



# Welcome

to California Regional MLS



CRMLS.ORG | 800.925.1525

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Dear Valued Member,

California Regional MLS (CRMLS) would like to congratulate you! Your Association of REALTORS® has taken a crucial step in advancing your career and business opportunities by participating in CRMLS.

CRMLS is the nation's largest and most recognized MLS, servicing 96,000 California real estate professionals from 34 Associations, 3 Boards of REALTORS®, and 1 MLS. CRMLS data shares also provide access to an additional 47,000 agents, brokers, and appraisers.

For over 30 years CRMLS has thrived by focusing on the needs of our brokers, agents, and Associations. We are dedicated to providing you with unrivaled listing exposure through powerful and reliable MLS systems, superior data integrity and compliance tracking, and most of all, true representation within our organization.

We employ a host of experienced staff members local to the San Diego area specifically dedicated to providing you with training, support, and compliance service. Rickey, Carol, and Jodi are part of the CRMLS Education team. Anthony, James, Bernardo, and Richard now take seats in the CRMLS Customer Care department, and Tricia and Paolo are on board as part of the Compliance and Technical teams at CRMLS. CRMLS makes outstanding customer service, career-building education opportunities, and full support of your Association's MLS platform our top priorities.

Please take time to read through our Welcome Packet to familiarize yourself with the full portfolio of valuable products and services available to you as a participating MLS member.

Wishing you great success,

A handwritten signature in black ink, appearing to read "Art Carter". The signature is fluid and cursive, with a large initial "A" and "C".

Art Carter  
Chief Executive Officer  
California Regional MLS



# Paragon

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## San Diego's Familiar MLS System

Paragon is a sleek, intuitive front-end MLS platform for real estate professionals.

With high speeds and a host of customization options, the system is easy to learn for users at all levels. CRMLS staff work hard to maintain and improve your Paragon service.

### Features

- **Optimized Navigation:** Intuitive and straightforward navigation makes learning Paragon a snap.
- **Real-Time Listings:** Listing details can be sent to clients quickly, with real-time data available on Android and iOS mobile devices.
- **Enhanced Compatibility:** Compatible with all major internet browsers.
- **Relevant Tools:** Wizards for contacts, listing maintenance, and CMA presentations.
- **Tax Data from CRS:** San Diego's longstanding real estate tax platform is accessible exclusively through Paragon.
- **Client Connect:** Provides clients with access to listing results, notifications, and updates 24/7.
- **Integrated Maps:** Map searches offer users a variety of tools to complement standard-field searches.





# Matrix (Optional)

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Access to CRMLS Matrix can be added onto your existing membership. Contact your Association for details.

## Collaborative Power

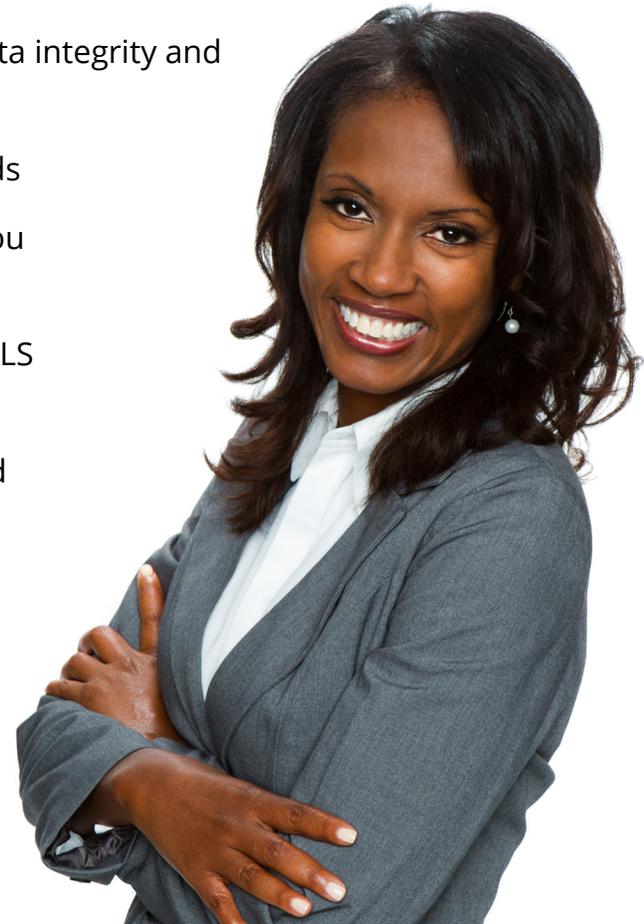
CRMLS Matrix is an industry-leading platform with a robust suite of products and services.

