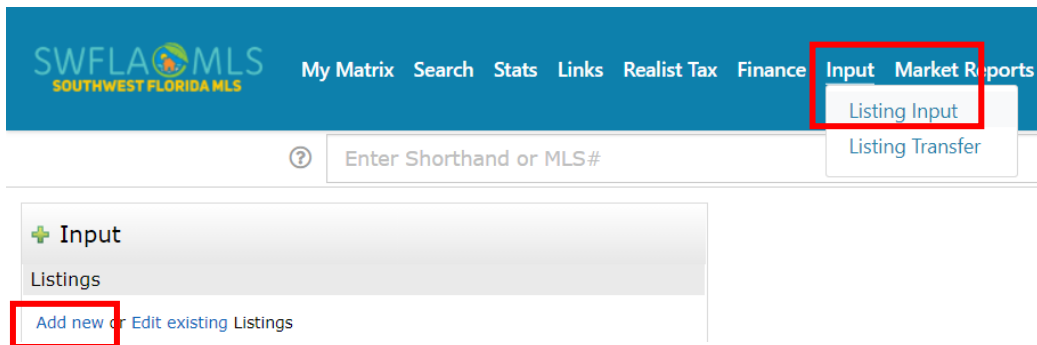
MLS Adding and Editing Listings

Collecting Listing Data

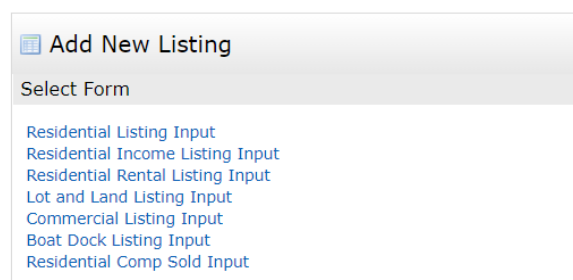
Before entering a listing into the MLS, an agent must have a signed listing agreement. To assist in collecting comprehensive listing data, it is recommended to complete a Residential Profile Sheet as well. This form can be found in the 'External Links' widget on the home page in Matrix.

Entering Listings Directly into Matrix

- 1) Hover your mouse over the 'Input' tab on the menu bar at the top of the screen in Matrix.
- 2) Select 'Add New' in the Listings section.



- 3) Select the correct listing form from the listing classifications field.



- 4) Select how you would like to autofill the listing
 - a. Fill from Realist Tax – certain fields will be populated from public records (recommended)
 - b. Fill from Cross Property – certain fields will be populated from a former (or other) MLS listing for this property
 - c. Start with a blank Listing
- 5) Select the County where the listing property is located. **Note:** *The County field is Yellow. All fields in yellow throughout Matrix is an indication that the field is a required field.*

Search for pre-existing Tax Record from which to Fill

Tax Search
A County selection is required.

| | | | |
|-----------|------------------|----------------------|---|
| County | PID | <input type="text"/> | ? |
| Collier | Owner Last Name | <input type="text"/> | ? |
| Lee | Owner First Name | <input type="text"/> | ? |
| Charlotte | Street Prefix | <input type="text"/> | ? |
| Glades | Street Number | <input type="text"/> | ? |
| Hendry | Street Name | <input type="text"/> | ? |
| Alachua | Street Suffix | <input type="text"/> | ? |
| Baker | Unit Number | <input type="text"/> | ? |
| Bay | | | |
| Bradford | | | |
| Brevard | | | |

Or Not

- 6) On the right enter a minimum amount of information. *Best Practice: Enter ONLY the Street Number and Street Name.*
- 7) Select 'Search'.

Note: When entering a listing, required fields are shaded yellow. However, just because a field is not required, agents should still fill out as much information as possible. The more information entered on the listing form, the better the chances of the listing being found in a search.

Definitions or elaboration on each field can be found by clicking the help bubble. ?

- 8) A Results screen will appear. Click on 'Fill' next to the correct property.

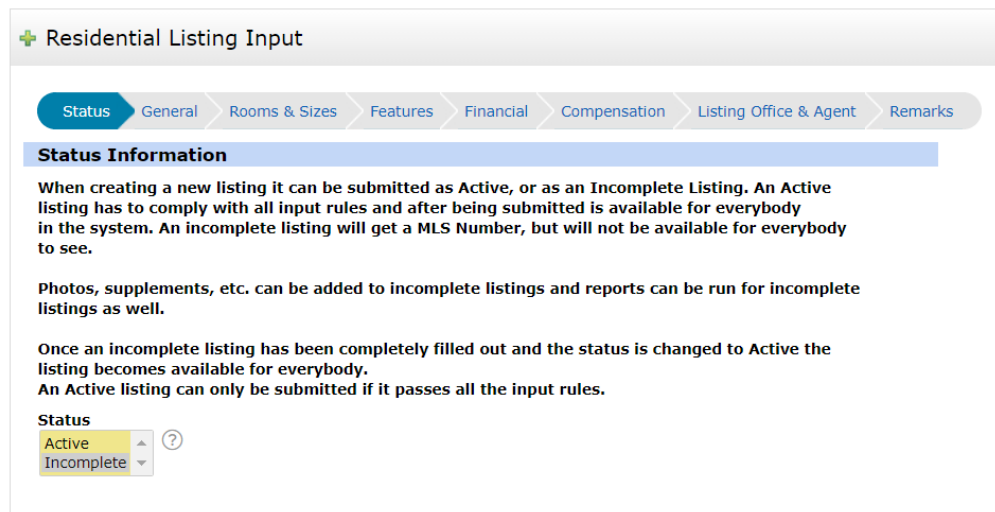
Search for pre-existing Tax Record from which to Fill

