



MLS UPDATE

Message from Pat Fitzgerald, President

Mandatory Code of Ethics Training

The deadline for the NATIONAL ASSOCIATION OF REALTORS® Mandatory Code of Ethics Training is approaching the December 31, 2004 deadline very quickly.

As most of you are aware, NAR has mandated that Realtors are required to complete at least 2 ½ hours of quadrennial ethics training effective January 1, 2001 through December 31, 2004 and every four year period thereafter. All new licensees are required to complete at least 2 ½ hours through New Member Orientation and then on a quadrennial basis thereafter.

Failure to complete the requirement shall be considered a violation of a membership duty and suspension will occur until the requirement has been fulfilled.

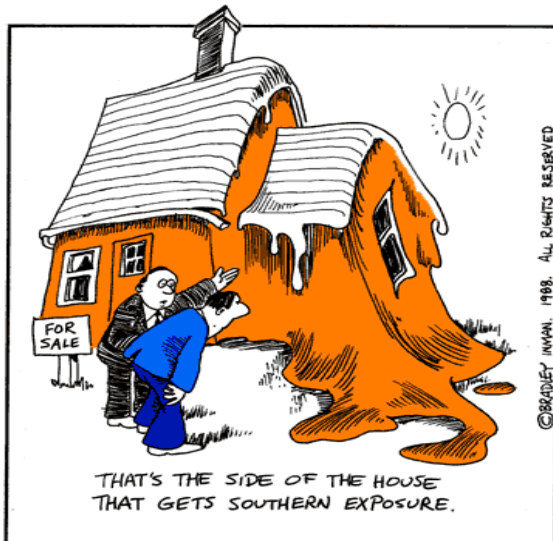
If you have completed the training at another location other than your primary Association, provide written verification of attendance and this will fulfill your requirement.

If you have not completed the training, there are several options

that are available to you. St. Lucie Association provides a Code of Ethics Training Class. Jupiter-Tequesta-Hobe Sound Association provides a class, or the FAR Training Video is available to view at the Association on scheduled dates. The Realtors Association of the Palm Beaches provides a class as well or the NAR Training Video.

The other option available is to complete the online training by going to Realtor.org and clicking on Code of Ethics Training. Please be aware that whether you have completed the training or not, the next quadrennial period of January 1, 2005 through December 31, 2008 is creeping up and the requirement begins again.

For additional information on the Mandatory Code of Ethics, please call your primary Association. Jupiter-Tequesta-Hobe Sound Association is (561) 746-2707, Realtors Association of the Palm Beaches is (561) 585-4544 and St. Lucie Association is (772) 465-6080.



Membership Statistics

MLS Offices	1936
MLS Agents	11,925
RAPB Agents	8,343
JTHS Agents	1,638
SLAR Agents	1,194
Non-Realtor	129
Direct and Reciprocal	801

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2004 Board of Directors

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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 Avenue North
Suite 410
Lake Worth, FL 33461

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

St. Lucie Assn. of REALTORS
4972 S. 25th Street
Ft. Pierce, FL 34981

Report on New Horizons - RMLS's First Information and Technology Fair

New Horizons, our first Information and Technology Fair, was a huge success. Held at PGA National Resort and Spa in Palm Beach Gardens, more than 30 Exhibitors displayed their products to about 500 Members. In addition to the Exhibitors, RMLS had Educational Seminars all day for two full days, accommodating up to 150 Members at a time. With a true focus on the dissemination of information and display of new technology to assist our Members in selling real estate, we feel this event was very valuable to our local real estate community.

More than half of the Exhibitors and Speakers were from National companies. We received a good deal of positive response from the representatives of these companies. Some of the comments we received were:

'Many thanks to all involved with your recent tradeshow. It was a great event to meet our local customers and find some new ones. It was truly a first class event. Thanks again.'

-- Andy Woolley
eNeighborhoods
Boca Raton, FL

'I wanted to let you know that we enjoyed being at the tradeshow, please keep us posted about next year's event.'

-- Leanette Fernandez
RE Web Solutions
Miami, Florida

'RMLS' New Horizons Technology Fair was a smashing success for FNIS. Considering the importance of the RMLS market, it was great to meet so many of our customers and be able to showcase some of the additional products we offer. We definitely look forward to participating next year'

-- Troy Rech
FNIS
Olathe, KS

The RMLS members seemed to truly enjoy the event as well. We expected to only have about 200 to 300 attendees and were very, very pleased to have close to 500. The Tradeshow floor was almost constantly busy and, according to the Exhibitors, the Members seemed to pick up a great deal of information regarding new products and services available to them.

