



MLS UPDATE

Message from Bob Lowe, President

As the new President for 2005, I would like to take a few moments of your time and tell you of my thoughts for this coming year. This year we will be doing things for our members and partners that have been decided at Board of Director meetings last year and are being put into place now.

1. At the end of 2004, RMLS purchased equipment to improve the training centers at each of the Realtor Associations.

2. RMLS has signed an agreement with First American to purchase better tax information. This has always been a problem and concern of ours. The tax information we received was old, and incorrect many times. We hope this new agreement will be the solution.

3. RMLS has signed an agreement with Clarity to provide security to our RMLS system and our member's information. This security is a device that we have purchased for each member. There is an article in this newsletter regarding this. Please check our website for future updates.

5. The Board of Directors of RMLS approved a donation of \$10,000 to NAR and its Tsunami fund to sponsor a neighborhood hit by the Tsunami. NAR is working in conjunction with Habitat for Humanity to build 1000 homes for the people who lost everything in the Tsunami. Your local Association may also donate to NAR.

I would like to explain how RMLS is set up. The RMLS owned and operated by three Shareholders. The Realtors Association of the Palm Beaches, the Jupiter Tequesta Hobe Sound Association of Realtors and the Realtors Association of St. Lucie County. These associations appoint members to serve on the RMLS Board of Directors to make decisions for the membership of Regional MLS. The officers and directors have an obligation to the members and to RMLS and cannot and should not make a decision that would only benefit his or her Association. The number one priority is you the member.

Your Board of Directors selected Patty Connor as CEO of RMLS and since taking over she has done a great job for RMLS. She is a dedicated leader to the Board, her staff and the membership. Patty has also put together a great staff who are focused on you the member.

Thank you for taking your precious time out in our real estate business today to read my comments.



Membership Statistics

MLS Offices	2,200
MLS Agents	13,440
RAPB Agents	9,483
JTHS Agents	1,945
SLAR Agents	1,329
Non-Realtor	163
Direct and Reciprocal	736

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Office hours - 8:00 am to 5:00 pm

2004 Board of Directors

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V. President: Sheri Wetzel
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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 Association of the Palm Beaches, Inc.
1926 10th Ave N, Suite 410
Lake Worth, FL 33461

Jupiter, Tequesta, Hobe Sound Assn. of REALTORS
901 W. Indiantown Road, # 18
Jupiter, FL 33458

Realtors Assn. Of St. Lucie Co.
6666 S. U.S. Hwy 1
Port St. Lucie, FL 34952

RMLS Announces Security Initiative

Regional MLS has recently taken important steps to face a challenge that is prevalent in our entire industry – that of data security – and we wish to share information about this initiative with you, our member. Regional MLS made it possible for you to access the MLS system from any computer with Internet connectivity. As a result, your ability to communicate with clients increased ten-fold. However, with this convenient method of access comes a big challenge – specifically protecting our valuable MLS data from misuse and theft.

While hackers are an ongoing challenge for the entire technology industry, our biggest threats are people and companies who shouldn't have access to the MLS and are logging in with passwords they have either been given or have obtained through other unauthorized methods. Often, real estate professionals do not realize when they give out their login to one trusted person or company, that person may tell another, and eventually scores or even (in some documented cases) hundreds of people gain access. Even if a member never shares their password, it can be stolen or guessed. That risk can be somewhat reduced by using a very complex password and changing it often – but that's difficult to do for most users, doesn't fully solve the problem either, and typically results in the user writing the password down. Because of password sharing and theft, MLS organizations and MLS vendors have estimated between 10 and 25 percent of user logins are not legitimate dues paying members of the MLS.

Limiting access to the information behind the MLS login is important for many reasons. First, there is a lot of sensitive information stored within the listing, including showing instructions that in the wrong hands can lead to burglary and other crime. Second, many of our members now store personal information about customers and clients in the MLS in the form of contact management and prospecting applications, and that information can be misused by someone else logging into your account. Third, as MLS organizations around the country explore integration options with transaction management systems and other data sensitive systems, the MLS becomes the front door to a host of consumer and financial information protected by federal legislation. The need to protect this information is urgent!

In the near future, Regional MLS will be implementing a proven security technology that has been in use by millions of people in the private industry and government for over a decade. This solution was researched at length by Clarity, a well-respected real estate consulting company. Several MLS vendors, including our current MLS vendor, are implementing this solution. In addition, this technology is being supported by many well known third party software vendors such as Wyldfyre and eNeighborhoods.

As this security initiative moves forward, Regional MLS will provide you with more detail information about how it will work, and how we as MLS members can appropriately protect access to the sensitive information entrusted to us.



