

**THE MLS<sup>®</sup>.com**

**T H E M L S O F C H O I C E <sup>™</sup>**



**The MLS<sup>®</sup>/CLAW  
2010 ACCOMPLISHMENTS**

## 2010 Enhancements

Over 40+ System Enhancements

### SLIMM Input Module



### SLIMM –

- ü Submit for Approval
- ü Quick Edit
- ü Sale Type added to the Database

There are 17 Incomplete Listings. 2 Listings are waiting for approval

### SEARCH -

- ü Search by Price per Square Foot
- ü Search Multiple MLS #'s
- ü Search by Sale Type
- ü Custom Search
- ü Inventory Search
- ü CMA Shortcut from Listing Search

RESIDENTIAL -> SINGLE FAMILY -> OVER SEARCH

PREPARED FOR: SHOW MATCHES WITH: PHOTO OPEN HOUSE

OPTIONS SORT COLS HOTSHEET SEARCHES HOTSHEET SEARCH RADIUS SEARCH MAP SEARCH COUNT

STATUS: CLEAR ALL

Active  Pending  Expired

Backup  Sold  Canceled

Hold  Leased  Withdrawn

AREA 1 - 999: AREA A - Z: Exclude?  Y  N

BEDROOMS: to

BATHROOMS: to

STREET NAME: to

STREET NUMBER: to

STREET DIRECTION:  EAST  NORTH  SOUTH  WEST

LISTING PRICE: to

SELLING PRICE: to

CITY: to

ZIP CODE: to

MLS #: MLS# Only:  Y  N

APR #: to

MAP PAGE: to

MAP XY COORDINATES: to

LIVING AREA/BLDG SQ. FT. and zero to

RESIDENTIAL -> SINGLE FAMILY -> DETAIL SEARCH

OPTIONS SORT COLS HOTSHEET SEARCHES HOTSHEET SEARCH RADIUS SEARCH MAP SEARCH COUNT

AIR CONDITIONING FINANCING

## 2010 Enhancements

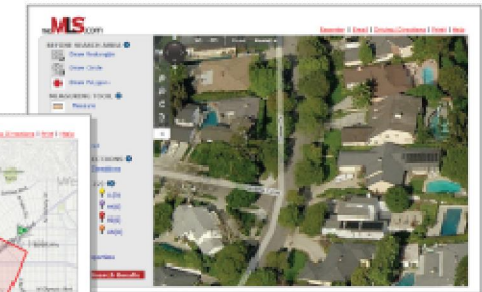
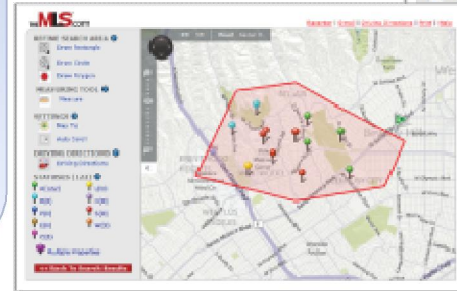
Over 40+ System Enhancements



### MAPS -

- ü Satellite Images
- ü All New Bing™ Maps
- ü Boundary Overlays for Bing™ Maps

Bing Map



Bird's Eye

### OPEN HOUSE MODULE -

- ü Multiple Open Houses can be added
- ü Twilight Open Houses Available





Improve Communication with Your Prospects! The MLS Home Search Central™ is a new type of auto-notification that allows you to send an interactive link to your prospects. Here are just some of the key benefits of this exciting new tool:

- ü Monitor Prospects Activity
- ü Exchange Notes with your prospect
- ü View your prospect's Favorites, Possibilities & Rejects
- ü Suggest properties for your Prospect
- ü Provide your Prospect with New Report Options