Many of the Exhibitors had nice give-aways. RMLS held several drawings for free Membership, Newport Works of Irvine California, provider of Anytime MLS, gave away a digital camera. Several gift-baskets were provided by Atlantic Bay Mortgage while CRS donated a Publix gift certificate. Additionally, eNeighborhoods and Wyldfyre offered discounts on some of their more popular products.

The true highlight of the event was the Educational Seminars. RMLS brought in speakers from all over the country, including one of the leading Privacy attorneys. We also had experts on subjects such as website placement and design, importance of accurate data, tips and tricks for using the MLS System. One of the most popular sessions was conducted by Darity Wesley of Privacy Solutions in California. Ms. Wesley spoke on the importance of personal privacy and the privacy of clients' information.

Another very popular seminar was held by Brett Woolley of Wyldfyre Technologies. Mr. Woolley spoke to a standing room only crowd about some of the less frequently used aspects of Wyldfyre's Listings product. Mr. Woolley's session was so popular, in fact, that we have invited him back to speak again this fall at our 'Back to School' event in Palm Beach Gardens. Back to School will be held September 8th and 9th at the Embassy Suites on Military Trail and PGA Blvd. There is no fee for RMLS Members for this full day training session and we'll have several different professionals speaking on various topics. Please watch our website and your mail for more information.

The entire Regional MLS staff would like to send a sincere thank you to all those who attended New Horizons. Please feel free to send us any feedback you may have to newhorizons@rmlsfl.com. We hope our next year's event is even better!

Important - Fine Change Notice!

There is a need for greater policing of advertisement of listings found in the Regional MLS Inc. database. This need is being met with a new policy set forth by your RMLS Board of Directors. All listings include an option under the special info field labeled "ANY BKR ADV". If this option is selected, the listing office has given any broker in our system the right to advertise that listing. If it is not checked, written permission must be obtained prior to advertising the listing. Proper credit may be given by something as simple as a disclaimer in your advertisement that notes the listing office. It is important to remember that all information placed in an advertisement taken from the Regional MLS Inc. database must also include a disclaimer that states the information was derived from our database. You may view our full disclaimers in our Rules and Regulations, found under the "downloads" section of our website—www.rmlsfl.com

In a step to ensure all advertisements from our members adhere to these rules, the Board of Directors has set forth the following policy,

effective immediately:

All advertisements found with violations of the afore-mentioned rules will be subject to an immediate fine of \$100 per listing. For example, a listing office or agent whose advertisement listed 10 active listings without the permission of the listing broker would be assessed a \$1000 fine. These fines are not revocable. As such, we highly recommend reviewing the rules and regulations prior to sending your advertisements to the public.

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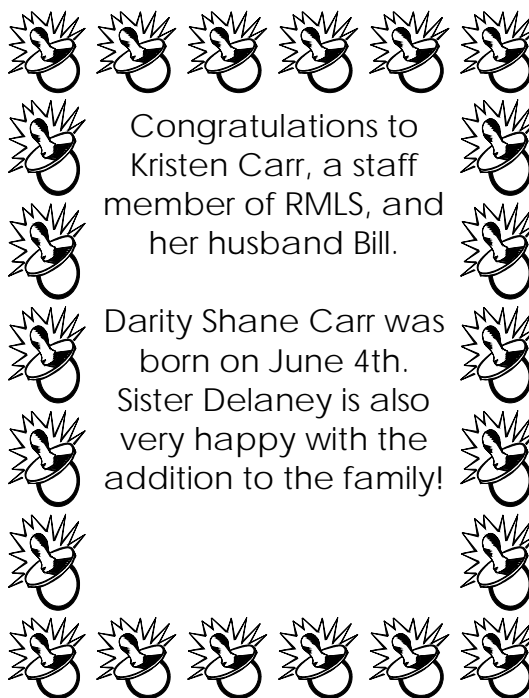
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Congratulations to
Kristen Carr, a staff
member of RMLS, and
her husband Bill.

Darity Shane Carr was
born on June 4th.
Sister Delaney is also
very happy with the
addition to the family!

Re/Xplorer and Wyldfyre / LMP Pro News

◆ WYLDFYRE LISTING MANAGER PRO 6.0 IS COMING!

