



MLS UPDATE

Urgent Email Issue

If you receive email from Regional MLS, your Realtor Association, the MLS Systems (RE/Xplorer, Wyldfyre, MLXchange Auto Prospecting Function) and wish to discontinue receiving the emails in the future please choose to "Opt Out" rather than marking the item as Spam. When your email provider receives Spam warnings from you the organization from which the email is sent will be prevented from sending email to any recipient who uses that email provider.

Currently Regional MLS and the MLS System Auto Prospecting tool emails are being blocked from several top national email providers, causing issues to our members and their clients who wish to receive email.

If you do not wish to receive email please **Opt Out**, do not mark the item as Spam.

If you have an email address with one of the bigger email providers you may not be receiving email from RMLS or from the MLS tools. We are working to correct this issue but it may occur again in the future if the email recipient does not **Opt Out** of receiving future emails.

If you have any questions please contact the Regional MLS Help Desk and watch www.rmlsfl.com for updated information. We thank you in advance for assisting your fellow agents in resolving this matter.



Carol Bloom, Manager of Corporate Services, holds a private SafeMLS token deployment session for Balistreri Realty. More

than 100 agents showed up for this special event. Contact Corporate Services for specialized training and office visits.

Membership Statistics

MLS Offices	2,370
MLS Agents	14,457
RAPB Agents	10,069
JTHS Agents	2,074
RASL Agents	1,372
Non-Realtor	155
Direct and Reciprocal	787

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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
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Realtors Assn. Of St. Lucie Co.
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Buyer Beware

There are PDA (*Personal Digital Assistant*) and cell phone retailers claiming if you purchase an infrared product it will be compatible with the Supra Lockbox system. While this is true it is not entirely accurate.

As it currently stands there are over 30,000 AEII (gray) lockboxes in the field. The I-Box (blue) lockbox has only been in circulation for the past few months. Therefore most of the lockboxes that agents are encountering are still AEII boxes.

While infrared devices may be compatible with the I-boxes there is still a need for either a Display key or E key shell to be

placed into the contact area on the AEII box. Purchasing a PDA/cell phone with the intention of replacing the current keypads that are in place will limit access to over 30,000 lockboxes. Before purchasing a product for lockbox use it is highly recommended that you contact the Regional MLS office for verification.

With the current system the following items are compatible for both AEII and I-boxes:

Supra E Key Shells for the Palm 500,515,505,5x,Zire 31 and the Zire 71 Supra Display Keypad.

Tradeshaw Update

Regional MLS's second annual Tradeshaw and Technology Fair was another huge success. We would like to thank our Members for attending and the Speakers and Sponsors for their support. The number of Exhibitors we had this year was unbelievable, all of whom promised to participate again next year. This event is a wonderful opportunity to view new technologies, learn ways to increase productivity and impact the consumer. Visit the Events page on www.rmlsfl.com for information on upcoming events.



New Regional MLS Family Member



Regional MLS staff would like to welcome Maggie May O'Neill into the family.

- ◆ Born 4/8/2005
- ◆ Weight 8 lbs 2 oz
- ◆ Length 21 Inches
- ◆ Time 6:00 pm

Congratulations Kirsten

New Online Services Link

Please check out our new Internet member services, "IMS", link. You can:

I. Update your personal information

1. Change your home address
2. Change your home phone/fax number
3. Select a preferred form of communication
4. Change/add your e-mail address
5. Upload your picture and/or add a biography

II. Training Classes

1. Register for a class
2. See what classes are offered
3. See what classes you are registered for
4. See what classes you have attended
5. Cancel a class you have registered for

III. Billing Information

1. Pay your bill
2. Run an account activity report which will show invoices and payments made within a date range you select
3. View paid AND unpaid invoices

4. View the method of payment used for each invoice

IV. Brokers can....

1. View and pay any invoices that were directly billed to the office
2. View unpaid and paid agent invoices
3. Pay unpaid agent invoices

Access to this link is on the Regional MLS homepage, www.rmlsfl.com. Select the Bill Pay/Member Info link on the left. This will bring you to the Member Services login screen. Your "Logon ID" is the same as your MLS ID. Your "Password" is your old MLS password (not the one generated by your SAfeMLS). There is an e-mail link at the bottom of the page for support if further assistance is needed. Please continue to read our homepage for Regional MLS news and updates.

