



**realMLS**  
**NEW**  
**CUSTOMER**  
**GUIDE**

# VISION STATEMENT

realMLS is a neutral place where real estate professionals collaborate based on shared rules and reliable data. Our vision statement defines the essence of realMLS.

**“We see realMLS as the preferred provider of advanced tools and resources to promote a healthy marketplace.”**

Our focus for 2024 and beyond is to achieve our vision with emphasis on the following goals:

## **Technology and Data**

To foster a healthy marketplace by exploring innovative technology, thus providing real estate professionals with access to reliable data and services.

## **Engagement and Education**

Continually develop and deliver relevant education across multiple platforms to enable our members to get maximum value from the tools and resources available as a member benefit.

## **Healthy Marketplace Strategies**

To serve all agents while erasing the traditional borders of a local MLS, resulting in a barrier-free MLS experience.

realMLS continually strives to provide an excellent experience for our members.

# MESSAGE FROM OUR CEO

**Dear Customer,**

Welcome to **realMLS**. Your subscription includes many realMLS Provided Solutions that are essential to your business.

realMLS is so much more than a marketing tool for your listings or just a place to search listings for your buyers.

realMLS provides:

- Accurate and timely listing data
- Modern products and technologies
- Dynamic training from our realMLS experts
- Excellent membership and technical support
- Progressive volunteer leaders and staff

Inside this welcome packet you will find everything you need to take full advantage of your customer benefits. The greatest benefit of your subscription will be realized by your knowledge and use of our realMLS Provided Solutions.

realMLS is **MORE THAN JUST LISTINGS!**



**Nicole Jensen**

Chief Executive Officer

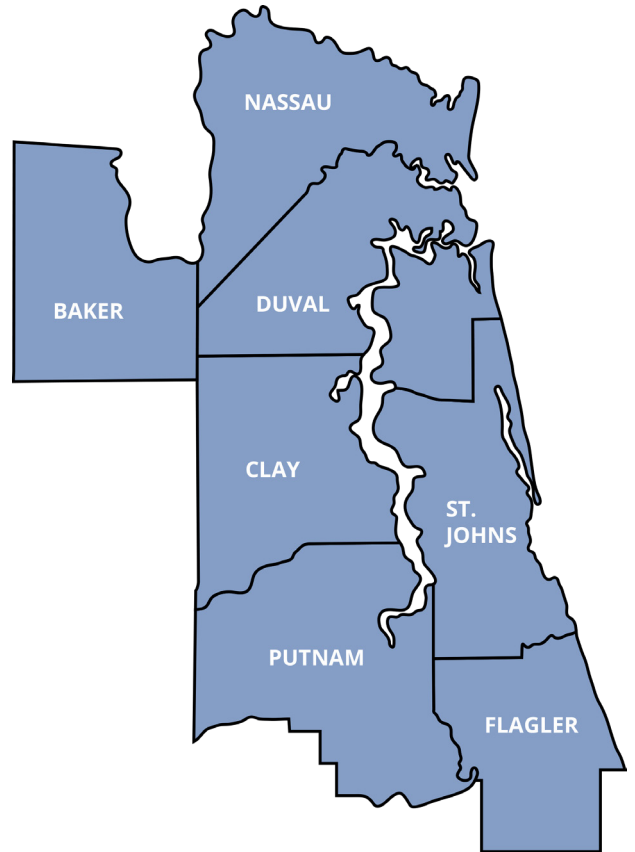
RCE | CMLX3 | AHWD | C2EX



# FL PROPERTY TAX RECORDS



**realMLS** customers have access to property tax record data for **seven counties** in provided by our subsidiary, **Metro Market Trends (MMT)**. You can find the property tax search in your Flexmls menu. Here you can search for ownership information, sold transactions, Foreclosures and Opportunity Zones using a variety of search criteria.