Congratulations to Cathy Shepherd! She is the Grand Prize Winner of a One Year Membership to Regional MLS.

Cathy won her free membership at the 9th Annual Fall Spectacular Trade Show held by the Jupiter-Tequesta Hobe Sound Association of REALTORS.

Annual Billing

RMLS has sent out the statements for the next billing period and would like to give you some key dates.

February 1st: Invoices for the April 2005 – March 2006 billing cycle were mailed.

March 25th: Due date for all February 1st invoices.

March 26th: 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.

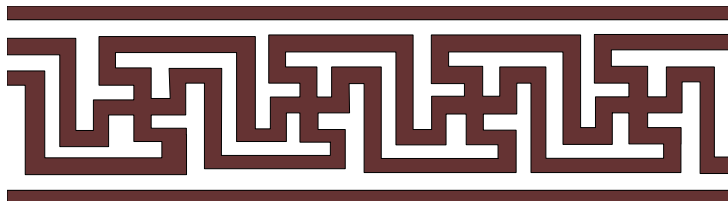
Payments can be made three ways. The easiest and quickest is by using our web site, www.rmlsfl.com. You can also mail your payment or bring it by the MLS office. Payments must be received in the MLS office by the due date. We do not go by postmarks. Please note the member number you are paying on the check. Including a copy of the

invoice is helpful as well.

The amount of the annual membership has not changed from last year. The cost depends on the type of membership you have and is set by the Board of Directors. Section 6 of the Rules and Regulations outlines the fees and charges. A copy of the Rules and Regulations can be downloaded from our web site, www.rmlsfl.com.

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 and providing any address corrections or changes immediately. This will help ensure the invoices being sent are correct.

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



Change in Membership Process

Regional MLS will begin processing its own membership. Previously, all membership changes were processed through the Realtors Association if you were a member of either the Realtors Assn. of the Palm Beaches, the Jupiter-Tequesta-Hobe Sound Assn. or the Realtors Assn. of St. Lucie. The membership changes were then downloaded to Regional MLS. This included all new members.

Any membership changes including transfers and terminations will need to be sent to RMLS in addition to the Realtor Association. The 2050 form that is sent to DBPR and to your Realtor Association will now need to be sent to Regional MLS in order for the changes to be reflected in the MLS system.

Brokers: All new agents will need to apply directly to RMLS after they have applied at the Realtors Association. They will receive their login information from Regional MLS.

If you have any questions, please call either Teresa or Kelly in the membership department at RMLS. The number is 561-627-4548. You can also email questions to membership@rmlsfl.com. The membership department also has a new fax number. It is 561-514-6401. All membership forms should be faxed to this number.

Regional MLS Staff

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New Marketing Vehicle for International Real Estate

Regional MLS and Threewide Corporation recently announced their combined effort to create a public and private web site, Worldwide Integrated Real Estate Data (WIRED), to be the premier marketing vehicle for International real estate.

Threewide, a software development firm founded in 1999, is the provider of the ListAndSend Product Suite and has more than ten Multiple Listing Services, including Regional MLS, in the United States using its software and technologies. "Regional MLS has been working with Threewide on various projects and we are very confident in Threewide's ability to continue to provide very high-end, reliable solutions in a very cost effective manner" says Patty Connor, CEO of Regional MLS.

To learn more about Threewide and its products visit them online at www.threewide.com. With this program, an international Real Estate Agent can enlist the services of a member of RMLS WIRED. The RMLS WIRED member signs a marketing agreement with the International real estate agency, info about the property is gathered and inputted into this program. The data is then formatted for a website distribution designed to generate prospective buyers for the listings outside the US. The RMLS WIRED member is able to refer the buyers to the international agency and be paid a referral fee using a transnational marketing agreement.

For more information, please contact Regional MLS at 561-627-4548.

Martin County MLS Now Available

Through a Multi Association Agreement, RMLS members can now log on to the Martin County MLS for all areas in their jurisdiction. The Realtor Association of Martin County has a MLX site that is accessed at ramc.mlxchange.com. The guest user ID is "RMLS" and the password is "MLS". This logon has a restricted number of accesses, so if you get an "unauthorized" message, try again later.

The data sharing development process to combine listings from the Realtor Association of Martin County, Regional MLS, and the Southeast Florida MLS is progressing well, and is still on target for release in May. Once complete, you will see Realtor Association of Martin County listings, and Southeast Florida listings returned in search results along with Regional MLS listings in MLXchange.

With this data sharing, you will...