To ensure you receive all MLS related information please check to see that we have your correct email address. Follow the directions above. Thank you

RMLS and Martin County Dual Members

The primary benefit of having the MLXchange platform for the Regional MLS members is to be able to search all listings input by members of the Realtor Association of Martin County. Conversely, the Martin County Realtors can search all listings input for Palm Beach County and Saint Lucie County by Regional members. This process is called Data Exchange. However, we have encountered an unfortunate number of duplicate listings in both systems of MLX. If a new listing is input into REXplorer for Palm Beach, Saint Lucie or Martin Counties it will be displayed on MLXchange for both Martin and Regional MLS searches. When a listing is input by a Martin County member it will be displayed on both MLXchange systems. A single property CANNOT be put into both systems. It will only create duplicates in each, a finable violation of MLS Rules and Regulations, and result in a total of four identical listings. Dual members need to have a uniform process where only one system is used for listing input.

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Privacy and The Real Estate Industry—Darity Wesley

As you have probably noticed, privacy and information security are hot topics. So hot that the country's leading professionals are discovering that the increase in the use and integration of technology in the real estate industry brings privacy, security and real estate together in a very large way. As every successful agent and broker knows, information, particularly personally identifiable information, is a very valuable commodity and becoming more precious daily.

Every year a barrage of "Privacy Notices" are sent from credit card and insurance companies, accountants, and most businesses that collect information about you. Did you wonder why you received these notices? They were sent in compliance with a bill passed by Congress called the Gramm-Leach-Bliley Act or "GLBA".

Like most of us, you may have been too busy to read these multi-page, very small print privacy notices. You do need to know, however, that the concept of protecting the use and access to client's information extends beyond banks and financial institutions. In Canada, every business now has the responsibility to protect client and employee information. In California, the Online Privacy Protection Act of 2003 was passed which states that any operator that collects personally identifiable information from a California resident through an Internet Web site or online service for commercial purposes, must post its privacy policy on its Web site or online service and comply with the policy. Almost every other state in the United States is considering, or has such, legislation.

Clearly, consumers shopping for a new home and selling the old one are not the same as they used to be. Buyers are turning more frequently online to look at homes. The NAR 2003 "Profile of Home Buyers and Sellers," reports homebuyers are turning more and more to the Internet to look at homes (93%) and to get neighborhood information (22%). In 2001 when my firm Privacy Solutions, Inc. was founded, first time homebuyers represented 40% of the total online home buying population (State of Online Real Estate, July, 2000, Gomez.com). That means that two-thirds of buyers in the first half of 2003 used the Internet to search for a home!

So where does privacy fit into this? Wireless PDAs, transaction management software and electronic transfer of documents, among many other new technologies, extend the possibilities for interruption, misuse or inappropriate access to your client's data. That sensitive data is now electronically available and whether you know it or not, your clients have concerns about what you

do with it as evidenced by the recent consumer outcry against spam and telemarketing.

In 2003 Congress passed the federal law entitled Controlling the Assault of Non-Solicited Pornography and Marketing Act (CANSPAM). CANSPAM was passed as a result of consumers' demand for government regulation of commercial email the "primary purpose" of which is "commercial advertisement or promotion of products or services."

You need to be aware that consumers are challenging the use and misuse of data at all business levels. They are demanding government regulation and these government-mandated privacy regulations are changing the way the world does business. Business executives and agents in the real estate industry are just now realizing that this is an important area of consumer service which needs to be addressed.

The Federal Trade Commission (FTC) is the agency charged with enforcement of these regulations and they have increased their review of its rules and guidelines and have stepped up their enforcement for non-compliance. The FTC has folks that "surf the net" every day to check out whether or not a website has a privacy policy or statement.

Have you got privacy? Is your website privacy policy in place? Do you have Terms of Use on your website? Do you have a plan for how to balance your need for information and your clients' concerns about what you are doing with it? Are you protected from potential liability by instituting Fair Information Practices?