| Click to Fill | Parcel Number | Address | City Name | County |
|---------------|------------------------|---------------------------|------------------|--------|
| Fill | 33-46-24-W2-02202.1170 | 21420 Bay Village Dr #117 | Fort Myers Beach | Lee |

Status Tab

Once you select 'Fill' from the previous screen you will land on the Status tab.

Do not make a selection here. Click on the 'General' tab and begin entering the information as outlined in the form. You will return to the 'Status' tab when the listing is ready to be set as 'Active'.



The screenshot shows the 'Residential Listing Input' form with the 'Status' tab selected. The 'Status Information' section contains the following text:

When creating a new listing it can be submitted as Active, or as an Incomplete Listing. An Active listing has to comply with all input rules and after being submitted is available for everybody in the system. An incomplete listing will get a MLS Number, but will not be available for everybody to see.

Photos, supplements, etc. can be added to incomplete listings and reports can be run for incomplete listings as well.

Once an incomplete listing has been completely filled out and the status is changed to Active the listing becomes available for everybody.
An Active listing can only be submitted if it passes all the input rules.


Status

Active (selected) ?
Incomplete

General Tab

Several fields may already be auto-populated if you chose to fill the form from the Realist Tax. Under the map, click 'Get Lat/Long from Address' to map the property. **Ensure the property is mapped correctly.** Switching to the satellite view and zooming in will enable you to see if the marker is placed correctly. If not, select 'Set Lat/Long Manually.' In some locations, you may also set the Google Street View.

1. County – auto-populated, indicated the county of the property being listed.
2. PID – Property Identification Number. This is a unique identifier for a property used by the property appraiser. A property's PID can be located through a Public Records search and is auto-populated if the form is filled using the 'Fill from Realist Tax' option.
3. Unlisted PID YN – Select 'Yes' if the PID is too new to be recognized by the system or when an owner's information needs to be withheld. If this field does not apply, please leave it blank.
4. Street # - Enter the house/building number. This should auto-populate from public records if a valid PID is selected.
5. Pre-Direction – When applicable, select a direction indicator that precedes the listed property's street name. For example, **East Main St.**

6. Street Name – The name of the property’s street.
7. Post Direction – When applicable, select a direction indicator that follows the listed property’s street name. *For example, Main St. **East**.*
8. Unit/Apartment # - The unit or apartment number if applicable. This should auto-populate from public records if a valid PID is selected.
9. City - The name of the city in which the property is located. This should auto-populate from public records if a valid PID is selected otherwise the postal address city should be selected.
10. State – The state in which the property is located.
11. Zip Code – The zip code in which the property is located. This should auto-populate from public records if a valid PID is selected.
12. GEO Area - The geographical area that corresponds to the location of the listing. The Geo Area can be found by using the layers button in the Matrix map. Typically, auto-populated from public records.
13. Zoning Code – Enter the zoning code of the property.
14. Development - The name of the development in which the Subdivision or Condo is located. Use the Search icon  to locate the correct development.
15. Sub/Condo Name - The name of the subdivision or condo where the property is located. Typically found in the legal description provided by the county. These names are auto-populated once you have selected the Development.
16. Subdivision Code – Typically, auto-populated from public records, indicates the subdivision number which can be found in public records.
17. Building Design – Select the design of the structure. This field does not describe or relate to the type of ownership.
18. Builder Product – Select ‘Yes’ if the property is available through a builder, typically new. Otherwise, leave the field blank.
19. Building # - If applicable, enter the number of the building in which the listing is located.
20. Total Floors in Property – If not auto-populated, enter the number of floors for the single-family home, unit, etc.
21. Total Building Floors – When applicable, enter the total number of floors in the building in which the unit is located.
22. Unit Floor – Enter the floor number on which the unit is located.
23. Units in the Building – Enter the total number of units in the building in which the unit is located.
24. Units in Complex – Enter the total number of units within the entire condo or townhouse complex.
25. Legal Description - the description of the specific parcel of real estate which is acceptable to the courts in that state, and which allows an independent surveyor to locate and identify it. Usually, it uses one of the following methods: government survey, metes, and bounds, or recorded plat (lot and block number). This should auto-populate from Public Records if a valid PID is used.

