



# MLS UPDATE

## Message from Andrew Barbar, President

As your new President for 2006 I want to take this opportunity to tell you what an honor it is to accept this position. I will be working closely with your officers and directors to fulfill both our Mission and Vision Statements. I would also like to share a few thoughts with you about this coming year.

We all know what a record breaking year 2005 was in the real estate business, especially here in southeast Florida. Home prices have been surging not only in part to interest rates remaining relatively low and the demand for homes growing faster than the supply, but also because of the sense of security real estate investing provides. While we are hard at work with buyers' and sellers' investments we need to stay focused on the changes in our profession.

We invest a great deal of energy working in the world of real estate and must take the time to use the

latest tools of the trade to our benefit. One of those tools that our Regional MLS has started putting into place is the transition to MLXchange. RE/Xplorer is being retired. Available now to all RMLS members is MLXchange Professional, your new vehicle to access MLS data. This system also includes the integrated MLX Professional Agent Web Site, along with a host of other exciting business solutions. Please take time to read about this transition in this issue of your newsletter. As these changes are put into place, the RMLS website will be updated to include this valuable information.

Stay on top of your profession. Use the latest tools available to you. Your membership in RMLS offers you many of these tools at no additional charge. I urge you to take advantage of them and let them work for you. I wish you all a wonderful and very productive 2006.

### Phone System

To provide better service, RMLS has upgraded the phone system. We have also added additional phone lines to handle the growth in membership. One of the new features include: Call Back Option. When prompted - pressing 1 while holding in queue will reserve your place and the system will automatically return your call with a live representative waiting to assist you when you answer the Call Back. Please don't leave a message if you cannot wait for a call back.

### Membership Statistics

MLS Offices	2,665
MLS Agents	16,266
RAPB Agents	11,141
JTHS Agents	2,350
SLAR Agents	1,549
Non-Realtor	191
Direct and Reciprocal	1,035

Regional MLS, Inc.  
8895 N. Military Trail, Suite 301-D  
Palm Beach Gardens, FL 33410  
Phone: 561-627-4548  
Toll Free: 888-627-4648  
Fax: 561-627-1706  
Website: [www.rmlsfl.com](http://www.rmlsfl.com)

Office hours: 8:00 to 5:00  
Phone Support: Mon.-Fri. 8:00-7:00  
Sat. 9:00-3:00

**2006 Board of Directors**

President: Andrew Barbar  
V. President: Phyllis Choy  
Treasurer: John Mike  
Secretary: Ron Ansara  
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Directors:  
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Linda Murphy  
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Scott Wingfield  
Staci Storms—CEO, RASL  
Tracy Mallette—E.V.P., JTHS  
Bill Cozart—E.V.P., RAPB  
Patty Connor—CEO, RMLS

**Vision Statement**

The vision of Regional MLS Inc. is to be the premier provider of Real Estate data to its membership.

**Mission Statement**

The mission of Regional MLS Inc. is to provide accurate and timely real estate data and related services.

**Shareholder Associations**

Realtors Assn. of the Palm Beaches  
1926 10th Ave N, Suite 410  
Lake Worth, FL 33461  
(561) 585-4544 Fax (561) 585-4348

Jupiter, Tequesta, Hobe Sound  
Assn. of REALTORS  
901 W. Indiantown Road, # 18  
Jupiter, FL 33458  
(561) 746-2707 Fax (561) 575-9766

Realtors Assn. Of St. Lucie Co.  
6666 S. U.S. Hwy 1  
Port St. Lucie, FL 34952  
(772) 465-6080 Fax (772) 464-5774

## MLXchange Debuts As Primary MLS

MLXchange Professional is now available to all RMLS members to access MLS data and includes listing data from Southeast Florida and Martin County. The MLXchange MLS system is also highly customizable. Search templates, result grids, reports, hot sheets, CMAs and presentations. Everything is 100% customizable, making it easy for you to work how you want and differentiate your services.

Your RMLS MLXchange system also includes the integrated MLX Professional Agent Web Site with Private Client Web Pages, E-mail Templates, Lead Capture, and Client Manager.

