

# MLS Newsline

Serving REALTORS® in Northeast Florida

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2010 MLS President  
Clare Berry

## Notes from NEFMLS

### By Clare Berry, President

It's a new year and your NEFMLS is off and running, continuing its high standard of service while researching new ways to provide you with tools that will make you more successful. One of my focuses this year is to get input directly from you, so we came to you with what I like to call our "Road Show," visiting your regional meetings and explaining our offerings. In preparation for my year as President, Ron Stephan, Kimberly Wiggins and I met with three of the Councils last year. We received great input from many of you, both verbally and through written questionnaires you completed.

We followed up this effort with another poll through RealtyWEB.Net direct email. We were pleased with your response (although more is always better!). Our staff compiled that data, which guides us in our class offerings for this year. Please watch the message board, RealtyWEB.Net as well as your email, where you will see additional opportunities to give us your feedback via more questionnaires during the year. NEFMLS is already a great partner in your business; with your input, we will do our very best to meet your needs.

***Want training?*** Consult the monthly educational calendar on RealtyWEB.Net. Please note that we are providing specialized training on our allied services, such as ListingBook, ListHub, Metro Market Trends, TransactionDesk, and FBS (flexmls).

***Want to have more input?*** Let us know if you would like to be part of focus groups we will have during the year. I believe in reaching out to you to be sure we are providing you with what you need. Getting your feedback is crucial to this effort. Please send an email to Kimberly Wiggins ([kimberly@RealtyWeb.Net](mailto:kimberly@RealtyWeb.Net)) if you would like to be part of future focus groups.

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## Keep Connected

The purpose of this newsletter is to provide all members of the NEFMLS with new, current, and updated information to get the most from your MLS computing system. Be sure to visit our website at [www.RealtyWEB.Net](http://www.RealtyWEB.Net) for access to the MLS, as well as online education.

## Watch for Webinars

This year RealtyWEB.Net will be expanding our webinar series. Not only are we planning to offer more regularly scheduled webinars on flexmls but we have already started to coordinate webinars with some of our partners. ListHub, Flexmls IDX, and TransactionDesk have either already scheduled webinars or are in the process of scheduling.

All webinar schedules can be found in several places, you will start at [www.RealtyWEB.Net](http://www.RealtyWEB.Net), Select EDUCATION from the menu. Then you can either select the specific partner's page for their webinar schedule or select the RealtyWEB Webinars page for a list of all.

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## Notes from NEFMLS- Clare Berry

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*Want to build the REALTOR® reputation?* Let's make 2010 the year that we always show consideration for each other by communicating well about our appointments.

- Please don't be late or be a no show.
- Show respect for your fellow REALTORS® and the occupants of the properties you're showing by honoring your appointment times.
- Call if there's a problem.
- Please keep control of your customer when showing properties; while children are cute they may unknowingly touch or move items especially toys that are not theirs.
- When we access a house through a lockbox, it is understood that the owner is entrusting their house to us, to care for as if it were our own.
- Be careful to lock doors and turn off lights that you turned on. Generally, if they were on when you arrived, leave them on unless the listing agent or a note at the property instructs you to turn them off.

Years ago one of my mentors told me to treat every house I showed as if it were my own, and I would naturally do the right things. Please make a special effort to be diligent about your showing procedures this year. It's very difficult handling calls from angry customers. Let's make it a great year by keeping our customers happy!



# Branded Contracts & Forms

*RealtyWEB.Net will personalize Contracts with your logo*

RealtyWEB.Net announces a new service giving all member offices the opportunity to personalize contracts and forms (ie. Listing Agreements, Purchase & Sale Agreements, etc.) with your company logo. These personalized contracts will then be made available to all members of your office through a special link on flexmls under Documents/Forms.

There are three different packages from which to choose:

	<b>Deluxe</b>	<b>Standard</b>	<b>Individual</b>
<b>Initial one time fee</b>	<b>\$1,500</b>	<b>\$500</b>	<b>\$0</b>
<b>NEFMLS/NEFAR Forms/ Contracts</b>	<b>All Included</b>	<b>All Included</b>	<b>\$50 per form</b>
<b>Annual Licensing Fee</b>	<b>\$120</b>	<b>\$120</b>	<b>\$0</b>
<b>Add "Brokerage In-House Forms"</b>	<b>Free</b>	<b>\$30 per form</b>	<b>\$50 per form</b>
<b>Modify "Brokerage In-House Forms"</b>	<b>Free</b>	<b>\$30 per form</b>	<b>\$30 per form</b>

Each package includes a link on flexmls and modifications to the NEFMLS/NEFAR forms at no additional cost.

For details or to order your personalized forms, go to [www.RealtyWEB.Net](http://www.RealtyWEB.Net), Member Page, and select Branded Forms or [click here](#).



EXCLUSIVE RIGHT OF SALE LISTING AGREEMENT  
FOR TRANSACTION BROKER

COPYRIGHTED and SUGGESTED FOR USE BY SUBSCRIBERS OF  
THE NORTHEAST FLORIDA MULTIPLE LISTING SERVICE, INC.



1           **THIS EXCLUSIVE RIGHT OF SALE LISTING AGREEMENT** ("Agreement") is made by

2           \_\_\_\_\_ ("BROKER") and

3           \_\_\_\_\_ ("SELLER"),

4           who agree as follows (as completed or marked):

5           **NOTE:** Under Florida law the sale of your principal residence requires your spouse to

**2010 NEFMLS Directors**

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Clare Berry**

**President Elect  
Clark LaBlond**

**Treasurer  
Gene Jones**

**Secretary  
Wanda Franklin**

**Flo Bliss  
Chris Bingemann  
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Billie Motz  
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Flo Bliss**

**Education Taskforce:  
Don Shamblin**

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**NEFMLS Staff**

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Ron Stephan**

**General Manager  
Kimberly Wiggins**

**Office Manager  
Amy Trujillo**

**Communications Specialist  
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**Information Systems Manager  
Brad Corner**

**Receptionist  
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**IS/Technical Support  
Luke James**

**Administrative Assistant  
Angela Meeks**

**Training Technical Specialist  
Alan Posey**

**Public Records/ Images/Support  
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Wayne Wetherington**

**Partners**

**EasyRealtySites  
FBS (flexmls)  
Florida Times Union  
ListHub  
ListingBook  
Metro Market Trends  
MLSAdvantage  
Real Estate Show  
REALTOR.com  
REIS Products  
ShowingTime  
TransactionDesk**

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**Approved Vendors  
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iHomefinder  
Onboard Informatics  
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