26. Section - Part of the legal description. An area nominally one-mile square, containing 640 acres (2.6 km²). Nominally, 36 sections make up a survey township/range on a rectangular grid. As the townships are based on meridians (of longitude) that converge towards the north pole, some sections which vary slightly in size are necessary to compensate. These unusually sized sections are generally placed at the western-most or eastern-most edges of townships. This should auto-populate from Public Records if a valid PID is used.
27. Range - Part of the legal description. A north-south column of townships, identified as being east or west of a reference longitudinal meridian, for example, Range 3 West. See township. This should auto-populate from Public Records if a valid PID is used.
28. Block - Part of the legal description. This should auto-populate from Public Records if a valid PID is used.
29. Township - Part of the legal description. A division of territory 6 miles square, containing 36 sections or 36 square miles. This should auto-populate from Public Records if a valid PID is used.
30. Legal Unit - Legal Unit is **required** and missing a value. If the property does not have a legal unit, please enter 0. Select the correct LEGAL unit for the parcel. This is not a field for a condo or apartment number.
31. Lot Unit - Part of the legal description. This should auto-populate from Public Records if a valid PID is used.
32. Status Type – Select the sale type of the property.
33. List Price – Enter the seller’s listing price.
34. Bedrooms - Select the total number of bedrooms that the property has and if the property has a den. A bedroom is defined as having a closet, a window, a door, and reasonable access to the main living area. A den is defined as a separate room that may or may not have a closet and typically does not have convenient access to the main living area.
35. Full Baths – Select the total number of full bathrooms in the building.
36. Half Baths – Enter the total number of half-bathrooms in the building. If there are no half-baths you may leave the field blank.
37. Approximate Living Area – Typically, auto-populated, otherwise enter the estimated square footage of legally permitted air-conditioned areas.
38. Approximate Total Area – Typically, auto-populate, otherwise enter the estimated square footage of all areas under a hard roof. Do not include pool cage or caged lanais. (Area under a truss roof.)
39. # Ceiling Fans – Enter the number of ceiling fans in the dwelling.
40. Furnished – Make the appropriate selections for items included in the list price.
41. Cable Available – Select ‘Yes’ or ‘No’ to indicate if cable hook-up is available in the dwelling.
42. Elevator – Select ‘Yes’ or ‘No’ to indicate if an elevator is available on the property.
43. Garage Spaces – Enter the number of parking spaces within an enclosed structure in which a full-size car can be stored.
44. Garage Description – Select ‘Attached’ or ‘Detached’ if a garage is part of the property.

45. Carport Spaces – Enter the total number of covered parking spaces in a structure with at least a roof that can store a full-size car.
46. Carport Description – Select ‘Attached’ or Detached’ if a carport is part of the property.
47. Rear Exposure – Select the correct exposure of the rear/back of the dwelling.
48. Year Built – Enter the year that the property was originally built according to county records.
49. Pets – Make the correct selection if pets are allowed in the condo/community and if so, what limitations exist.
50. Pet Limit Max Weight – If applicable, indicate the maximum allowable weight of a pet allowed in the community.
51. Pet Limit Max Number – If applicable, indicate the total number of pets an owner can keep in the community.
52. Pet Limit Breed – If applicable, enter the specific breed restrictions for the property/community.
53. Pet Limit Other – If applicable, enter any additional restrictions that apply to pets.
54. Lot Size (Acres) – Typically auto-populate, otherwise enter the estimated total number of acres of the property.
55. Lot Back – Enter the width of the lot along the rear property line. Lot Dimensions can be found by clicking "Set Lat/Long Manually" clicking on the property, then selecting "Lot Dimensions."
56. Lot Frontage – Enter the width of the lot along the road. See #55 above, to locate lot dimensions.
57. Lot Left – Enter the depth of the lot on the left side of the property.
58. Lot Right – Enter the depth of the lot on the right side of the property.
59. Virtual Tour Link – Enter the website address/URL for an unbranded virtual tour of the property. You may NOT enter branded tours in the MLS.
60. Virtual Tour Link 2 – Only used if adding two virtual tours to the listing, enter the website address/URL for the unbranded virtual tour.
61. Owner Name – Typically, auto-populated, otherwise, enter the name of the property owner(s).
62. Ownership Description – Select the correction option to describe the type of ownership for the listing.
63. Elementary School – 64. Middle School – 65. High School – Enter the name of the schools depending on the school zone of the property. Check with your broker about the office policy for entering zoned schools in the listing.
64. Measurement Source (Living Area) – Select how you determined the dimensions of the living area.
65. Measurement Source (Total Area) – Select how you determined the dimensions of the total area.
66. Measurement Source (Lot Dimensions) – Select how you determined the dimensions for the lot.
67. Measurement Source (Lot Size) – Select how you determined the dimensions of the lot.

Rooms & Sizes Tab

From the 'Rooms Type' field select the first room you wish to enter, add the length and width of the room in their respective fields. Select the 'More' option at the bottom right side of the field to continue adding additional rooms, until all rooms have been added to the listing form. Note: If you add too many lines for 'Room Type' you must select 'Delete' at the end of the row to set the listing to Active.

