Spokane Association of Realtors

Intro to MLS/Paragon

😊 Miscellaneous Helpful Info 😊

Presented by

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homesnap

ACCOUNT SETUP GUIDE

STEP 01

DOWNLOAD THE APP

» Search **"Homesnap"** in Google Play or the App Store

» Install and open the App

STEP 02
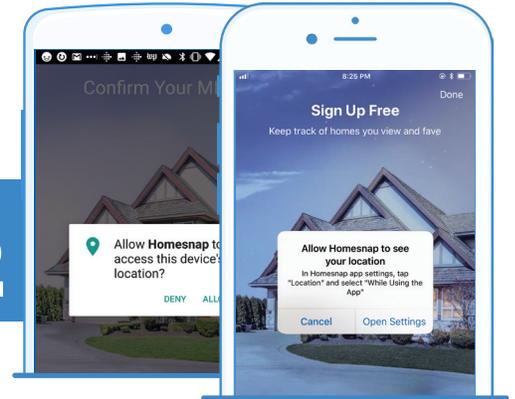
ENABLE LOCATION SERVICES

» Allow Homesnap to access your location

» For Android devices, this prompt will appear after Step 4

STEP 03

STEP 04

## SELECT USER TYPE

» Tap **I am a Real Estate Agent**
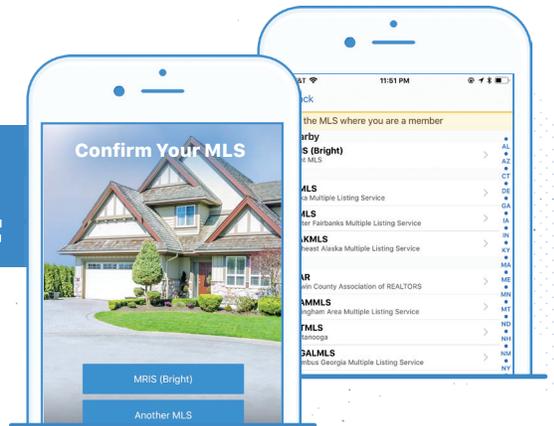
PICK YOUR MLS

» Select your MLS

STEP 05
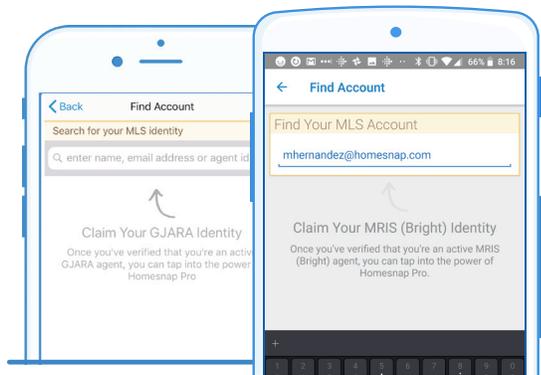
## FIND YOUR MLS IDENTITY

» Enter your name, email, or Agent ID as found in your MLS and tap Search

STEP 06
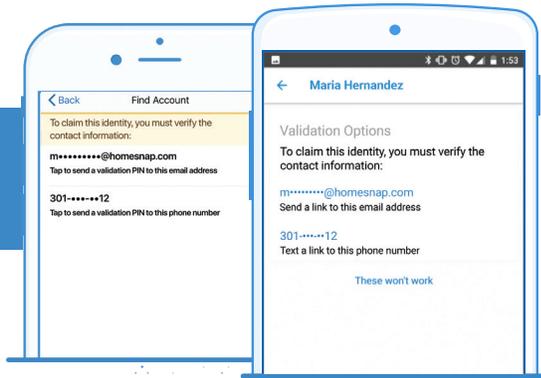
SELECT CONTACT METHOD

» Pick a method (email or phone number) to verify your MLS account

» The phone verification method will only work for mobile devices, not office lines

