



RMLS UPDATE

Message from Phyllis Choy, President

Aim High in 2007...On behalf of the 2007 Board of directors of Regional MLS, Inc. we extend our best wishes for a Happy New Year! This wish is for good health, the love and support of your family & friends, the wisdom to appreciate those who do love you and the determination to set realistic goals for your business.

It is no secret that the real estate market has been adjusting/correcting in 2006 and all indicators are that it will continue during 2007. This is not a bad thing if you return to "Real Estate 101." Those who WANT to sell their home will do so if they price it correctly. Buyers now have SELECTIONS & CHOICES of what they can buy. The escalating prices for real estate in our area during these past three years could not have sustained itself. As Realtors we are now back to the basics of marketing homes. Buyers & Sellers want to work with *professionals* who know and understand "today's" market. Do your homework - as a member of RMLS many tools are available to you: MLXchange, WyldFyre, Realist Tax, ShowingAssist, RatePlug, IDX, On-site Training, Technology Assistance, HomesAcrossTheWorld, and so much more. Go to "Business Tools" on the RMLS web site to see all the services provided to you as a member of this professional organization. As you work towards achieving your goals, step back and remember that our business is really "back to the basics" in 2007.

The staff of Regional MLS along with the Board of Directors continue to bring new and innovative tools to help enhance your business practices. Customer Service is one of the top goals for the 2007 Board of Directors. The staff of Regional MLS will continue to serve the needs of our members & to be the leader in MLS services. In closing; be proud of the profession you have chosen, reach high to achieve your goals and never compromise who you are.



Kelly Blevins, our Manager of Membership is leaving Regional MLS after 18 years of dedicated service with our organization. Earning her BA in Elementary Education at FAU Kelly is embarking on a new career as a teacher with the School District of Palm Beach County. Kelly has been a very important part of the growth of RMLS over the years and truly will be missed. A young woman once asked a guidance counselor for advice as to which profession to choose. "Should I become a teacher, or should I be a writer?" she asked. The counselor replied: "Select teaching, because if you will have the good fortune to have even one able pupil, you, too, will learn. And there is no greater satisfaction in life than to keep growing." Our very best wishes to Kelly as she grows into a new and rewarding career with some of Florida's most important assets... our children.

MLXchange 3.0



A new release of MLXchange will be available soon. There are some valuable enhancements to the existing *CMA*, *Listing Input module* and a new *Transaction Task Manager*. View the RMLSFL homepage for updates.

www.rmlsfl.com

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

Office hours: 8:00 a.m. - 5:00 p.m.
Phone Support: Monday - Friday
8:00-7:00 & Saturday 9:00-3:00

2007 Board of Directors

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V. President: Ron Ansara
Treasurer: John Mike
Secretary: Linda Murphy
Imm. Past Pres.: Andrew Barbar

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Tracy Mallette—EVP, JTHS
Bill Cozart—CEO, 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, Suite #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

*Important
DATE!*

Annual Billing

Thank you for your continued membership! We are gearing up for the next annual billing and would like to give you some key dates. There were no dues changes for 2007.

- » **February 1st** - Invoice for the April 2007 - March 2008 billing
- » **March 25th** - Finance charge assessed to all unpaid invoices (\$50.)
- » **April 21st** - MLS access suspended for accounts whose balance remains unpaid including finance charge.
- » **April 28th** - Unpaid balances transferred to the broker's account

Payments can be made three ways. The easiest and quickest is by using our web site to pay your bill on-line, www.rmlsfl.com. You can also mail your payment or bring it by the RMLS office. Payments must be received in the RMLS office by the due date. We do not go by postmarks. Please note the member number you are paying for on the check. Also, please include the top portion of the invoice with your payment.

We are asking everyone's help to make this year's billing go smoothly. Please assist us with the accuracy of our information by sending timely 2050's inactivating agents no longer with your company. Please provide any address corrections or changes immediately. You can update your personal information by clicking on the "**Update Your Info**" line on our homepage. This will help insure the invoice is being sent to the correct address.

Hopefully, this helps clear up any confusion you may have concerning our annual billing procedure. If you need further clarification, please contact our office.



Regional MLS Communications

RMLS is making efforts to enhance communication with our membership. Two of the best methods of communication are email and our website. Please visit www.rmlsfl.com frequently to view messages such as:

- ▣ System Status
- ▣ Upcoming Events
- ▣ Program Help
- ▣ Annual Billing
- ▣ Training Classes
- ▣ System Enhancements
- ▣ Additional Products and Services



You will find email addresses for all staff members under **Contact Us**. We are constantly working to enhance the site and make it work better for you. If you have suggestions please email suggest@rmlsfl.com.

Speaking of email, do we have your updated email address? Email is an essential tool for sending timely information to our members. To verify your contact information visit www.rmlsfl.com.

Help us help you keep the lines of communication working. Let us know what we're doing right and where we can improve.