Features Tab

Here you will enter detailed information about the listing. The fields are multiple-choice unless otherwise indicated.

1. Amenities - This field is used to indicate the amenities available for the property.
2. Approval Info - Select the process required for the buyer to be approved by a condo or homeowners association.
3. Bedroom Description - Select the location of the bedroom(s).
4. Boat/Dock Info – If applicable, select the type of access available from the property to water as well as the boat options available.
5. Building Style – Select the type of building structure.
6. Community Type – Select the key features of the community. **Note:** You will find that some fields contain items that may be found in other fields within the form. For example, here in Community Type, one of the options is 'Gated'. 'Gated' is also found in the 'Security Field'. As a best practice, you should select 'Gated' in all fields where 'Gated' is an option so that agents can easily find your listing. Keep in mind, 'Gated' is only one example. You will find other items in multiple fields as well.
7. Golf Type – If applicable, select the type of golf membership offered through the community.
8. Construction - Select the type of materials used for interior and exterior walls.
9. Cooling - Select the type of cooling features in the dwelling.
10. Dining Description – Select options that describe the dining area.
11. Equipment/Appliances Included - Select the equipment and appliances that are included in the price.
12. Exterior Features - Select features found on the outside of the dwelling.
13. Exterior Finish - Select the exterior finish of the building.
14. Floor Plan Type - Select the description of the floor plan.
15. Flooring - Select the types of flooring found in the dwelling.
16. Gas & Gas Description – Select 'Yes' or 'No' to indicate whether there is gas available to the property. If 'Yes', enter the description of the gas available to the property.
17. Guest House Description - Select the features of a guest house.
18. Guest House Living Area - Enter the approximate square footage of the air-conditioned space of the guest house.

19. Heat - Select the type of heat in the dwelling. More than one selection may be made.
20. Interior Features – Select the features found on the inside of the dwelling.
21. Irrigation - Select the type of irrigation if any are available on the property.
22. Kitchen – Select the features of the kitchen.
23. Lot Description – Select options that describe the lot.
24. Maintenance – Select the options the HOA and Condo fees include if applicable.
25. Management – If applicable, select the type of management for an Association.
26. Master Bath Description – Select the features of the master bath.
27. Parking - Select the type of parking available for the property.
28. Possession - Select the time at which the buyer can take possession of the property.
29. Restrictions – If applicable, select any regulation and or rule(s) relative to the use of amenities.
30. Road - Select the road leading up to the property.
31. Roof - Select the type of roof of the building.
32. Rooms Additional – Select any additional rooms found in the dwelling.
33. Private Pool – Select ‘Yes’ or ‘No’ to indicate if the dwelling has a private pool that is located on the property and that is not available to the public. This description is not to be used to disclose a Community Pool.
34. Pool Description – Only make selections in this field if ‘Yes’ was selected in the ‘Private Pool’ field.
35. Private Spa – Select ‘Yes’ or ‘No’ to indicate if the dwelling has a private spa.
36. Spa Description – Only make selections in this field if ‘Yes’ was selected in the ‘Private Spa’ field.
37. Security – If applicable, select the type of security that is available with the property.
38. Sewer – Select the sewer on the property.
39. Special Info – Select any additional details and information about the property.
40. Storm Protection – Select the type of storm protection included with the property.
41. Terms – Select the terms the Seller would consider in the sale of their property.
42. View – Select the type of view(s) from the dwelling.
43. Water – Select the water available for servicing the property.
44. Windows – Select the types and styles of windows found in the dwelling.
45. Waterfront – Select ‘Yes’ or ‘No’ to indicate if the property is on a waterfront. This field is specific to the property, not the community.
46. Waterfront Description – Select the type of water the property directly abuts.
47. Gulf Access – Select ‘Yes’ or ‘No’ to indicate if access to the Gulf by boat is possible.
48. Gulf Access Type – Only for use if ‘Yes’ is select in the ‘Gulf Access’ field, select the type of access to the gulf.

49. Canal Width – If applicable, select the option that best describes the width of the canal located on the property.

Financial Tab

Here you will enter all of the financial details associated with owning the property.