STEP 07
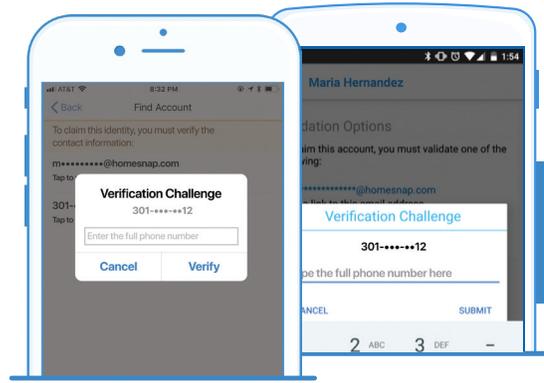
VERIFY CONTACT METHOD

» Follow prompts and enter complete phone or email chosen for verification

» Email or phone number chosen must match what is in your MLS

STEP 08
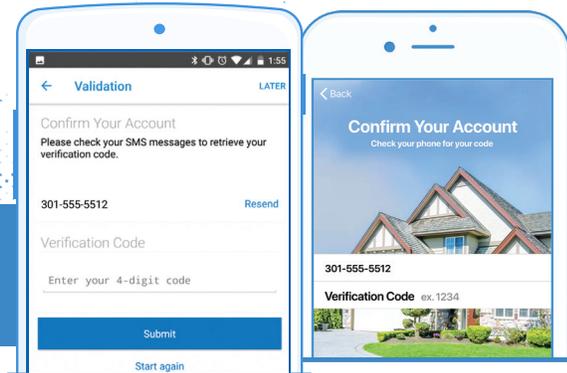
INSERT VERIFICATION CODE

» Once received via text or email, select **Confirm My Code** and enter code

STEP 09
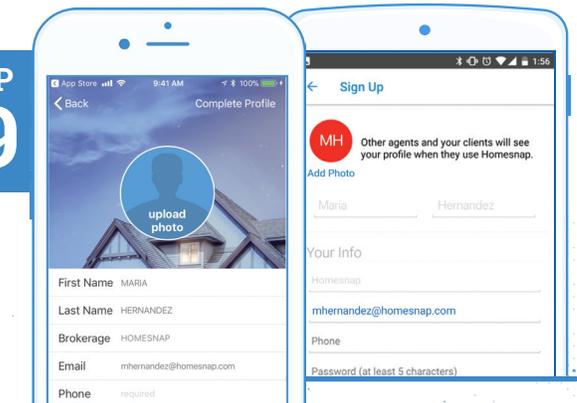
CREATE YOUR ACCOUNT

» Create your Profile & Password

» Upload a professional headshot

» Accept Terms & Conditions

» Select Complete Profile or Confirm Account

◄ GO PRO!

» Follow introductory prompts

» Tap the **PRO Agents** tab to access educational resources at Homesnap Pro University

» Sign-up for an upcoming live webinar

STEP 10
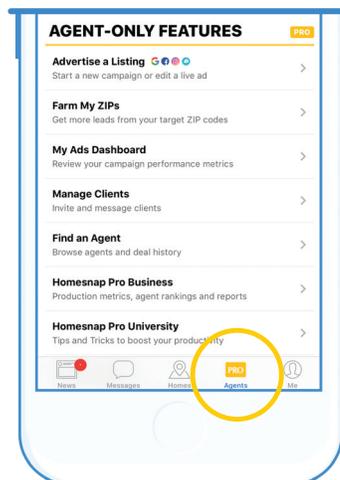
Homesnap Marketing List Opt-Out Guide
iOS (iPhone/iPad)

1. **Open the Homesnap app and tap the "Me" tab**
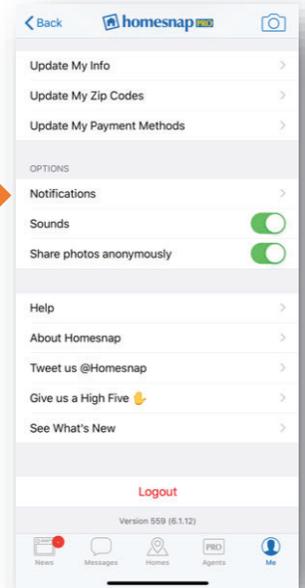
2. **Tap the gear icon.**

3. **Scroll down to the "OPTIONS" section and tap on "Notifications."**

4. **Scroll down to the "Homesnap Marketing" section and tap the "Email" toggle to turn off email marketing**
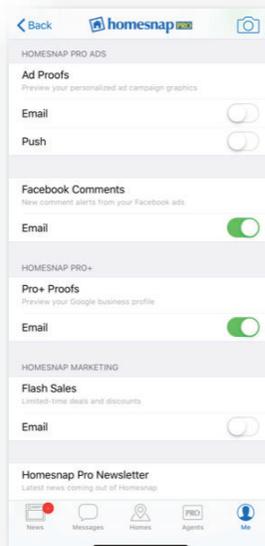
Homesnap Marketing List Opt-Out Guide
Android
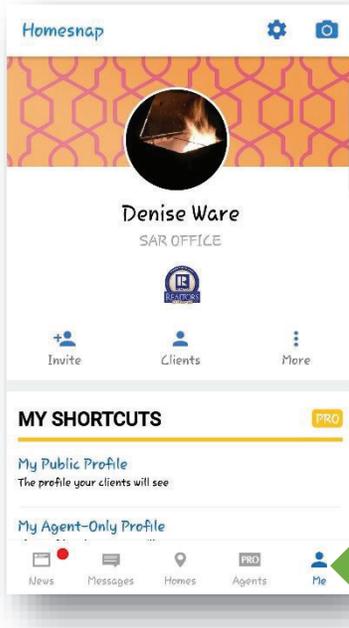
**1. Open the Homesnap app and tap the "Me" tab**
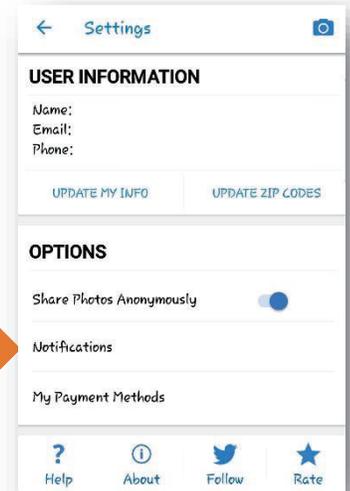
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3. Scroll down to the "OPTIONS" section and tap on "Notifications."