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Prepared for: Client Powell

Properties

Date	Type	Address	Price	Bdr	Bth	SQFT	LSZ	YB	Status	Sgstd	Rating	Note
3/27/2011	SFR	11238 Sproule Avenue, Pacoima, Ca, 91331	\$200,000	3	2.0	1,186	7,488	1956	A			
3/26/2011	SFR	617 South Bol Aire Drive, Burbank, Ca, 91501	\$275,000	3	2.0	1,781	6,700	1928	P			
3/26/2011	SFR	9236 Tujunga Canyon Boulevard, Tujunga, Ca, 91042	\$349,000	2	2.0	1,190	12,196	1945	A			
3/25/2011	SFR	13117 Glamis Street, Pacoima, Ca, 91331	\$215,000	3	2.0	1,596	7,600	1947	A			
3/25/2011	SFR	2623 Mayfield Avenue, La Crescenta, Ca, 91214	\$399,900	3	2.0	1,248	9,380	1938	P			
3/25/2011	SFR	7229 Saint Etabam Street, Tujunga, Ca, 91042	\$218,000	2	1.0	896	4,750	1948	A			
3/25/2011	SFR	13067 Garber Street, Pacoima, Ca, 91331	\$229,950	3	2.0	1,022	7,500	1947	P			
3/25/2011	SFR	10519 La Tuna Canyon Road, Sun Valley, Ca, 91352	\$199,000	1	1.0	355	2,897	1937	W			
3/25/2011	SFR	11131 Pioneer St, Sun Valley, Ca, 91352	\$230,800	3	1.0	1,002	5,018	1953	F			
3/23/2011	SFR	10510 Rainier Street, Sun Valley, Ca, 91352	\$235,800	3	2.0	1,261	5,656	1953	A			
3/23/2011	SFR	10318 Hidden Oak Drive, Sunland, Ca, 91080	\$330,900	3	2.0	1,560	5,449	1995	A			
3/23/2011	SFR	10234 Sherman Grove Avenue, Sunland, Ca, 91040	\$389,000	3	2.0	1,407	6,741	1955	S			
3/22/2011	SFR	8737 Norris Avenue, Sun Valley, Ca, 91352	\$250,000	2	1.0	1,152	6,268	1947	A			

**The MLS eMOBILE™**

- ü **City is Searchable**
- ü **Area Numbers Available**
- ü **Search Multiple ZIP Codes**
- ü **The MLS eMOBILE™ Hotsheet**
- ü **Access Saved Searches from THEMLSPRO®**
- ü **Save Searches Created with The MLS eMOBILE™**
- ü **Display Options for Public and Private Remarks**








**2010 Enhancements**  
**Over 40+ System Enhancements**

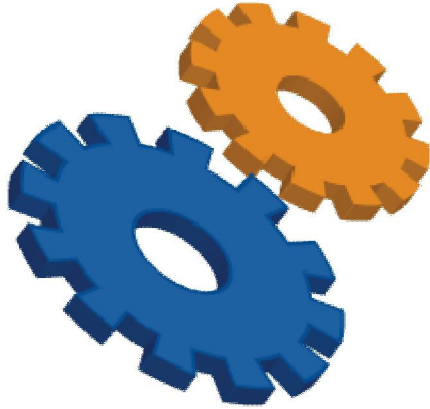
**TheMLS.com™ Guest Search**

- ü Completely Re-designed!
- ü Search Multiple Areas & ZIP Codes
- ü Customers can Save Favorites
- ü Customer Registration
- ü Auto Display of Similar Active & Sold Properties on Detail Page
- ü Now with Walk Score®



-  Add Favorites
-  Save Searches
-  Auto Notifications

## December 2010



Total Page Views: **1,257,555**

Unique Visitors: **52,717**

Visitor Sessions: **133,363**

Repeat Visitors: **98,339**

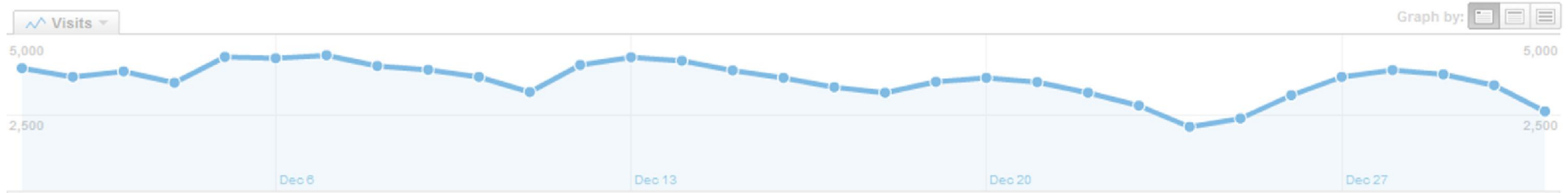
One-Time Visitors: **35,024**

Average Pages per Session: **9**

Most Common Session Duration: **10 minutes**

Hour with Most Sessions: **11:00am – 12:00pm**

Most Popular Day: **Saturday**



**CARETS™**

- ü Client Detail Reports
- ü Reformatted CARETS Report
- ü eProperty (CARETS Commercial)
- ü Added VCRDS & Desert Area MLS





