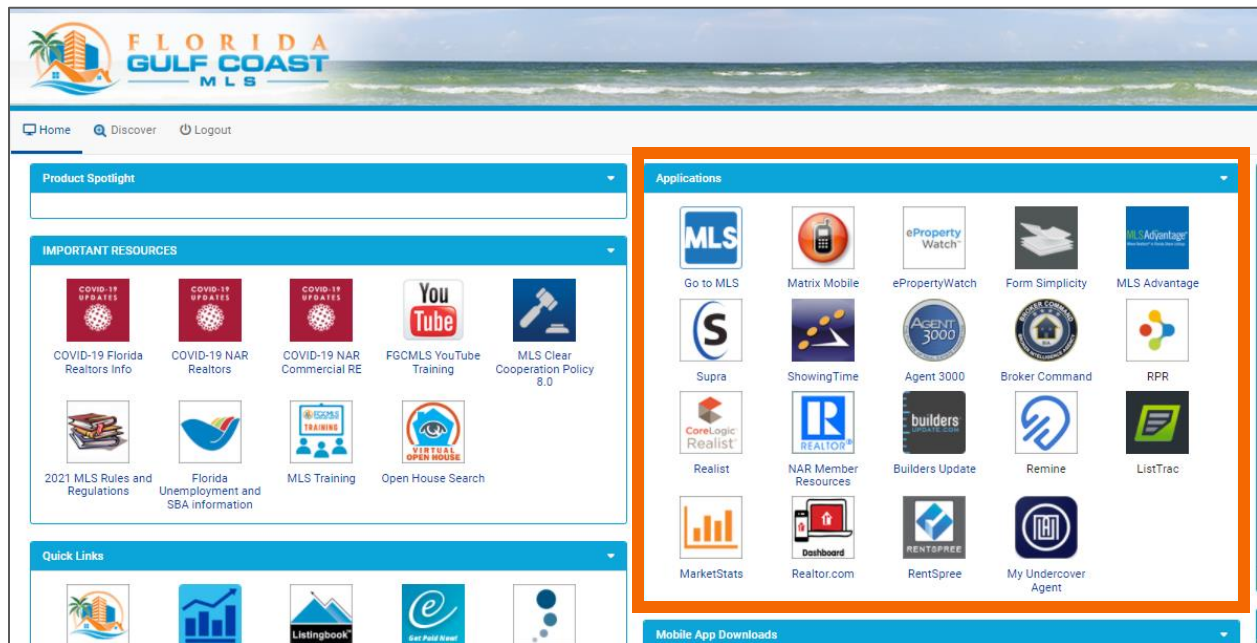


## MLS BUSINESS SOLUTIONS

Royal Palm Coast REALTOR® Association is pleased to provide its members with a wide variety of valuable products and services, available on the FGCMLS Dashboard, to address your day-to-day business needs. These resources are benefits of your membership and are available for you to use at no additional cost.



You will find these products and services in the Applications section of the dashboard, as seen above.

**MLS** - The first icon, MLS, takes you into our MLS database, Matrix™. Used by more than half of all real estate agents in the US and Canada, Matrix™ is the #1 provider of MLS technology in North America. It is integrated with Realist®, a public-record database. This integration provides users the ability to search across both data sets, MLS data and public-record data, in one location. Matrix™ gives users a comprehensive view of properties in our market – including current listings, past listings, and properties never listed at all.

**Training:** MLS Basic, MLS Pro, MLS Listing Input – Find classes in the Education link on the Dashboard.

**Matrix Mobile** – Clicking on this icon will open the mobile-optimized version of the MLS database.

**ePropertyWatch™** – Use ePropertyWatch™ to stay in touch with past customers or current prospects by sponsoring a monthly report about their home value and neighborhood real estate activity. It's the perfect way to stay engaged for years to come.

**Training:** MLS Lead Generation Tools - Find classes in the Education link on the Dashboard.

---

**Form Simplicity** – As a Form Simplicity user, your Library of Forms includes the most current versions of our association, MLS, and broker forms. With Form Simplicity, you can be confident the forms in your clients' transactions are always up-to-date, protecting you and your clients from risk.

- Keep everything related to your transaction in one place. Also, add documents, files, and photos related to your transaction in your transaction folder. Plus, brokers can track agents' transactions in the Broker View.
- Allow outside parties and clients into your Form Simplicity dashboard to view only the documents you want them to see. Let others add documents and comments in real-time, eliminating back and forth emails. Brokers, communicate with your agents within Form Simplicity and seamlessly review their transactions, with every comment tracked online.
- Your transactions are safe and secure in the cloud and can be accessed anytime, anywhere from any device with Internet access. Choose unlimited online storage for simple, easy and fast availability to your real estate transactions and documents. Brokers can create a paperless office. Have all your agents' completed real estate transactions and files saved in your Form Simplicity dashboard, giving you easy access to transactions for long-term storage and legal compliance.

