



RMLS UPDATE

Message from Andrew Barbar, President

Getting Back to Basics

There is not a day that goes by that I am not asked the question "What do I think of today's market". For the record, I think it is a great time to be in the real estate business.

After experiencing a sales pace that can only be described as frenzied, many of us were forced to change the way we do business. Market times were minimal and listings were few. We had buyers who wanted desperately to buy, but we could find nothing to sell. Prices were escalating at a pace that was astounding. Fundamentals that we were taught no longer seemed applicable. Our profession grew by leaps and bounds and the competition quickly tightened. The Real Estate industry was booming and was continually credited for keeping the economy strong. What an incredible experience. In all of this the seasoned agents forgot the basics and the newer agents never had to learn them.

According to NAR, 70% of the Realtors in our industry today have never experienced a down market. Now in a buyer's market, we are faced with the necessity to market our listings in ways that had been expected but not necessarily required in the past few years. Today, our buyers can look for a home in a less stressful environment. More importantly, we have to perform the task that we are expected to do, to market and sell the property with the opportunity to build more substantial relationships with our buyers and sellers.

Success in today's market will be in direct proportion to how well one practices the basics. Those who discover this first will find the most success.

MLXchange Professional is the buzz.... "WOW!"

"The link to Supra is great!" *Jim Gelinis, Broker Accent Realty*

"It is user friendly!"
*Kathryn Rosquete
IPRE Corporate*

"Realist Tax is excellent!" *Sue Beydoun, Palm Coast Realty*

"FANTASTIC!...time saving reports." *Mary Keieg, Coldwell Banker*



Membership Stats

MLS Offices	2,760
MLS Agents	16,376
RAPB Agents	11,132
JTHS Agents	2,308
RASL Agents	1,555
Non-Realtor	150
Direct & Reciprocal	1,016

Regional MLS, Inc.
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 Fax: 561-627-1706
 Website: www.rmlsfl.com

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

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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
 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

Florida's Data Security Breach Law

What You Need to Know

By Darity Wesley

If it's against state law, it's generally considered a breach of Etiquette.

- Judith Martin

As you may have noticed in the news, privacy and information security are growing issues in the real estate industry. Every day we are hearing about lost laptops, stolen laptops, lost and stolen wireless devices – just think of all the information contained in those devices...it boggles the mind!

You may or may not know that the State of Florida has addressed the concerns of its citizens much as the State of California did with the first Security Breach Notification Law.

Florida's database security breach law has been in effect since July 1, 2005. It requires that anyone conducting business in Florida with a database of personal information provide those Florida residents with notice in the event there is a breach in the security, confidentiality or integrity of computerized, unencrypted personal information.

'Personal information' is defined in the law as a person's name in combination with one or more of the following:

- Social security number
 - Driver's license or Florida Identification Card number
 - Financial account number
- in combination with any required security code

The timeframe for notification is a bit vague. The law does allow time for you to investigate any alleged breach, but notification must be made without "unreasonable delay". Generally, reasonable delay could be considered 45 days, though it is best to bring your attorney on board the moment you suspect someone has had access to any personal information you have in your computerized systems.

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Florida's Data Security Breach Law...Continued from Page 2

There are a variety of notification options offered by the law but failure to provide Florida residents with notice of your breach is expensive. Fines can run up to a maximum of \$500,000 per breach. And, breach notification laws don't just apply to Florida. Now, some 23 states have enacted such laws so even if your clients and prospects are located in a state other than Florida you have a responsibility to notify them if your computer system is hacked or if your laptop or wireless device with personally identifiable information is lost or stolen.

The task of protecting yourself with state of the art information security technology is getting to be a very complex process. Systems need to be continually updated. Policies, processes and procedures need to be in place and constantly reviewed. Preventative measures are much less expensive than security breach mitigation and public relations disasters. Don't let your business get caught with your firewall down! The consequences can be devastating to your bottom line.

Darity Wesley is CEO and Legal Counsel for Privacy Solutions, Inc. a San Diego based consulting firm. Her team of Privacy Gurus® work with you to create policies and procedures to establish the expectation of privacy for your members, clients, customers, prospects, affiliates, associates, employees and vendors. You can reach her at (619) 670-9462 or Darity@privacygurus.com, Visit our website at www.privacygurus.com

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 was received.

Membership Info.

MLXchange has USER only fields that do not change when your contact information is changed by Regional MLS. It is the responsibility of the member to keep that information accurate.

To view the information listed on your member record, in **MLXchange**, please follow these steps:

1. Log in to MLXchange
2. On the top right of the screen, click on settings
3. Click on personalize
4. Click on Contact information
5. Make any changes needed, then click **SAVE**.

Do You Need 15 Extra Days to Get Your Work Done?



If you always feel harried and harassed to get everything done in your life, think about getting up an hour earlier every day. By getting up just one hour earlier every day for a year, you will add 15 entire days to your life to get things done, according to Leif Hokanson of Personal Best Consulting.