4. Scroll down to the "Homesnap Marketing" section and tap the "Email" toggle to turn off email marketing


Homesnap

Denise Ware
SAR OFFICE

Invite   Clients   More

MY SHORTCUTS PRO

My Public Profile
The profile your clients will see

My Agent-Only Profile

News   Messages   Homes   Agents   Me

Settings

USER INFORMATION

Name:
Email:
Phone:

UPDATE MY INFO   UPDATE ZIP CODES

OPTIONS

Share Photos Anonymously

Notifications

My Payment Methods

?   ⓘ   🐦   ⭐
Help   About   Follow   Rate

Notifications

Email

HOMESNAP MARKETING

Flash Sales
Limited-time deals and discounts

Email

Homesnap Pro Newsletter
Latest news coming out of Homesnap

Email

Product Announcements
Be first to hear what's new

Email

Push
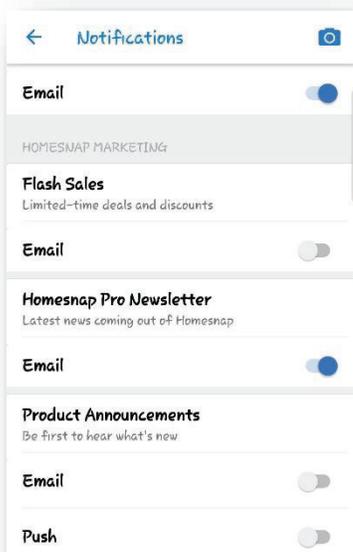
Printable: **Create Your Account**

How do I create my RPR account?

- Visit www.narrpr.com.

1 Click Create a new account.

- Enter your last name and email address or NRDS number, select *Next*.

  Note: An activation email will be sent to you to complete your account set up. You have 3 hours to click "Activate my Account" before you need to redo the setup process.
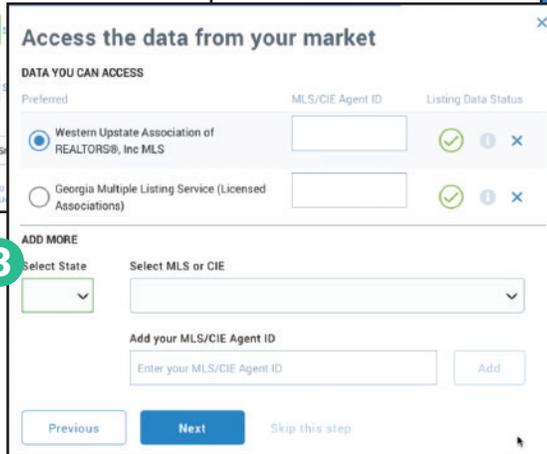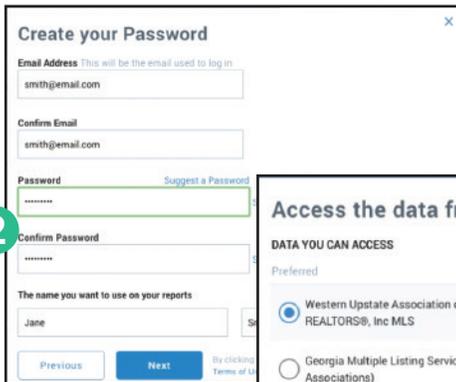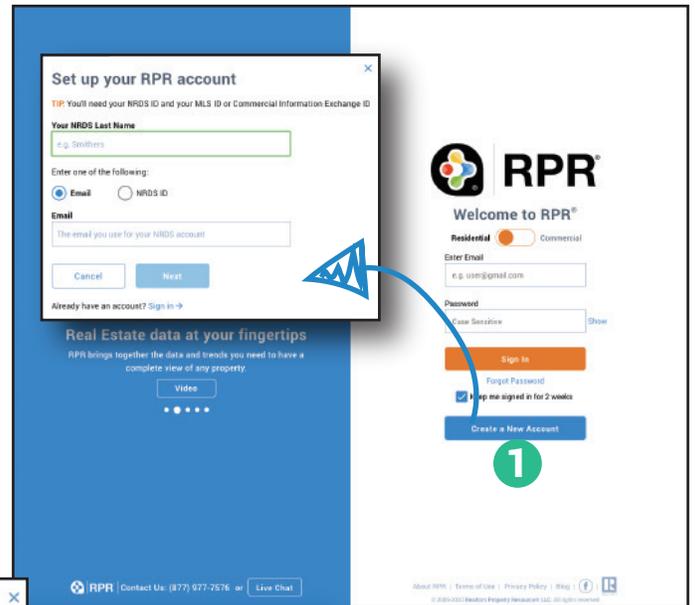
2 Create your Password.

3 Link your MLS or CIE information.

  Note: Your information may be auto-populated from your NRDS account. If you belong to more than one MLS or CIE, link memberships here. You can access this information in your profile.

How do I access RPR Mobile™?

- Download RPR from the App Store or Google Play for your phone and tablet.

4 Toggle between Commercial and Residential.

5 Use your RPR login and password to access your account.

- Access Residential and Commercial properties and reports... anywhere, anytime.