It is the gateway to your business needs. That's why we keep it up and running with minimal downtime.

## Relevance

In today's competitive industry, versatility is key.

- Multi-device, multi-browser capability provides flexibility to access listing data and history from anywhere at any time
- Customizable, easy-to-read dashboard for quick snapshots into the data that matters most to you
- Links that connect you directly to reciprocal access, data integrity and CRMLS products and services
- Enhanced search options to help pinpoint clients' needs
- Email options that give you full control over the way you communicate with clients
- Realist Tax data is included with a subscription to CRMLS Matrix for maximum choice and accessibility
- Integrated CMA Wizard that lets you quickly create and customize CMA presentations and reports tailored to each individual client
- Search and map capabilities with ZIP code, parcel, city, congressional data, MLS area, and school district
- Route planning tools that automatically create point-to-point driving directions between multiple properties





# Solutions

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Discover the breadth of products and services available to you at no additional cost



## MLS Systems

### **Paragon**

With high speeds and a host of customization options, Paragon is easy to learn for users at all levels. The system includes customizable CMAs, spreadsheet reports, and client portals, giving you the power to mold your MLS experience. Through Paragon's mobile capabilities, you can access saved searches and contacts and send listing data to clients directly from your mobile device. CRS Tax data is included with Paragon.

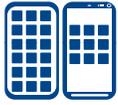
### **Cloud MLX (search only)**

An award-winning, streamlined MLS front-end that prioritizes search and communication. Similar to how Google functions and fully integrated with CRMLS data, Cloud MLX allows you to search for listings with a smart search bar. You can create an unlimited number of uniquely-shaped map areas, and instant message with other agents.

### **Optional: CRMLS Matrix**

Matrix is an industry-leading platform allowing agents to add, review, maintain, search, and map property listings, and much more. With advanced search and customization options, integrated tools like Inrix DriveTime, CMA Wizard, and route planning, and easy client collaboration via automatic email listing alerts, Matrix is a versatile system that professionals rely on every day. Matrix is available as part of an additional subscription package. Realist Tax 2.0 is accessible within CRMLS Matrix.





## Mobile MLS Options

### **CRMLS App**

The CRMLS App provides on-the-go access to CRMLS data, including advanced integration with CRMLS Matrix. View search options, Matrix saved searches, contacts, and customer property type carts, a portfolio of listings, and the agent roster from your mobile device.

### **Homesnap Pro**

Access real-time MLS data on the go with this robust app and website. Features include Rapid CMA generation, automated ad creation, in-platform messaging, and the ability to snap photos of homes – listed or not – and find out all about them.

### **MLS-Touch**

A premier mobile MLS app that helps you search clean, reliable CRMLS data wherever you go. With MLS-Touch, you can pull up live market statistics on the go, search for comparables, and share branded, personalized apps with your clients.



## Marketing

### **Cloud CMA**

An industry-leading CMA software that easily creates custom, engaging CMA and Buyer Tour presentations in the office and on-the-go.

### **Cloud Streams**

Beautiful listing alerts. Cloud Streams gives your buyers the fastest listing notifications in the industry. Easy to set up, manage, and collaborate with your clients.

### **ePropertyWatch**

Provide homeowners with brilliant insights on their own homes and neighborhoods. Generates drip email reports for your clients. Features include local data, agent-specific branding, and advanced customization options.

### **InfoSparks Market Statistics**

Transform market perspectives into graphs and charts with InfoSparks' intuitive interface. Fully integrated with CRMLS data, InfoSparks has over a million possible data reporting combinations. Create and implement data statistic widgets for your personal website.



## Financial

### **RatePlug (broker-directed)**

Empower and educate clients with real-time mortgage program and payment information directly from lending partners. Give clients an in-depth view of payment details and “what-if” scenarios.



## Syndication

### **ListHub (broker-directed)**

For brokers: Push your agents' listings to 85+ national consumer websites, with a potential reach of 900+ extended sites/networks. More listing exposure means more chances at finding the right buyer.