The screenshot shows the realMLS interface. At the top left is the realMLS logo. Next to it is a search bar with the placeholder text "Enter an Address, City, ZIP, MLS #, or Contact...". Below the search bar is a navigation menu with a blue 'X' icon and the word "Menu". To the right of the menu are four items: "Quick Search", "Hot Sheet", "Contact Management", and "M". Below the menu is another search bar with the placeholder text "Search the menu...". Underneath the search bars are two columns of menu items. The left column contains "My Sent E-Mails", "Taxes", and "MMT Tax". The right column contains "My Profile", "My Views", "My Saved Sorts", and "My Reports". A green arrow points from the "Taxes" item to the "MMT Tax" item.

Information links directly to the Tax Roll and Clerk of Court records.

If you would like additional counties or Custom Reports based on more specific criteria, contact MMT Sales at [sales@mmtinfo.com](mailto:sales@mmtinfo.com) or call **800-239-1668**.



# GETTING STARTED

Congratulations! You've gotten your real estate license, joined realMLS and are ready to go! We suggest getting started by completing the following items:

- Obtain a professional photo and company logo.
- Find out your company policy on obtaining a website.
- Set up a professional email address if your company has not provided you one.
- Log in to Flexmls by going to [www.realMLS.com](http://www.realMLS.com) and clicking the **realMLS Login button**.

- ▶ **realMLS login ID:** example **real.12345**
- ▶ **Password:** *temporary password provided in your welcome email*
- ▶ **Reset Password:** add your own private password.



- Complete your profile for Flexmls.
- Register for realMLS training classes.
- Complete profiles for the applications listed below. \*Not all of these will be applicable to you. Check with your brokerage first.



View all realMLS provided tools at [realmls.com/tools/](http://realmls.com/tools/)

# LEARNING OPPORTUNITIES

realMLS provides its customers with free MLS training on multiple topics so that you can maximize your knowledge of Flexmls. We encourage you to participate in as many classes as possible and as often as needed!

We offer virtual webinars and live training at our office or, by request from your broker, at your office.

To register for classes, head to [realmls.com/events-calendar](https://realmls.com/events-calendar)

## **realMLS New Customer Orientation\***

This class covers MLS Rules, the Listing Agreement and Advantages of the MLS.

*\*The realMLS New Customer Orientation must be completed within 30 days of joining realMLS.*

## **Become a Flexmls Pro\***

An introductory course designed to promote basic skills necessary for efficient use of the Flexmls system focusing on:

- System login and navigation
- MLS # & address lookup
- Search results review
- Quick search capabilities
- Hotsheets
- Add/change Listing

*\*Must complete before attending other training classes.*

## **Connected to Your Customer with Flexmls**

A class specifically designed to instruct agents on how to store contacts with their information and criteria for a new home using the Flexmls system. Learn how to save search criteria and establish automatic email alerts for matches based on customer's criteria. Gain insights on setting up and administering portals, as well as managing the data to streamline your workflow.

## **realMLS CMA - Flexmls Pricing Tools You'll Use**

Introduction to the tools in Flexmls that agents may use in their market analysis. Agents will learn to gather information and create a professional CMA to provide to their customers.

## **Public Records/MMT Tax System Basics**

An introductory course for all members on how to search and utilize tax information for available counties in the Flexmls/MMT Tax Records Database. Attendees learn searching skills, creating mailing labels, customizing views and other time-saving tips.

# PATH TO SUCCESS

realMLS is here to help you succeed in your real estate career. We encourage you to take advantage of all the resources we have to offer.

- **Visit our website** - [www.realmls.com](http://www.realmls.com) is where you can find a wealth of information including services offered, the Flexmls login tab, MLS Quick Links, training opportunities and more.
- **Read our emails** - MLS announcements, various updates and MLS Dues Billing are communicated to our customers via email. Do not unsubscribe or you will miss important information.
- **Subscribe to our blog** - [www.realMLS.com/blog](http://www.realMLS.com/blog)
- **Follow us on social media**
  - Facebook and Private members ONLY Facebook Group
  - LinkedIn
- Either ask your IDX Vendor to request a data license or you can use the free link available in Flexmls.
- Obtain a DMCA (Digital Millennium Copyright Act) disclaimer to display on your website - [www.copyright.gov](http://www.copyright.gov)
- **Watch our videos** - Our informative and entertaining videos are on [realMLS.com](http://realMLS.com) under training.
- **Prospect, Prospect, Prospect** - Utilize MMT's tax database to select your farm and direct mail market with mailing labels.