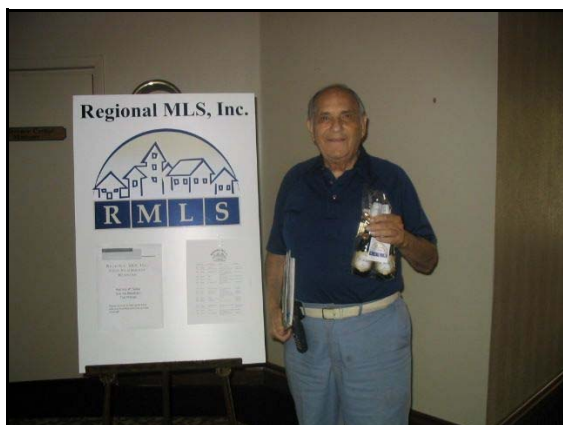
On August 2, 2004, your existing Wyldfyre 5.1 program will be upgraded to 6.0. You will not have to re-install with a new CD. It will be done automatically when you login or request a search. We will also put a notice on our website as well as a popup message on Wyldfyre. When the 6.0 upgrade goes into place, Wyldfyre 4.xx will be retired. Please prepare your agents to stop using any version of Wyldfyre 4.xx, and make sure you have 5.1 loaded on your computers. Any saved or custom searches in 4.xx will have to be reproduced in 5.1 in order to work with 6.0. The only items that can be imported to the new program will be the Contacts List. A direct link to those instructions will be posted on the main website under Technical Support and the FAQ (Frequently Asked Questions).

◆ RE/XPLORER 2.3 UPGRADES

- ◆ The Microsoft Update will no longer be required. A Critical update # 831167 resolved the issue.
- ◆ Search result windows will be the same size as the original window if manually resized.
- ◆ The Prospect Notification system can now send an email to both the Prospect and the Agent.
- ◆ The Microsoft Excel Spreadsheet report now displays Agent and Office full names.
- ◆ MLS One Line A/O now displays other significant information for Buyer's Agents.
- ◆ The Listing Input Module now allows Showing Instructions for either "Call LO" or "Call LA".

Regional MLS Training News

New user 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. Association Orientation is in full swing with Carol Bloom, Coordinator of Corporate Services traveling around the RMLS jurisdiction.



Ted Phillips, one of the winners at the RMLS technology fair. He won free MLS dues for next year!

Corporate Services Dept.

Over 500 of our members attended our first technology trade show "New Horizons". It was held on June 17th and 18th at the PGA National Resort. The future of realtors in the technology world was demonstrated by our vendors. Our members enjoyed the trade show floor, an assortment of refreshments, and the sessions that were held to help them understand our programs. Features from the upcoming upgrade to 6.0 on our Wyldfyre program were demonstrated. Drawing were held in which the vendors gave prizes. Regional MLS had drawings and gave away tickets to this event, Champagne and a grand prize drawing in which three of our members will receive paid membership with RMLS for next year's membership. Congratulations go to the winners, Patricia W. Sabia, Joanne Weidman, Ted Phillips and Herbert Portnoi.

Training on ReXplorer and Wyldfyre is available to you (as a member) at no charge. Please visit our website www.rmlsfl.com to schedule for classes under the Training link. If you would like to schedule training at your office location please call Carol Bloom at (561) 627-4548 for details.

Broker Branded CMAs—A True WyldFyre Advantage!

Real estate columnist Bernice Ross admits that she, along with everyone else, cannot remember names. In an article that appeared in Inman News in August, 2002 Bernice quotes scientific research indicating that the reason we all have trouble remembering names is due to “interference.” For example, you probably remember what you had for dinner last night, but it is unlikely that you remember what you had exactly a year ago. This is because the 365 dinners you’ve had since interfere with your memory.

What does this have to do with real estate? It means that it is absolutely critical to take advantage of your broker’s branding. Ms. Ross cites the following example. “If you were to meet me at a social event and I introduced myself as Bernice Ross of ABC Realty, chance are you would remember the ‘nice blonde lady who sells real estate.’ There is nothing memorable about my name and as a result, most people won’t remember it. What people do remember is a name they’ve seen on a number of occasions. In this case, it’s generally the name of my brokerage company.”

Bernice concludes by advising agents who want to effectively brand themselves to “take advantage of the broker’s branding and create an individual brand for your specific business niche.” This begs the question of “in what ways can real estate agents implement this advice into their business?” Part of the answer lies within the WyldFyre Listings MLS software program and its CMA capabilities.