In conjunction with WyldFyre Listings, MLXchange Professional will become your primary MLS system at the end of the first quarter, beginning of the second quarter. So please, take the time to familiarize yourself with the program and attend a training class.

Here is what will be covered:

- ~ Introduction
- ~ Settings
- ~ Getting Things Done / Home Page/Quick Search
- ~ Contacts
- ~ Listings
- ~ Results and Details Screens
- ~ Hotsheet
- ~ CMA
- ~ Reports
- ~ Tools
- ~ Review Detail Client Record Screen
- ~ Tax
- ~ Listing Maintenance
- ~ MLX Wireless

Register now at [www.rmlsfl.com](http://www.rmlsfl.com)

## Membership

- ◆ New applications and transfers: Please note that new applications and office transfers take 1 to 2 days to process AFTER they have been processed by the Realtor Association. If you are a Realtor member, RMLS cannot process any membership changes until they are processed by your Realtor association.
- ◆ Per RMLS Board of Director decision, RMLS has begun charging a fee for secretaries and assistants who access the RMLS programs. The fee is \$100 per year, pro-rated from the month of joining. Updated applications are available on our website, [www.rmlsfl.com](http://www.rmlsfl.com) under the *Membership* link.
- ◆ Contact information can be changed on our website. Go to [www.rmlsfl.com](http://www.rmlsfl.com), and then click on *MLS BillPay/Member Info*. Type in your login information, and then click on update personal information. It is very important that we have correct contact information, especially email address.
- ◆ Important information regarding the transition to MLXchange will be sent out by mail and by email. Make sure you don't miss it by verifying your contact information!

## Maintaining A Current Office Roster

One of the primary functions of RMLS is to maintain accurate listing data. In keeping with this principle maintaining an equally accurate office roster is just as essential. Notifying the RMLS Membership Dept. of member/assistant changes will eliminate the possibility of unauthorized modification to listings and/or access to the database. Additionally, informing the RMLS Membership Dept. of your roster changes will also eliminate the invoicing of agents/assistants who are no longer affiliated with your agency.

>>To report an inactive Sales Associate, Form 2050 must be faxed to 561-514-6401.

*\*You may download Form 2050 at [www.rmlsfl.com](http://www.rmlsfl.com) under the Membership link.*

>>To report an inactive Secretary or Assistant fax the Name and 8 digit log-in ID to 561-514-6401

**All updates must be submitted in writing.**

## BUSINESS BRIEFS

### Jobs

**Leading the Nation**—Florida led the nation in job creation through October, with 253,000 new jobs. Job growth of 3.3% more than doubled the national average of 1.4% Miami/Fort Lauderdale led the state with 64,000 new jobs. Orlando created 41,200 and Tampa Bay generated 31,000 new jobs.

### Tourism

**Birding**—The Florida Fish and Wildlife Conservation Commission last month unveiled the south Florida section of the Great Florida Birding Trail. The 2,000 mile trail offers bird watcher 446 sites. The south Florida leg, the final leg, has 116 sites in 12 counties: Broward, Charlotte, Collier, De Soto, Glades, Hendry, Lee, Martin, Miami-Dade, Monroe, Palm Beach and Sarasota.

### Entrepreneurs

**Welcoming Environment**—Florida provided the sixth-best environment for entrepreneurship last year, according to the Small Business & Entrepreneurship Council's 2005 Small Business Survival Index. In Florida's favor: No personal income tax, no corporate gains taxes and low unemployment.

### Transportation

**Drive Updates**—The Florida Department of Transportation has expanded its free 511 real-time 24 hour-a-day traffic information phone service. It now covers 15 central Florida regional highways in addition to all interstates in Florida and Florida's Turnpike.