**NEW & UPDATED THIRD PARTY PRODUCTS**

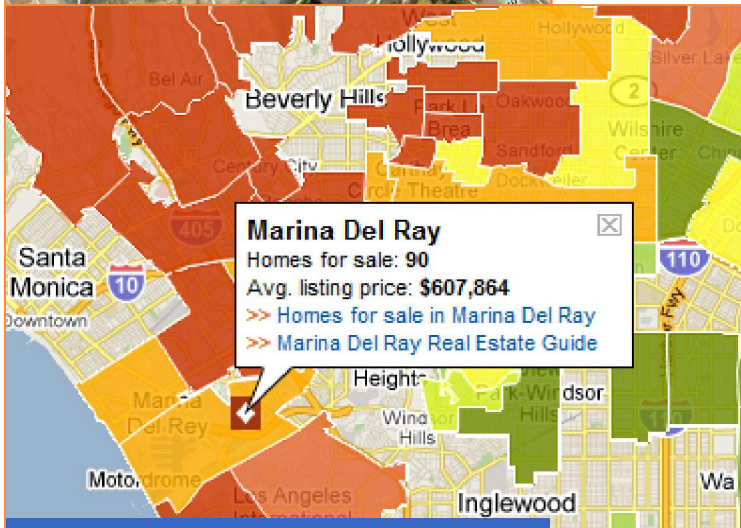
- ü **The MLS FaxManager™ - New & Improved!**
- ü **The MLS DocManager™ - New & Improved!**
- ü **The MLS iFaxMail™**
- ü **The MLS REALTX™ Mapping Tools and 50 New Counties**
- ü **The MLS REALTX™ Integrated The MLS®/CLAW listings**
- ü **The MLS REALTX™ linked back to THE MLS®/CLAW database**
- ü **OnBoard Informatics Community Data Report**
- ü **Updated SecureAuth® 2-Factor Security**



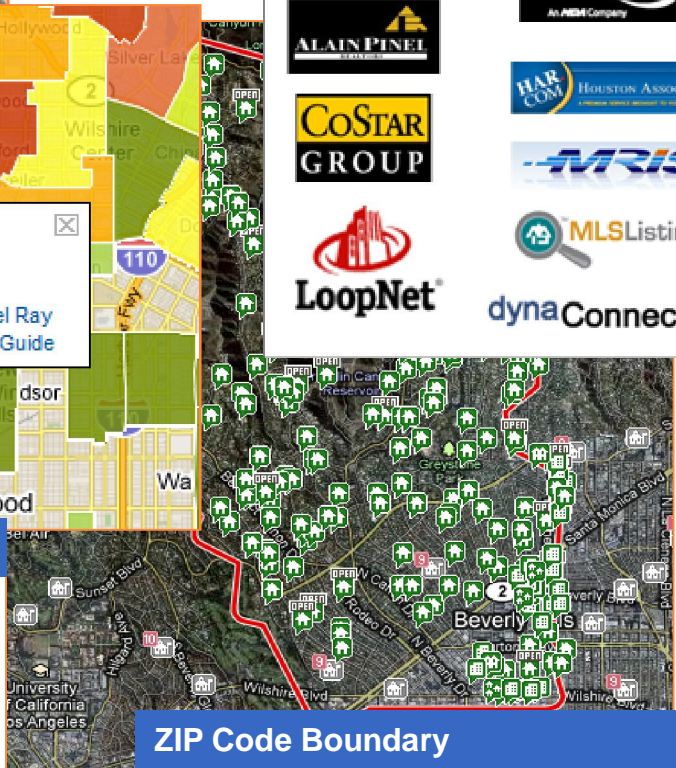
**New Product!**

*Digital Map*

**Parcel Boundary**



**Heat Map**



**ZIP Code Boundary**

In 2010, The MLS Marketing Team  
Conducted Over **340** Office  
Presentations



And Trained over **1300**  
Attendees via Webinar!

## Training & Support

### Metrics

Customer Service is Our  
**#1 Priority**



The **MLS®** Help Desk took over  
**155,000** calls in **2010!**

The **MLS®/CLAW** Customer Service rated  
Excellent! By the Wave Group, One of  
Real Estate's Top Consulting Firms

## Training & Support

NEW in 2010

### ALL Webinars are Available 24/7!



Get ANYTIME Training from the comfort of your home or office! Visit the Help Section inside THEMLS<sup>PRO</sup>® to see a full list of available recordings.

### NEW Mobile Training Lab!

Hands On Comes to You!  
From 5-20 agents! Just Call to  
Schedule (424)249-6277



### Online Chat with The MLS Help Desk