A CMA is usually given on a listing presentation and represents one of the first, and most important opportunities to create a great first impression—and establish your “brand.” But how is this done when most CMAs generated from host MLS systems are generic and all look pretty much the same? One possible answer is the WyldFyre CMA Pro module. Not only is the CMA highly customizable in terms of the information, but also the folks at WyldFyre have taken this broker branding quite seriously!

When an agent builds a CMA within the WyldFyre program, the Print Page has a unique button called “CMA Styles.” The agent clicks there and is taken to a “Companion Web Site” where they can download graphics to give their CMA the look and feel, and hence branding, of their own company. Both the national brands and many independent brands are there for the downloading. If your brand is not on the companion site, there is a link to add your broker brand to the list. And the best part is, the broker branded styles are free of charge! Broker branded CMAs are just another way that the WyldFyre software can give agents a real competitive advantage. To find out more about the WyldFyre software program, just contact NTREIS.

Supra iBox

The new Supra Infrared Keyboxes (Supra iBox) are starting to be circulated and it seems they are causing some confusion to our members. If you have come across the “new blue box”, you understand.

The Display Key (or D-key) is programmed to open the infrared lockbox; however, the E-keys must be programmed in order to operate the new lockbox. RMLS has sent an update disk to all members who have the E-key and you must update the key prior to using the new iBox. If you have not received your disk, please call RMLS at 561-627-4548, and ask for either Diana Duke or Kirsten O’Neill.

To open the iBox, press the Enter button for DisplayKey to turn it on, or for the E-Key, turn your PDA on and open the e-Key application for E-Key. On the “obtain key” option, press Enter. Enter your PIN code and press enter. Aim the infrared (IR) port on the end of your DisplayKey directly at the IR lens on the iBox. After the tones stop, your DisplayKey prompts you to press up on the black key container located on the bottom of the iBox. Press up on the bottom of the iBox to release the key container.

Some helpful tips to follow to successfully obtain the key include, (1) having the key and iBox within one foot of each other, (2) if the iBox is in direct sunlight, you may consider shading the area between key and box, and (3) wait for the tones to stop before breaking the connection between your key and the iBox.

To release the shackle, simply choose the “release shackle” option. Enter the shackle code, and aim the infrared port on the key at the infrared lens on the iBox. With the e-Key, you will be asked if you would like to change the keybox settings. Tap yes to make changes or tap no to continue.

Supra information

Unlimited Voice Updates:

RMLS has re-set the unlimited voice update option. This means that you will be able to call in on any day to receive and update code, even if you have not cradled your key for two consecutive days.

In order for your key to function at its designed purpose, please read the following:

The KIM system was designed with four methods for agents to obtain update codes. They are automatic cradle sync, manual cradle sync, automated voice and by logging on to the Supra website. The primary way in which the D and E-keys should be on the eSYNC charger cradle. Receiving an update code from KIM Voice or the website should be considered an EMERGENCY update code and not a substitute for an eSYNC.

If you are using the KIM voice/website as a means to update your key on a regular basis you could possibly be showing properties and end up with a dead battery. If the battery dies, the key will need to be in the charger for a minimum of three hours to obtain enough charge to function. Additionally a key in this state of drained battery charge may lose its programming.

At this point, the key will most likely need to be reprogrammed by the KIM Administrator or replaced. If the key is not successfully programmed the keyholder will incur a \$150.00 replacement fee.

By voice updating, you are also negating the benefits of a networked system. For Ekey users, Roster data will not be updated for both D and E key users daily showing information will be missed. For agent and homeowners, this brings about increased security issues.

For the aforementioned reasons, we strongly urge all keyholders to cradle their keys daily.

We strongly suggest that KIM voice and KIM web be used only in emergency situations.

E-Key Users

Supra has added an automatic PC-Internet Sync ability for eKey users who currently update their eKey PDA device using the PC-Internet Sync process. Any eKey user who would like to have their eKey update automatically through the PC-Internet process will need to download the latest version of eKey applications from the KIM website at www.supraekey.com.

Previously, the keyholder who wished to update their eKey via an Internet connection on the PC, had to manually initiate the eSYNC process. Automatic PC-Internet Sync allows the keyholder to update their applications overnight.

The automatic PC-Internet Sync process is designed to function as follows:

1. At a pre-determined time between 1 and 6 am the device wakes up.
2. eSYNC application connects to the PC, (PC must be on)
3. Opens an internet session
4. Contacts the Supra network
5. Uploads tracking info
6. Downloads updated listing info
7. Updates Supra applications to open Keyboxes

8. Closes the Internet Session

NOTE: Under some circumstances, the keyholder will need to have an Internet session already active in order for their key to update automatically.