- ◆ **Save money:** Your RMLS membership will provide access to Martin County and Southeast Florida listings without the need to pay these Associations for a separate membership fee for MLS access.
- ◆ **Save time:** Listings are only entered into RMLS's MLS. They will be automatically included in RAMC and SEFL, eliminating the need to enter the same listings in both systems.

If you have any questions, please contact our office at 561-627-4548.

Re/Xplorer and Wyldfyre LMPRO News

◆ MLXchange in Search Mode

Regional Multiple Listing Service has provided a new browser based Listing Search called MLXchange. On the front of our Website homepage, www.rmlsfl.com, a new login link, "Regional MLXchange" allows all Members to access this new MLS information source. You can use the same login ID and password as you use for RE/Xplorer and WyldFyre. If this browser program looks familiar, it is because Martin County, Fort Lauderdale and SouthEast Florida MLS, all use MLX as their base MLS source. At the present time, Listing Input is not available. You will still have to input listings in REXplorer and WyldFyre and Photos in RExXplorer. We are very interested in your feed-back about this program. Please email xchange@rmlsfl.com with your comments.

◆ Re/Xplorer 2.4 Upgrades

An upgrade to REX 2.4 has been put in place on February 15, 2005. Many enhancements to the program are being made, with just a few being readily visible to the user. However, many users have already seen some of the new updates: Printing other reports (Tax Report) with the one selected; Emailing using a Web based client (AOL) as well as a computer based client (Outlook Express, etc.) The most significant change is the way Email is handled. A client now has the ability to "Opt-out" of receiving email from the REXplorer Publish or Prospect function. This helps us conform to the requirements of the Can-Spam Act as it pertains to commercial email. The login dialogue box will now retain the user ID to assist speed of access. Will keep you posted as we improve the quality of your Browser based MLS.

Training News

New users Manuals for each class have been updated to correspond with the revised programs and the class content by the trainer. We will continue that process with any new or enhanced updates. We have also developed an explanation and key index for all the Input Sheet features. On site office training and an ongoing evaluations process is giving us the necessary feedback to provide quality and meaningful instruction. Please visit our website for details—www.rmlsfl.com, then click on training.



\$ 2050 forms \$



The Accounting department would like to remind brokers and office managers to submit a copy of the 2050 form to your Realtors Association **and** to Regional MLS promptly upon the change in status of an agent. You may fax it to our membership department (561-514-6401) or you may email it to membership@rmlsfl.com. We know how busy everyone is, but please take time to follow up after you have sent the form to make certain the agent has been inactivated with your office: using Re/Xplorer is the quickest way. This could save you money in the end. NOTE: The date the form is **received** by your Realtors Association and/or Regional MLS is the date of deactivation.

RMLS does not search for a date with FREC when an agent may have left your office, nor does FREC notify RMLS. The **ONLY** date used for inactivation is the one entered by the Realtors Association, and Regional MLS, and we bill accordingly. For offices that are either non-realtor or direct members, a copy of your form should be faxed or emailed to the membership department at membership@rmlsfl.com. Again, the date the form is **received** is the date of de-activation.

Just a reminder: To assist with payment allocation, please enclose a copy of your statement or invoice with your payment. In the event that you cannot, please make note of your account number on your check. Your cooperation is greatly appreciated.

Supra, Listings, Photo Update

Supra Update:

If you have questions concerning your account with Supra please call their customer service number at 1-877-699-6787. For additional questions you may contact the Supra Department at RMLS.

Supra Rules and Regulations reminder: PIN codes may not be written on the keypad or kept anywhere near the keypad. Under no circumstance should agents be sharing or loaning keys. Such infractions will be cause for a fine of up to \$500.00. For additional information please see the Rules and Regulations Sections 14.3 and 14.4 pg. 21 or contact the RMLS office.

Listings Update:

The Listing department has been receiving numerous requests to modify List Prices, Listing Dates and Expiration Dates.

These changes are the result of staff error upon initial input. These fields are highly protected.

All requests for such changes must be submitted with a copy of the signed listing agreement. It is mandatory that requests be signed and submitted via fax.

Please take great care when entering listings and completing modifications.

Photos Update:

There have been recent inquiries pertaining to the photos procedure.

When a listing contains a "Y" (Yes) in the Take Photo Field the photographer is automatically notified to take a photo.

If your listing is in a gated community it is important to leave notice with the guard gate that a photographer has been requested to take photos.

Once a photo is taken it will be sent in an electronic file to Re/Xplorer.

The file is sent on Friday. Thus causing a possible wait time of up to but no more than 10 business days.