1. Total Tax Bill - Total amount of real estate tax for the property based on the current tax year. This will auto-populate from the Public Records if a valid PID is used.
2. Tax Year - This is the year for the Total Tax Bill. This auto-populates from Public Records.
3. Tax District Type – Select the correct option determined by the defined community or area taxed for infrastructure services or improvements. Generally created by an ordinance.
4. Tax Description – Select the type of taxes and exemptions for the current owner.
5. HOA Description – When applicable, select ‘Mandatory’ or ‘Voluntary’ to describe the type of HOA. Otherwise, leave the field blank.
6. Mandatory HOA – Select ‘Yes’ or ‘No’ whether belonging to the HOA is required.
7. Master HOA Fee – When applicable, enter the fee paid to an umbrella association that governs and supports the common development infrastructure. Mandatory and separate from the individual community homeowner association fees.
8. Master HOA Fee Frequency – Make the correct selection to describe how often the Master HOA fee is paid.
9. HOA Fee – Enter the amount of the fee for the individual community. Separate from the umbrella master association fee.
10. HOA Fee Frequency – Select how often the HOA fee is paid.
11. Mandatory Club Fee – Enter the amount of the fee for the community’s club.
12. Mandatory Club Fee Frequency – Select how often the Mandatory Club fee is paid.
13. Condo Fee – Enter the amount of the condo fee.
14. Condo Fee Frequency – Select how often the condo fee is paid.
15. Recreational Lease Fee – Enter the amount of the mandatory fee that is paid for supporting community amenities or recreational services separate from MHOA and HOA.
16. Recreational Lease Fee Frequency – Select how often the Recreational Lease Fee is paid.
17. Special Assessment Fee – Enter the total amount of mandatory fees assessed by the homeowner or condo association for improvements or expenses not covered by the reserved and or association fees.
18. Special Assessment Fee Frequency – Select how often the special assessment fee is paid.

19. Other Fee – Enter the amount of any other additional fees.
20. Other Fee Frequency – Select how often the Other fee is paid.
21. Association Management Phone Number - Enter the phone number that can be used to reach the Association Management.
22. One-Time Mandatory Club Fee – Enter total amount.
23. One-Time Land Lease Fee – Enter total amount.
24. One-Time Recreational Lease Fee – Enter total amount.
25. One-Time Other Fee – Enter total amount.
26. One-Time Special Assessment Fee Enter total amount.
27. Transfer Fee – Enter the amount of additional fees, usually charged by the Homeowners association(s) to transfer ownership.
28. Application Fee – Enter the amount of the application fee charged by the association when a purchase application is submitted to the Association for approval.
29. Annual Food & Beverage Minimum – Enter the minimum dollar amount required by a community/association for food and beverages.
30. Lease Limits – Enter ‘Yes’ or ‘No’ to indicate if there are lease limits for the community.
31. # of Leases Per Year – Enter the number of leases allowed per year in the community. If there are no lease limits enter ‘0’.
32. Minimum Days of Lease – Enter the minimum number of days required by the community for leases. If there is no minimum enter ‘0’.
33. Land Lease Fee – Enter the mandatory fee to cover the unit owners’ portion of the lease on the underlying land.
34. Land Lease Frequency – Select how often the land lease fee is paid.
35. Subject to FIRPTA – Select ‘Yes’ or ‘No’ if the sale of this property is subject to Foreign Investment in Real Property Tax Act of 1980 tax withholding.
36. Subject to Lease – Select ‘Yes’ or ‘No’ to indicate if the property is currently being leased and the lease must expire or terminate before possession.
37. Lease Description – Select ‘Annual’ or ‘Short Term’ to describe the current lease type.
38. Lease Expiration Date – Enter the date the current tenant's lease will expire.

Compensation

A key purpose of the multiple listing service is for listing brokers to make offers of compensation to cooperating brokers who bring buyers to their listing. The Compensation section of an MLS listing shows a brokerage working with a buyer how much they will be compensated if they bring a buyer to that listing.

Offers of compensation can be any of the following

- A percentage of the sale price (i.e., x%)
- A flat dollar amount (i.e., \$yyyy)
- A percentage of the sale price adjusted for a flat dollar amount (i.e., x% - \$299)

Due to federal antitrust laws and the National Association of REALTORS® policy, the MLS cannot regulate commission splits. Each broker works with their seller to determine not only the commission to be paid to the listing broker but how that commission is to be split between the listing broker and the selling broker (the broker bringing the buyer).

The MLS is not allowed to ask how much you are receiving from your seller. You only need to enter the amount you are going to share with the broker who brings the buyer.

Common mistakes entered into the Compensation field to avoid:

- Entering the full commission to be received from the seller instead of the commission to be shared with the broker bringing the buyer.
- Entering the percentage of your commission that you plan to share versus a percentage of the sale price.

Additional Items to know about compensation:

- You can make different offers of compensation based on the type of brokerage relationship the buyer's broker has with the buyer. In Florida, this includes Buyer Agent, Transaction Broker, and Non-rep.
- These are "blanket unilateral offers of compensation." You cannot place additional terms in the Confidential Remarks with additional conditions.
- The offer of compensation made in the MLS should match what is on the listing agreement. If the listing agreement says that you will compensate a cooperating broker x%, your entry in the MLS cannot say "x%-\$200" (for example). However, if the listing agreement states a percentage amount minus a dollar amount, then your MLS entry can as well.

Compensation Terminology

There are different types of commission offered to the agent representing a buyer. None of the commissions mentioned should include the commission to the listing agent. The commission paid to the listing agent is never displayed on an MLS. The different types (buyer's agent, non-rep, transaction broker) all represent the different relationships that a buyer potentially has with the agent who finds them a property. Not all buyers have an exclusive relationship with their agent (buyer's agent relationship).

By Florida law, when a licensed person first meets with a buyer prospect, they must "notice" (give in writing) the buyer prospect declaring what type of agency relationship (representation) that agent will have concerning that prospective buyer.