Download on the **App Store**

GET IT ON **Google Play**

NATIONAL ASSOCIATION OF REALTORS® | **RPR®**
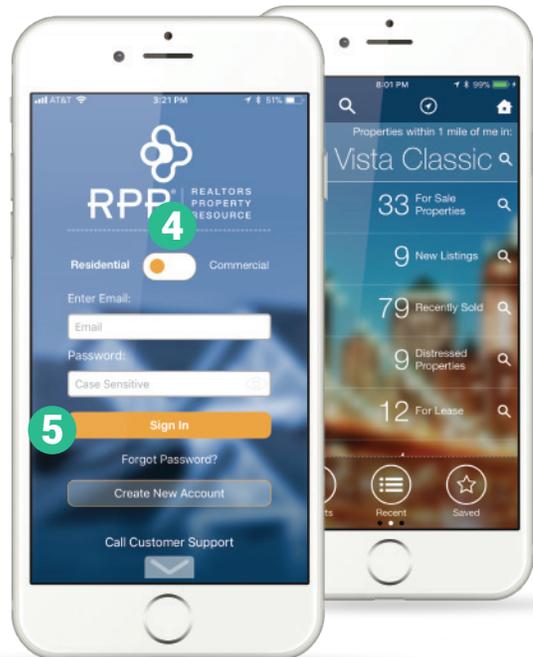
Printable: **Profile & Settings**
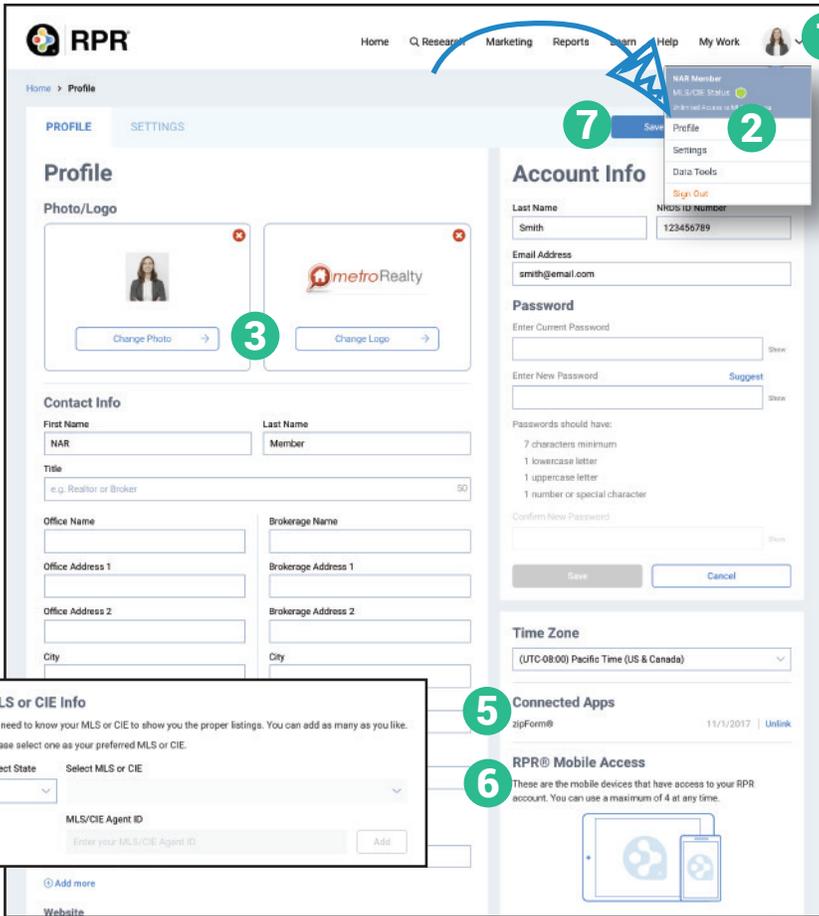
How do I update my profile?

1 Click your photo or initials on the upper right corner of the screen.

2 Select *Profile*.

3 Add your photo and/or logo, and contact information for all report covers.

4 Confirm you've added your MLS or CIE info.

5 Link your account to zipForm.

6 View mobile devices with access to RPR.

7 Always click *Save* when making changes to your account.

How do I update My Markets and Listing Settings?

8 Select *Settings*.

9 Move sliders to update New Listings or Recently Closed Sales/Leases timeframe for both Residential and Commercial flags.

To add to My Markets on the Homepage:

10 Enter a geographic area, such as Zip code or City.

11 Select *Add more*.

7 Click *Save*.

● View your *My Markets* on your homepage map.
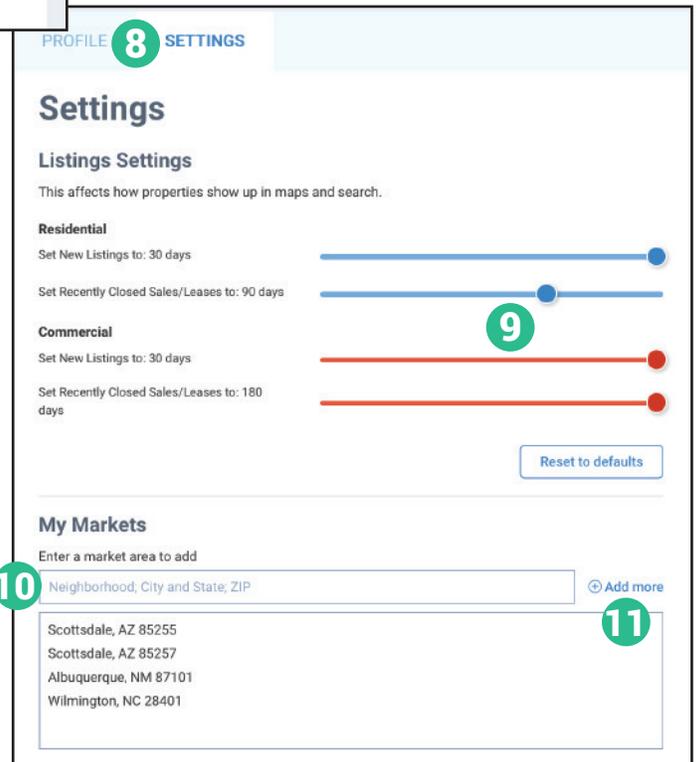
Printable: **Homepage**

Research Menu:
Access RPR's search options, including *Neighborhood, School* and *Market Activity*

Learn & Help:
Videos, articles and FAQs to help you navigate RPR

Your Profile: Update your picture, add your company logo, or change your settings.