If your photo has not been submitted by that time then you may contact the RMLS office and we will send a request to the photographer.

The first photo is free and additional photos along with glossies are available for additional costs.

You may also e-mail, mail or self load photos through Re/Xplorer.

To E-mail photos they must be submitted in JPG format with the MLS number in the subject line. The e-mail address is photos@rmlsfl.com. There is a possible wait time of 48 hours before photos are loaded. You will receive a confirmation when complete.

When mailing photos please include the MLS number and specify whether or not the photos are to be returned along with the return address. Please submit multiple photos separately rather than on one printout if you are sending brochures.

To self load:

You may only load photos into the Re/X system at www.rmlsfl.com

Once a photo is successfully loaded you will be able to view in Re/X immediately

There is a 24-hour delay in Wyldfyre a.k.a. Listings Manager Pro.

To Load Photos:

*Note: Before loading photos be sure they are saved to your desktop or a folder.

From the Re/X Menu

- Choose Listings
- Modify
- Photos
- When Prompted enter the MLS #.
- Choose Lookup
- When the MLS # and address appear choose OK
- Choose Load Photo
- Choose Browse
- Choose Load

The photo will appear. To add additional photos move to the next available space (it will be outlined in red)

When you are complete choose Finish

You will be notified that the photos will take a few moments to process.

If you have additional questions, please contact our office.

Compliance Overview

While we cannot address all violations in an article, the following article should shed some light on more common compliance issues.

As a general rule, you can assume any required field not properly completed is a violation of our rules. With the exception of an incomplete parcel id, these types of violations are not immediately fineable. For example, if zeros are entered into the required dimensions fields of a residential listing, a warning letter will be sent to the listing office, allowing an opportunity to correct the listing before the office is fined. Other examples would be inputting the incorrect area number or subdivision into a listing. Our listing input sheets (available under the "Downloads" section of our website) include an asterisk next to all required fields.

Inputting a word or phrase from the fair housing unapproved words list, as well as any possible variation of the fair housing law is an immediately fineable offense. You may find information on The Fair housing rules on our Compliance page. Placing contact, bonus or compensation information in any fields not specifically designated for such information or other than the broker's remarks field would result in an immediate \$25 fine per listing. Inputting the same property more than once into the system would be considered a fineable offense. (This rule excludes the input of a property as a rental and sale.

Mobile homes may not be listed on the system unless in conjunction with a parcel of land. If a member intends to list his/her own property for sale or rent on the system, our rules

require their listing reflect that they are an owner/agent. All input of listings as well as status changes must be made within two business days of the signed agreement or status change, respectively. If a listing is found to show improper selling information, such as an incorrect/incomplete selling agent or sales price, an opportunity will be given for the listing office to request a correction prior to imposing fines. **Once a listing has been placed into the sold status, only the staff members of RMLS, Inc. would have access to correct errors on that listing. Please be sure to verify all information prior to closing a listing in the system.**

A typical immediately fineable offense begins with a \$25 fine and doubles with each subsequent letter. The maximum amount allowed on violations such as those listed in this article is \$500. If a correction can be made to a listing by our staff, it will be corrected after the deadline for the first warning, and an additional fine will be assessed. All notices are sent via US mail, and are given 5-days from the date of mailing for corrections or an appropriate response before (further) fines are assessed.

The Compliance Department is open Monday through Friday, 8-5 to answer any of your questions. This article addressed violations specific to listing input and modification and is not intended to be a substitute for the review of all RMLS, Inc. rules and regulations. The full Rules and Regulations may be found on our website under the "Downloads" section.



Congratulations to the incoming officers 2005, Woman's Council Jupiter Chapter. (Missing from photo) President Elect 2005 Bobby Tobin, from left to right, Estessi Marcelin, Treasurer, Beverlee Sacco, V.P. elect, President 2004 Joy Gouyd and 2005 Membership Secretary Carol Bloom of Regional MLS.



2005 RMLS Trade Show

Last year's event, held in June at PGA National Resort and Spa in Palm Beach Gardens, was a huge success! We had more than 40 exhibitors on our Tradeshow floor and held various Training Seminars presented by nationally recognized industry experts. We're gearing up to prepare for the 2005 show. We'll be back at PGA National since they did such an outstanding job. Mark your calendars for July 7th and 8th. Please watch the newsletter and the RMLS website for updated information as it becomes available.

New Horizons 2004 Corporate Sponsors



"Technology and Service is our Primary Goal"



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REGIONAL MLS, INC.

PRESORTED STANDARD
U.S. POSTAGE PAID
WEST PALM BEACH, FL
PERMIT # 590