- Buyer Agent – Florida law requires that a real estate licensee operating as a single agent to the buyer agent disclose to the buyer their duties
- Transaction Broker – Florida law requires that real estate licensees operating as a transaction broker disclose to buyers and sellers their role and duties in providing a limited form of representation.
- Non-rep - Nonrepresentative Broker: A legal brokerage relationship in which brokers do not represent either buyers or sellers in a transaction.

Under Florida law, all brokers are presumed to be transaction brokers unless the client or customer requests in writing to have another form of representation; that is, single-agent (buyer's agent) or non-representative broker.

Compensation Tab

1. Buyer Agent Compensation – Enter the actual dollar amount or percentage offered as a co-broke compensation. You MUST use either the '\$' or '%' sign when entering the amount.
2. Transaction Broker Compensation – Enter the actual dollar amount or percentage offered as a co-broke compensation. You MUST use either the '\$' or '%' sign when entering the amount.
3. Non-Rep Compensation – Enter the actual dollar amount or percentage offered as a co-broke compensation. You MUST use either the '\$' or '%' sign when entering the amount.
4. Bonus Amount – If applicable, enter the amount you are offering in additional compensation as an incentive to sell the property.
5. Bonus Amount Descriptions – If offering a bonus amount, select either 'Dollar Amount' or 'Percentage of Sale Price'.
6. Listing Type – Select the type of contract you have with the seller.

7. Variable Rate Commission – Select ‘Yes’ or ‘No’ to indicate if you are offering your seller a different commission rate if you sell the property and there is no cooperating broker involved in the transaction.
8. Joint Agency – Select ‘Yes’ or ‘No’ to indicate if the listing is being offered by two brokers.
9. Foreclosed/REO – Select ‘Yes’ or ‘No’ to indicate if the listing is in foreclosure or is bank-owned.
10. Potential Short Sale – Select ‘Yes’ or ‘No’ if the listing can be sold for less than the current owner’s mortgage balance.
11. Short Sale Compensation – Enter the amount of commission to be paid to the cooperating broker, as either a dollar amount or a percentage of the sale price if the listing is a short sale.
12. Auction – Select ‘Yes’ or ‘No’ to indicate if the listing is up for auction.
13. Listing on Internet – Select ‘Yes’ or ‘No’ to indicate if the listing is to be available for viewing on the internet and should syndicate to the websites checked on the input screen.
14. Address on Internet – Select ‘Yes’ or ‘No’ to indicate if the listing’s address is to be viewable on the internet.
15. VOW Blogging – Select ‘Yes’ or ‘No’ to indicate whether or not permission is given to Virtual Office Websites to blog about the property.
16. Show AVM on VOW – Select ‘Yes’ or ‘No’ to indicate if you will allow an AVM (Automated Valuation Model) a property value to be shown on VOW (Virtual Office Websites).
17. Internet Sites – Select which internet sites your listing will be sent to. Multiple selections may be made. (Check with your broker to determine which sites the office allows for syndication.)
18. Is there a sign on the property with seller contact info? Yes or No
19. Contact Seller for Showing? Yes or No
20. Listing Broker will be available on contract presentations and negotiations? Yes or No
21. Listing Broker will perform post-contract services (Follows-up contract to closing)? Yes or No

Listing Office & Agent Tab

Agent & Office Information

Your agent ID will auto-populate in this section. If you have a co-agent, enter their agent ID in the corresponding field.

Enter the Listing Date (Date of the Contract) and listing instructions such as if an appointment is required to show the listing and any other listing instructions you wish to add.

Enter the contract's expiration date.

Target Marketing - Target Marketing is defined as, marketing to a specific geographic area or a specifically targeted group of consumers and is not considered marketing to the general public, e.g., marketing on a website which the public at large may access and therefore is not a specifically defined targeted market.

Settlement Agent Information

Enter the Selling agent's (Buyer Agent) name, office address, phone number, and email address.

Remarks Tab

Property Information – Include the specific description of the listing. This is a great place to share exciting characteristics about the property but stick to facts! Be careful to not misrepresent property or use overly vague terms (i.e., Close to the beach.). Avoid financing terms that may trigger required disclosure under the Truth-In-Lending Act. Be careful not to “steer” buyers (Fair Housing). These are public remarks that will be visible to the consumer. You may not enter any contact information in this field including your name, phone number, email, office name, website, or any other information that would identify you are the listing agent. You may not include any “call to action”. A call-to-action is any word or phrase intended to induce an individual to perform a specific act, typically taking the form of an instruction or directive. For example: "Call today," "Please call me today," "Schedule your appointment today," "Come and see," "Request a viewing," etc.

Please see the [MLS Rules and Regulations](#) for additional detail about what you can and cannot say in this field.

Confidential Remarks - This section is to be used for information about the property that is intended for agents only. No gate codes or instructions on access to the property are accepted in this field or any other field in the residential profile listing form.