Home   Q Research   Marketing   Reports   Learn   Help   My Work
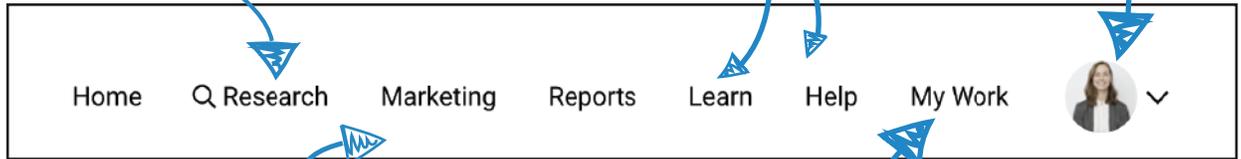
Marketing Menu: Guided shortcuts for prospecting or create a customized, branded marketing piece for any property

My Work: Direct links to *My Markets*, recent listings, saved properties, recent activity, notes, and saved searches.

PRO TIPS

Toggle your search bar to *Residential* or *Commercial* to change your *My Markets* property view.

Filters: Access to advanced search fields.

Search Bar: Begin your property searches on the homepage. Toggle between Residential & Commercial search.

Shortcuts:
Guided tours to the most powerful and most used features in RPR.

My Markets: Monitor market activity for specific areas.

Customer Support:
877.977.7576

NATIONAL ASSOCIATION OF REALTORS®

RPR®

Printable: **Homepage**
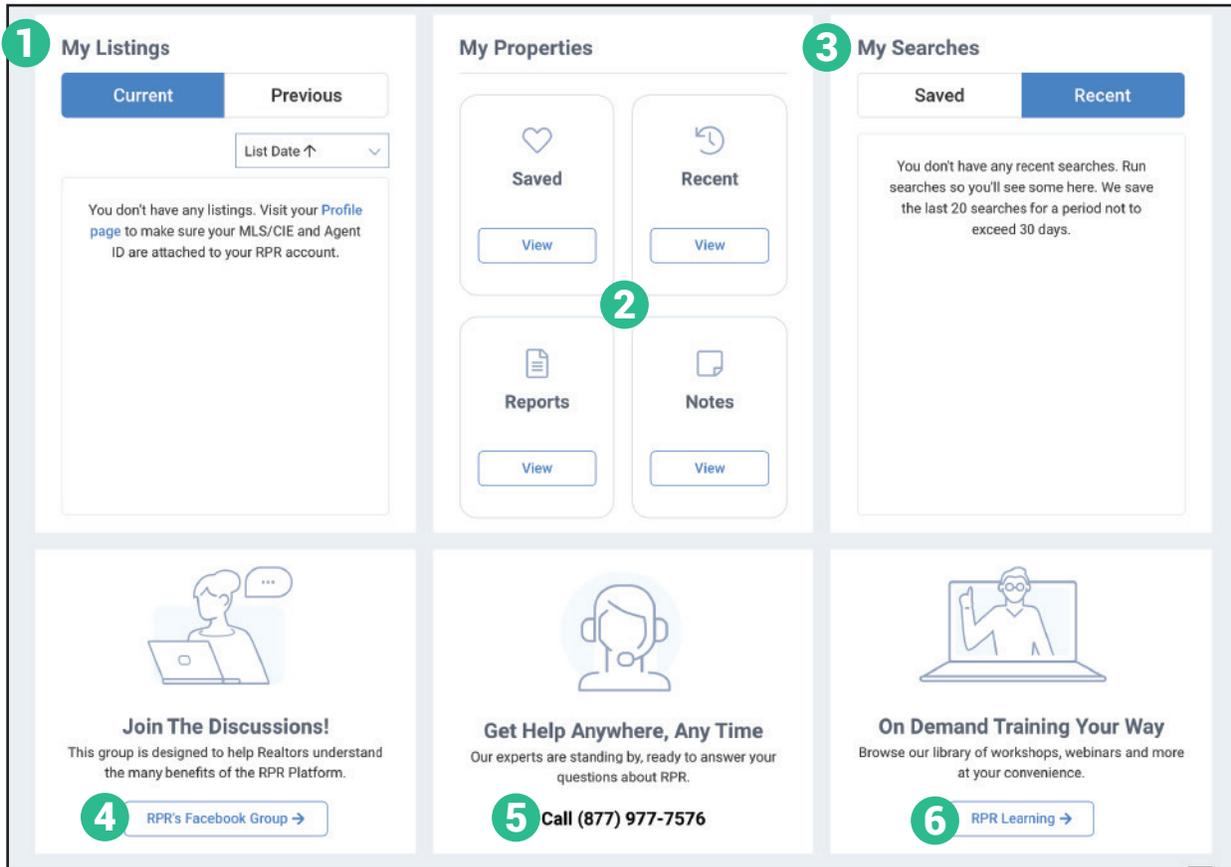
1. **Your Listings:** View your current and previous listings.

2. **Your Properties:** View saved properties, recent activity, reports run and notes taken.

3. **Your Searches:** Access both saved and recently run searches.