RMLS Offers Classes on the Training of RMLS Programs and Services at No Cost to RMLS Participants and Affiliated Subscribers



Please register at www.rmlsfl.com and click on the **Training** link. This is an important value of your membership. Our trainers, the best in the business, closely schedule their time according to the number of registrants for each class. In the event a reservation is made and the registrant does not attend without canceling their reservation 24 hours in advance of the class, a **\$25.00 no-show fee** will be posted to the Participant's next monthly bill.

Thanks for your cooperation!

Help Desk

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 it was received.

Lock Box Exchange

Supra will be conducting a "one for one" exchange of the old *AE2 (grey)* lockboxes for the new *iBox (blue)*.

All AE2 boxes will be accepted in any condition - working or not.

Start gathering your old lockboxes so you don't miss out on this money \$\$\$ saving opportunity to update your listing tools.



Watch for additional info coming to our website!

Better Driving Directions

The next time you set out to an unfamiliar destination, take a moment to enlarge your directions to make them easier to read while driving. If you've hurriedly jotted down directions from someone-or even printed off Internet directions-it's worth taking a moment to rewrite them in large lettering on a clean sheet of paper, or retype and print them out using a large font size.

This way, you won't be straining to read small print or illegible handwriting. Instead, you'll be able to glance down and instantly see what your next move is.

Admin Services Updates

Supra

Members who utilize the lockbox system are cautioned to verify with the HOA or POA in a development/subdivision to ensure lockboxes are allowed. There have been instances where those associations have removed lockboxes by cutting shackles causing the lockboxes to be destroyed. Lockboxes are under a 1 Year Warranty which only covers internal mechanical defects.

Compliance

Regional MLS has revised the *Rules and Regulations*. In addition, a *Compliance Guidelines* document has been created to offer quick reference to violations. You may download this information at www.rmlsfl.com under **Forms/Downloads** then choose **Regional MLS Forms, Membership Forms, Input Sheets**.

Regional MLS is dedicated to data integrity. To avoid infractions it is recommended that you review the *Compliance Guidelines* and then review your listings to ensure that you are not in violation. Regional MLS continually monitors the system for infractions. Infractions will be penalized per the *Rules and Regulations*. To report violations you may e-mail quality.control@rmlsfl.com or you may fax to **561-627-1706**.

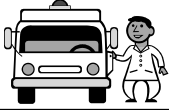
SafeMLS

Having your current email on file is vital to receiving emergency passwords. In the event a token is defective or lost and Regional MLS is closed you will need a current email address on file to receive a 4 day temporary password. If you need to update or add an email address to your account you may update your profile online at www.rmlsfl.com under **Membership**. To report a lost or defective token go to www.rmlsfl.com under **Token Reporting...**for additional info on SafeMLS Policies, please see Page 7 .

Listings

If you transfer out of an office and wish to have your listings transferred into your new office, written authorization from your previous broker must be submitted via **fax to 561-627-1706 Attention: Administrative Services**. Regional MLS cannot transfer listings without the consent of the *original* Designated Broker.





THE RMLS COMPUTER DOCTOR STILL MAKES HOUSE CALLS



Your Regional MLS membership provides you with a qualified computer technician that will come to your home or office for diagnosis and repair of your computer's ailments.

Why should you have to lug your computer to a repair center and be charged up to \$100.00 per hour for labor and wait for weeks to get your computer back when you can call Rick Adams, the RMLS computer doctor, and he will visit your location for a charge of **only \$50.00 per hour**. **Call Rick** on his cell phone **561-644-3693** to schedule an appointment.

Services & Training provided but not limited to the following:

- Set up of the RMLS real estate software, WyldFyre, MLXchange as well as any other software product.
- Analysis and repair of any computer hardware, software, or operating system problems.
- Advice for purchase and setup of a new computer system as well as data transfer from the old computer to the new computer.
- Installation of DSL or Cable high speed internet access as well as setup up of wireless or wired peer to peer networks for sharing of internet and printers.
- Removal of virus, worm, spy ware, adware and other pests that slow down your computer.

A FREE Value-Added Service

RatePlug is the newest value added-service to be integrated into MLXchange. Free for RMLS subscribers, **RatePlug** allows you to include mortgage options from up to three of your favorite lenders with each listing you Email from MLXchange. The benefit for your client is that, with each listing, they get accurate, up-to-date information showing a realistic monthly payment for the property, including property taxes.

The benefit to you is that you provide a valuable tool to your clients and keep them on your listings longer. For the lender, they gain early exposure to homebuyers. (The Lender pays a small license fee to participate).

Find out how to **sign up for RatePlug** for free and view a sample report, and discover how to refer your favorite lenders to this exciting program.

More information about **RatePlug** can be viewed at **www.rateplug.com/rmlsfl**

Penny Wise and Pound Foolish (Article submitted by Bill Tison, ReMax Southeast)

When times get tough people always look for ways to lower overhead and what easier place than an expensive Combination Key Safe instead of the higher priced Electronic Lockbox.

But....is it really worth it?