Driving Directions – Include turn-by-turn directions to the property from a major highway or intersection near the property or community.

Submitting a Listing

On the bottom of the screen, there is a ribbon with three options.



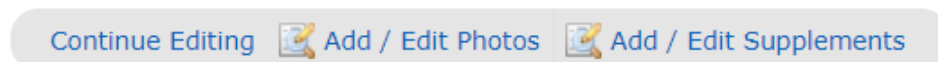
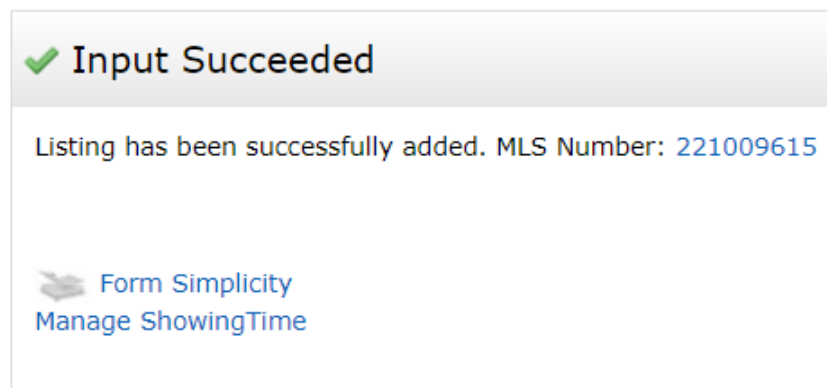
Validate – Clicking on the Validate button will start the system check to ensure all required fields are populated. Any requirements missing for the listing to be made Active will be displayed with a red exclamation icon on the affected tab and in front of the missing required field within that tab. Click on the exclamation icon for additional information on how to populate a specific field.

Cancel Input – Shows a pop-up window asking for a cancellation confirmation. If "Yes" is selected to confirm the cancellation, all data from that session will be lost. If "No" is selected, the user will be returned to the current session without data loss.

Submit Listing - Retains current field data, runs field requirements, and format checks.

Input Succeeded

After submitting the listing, you will see the 'Input Succeeded' screen where you will find the listing's MLS Number, as seen below.



Adding Photos

Select the option to “Add/Edit Photos”.

Click “Browse” and select the images you wish to add.

At least one photo should be added before a listing can be activated. Remember, at least one of the photos must be a front exterior shot (no broker signage).

A maximum of 35 photos can be uploaded and the recommended size is 1024 x 768 pixels.

To rearrange the order of the photos, hover over the header until the crosshairs appear on the cursor and then drag the photo to a new slot.

To add captions, click the Photo Details icon. Click “Enter Description”, type in a description, click “Done”, and then click “Save”.

For any photo that was virtually staged, a caption stating “Virtually Staged” is advised and must also be indicated in the ‘Public Remarks’ field.

Adding Supplements/Attachments

When a listing is submitted, up to 10 MB of attachments can also be added. There are some incidences where attachments are required, such as a Housing for Older Persons Affidavit. Many listing agents also attach items such as disclosures, condo/HOA documents, floor plans, surveys, etc. Attachments are only viewable on broker reports, not on customer reports.

To add an attachment, click ‘Add/Edit Supplements’, enter a description of the document in the ‘Supplement Description’ field. Click on ‘Choose File’. Locate and select the document to be added, then click ‘Upload’ to upload the file to the listing. From the ‘Supplement Type’ pulldown menu, indicate what type of document it is.

Continue adding additional supplements in the same manner, as needed.

Continue Editing

You may click the ‘Continue Editing’ Button to return to edit any listing information in the profile sheet.

Managing Showing Time

If you plan to have cooperating agents use the ShowingTime button to view instructions or request showings for the listing, click on the link 'Manage ShowingTime'. While you entered the basics of how you want the cooperating agent to use Showing Time in the Residential Input Form, here you can set additional restrictions on appointment times, allow the sellers to receive notifications, etc.