4. Join our Facebook group

5. Contact RPR's Member Support

6. Access learning resources

Search by Owner Name in RPR

Click on the **RPR** icon from the MLS Dashboard, the **RPR Sign In** link on the Paragon Home Page, or go to www.narrpr.com
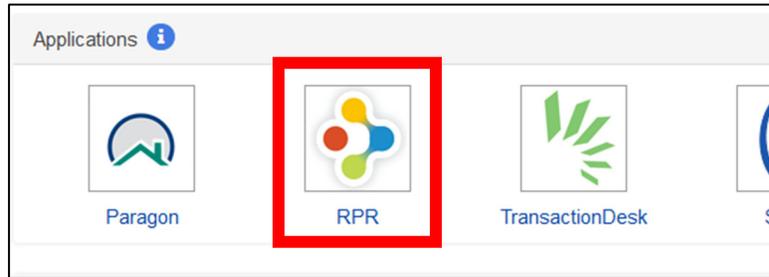
If you have signed in before, it should just log you in. If you have created an account before but haven't logged in recently, you will need to enter your login information. There is a *Forgot Password* link below the **Sign in** button if you don't remember your password.

If you have never created a RPR account, click on the **Create a new account** button. View the instructions for creating an account by going to https://blog.narrpr.com/support/how-do-i-create-an-rpr-account/#instructions

Once you have logged in, it will take you to the RPR Home Page. Enter the Location you would like to Search (such as Spokane County, Washington) and in the **TYPE/STATUS** field, make sure *Public Records* is selected. Then click on the Filters button.
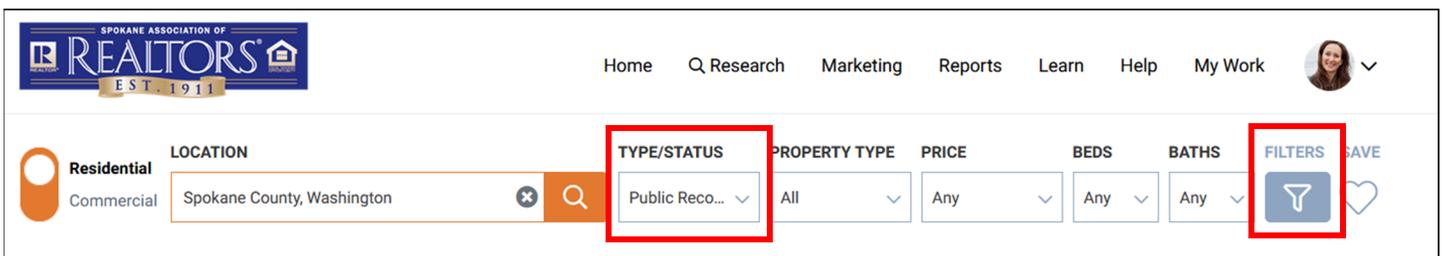
More search fields will appear. Scroll down to the section titled **MISCELLANEOUS FIELDS** section. There should be an Owner name field. Enter the name you wish to search.

Scroll back to the top and click on the **Update and Search** button

It will then display a list of properties that have the matching owner name. There will be three icons above the search results to change the view if desired. The options are List View (1), Photo Grid View (2) or Map View (3).
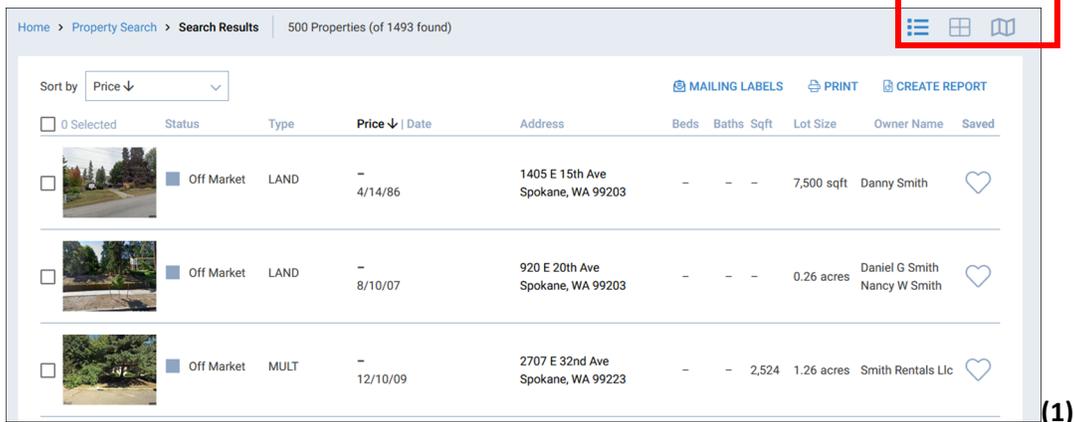
(1)
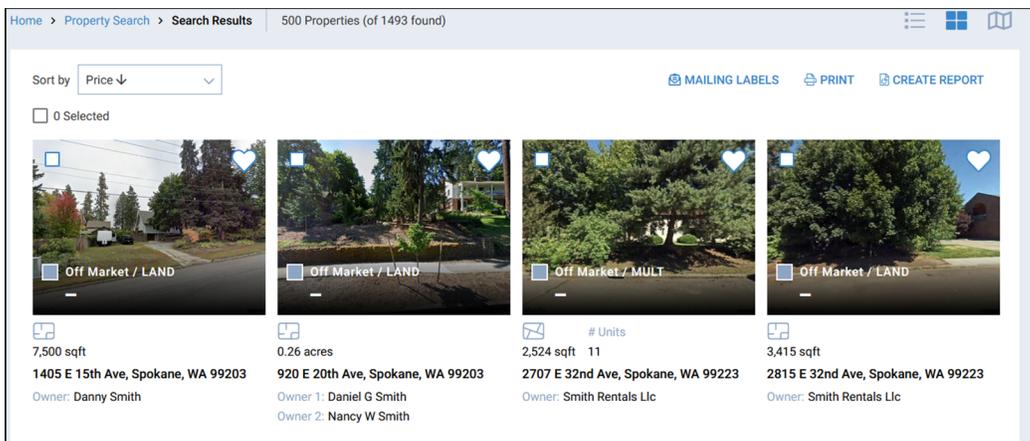
(2)
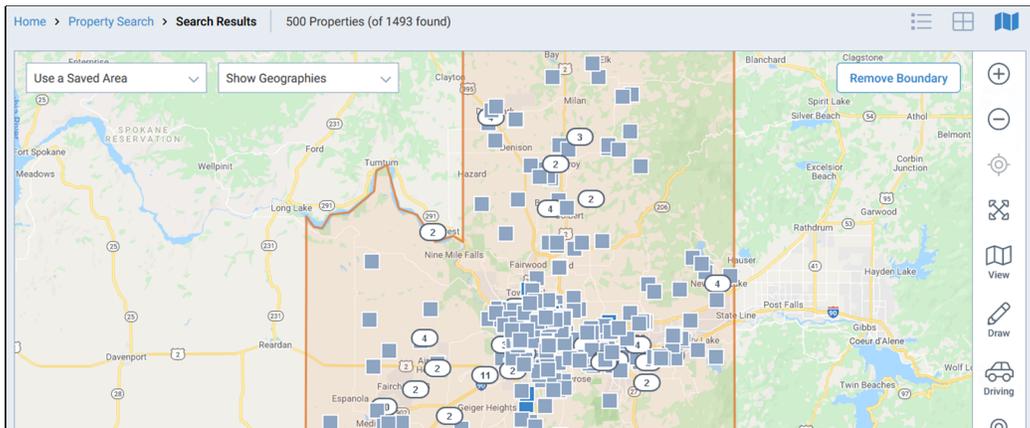
(3)