Here are some more comments we've heard from our members about MLXchange Pro:

"I love the personalized email for clients."
Gary Mann, Weichert Realtor Access Properties

"The MLXchange is awesome! CMA, Realist, It's wonderful"
Marta Cerny, Re/Max

"Tax program greatly improved along with label format."
Cheryl Yonker, Illustrated Properties

Please Note: Changes made in this screen WILL NOT update your membership data maintained by RMLS. You must still notify RMLS of any changes to personal contact information. You can do this at our website: www.rmlsfl.com click on the "Update Your Info" link.



IMPORTANT WINDOWS UPDATE

Importance of Having an Updated Windows Operating System:

Microsoft announced they were ending support for Windows 98 and Me. The first has been around for 8 years and the latter never gained much popularity. However, a lot of people may be surprised to hear that Microsoft will also be ending support for Windows XP SP1 on October 10, 2006.

The goal is to encourage users to upgrade to SP2 and get the security enhancements included in that upgrade. If you haven't installed SP2 yet, it's probably time to do so or you may contact the **RMLS Help Desk directly at:**
561-514-6435 or toll free 888-363-4696 or
by email at help.desk@rmlsfl.com

Importance of Keeping Windows Internet Explorer Updated:

Microsoft regularly issues patches or updates to solve security problems in their software. The *critical updates* are the ones you should be concerned about. If these are not applied, it leaves your computer vulnerable to hackers. **Service Packs** are larger updates which upgrade and fix security problems.

The **Windows Update** feature built into Windows XP can check your PC against a common database of patches. You go to a Microsoft web site and your operating system is checked against critical updates and a suggested list shows for your PC so that you may download and install these. You should do this periodically,

More recent versions of windows have an **Automatic Update** feature. This is also available in XP. If you turn on this feature, your PC will check for, download, and install critical updates over night. This eliminates the need for you to periodically check for updates. For assistance, you may contact the Regional MLS **Help Desk directly at:**

561-514-6435 or toll free 888-363-4696 or
by email at help.desk@rmlsfl.com



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 come to 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, spyware, adware and other pests that slow down your computer.

Now Hear This: Listening Skills Are Important



Listening at work is an important skill to develop. You need to listen well for many reasons. You need to listen well so that you can understand others. You need to listen well so you know what it is that you are supposed to do. You need to listen well so that you can predict and prevent possible problems. You need to listen well so that you can set your goals for the future in a positive and realistic manner.

Listening can be hard work, and some people are more challenging to listen to than others, but when you find yourself turning out what someone is saying you should ask yourself why. Are you tuning them out because what they're saying is irrelevant or boring? Or are you tuning them out because you don't want to hear what they're saying?

Keep in mind that being a good listener is one of the best things you can do for yourself and your career. "Learn to listen," say H. Jackson Brown Jr., "Opportunity sometimes knocks very softly."

NEWS FROM THE RMLS MEMBERSHIP & ACCOUNTING DEPARTMENTS

\$ 2050 \$

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

If you changed your status online on myfloridalicense.com, you can submit that acknowledgement page instead of the 2050 form to Regional MLS. Check with your Realtor Association to see what they require.

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 when the 2050 was processed and we bill accordingly.

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, make note of your account number on your check. Your cooperation is greatly appreciated.

Thank you,
Accounting Department

Attention Brokers, Office Managers & Accounts Payable Personnel



For confidentiality purposes, account information is only discussed with the individual or the broker of the office.

In order for Regional MLS to discuss office account information with anyone other than the broker, the broker would need to authorize it. Simply complete the **Accounts Payable/Office Manager Authorization** form found on our website under the Accounting link on the left.. Fax the completed form to the Membership Department: 561-514-6401 There is no fee associated with this; it was created to assist the broker.

This authorization allows the individual to go online and see the status of the office account (i.e. open invoices, unpaid agent dues) as well as make payments on behalf of the broker. It also allows RMLS staff to discuss office information with the individual.

The authorized individual is not granted access to the MLS databases. Regional MLS should be notified in writing when the individual is no longer authorized to have access to office account information.

Any questions regarding this setup should be directed to the Accounting Department.



When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps.

—Confucius

On-Line Services Link - Self Help

Please check out the Internet Member Services - “IMS”

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



Brokers can also....

1. View and pay any invoices that were directly billed to the office
2. View unpaid and paid agent invoices
(This is extremely helpful during annual billing)
3. Pay unpaid agent invoices

Access to this link is on the Regional MLS homepage, www.rmlsfl.com. Select the “Bill Pay” or “Update your 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 security device). 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.

RMLS Product Partners



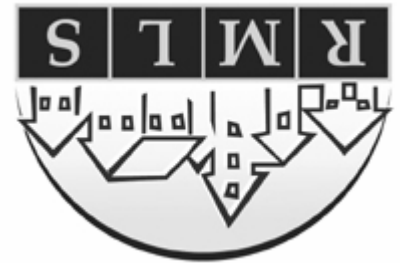
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"Technology and Service is our Primary Goal"



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REGIONAL MLS, INC.

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