Have you ever had someone call you for showing feedback about a property that you can't remember showing? Well, you probably didn't. Someone else called using your name. He may have even given your license number, it's easy to find on the internet. With that, the Listing Office freely gave the combo to let whoever it was into the house. It could have been a non member licensed real estate agent, a buyer without a real estate agent, a disgruntled family member who had been locked out and really wanted to get back what was "rightfully" his, a disgruntled former employee doing "payback" or a real pro looking for the big "take". It has happened several times here in South Florida this year. ***It's happened to me!***

Combo lockboxes are so easy to open. They come preprogrammed with combinations that many Listing Agents don't even bother to change like "SPI" or "1234". Some agents will go to the trouble to change the combo to something clever like "BUY", "SEL", the agent's initials or the property's street number. **Amazingly, one could try about 10 different combinations and probably open most of the combo key safes in use today.**

Sooner or later... the combo lockbox is going to get you in a way you never imagined, to the tune of much more money that you ever saved using one. The combo lockbox can be declared the contributing factor for someone to break into your customer's home. If your customer knew, and he will when the police report and his attorney go to work, you would be at the top of the list of people who should pay for his loss. It's just too easy. **You have deep pockets and lots of insurance. Don't you?**

So what should you do? Take another look at the Supra Electronic Lockbox! Nobody can give out the combination to one of these gems because it has no keypad. The Realtor's Association has the keypads and gives them only to the proper people, mostly Realtors. So, from the very beginning, the person using the Supra Electronic Lockbox is known to be honest and trustworthy with your client's possessions. **The Supra Electronic Lockbox records every showing with a time and date stamp, name and phone number of the owner of the keypad.** That's the second best reason not to loan your keypad! I really enjoy telling my customers to call me if they ever come home and find things not as they should be. I promise to read the lockbox and tell them if an agent was in his home and when. Chances are very good that there was no agent visiting the house and the customer can go ahead with his police report, looking for someone else.

Do you have trouble keeping a log of who shows your listing? The Supra Electronic Lockbox will do this for you and make a great report to give to your customer. Some agents don't always leave a card, so there will be times that a home could be shown and the customer not know it. It's the perfect way to account for all showings in a clear, easy to read way. Come listing extension time, this could become invaluable in proving that you did your part in marketing the home.

Getting feedback? It's another valuable function of the Supra Electronic Lockbox. It asks and makes it so easy for the showing agent to get back to you with feedback using email. This helps you identify the problem and take corrective action to get the property sold. And when it comes time to get a listing extension....

I think back over the past 32 years in this business and the progress technology has made in making it better, I can't think of a way to make my listings so easy to show and still protect my customer's valuables. **The Supra Electronic Lockbox is one of the best investments of the day for security, great record keeping, good follow-up marketing and peace of mind. Primarily...peace of mind.**

Safe MLS Token Policies

Lost/Stolen/Broken Token (*not covered by warranty*)



A \$45 (non-refundable) Token Replacement Fee will be charged to your account.

Please be sure to notify Administrative Services that you have paid. You may e-mail admin.services@rmlsfl.com.

Methods of Replacement:

Mail Policy: The \$45 replacement fee must be paid before the replacement token can be mailed. Effective December 1, 2006 there is a \$15.00 shipping and handling fee for the mailing of tokens.

*Note: Payment can be made online at www.rmlsfl.com under the Bill Pay link.

We accept Visa, MasterCard and AmEx

Personal Pick-Up:

Photo ID must be presented at the time of replacement. Cash, Check, Visa, MasterCard and AmEx are accepted.

*Note: If you return the lost token in working condition you will receive a \$20 credit to your RMLS account.

Defective Tokens (*covered by warranty*)

For warranty purposes the defective token must be returned before replacement can be made.

Methods of Replacement:

Mail: You may choose to mail your defective token and RMLS will replace via mail once received.

Note: RMLS is not responsible for tokens lost in the mail. RMLS recommends the return of the defective token in a secure envelope: Example: manila bubble mailer. If a token is not received the Lost Token policy will be applied.

There is no shipping and handling fee for mailing defective replacements.

Personal Pick Up:

Photo ID must be presented at the time of replacement.

There is no fee for the replacement of a defective token.

****There is a \$10 fee to reinstate a reported token.****

Locations

Regional MLS: 8895 N. Military Trail, Suite 301-D, Palm Beach Gardens (561) 627-4548

JTHS: 901 W. Indiantown Rd., Jupiter (561) 743-0553, MLS Coordinator, Midge LaCorte

RASL: 6666 US Highway 1, Port St. Lucie (772) 294-7082, MLS Coordinator, Gloria Kimble

***The sharing of ID and password information
is subject to an automatic \$500 fine***

RMLS Product Partners



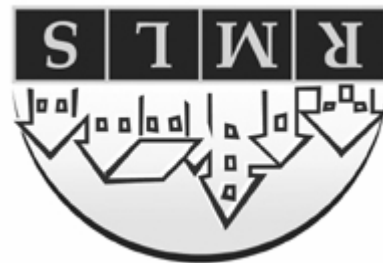
MLX professional

SupraNET™

Clareity
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Realist.com®

"Technology and Service is our Primary Goal"



www.rmlsfl.com

Phone: 561-627-4548
Toll Free: 888-627-4648
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REGIONAL MLS, INC.

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