TIP: If you have previously used RPR and the Owner search is giving you zero results, click the ***Reset*** link and re-enter the criteria. Sometimes there are stray items that are saved from a previous search.
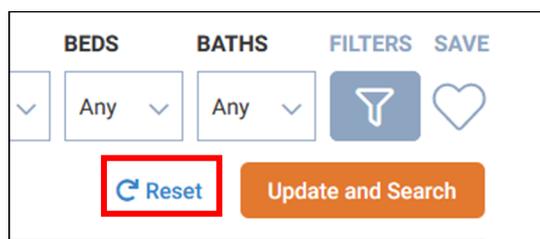
realtor.com®

Why realtor.com®

Benefits

- NO Make-Me-Move price promotions
- NO competitive agent branding on active listings
- FREE real consumer reviews, based on real transactions with real customers
- FREE listing brokerage attribution on top and bottom of all listing detail pages
- REALTOR® 'Block R' on all REALTOR® Listing Display and Profile Pages
- Searchable realtor.com® profile; highlight agent and/or team experience, certifications and local knowledge

Realtor.com® brand advantages

- As part of News Corp, realtor.com® is part of the world's largest digital real estate network
- Traffic to realtor.com® is at record highs. In August, unique user growth on the site was up 19 percent year-over-year, well ahead of Zillow's growth at 2 percent over the same time period[1]
- Realtor.com® attracts more total views per unique user than competitor sites[1]
  - 1.3 times more total views per user across all platforms compared to Zillow
  - 2.6 times more total views per user when compared to Trulia
- Realtor.com® offers a differentiated consumer experience that reinforces REALTOR® value, with new features that include:
  - Commute Time – allows users to filter search results by preferred commute times
  - Price Perfect – helps home shoppers understand the costs of specific home features in different neighborhoods
  - "How Much Can I Afford?" – lets users search for listings by monthly payment to help them stay on budget

Unparalleled service and support

- For the second year in a row, Newsweek has recognized realtor.com® as one of the best companies in customer service across U.S. real estate databases in its "America's Best Customer Service 2020" report.[2]
- Realtor.com® for Professionals app, available on iOS and Android: receive new lead notifications, track existing leads, manage communication with leads and contacts, and track communication history in a convenient timeline view, all synced between desktop, mobile web and the native pro app.
- Special development opportunities for association and MLS staff: Customer Care Workshop, New AE Orientation, Train-the-Trainer programs, event sponsorships and presentations by our industry relations and economic research teams.

Integrity and security

For more than 20 years, we have built a reputation for upholding the most stringent data integrity standards in the industry. Our commitment to timely and comprehensive data is unparalleled; that includes accurate property data, timely listing updates, and inclusion of sold data whenever possible.

realtor.com®

Power up your profile

Improve your online presence on realtor.com®, build trust and credibility with consumers and potential clients. Use your agent profile to share your story, enhance listings, request ratings and recommendations, and send seller reports to clients.