**Training:** Form Simplicity offers training videos at <https://vimeo.com/user10647866>

---

**MLS Advantage** – a Florida REALTORS® member benefit for Florida boards and associations that choose to participate, MLS Advantage allows our members to share and find MLS listings outside of our MLS coverage area. Property listing information can be auto-populated from MLS Advantage directly into contracts in Form Simplicity.

**Training:** Find training videos in the Training tab on the menu bar in the application.

---

**ShowingTime** – a showing management tool, fully integrated with Matrix™. ShowingTime streamlines the showing process. Use the ShowingTime mobile app while you're away from the office.

**Training:** Find ShowingTime guides and checklists at <https://www.showingtime.com/resources/>

**Agent 3000** - Professional Real Estate Marketing Application including analytics and stats. Brand yourself in a one-stop-shop. Go Virtual! Video Tutorials included. Many features in Agent 3000 are free to use, including unlimited custom landing pages to generate leads, social media tutorials, memes, meme generators, reports, flyers, and more. Other features offered in Agent 3000 require an additional fee.

**Training:** Lead Generation with Agent 3000 - Find classes in the Education link on the Dashboard. Recorded webinars and video tutorials are available on every feature in the application.

---

**Broker Command** - A customized analytical tool for Broker or Broker Managers only, can easily monitor and track office performance and agent's progress and profitability.

---

**RPR (REALTORS® Property Resource)** – RPR is the nation’s largest property database, exclusively for REALTORS®. RPR puts data, tools, and reports at your fingertips so you can respond to questions and requests instantly, and position yourself as an essential part of every transaction.

Research property, neighborhoods, and more. Create attractive market activity reports, property reports, CMAs, Valuation workbooks, Neighborhood reports, and more.

**Training:** 16 different RPR classes are taught weekly on a variety of topics. Find classes in the Education link on the Dashboard.

---

**Realist®** - a tax and public record database integrated with Matrix®, our MLS system. Research properties, assess market conditions and trends, find flood maps, find comps, create mailing labels to market to buyers and sellers, and generate custom exports. View details on every parcel in the state of Florida.

**Training:** Intro to Public Records - Find classes in the Education link on the Dashboard.

---

**Builders Update** – no-cost sales and marketing tools. New home construction information that is not accessible by the public. Get leads using New Home Spotlight™, a branding feature that funnels prospects directly to you and a new home search widget that you can use on your website, embed as a hyperlink in your email signature, or use on social media. When prospects use the link, the site has your brand only. No builder information can be seen by the public.

Other features include home buyer registration, 24-hour concierge, and beautiful print-ready property detail sheets.

**Training:** MLS Lead Generation Tools - Find classes in the Education link on the Dashboard.

**Remine** - incorporates and displays MLS, public records, and consumer information in the same interactive view. Remine's client collaboration solutions are designed to keep real estate professionals and consumers engaged with features like open house live, and more. Create mailing labels, and exports, view sell scores, find contact information including phone numbers and email addresses.

**Training:** Why You Should Use Remine - Find classes in the Education link on the Dashboard.

---

**ListTrac** – Analytics for your listings. See views, shares, favorites, viewer location, and more on sites across the internet including Zillow, Trulia, REALTOR.com, Homes.com, and others. Send sellers a weekly or monthly sellers report to show them how hard you're working to market their home.

**Training:** Videos available on our YouTube channel, [FGCMLS Training on Demand](#).

---

**MarketStats** – Compare up to four geographies by a variety of housing variables, market metrics, and time calculations. Investigate important market metrics by county, city, and zip code. Personalize market charts with your brand and contact information.

**Training:** Coming soon – Find classes in the Education link on the Dashboard.

---

**RentSpree** – for property management. Collect rental applications and screen tenants to receive TransUnion credit reports, criminal background checks, and nationwide eviction reports. The services are free for agents and property owners. Applicants pay the application fee directly in RentSpree.

**Training:** YouTube video coming soon, following a webinar scheduled on March 24<sup>th</sup> at noon.

---

**My Undercover Agent** – Free unlimited access to the 'lite' version of this platform, the database offers quick access to hyper-local data to service customers. Nurture leads, service existing customers, or build long-term relations after closing, My Undercover Agent researches and maintains hyper-local data that is beneficial to you and your customers with very little effort on your part. You can try the Pro version for free for 30 days. After that, the cost is \$44.95/month. With the Pro version, you can create branded reports, and soon they are adding an 'invite' feature so that you can invite your customers to your branded portal where they can access the data as well.

**Training:** Provided by My Undercover Agent, you may register for webinars by clicking on the MUA link on the Dashboard. Recorded webinars are available on the FGCMLS Training on Demand YouTube channel.