- If a keyholder's Internet service is set up to require them to enter a password.
- If the keyholder uses AOL as their Internet provider.

HOW TO GET THESE UPDATES

1. Log into the KIM Agent Website at www.supraekey.com using your eKEY serial number and PIN.
2. Select Download Applications from the list on the left side of the page.
3. Click the install link to download the latest version of eKEY applications.
4. When the dialog box appears, select Save to save the download to your computer
5. Select Desktop as the destination for the saved installation file. Do not change the file name.
6. Double click the eKEY installation link on your desktop
7. Click the Setup button and follow the instructions to install the applications on to your computer.

Virtual Imaging Corporation—VIC

You've known and trusted VIC (Virtual Imaging Corporation) with your RMLS listing photography since 1994. Now VIC offers virtual tours as well!

In July 2004, the VIC Virtual Tour order link will be added to FNIS for agents to order their tours directly from a button in Add/Edit. RMLS has selected VIC to be included as a member of the Preferred Providers Program (PPP).

Coming soon, another feature will be added. When you enter your listing information in FNIS and select the "Order Virtual Tour" button, your order information and your listing's required information will be automatically placed in the VIC order screen. Simply select the products you would like to order for that property, enter your credit card information on their secure site and a local VIC photographer will contact you to set up the virtual tour appointment.

Not least, your virtual tour will automatically be attached to the correct listing in FNIS. You will also receive the tour link for use on other sites. You will not need to manually attach the listing in FNIS. The VIC tour presentation will meet all FNIS media presentation requirements. This means your tour will not be removed from FNIS because it contains marketing information.

Not only do you receive special pricing as a member of FNIS, but a special introductory pricing is in effect for a limited time. VIC has also added several new and exciting choices for virtual tours. If you haven't used VIC, or the advantage of a virtual tour on your listing, you can check them out at their website <http://www.v-i-c.com> - or - go directly to the RMLS order page at <http://www.v-i-c.com/mlswpb.com>

"Gone Fishin' ..." (Upstream That Is)

One of the greatest challenges all agents face is winning the war of being the first to identify the customer and to begin to build a relationship with them. The secret is to attract them early in their buying cycle, while they're still gathering information and figuring out the process. In marketing we call that "Fishing Upstream" – reaching customers before your competition. If you wait until they're looking at specific house ads in the newspaper or property magazines, it's probably already too late.

So how do you *Fish Upstream*? The answer is to change your typical thinking when it comes to Real Estate marketing! You should focus less on advertising product (individual homes) and begin to advertise solutions for your clients. That means that BEFORE you try to fit them into a specific property, let them know that you can answer the difficult questions with which Buyers and Sellers often struggle.

Any single home for sale has a limited appeal to the entire base of buyers on the market because it can only fit with a small segment of buyers' parameters based on its price, location, number of bedrooms or baths, square footage, etc. In contrast, the ability to provide solutions to Buyer's and Seller's dilemmas and questions has a far broader appeal because it applies to the entire market at any given time. Whatever the situation of the potential client in question, some issues and their resolutions have a universal appeal. The key is to address those issues and begin to build a relationship before anyone else does – *Fishing Upstream*, so to speak. You must become the information resource they need before any other agent gets their foot in the door.

How do you offer these solutions? You could try offering special reports or pamphlets: "10 Things You Need to Know Before You Buy a Home That Can Save You Thousands," "Insider Secrets: 15 things lenders don't want you to know, and how save when getting a home loan," or "Don't Dare Sell your Home Without Getting the Answers to These 10 Questions." Simply offering these or similar reports in your advertisements or direct mail pieces, in a conspicuous fashion, starts the process of *Fishing Upstream*.

There are other ways to *Fish Upstream*, as well. Offer to set potential clients up on AnytimeMLS, which will notify them of properties matching their preferences as soon as they are listed on the MLS. You'd be promoting your ability to provide your clients with the information that gives them an edge in the market. Instead of wasting their time looking at print ads of homes that were listed weeks ago or Internet ads that were sold months ago, you can offer your clients something that differentiates you from the rest of the agents out there (without significantly increasing your time investment in servicing them). Tools like AnytimeMLS show your potential clients that they have more of an advantage working with you than with some other agent who wants their business.

However you do it, *Fishing Upstream* is important, and relatively easy to do. So hang out your sign now... Gone Fishin'.

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