Benefits

- ✓ **Find a REALTOR®** lets consumers search by filters, such as town name, neighborhood or zip code or agent name, and by map areas. A complete profile helps you become discoverable

- ✓ Increase visibility of experience, certifications and local knowledge

- ✓ Showcase professionalism with recommendations from business associates, friends, family and others

- ✓ Your realtor.com® profile includes past transactional data[1]

- ✓ **RealRating**SM empowers agents to have better control of their online reputation. **RealRating**SM **and reviews** are only accepted from clients who have closed a transaction with a specific REALTOR®

- ✓ Inclusion of linked individual bios in advanced teams search

- ✓ Agent listing activity map displays: for sale, recently sold, for rent and open houses[1]

- ✓ Advance search of real estate agency for sale listings
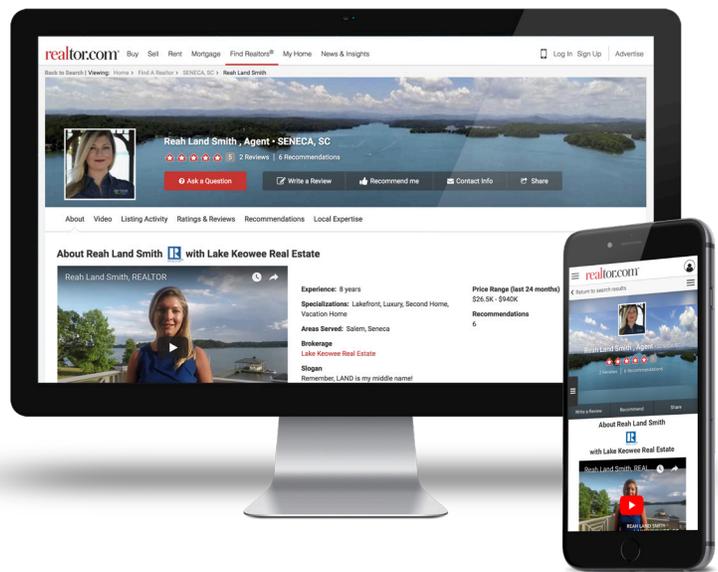
Add a video to your profile on realtor.com®

Login or sign up for your free agent profile in the upper right hand corner of realtor.com® or contact Customer Care for assistance **866.665.1738**

"ACTIVE/NO SHOW" STATUS

Use the **"Active/No Show"** status when you put a listing in Paragon that is not available for showing for a specified amount of time (including "coming soon").

- If you are entering a listing that is ready to be marketed **but not shown**, you will need to check the "Active/No Show" status instead of "New" when inputting and enter the Begin Showing Date for when showings will be allowed. This will flag your listing in the MLS as well as on websites.

- No showings by anyone are allowed during this period of time.

- Once you make the listing "Active" you will not be able to put it back as "Active/No Show".

- Properties marked as "Active/No Show" will still go out in syndication feeds as well as auto notifications and the collab center.

FAQ's Regarding "Active/No Show" Status

1. **Q.** If I have a "coming soon" or unavailable to show property, when do I have to have it in the MLS?
   A. By the next business day of signatures being obtained **and** advertising and/or marketing begins.
2. **Q.** After the "Active/No Show" is removed can it be changed to "New"?
   A. No, the listing will only be able to be changed from "Active/No Show" to "Active". Once the listing is input into the MLS, it is also being syndicated to national and company/broker websites to "create a buzz".
3. **Q.** The sign company put the sign up prior to my "agreed go active date" with the seller. What do I do since there is no longer a Waiver of MLS Benefits to submit?
   A. Enter the listing in the MLS as an "Active/No Show" (Active/No Show sub-status).
4. **Q.** Can I put the "Coming Soon" in the public remarks?
   A. No, only in the agent remarks. The public remarks are to be used to describe the property.
5. **Q.** If my seller does not want their listing in the MLS, what do I do?
   A. You fill out the "MLS Exempt Listing Form" and send it to the MLS by the next business day after all required signatures are obtained on the listing agreement.
6. **Q.** Can Exempt Listings (office exclusives) be reported for MLS volume?
   A. Yes as sub-type **F Non MLS Sold**. Must have permission from seller and all required information as well as a photo.

2021 MLS Steering Committee Members

Contact	Email (Contact) (Contact)	Position
Champagne, Shelley	shelley.champagne@cbspokane.com	Division II
Dean, Julie	juliedean4u@gmail.com	Division III
Etzel, Eric B	eric@ericetzel.com	SAR President-Elect
Hagood, Douglas R	hrem.drh@gmail.com	Division I
Johnson, Eric	ericj@cbspokane.net	SAR President
Jones-Schroeder, Sabrina	sabrina@exitofspokane.com	Division II
Maynard, Paula	paula@mrespokane.com	Division I
McIntire, Ronald K	ron@choicespokane.com	Chairperson-Elect
McIntyre, Lee	lee@4degrees.com	Division IV
Novell, Pamela	pjnovell@windermere.com	Division III
Palmer Jr., Jim	mtman4fun@aol.com	Past Chair
Parsons, Abbey	**abbey.parsons@cbspokane.com**	**Chairperson**

Suggestions or issues regarding the MLS System and supporting programs can be raised to SAR Staff or if an issue needs to be raised to the Steering Committee, please address concerns to the MLS Steering Chair, Abbey Parsons or any of the committee members.

More helpful sites

RPR Training, Webinars & Guides – blog.narrpr.com

Transaction Desk Guides & Training – In Transaction Desk, click on the Help button

Then choose from several options

(?) – Guides

[?] – Help Videos

[?] – Pre-Recorded Webinar Videos

Homesnap Training under Homesnap Pro University in the PRO Agents button

Spokane County Assessor's Site – www.spokanecounty.org/219/Assessor

Free Things You Can Do

#1 Setup your **Realtor.com** profile - Realtor.com gets over

63 Million Unique Visitors per month

Setup your Homesnap profile on **homesnap.com** (even if you don't use the app)

Setup your **Zillow.com** profile

Setup your **Homes.com** profile

Setup your **Yelp.com** business account