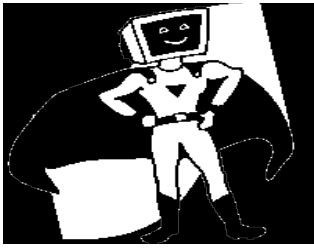
Darity Wesley is CEO and Legal Counsel for Privacy Solutions, Inc. a San Diego based consulting firm. Her team of Privacy Gurus™ are helping the real estate industry change the way it thinks about privacy and information security of clients' and prospects' information. You can reach her at (619)670-9462 or Darity@privacygurus.com, Visit their website at www.privacygurus.com.



Now is the time. Needs are great, but your possibilities are greater.

- Bill Blackman

Corporate Services



Regional MLS is pleased to announce the newest member of the Corporate Service team, Christian Miller, Instructor. Corporate Services is a department that services its membership with office visits. We can attend your agent meetings, instruct your administrators on listing input and discuss the Rules and Regulations of Regional MLS. Do your agents have confusion between our three programs, ReXplorer, MLXchange and Wyldfyre? Would you like your questions answered and instruction on any of these programs? Appointments can be arranged for your courtesy office visit by calling Regional MLS at 561.627.4548.

Lockbox Registration and Report Instructions

In order to view showing activity you must first register your lockboxes. Below you will find a step-by-step guide for registering lockboxes and obtaining activity reports. If you encounter any difficulties or have additional questions you may contact Supra Field support at 1-877-699-6787 or Regional MLS, Inc 561-627-4548

Lockbox Registration

- ◆ Log on to www.supraekey.com, under *Real Estate* choose *Log On to KIM*
- ◆ On the *Welcome to KIM web Login page* choose *FL-Regional MLS, Inc* on the drop down menu
- ◆ Choose *Agent Login*
- ◆ Enter your *Key Number* (located on the back of your keypad) then enter your *PIN*.
- ◆ Choose *Login*.
- ◆ Under *Keybox Inventory* choose *Add New Keybox*

Enter the serial number (located on the back of the lockbox) then the shackle code.

*Entering the listing ID (MLS #) is not required. If you choose to enter the MLS number for your lockbox be sure to update upon removal

Activity Report

- ◆ Log on to www.supraekey.com, under *Real Estate* choose *Log On to KIM*
- ◆ On the *Welcome to KIM web Login page* choose *FL-Regional MLS, Inc* on the drop down menu
- ◆ Choose *Agent Login*
- ◆ Enter your *key number* (located on the back of your keypad) then enter your *PIN*.
- ◆ Choose *Login*.
- ◆ Under *Activity Reports* choose *Showing Activity*
- ◆ On the *All Keybox* dropdown menu choose the serial number of the lockbox for which you need a report. If you wish to print reports for all of your inventory choose *All Keyboxes*

Once you have specified the lockbox serial number choose the date from the drop down menu. *Reports only go back 90 days. If you need a later date you can contact RMLS and we can print a report directly from the KIM database.

Compliance Overview

Regional MLS, Inc. and our Board of Directors have made the decision to make some changes to our fining structures and procedures to better assist our members in maintaining accurate information. In an effort to educate our members on all Compliance Policies, we have created the following notice.

Effective immediately:

- Only violations of our Fair Housing rules and regulations will warrant an immediate fine. All other types of listing violations will first be assessed a warning. If a violation of the Fair Housing rules is found, it will be immediately corrected and the office will be notified of their violation and fine in writing.
- We will no longer have \$25 fines for listing violations. Fines for listing violations will begin at \$50 and double with each subsequent warning.
- If a listing violation can be corrected by the RMLS, Inc. Staff, it will be corrected after the deadline on the initial warning notice has been missed.
 - For example, if an agent's name and phone number are found in the public remarks section, a warning notice will be sent to the listing broker. The broker will have one business week (our standard response time) to respond to the notice by either correcting the violation or requesting the correction be made by RMLS, Inc. Staff in writing. If this deadline is not met, a \$50 fine will be assessed, and the violation will be corrected.
- If the violation cannot be corrected by the RMLS, Inc. Staff, notices will be sent with increasing fines for each subsequent missed deadline.
 - For example, if no commission is offered in the

commission fields of a listing, a warning letter will be sent to the listing broker. The RMLS, Inc. Staff does not have the information necessary to properly complete the listing for the listing office. If the deadline from the warning notice is missed, further notices will be sent. The following fines apply to each subsequent notice:

- 2nd notice - \$50
- 3rd notice - \$100 , total of \$150 in fines assessed
- 4th notice - \$200, total of \$350 in fines assessed
- 5th notice - \$400, total of \$750 in fines assessed
- 6th and final notice - \$500, total of \$1250 in fines assessed

- In every case, the RMLS, Inc. staff can make any corrections required to your listings. All requests for corrections must be made in writing to be valid.
- Fines for Advertising Violations will remain as they currently stand. Each listing found improperly advertised will warrant a \$100 fine.
 - For example, the fine for an advertisement of 3 listings which a listing office did not have permission to advertise (such as a listing from another office with which no prior agreement on advertising has been made) would warrant a fine of \$300.

These changes are our attempt to assist our members in creating and maintaining the most accurate data possible. Thank you for assisting us in maintaining the integrity of the data. Questions regarding policies can be forwarded to quality.control@rmlsfl.com

If you report a Violation you will not receive a call back due to the heavy volume of calls this department receives. Normal Violations procedures will be followed. Please review the listing in question to check for accuracy.

Regional MLS staff can not impose fines on listings originating through data exchange with another MLS/Association.

We appreciate your assistance in keeping the data valuable to our members. For more information please visit www.rmlsfl.com and click on Compliance. Thank you



Visit www.rmlsfl.com frequently
for updated
Regional MLS information

MLXchange 2.0 to be Released Soon

Our search only MLX Listings access will be upgraded during the end of the Third Quarter of this year. The SafeMLS access will also be incorporated into this release. Some new features you will see are adjustable and savable column widths in the one line grid report. Clients/Contacts will be able to have up to 4 selectable email addresses. On the Mapping View, each pin can be clicked to display a Full Report as can the icons on the one line display below the Map. In addition to rubber banding a search area on the Map, you will also be able to select a mile radius search from 0.1 to 99.9 miles. Auto notification to Prospects will have frequency selection. Agent will now be allowed to select the type of report for the Prospect and themselves even if they are different reports. We look forward to much feedback about the successful use of MLXchange by our members. Let us know what you like and what you would like to see: xchange@rmlsfl.com.

Upcoming Wyldfyre 7.0 Release

As we strive to improve our Members features in at Regional MLS, we are preparing to release a new generation of Wyldfyre – Version 7.0!

With the many important new changes and updates, you will experience automated emailing to your clients for listing update prospect matches. In addition, you will be able to select the report style the prospects receive: Photo; Customer; Public or a customized report. Timed Update or Download will offer many new flexible features. Different photos and number of photos will be an option selectable for each property type or class. An Internet Explorer web browser link will be embedded into the program for quick access. New CMA and Buyer Tour report styles will create a professional touch to your presentations. A new Office version of Wyldfyre 7.0 will allow easier maintenance of authorized users without loading a complete new office roster.

We are sure you will find this popular application better than ever. Wyldfyre continues to be the Desktop MLS software of choice in Regional MLS.

RE/Xplorer 2.5 Upgrade

An upgrade to REX 2.5 has been put in place on June 23, 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 reports “on the fly” is now a feature when scrolling through a search result. The new button is called “Quick Print” for just the report you have on the screen. The login dialogue box will now retain the user ID to assist speed of access and on Monday, June 27, 2005, the new SafeMLS login and Token Registration process will be available. For multiple choice features in the “Edit Search” menu a new Boolean Search is available. Each feature will have a choice of: Must Have One; Must Have All; Can’t Have Any. We will keep you posted as we improve the quality of your Browser based REXplorer MLS.

To register for one of Regional MLS’s training courses, which are included as part of your membership dues, please visit www.rmlsfl.com and click on Training. Class reservations must be made online, we cannot schedule training via telephone. Thank you.

Down the Line Corporate Sponsors



"Technology and Service is our Primary Goal"



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