*From Florida Trend, Feb. 2006*

## Safe MLS



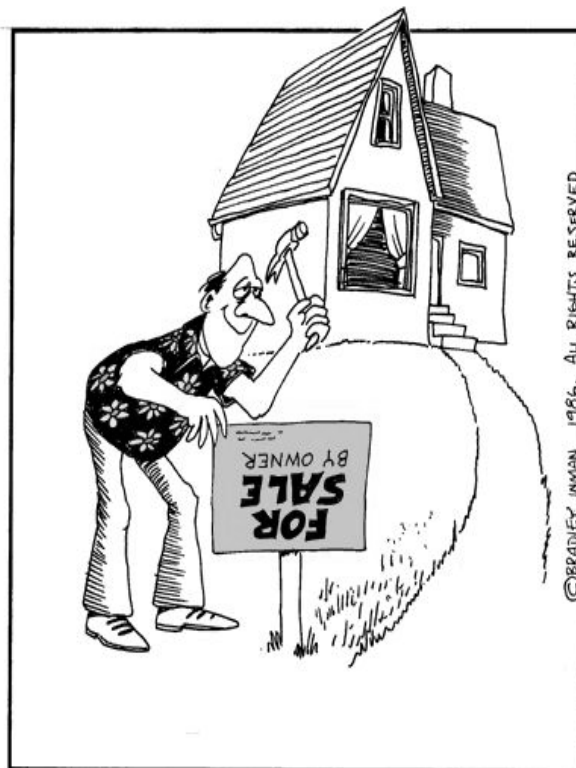
Why do we want your e-mail address? There are several reasons. The primary purpose is to keep you informed of changes that affect you, as we want you to be current with system updates so that your business is not interrupted. Another instance is related to the SafeMLS tokens. If you do not have a valid e-mail address registered to your member profile you will not be able to receive emergency passwords. Emergency passwords are issued when a user has reported a lost, stolen or defective token—the SafeMLS system will send a 4-day Emergency password to your registered account.

If you do not have an e-mail on file and encounter the need to report a lost, stolen or defective token, and if RMLS is closed you will not be able to access the system until the following business day. There are numerous no cost e-mail providers available. If you do not have an email provider we encourage you to explore your options. To update your member profile visit [www.rmlsfl.com](http://www.rmlsfl.com) and choose the *Bill Pay/Member Info* link.

### Department of Corporate Services

MLXchange is your new internet based program. It is not too soon to take advantage of some great instruction on this program. The MLXchange Professional will allow you to customize your own Agent Website to advertise your listings and generate leads. You can manage your prospects using a customizable e-mail. You can organize your day using the home page To-Do or Appointment option.

Ready to learn how? Visit the MLS home page at [www.rmlsfl.com](http://www.rmlsfl.com) and click on the *Training* link to register for one of these sessions in your area. As part of your RMLS membership training courses are offered at no additional cost.



**Spring Training Scheduled for April 5th & 6th  
Check Our Website: [rmlsfl.com](http://rmlsfl.com) for Updated Information**

**The New WyldFyre 7/eNeighborhoods Software Is Here!!**

Come and see the new software the whole industry is talking about. WyldFyre 7 is the latest version of the best selling MLS software program in the business. And best of all, WyldFyre 7 software is now completely integrated with the eNeighborhoods suite of real estate marketing tools.

Here is just a sample of what you will see in this seminar:

New features in WyldFyre 7 include Automatic Client Email, Improved Client Search Updates, and Enhanced Timed Download capability.

The new eNeighborhoods CMA and Buyer Tour replaces the old CMAPro and Buyer Tour. Features include full integration with WyldFyre 7, highly versatile mapping (including aerial maps), bold professional-looking templates, and demographic/school information embedded with the comp data.

In addition to all these new features you will learn how to use WyldFyre 7 to solve common real estate problems, analyze market trends far beyond the average agent, and to work with the MLS data in unique ways and gain a true competitive edge in your real estate practice. What a great way to boost your real estate practice! Come and see for yourself what all the excitement is about.

**SEE YOU THERE! April 5<sup>th</sup> - 6<sup>th</sup>**

**Instructor: Brett Woolley, National Trainer for eNeighborhoods and  
WyldFyre Specialist**



## MLX Wireless

### MLS Access Anytime, Anywhere

MLX Wireless is an inexpensive MLXchange service that lets REALTORS search the MLS for up-to-the-minute property data and photos using a wireless device like BlackBerry Handhelds and Smart Phones.