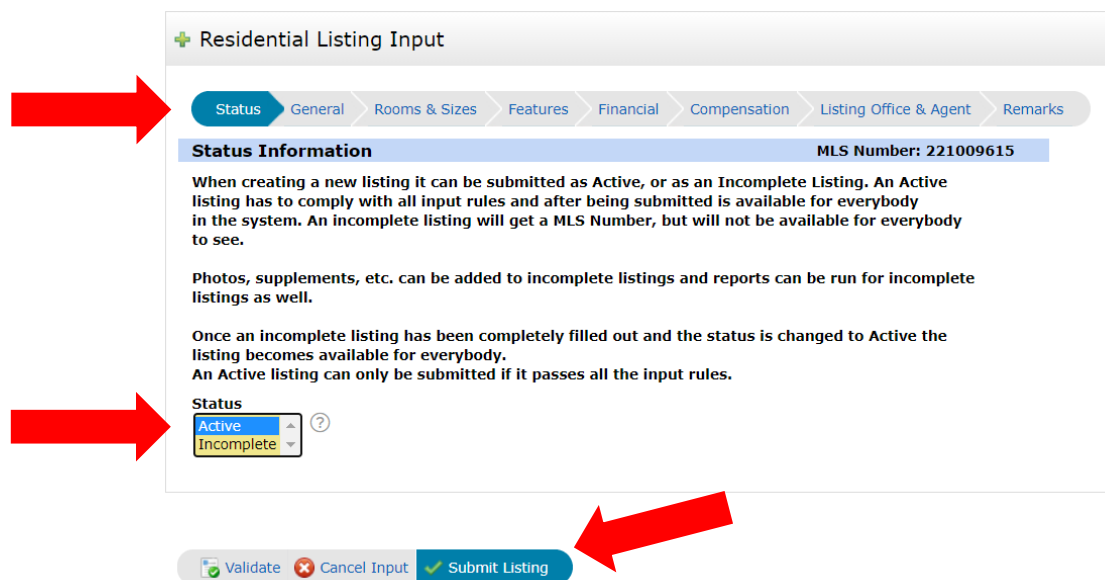
Form Simplicity

Import the listing to Form Simplicity.

Activating Listings

The final and most critical step is to activate the listing.

Select the 'Status' tab, as seen below. Change 'Status' to Active', then click 'Submit Listing'.

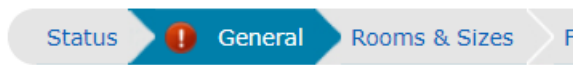


The screenshot shows the 'Residential Listing Input' form. At the top, there is a navigation bar with tabs: Status, General, Rooms & Sizes, Features, Financial, Compensation, Listing Office & Agent, and Remarks. The 'Status' tab is selected and highlighted in blue. Below the tabs, the 'Status Information' section is visible, with the 'MLS Number: 221009615' displayed. The text explains that a listing can be submitted as 'Active' or 'Incomplete'. An 'Active' listing must comply with all input rules and is available to everyone. An 'Incomplete' listing receives an MLS number but is not visible to everyone. It notes that photos and supplements can be added to incomplete listings, and reports can be run. It also states that once an incomplete listing is fully filled out and its status is changed to 'Active', it becomes available to everyone. Below this text, the 'Status' dropdown menu is open, showing 'Active' (highlighted in blue) and 'Incomplete'. At the bottom of the form, there are three buttons: 'Validate', 'Cancel Input', and 'Submit Listing'. The 'Submit Listing' button is highlighted in blue. Three red arrows are overlaid on the image: one pointing to the 'Status' tab, one pointing to the 'Active' option in the dropdown menu, and one pointing to the 'Submit Listing' button.

If you need to enter additional information before activating the listing, the listing will be classified as an 'Incoming Listing'. Incoming listings can be accessed from the 'My Listings' widget on the Matrix home page. Click on 'My Incoming Listings'. Select the box next to the listing, click "Edit". Click on the 'Residential Listing Input' to access the input form Edit the listing as desired then click the "Submit Listing" button.

When you submit a listing, if there are any missing fields, you will see a red exclamation mark by both the tab and the field with missing information. This information must be completed before the listing can be activated.

Tab Example:



Field Example:

Virtual Tour Link 2
Owner Name
Ownership Desc

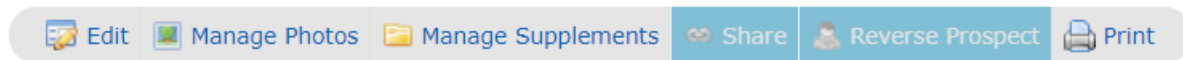


Editing/Updating Listings

Once a listing is activated, the content, photos, or supplements can be modified at any time in the 'My Listings' widget on the Matrix home page or from the Menu Bar in Matrix, hover over 'My Matrix' and select 'My Listings'.

Click the box next to the listing you wish to edit.

You will see these options:



Clicking 'Edit', you can make changes to the listing input form such as price increase or decrease, add or edit information in the form, change listing status, and add open house information.

You may add, delete, or rearrange photos by clicking 'Manage Photos'.

You may add or delete supplements by clicking 'Manage Supplement'

Changing Statuses

Remember that status changes, including price and expiration date changes, must have something in writing from the seller.

Select Form

- [Residential Listing Input](#)
- [Change to Active](#)
- [Change to Pending](#)
- [Change to Pending with Contingencies](#)
- [Change to Application in Progress](#)
- [Change to Closed](#)
- [Change to Rented](#)
- [Change to Terminated](#)
- [Change Listing Agent](#)
- [Open Houses](#)
- [Delete Listing](#)
- [Delete Incoming Status Listing](#)

Selecting 'Residential Listing Input' takes you back into the listing form to make edits to any fields in the form.

Other options will change your listing's status. Simply select the appropriate form from the list.

Open Houses – Enter Open House details.

Other Options

- [Manage Photos](#)
- [Manage Supplements](#)
- [Show Input Audit](#)
-  [Form Simplicity](#)
- [Manage ShowingTime](#)

Other items can be edited from the 'Other Options' section, as seen in the above photo