## BROKER'S ONLY

Setup **Syndication Preferences** in Flexmls.

**Menu > Syndication Preferences**

**Setup Broker Attribution** - This is the contact information that appears on all your brokerage's listings on the Internet.

**Menu > General Preferences > Broker Attribution**

Establish an account with **ListHub** ([www.listhub.com](http://www.listhub.com)) to complete syndication options. realMLS automatically syndicates to Realtor.com, NEFAR.com and realMLShomesforsale.com

The screenshot shows the 'realMLS' logo in the top left corner. A search bar contains the text 'Enter an A...'. Below it is a 'Menu' button with a close icon. The main content area is titled 'Preferences' and has two tabs: 'E-Mail' and 'Broker Attribution'. The 'Broker Attribution' tab is selected. There are two radio buttons: 'Office' (selected) and 'Member'. Below this is a toggle switch for 'Make Broker Attribution Active'. Underneath, there are two radio buttons: 'Default email address or phone number' (selected) and 'Designate to Listing Member'. A text input field is present for the 'Default email address or phone number' option. A 'Save' button is at the bottom right.

# FAQ'S

## **Q: I need help with Flexmls, who do I call?**

A: Please reach out to realMLS Tech Phone Support at **904-281-1400 x1603** (Monday-Saturday, 8:30 a.m. to 8:00 p.m.) or email [support@realMLS.com](mailto:support@realMLS.com).

## **Q: How do I find my realMLS Member ID#?**

A. When logged in to Flexmls, type your First Name and Last Initial in the Quick Launch bar located next to the realMLS logo at the top left of the screen. The number in parentheses behind your name is your member number. You can always call Tech Support for assistance at **904-281-1400 x 1603**.

## **Q: Can I log in to the MLS system from my computer and my phone or iPad at the same time?**

A: No, unfortunately, you cannot be logged in from a computer and a mobile device simultaneously.

## **Q: Can someone else use my login when I'm not using it?**

A: No. Per realMLS Rules and Regulations, you cannot share your username and password. This is an automatic \$1000 fine.

## **Q: Where can I find the MLS Rules and Regulations, By-laws and Policies, and the Policy Manual?**

A: All of the Rules and Policies can be found under our Data Integrity Policy page under the Resources tab on the homepage of realMLS.com.

See our website at [www.realmls.com](http://www.realmls.com) for more information.



# LOGIN & CONTACT INFO

To log in to Flexmls, go to [www.realmls.com](http://www.realmls.com) and click the **realMLS Login** link

Follow the prompts to log in with your credentials.

**UN:** real.(member ID)

**PW:** Temporary password



## HOW TO CONTACT US

### Technical Support

- Phone: 904-281-1400 x1603
- Email: [support@realMLS.com](mailto:support@realMLS.com)
- Hours: Monday - Saturday | 8:30 a.m. to 8 p.m. ET

### Customer Care Team

- Phone: 904-281-1400 x1601
- Email: [customercare@realMLS.com](mailto:customercare@realMLS.com)
- Hours: Monday - Friday | 9 a.m. to 5 p.m.

### Metro Market Trends

- Phone: 800-239-1668
- Email: [support@mmtinfo.com](mailto:support@mmtinfo.com) or [sales@mmtinfo.com](mailto:sales@mmtinfo.com)
- Hours: Monday - Friday | 8 a.m. to 5 p.m.

### NEFAR

- Phone: 904-394-9494 x1602
- Website: [nefar.realtor](http://nefar.realtor)
- Hours: Monday-Friday | 9 a.m. to 5 p.m.