### With MLX Wireless, agents get:

- ◆ Access to live MLS data anytime, anywhere
- ◆ The ability to search by any property type and status
- ◆ Full color property photos
- ◆ Showing instructions, tax and legal data at the touch of a button
- ◆ Full technical support

### Benefits of MLX Wireless:

- ◆ Improve customer service: Instantly answer client questions in the field
- ◆ Increase efficiency: Less time researching - More time selling
- ◆ Reduce costs: Fewer trips back to the office for lower mileage and expenses
- ◆ Fewer phone calls to the office means less staff required
- ◆ Unbeatable pricing for wireless MLS access

## Don't Be Left Behind!

Don't Be Left Behind! Last Chance For MLXchange Training Before  
Re/xplorer Is Retired In March 2006

Re/xplorer is being replaced with your new system, MLXchange Pro. Register for your training before the transition. Come learn about MLXchange by attending one of the many new training sessions at multiple locations. Nights and weekend sessions are available for your convenience. Seats are limited.

Register now at [www.rmlsfl.com](http://www.rmlsfl.com) under the *Training* link

Plus FREE – 3 months of MLX Wireless when you complete your session!

MLXchange Pro provides many new and exciting solutions:

- ~ Generate Leads, Communicate with your Customers.
- ~ Agent Website with Private Client Web Pages, email Templates - Customizable
- ~ New CMA, Search features, Reports and much more core MLS Functionality
- ~ Client Manager – Reminders, Follow-up on tasks, Track client History

Don't Be Left Behind - Reserve your training seat today before the old MLS system (Re/xplorer) is retired.

## Fair Housing Violations

Educating our members on our Fair Housing Rules is always a focus of the Compliance Department. Our rules stem from Federal, State and local government laws as well as NAR Guidelines. Due to the serious nature of this type of violation, we have strict guidelines for our actions when such violations are found. Our procedures for this type of violation are as follows:

A violation is confirmed and a hardcopy is saved for our records. The correction is made (violation removed) by RMLS Staff immediately upon saving the hardcopy. A notification and \$50 fine are immediately assessed and forwarded to the broker's attention to advise the term found and action taken to correct the violation.

No opportunity will be given to the listing agent to make the correction, as these types of violations need to be immediately removed upon discovery.

Our list of unapproved terms has been removed from our website due to the possibility of confusion from our members. It is intended as a guideline only

and by no means should ever be used as a full list of terms which may cause a violation.

We have included the following list of the seven protected classes of the Fair Housing Act which we suggest our members use as a guideline when inputting remarks into the systems. **It is a violation of RMLS Rules and Regulations for our members to input remarks that discriminate against anyone because of:**

Race  
Color  
Religion  
National Origin  
Sex  
Familial Status

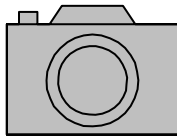
(The presence of children under the age of 18)  
Handicap

For further information regarding our Fair Housing Rules please view our Compliance Page:

<http://www.rmlsfl.com/Compliance/FairHousing.php>

## Making the Transition

Contacts & Saved Searches will not be converted from Re/xplorer. You will need to add these into MLXchange.



MLXchange allows 8 photos. If you have listings with more than one photo you will need to move the photos you want to be transferred into the first 8 photo positions.

## Help Desk Information

Help Desk: [Help.Desk@rmlsfl.com](mailto:Help.Desk@rmlsfl.com)

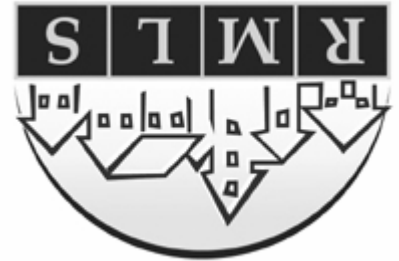
To reach the Help Desk directly between the hours of 8:00 a.m. and 7:00 p.m. Monday thru Friday, and Saturday from 9:00 a.m and 3:00 p.m., Please call: (561) 514-6438 or (888) 363-4696

This will put you in the Help Desk phone queue while bypassing the Receptionist. Your call will be answered in the order in which was received.

New Horizons 2004 Corporate Sponsors



"Technology and Service is our Primary Goal"



[www.rmlsfl.com](http://www.rmlsfl.com)

Fax: 561-627-1706

Toll Free: 888-627-4648

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