## Multipurpose Platforms

### **LionDesk**

A simple, integrated customer relationship management (CRM) tool designed for real estate professionals. LionDesk helps you manage contacts and automate follow-up.

### **Realtors Property Resource® (RPR)™**

RPR provides comprehensive data, powerful analytics and dynamic reports on over 60 million properties in the United States, exclusively for REALTORS®. Available on desktop and mobile.

### **Remine**

Put opportunity on a map with Remine, a powerful software platform that combines property records, data visualization, tracking, and predictive analytics.



## Scheduling

### **ShowingTime**

Eliminate repetitive scheduling calls with this MLS-integrated solution to scheduling property showings. Features 24/7 system access and instant appointment confirmations via text, automated call, or mobile app.



## Networking

### **New Home Source Professional (NHS Pro)**

NHS Pro is the most comprehensive resource for real estate professionals to stay up-to-date on new homes, communities, and builders. Communicate directly with builders to request appointments or listing brochures.



## International

### **ProxioPro™**

Proxio provides real estate professionals with global networking and marketing services. Connect your listings to agents in over 130 countries through global syndication and automatic translation in 19 different languages.



## Tax

### **Realist Tax**

Realist 2.0 is the industry-leading tax product, designed to give agents a competitive advantage through efficient delivery of property-centric data. Realist is available alongside an additional subscription to CRMLS Matrix.





# Customer Care

Rest assured, we've got you covered.

Phone and live web chat support hours:

**Monday – Friday: 8:30 a.m. – 9:00 p.m.**

**Saturday – Sunday: 10:00 a.m. – 3:00 p.m.**

Online support tickets available 24/7.



The CRMLS Customer Care department, certified as a Center of Excellence by BenchmarkPortal, is equipped with the knowledge and experience needed to assist you with questions regarding the full line of CRMLS products and services.

We provide a convenient ticket system that can be accessed 24 hours a day, 7 days a week. Simply submit your question via the [CRMLS.org](http://CRMLS.org) support page and we will address your ticket during normal business hours.

We know you are busy. The positive, friendly, and energetic Customer Care team will go the extra mile to get you the answers you need, when you need them.



PHONE



SUBMIT A TICKET



LIVE CHAT

**Available 7 Days A Week**

**800.925.1525**





# Education

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Your success is our priority.

**We have resources - at no additional cost.**

We are proud to offer you a variety of education options to help keep you informed and up-to-speed on all the latest products and services available through CRMLS.

## **Classroom Training**

On-site education classes are held at Association offices and can be requested at brokerages. View a list of available classes at [crmls.org/classroom](http://crmls.org/classroom).

## **Webinar Training**

Several live webinar classes are available each week and cover a multitude of topics. Register for an upcoming webinar at [crmls.org/webinars](http://crmls.org/webinars).

## **Online Videos**

Pre-recorded demo and training videos are available for you to view at your convenience at [youtube.com/crmlstv](http://youtube.com/crmlstv).

## **Training Documentation**

Educational materials, including manuals and quick reference guides, are just a click away. View the CRMLS Knowledgebase at [kb.crmls.org](http://kb.crmls.org).

**What Are You Waiting For?**

Visit [go.crmls.org](http://go.crmls.org) to access all our educational resources.





# Compliance

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The CRMLS Compliance Department works to keep MLS listing data clean and accurate for the benefit of all CRMLS users. Visit [go.crmls.org/compliance](https://go.crmls.org/compliance) to learn everything you need to know about how to follow the CRMLS Rules and Regulations.

## Contact CRMLS Compliance

Email: [compliance@crmls.org](mailto:compliance@crmls.org)

Live web chat: Log into your MLS system to find Compliance chat or [click here to chat](#)

Chat hours: M-F 8:30 AM – 12 PM & 1:30 PM – 4 PM

## How to Avoid the Top 5 MLS Violations

### 1. Branded Photos/Media and Copyright Issues – MLS Rule 11.5

Photos, virtual tours and any media submitted to the MLS must not contain any branding or promotional information related to the Listing Broker or Agent. The Listing Broker must also possess the proper written authorization to use media obtained from third parties including photographers. Google, Bing and other third party websites do not provide sufficient written documentation that allow for the use of their media on the MLS.

### 2. Inaccurate Information & Auto Sold – MLS Rule 8.3

The Listing Broker represents that the information input into the MLS is accurate to the best of the Listing Broker's knowledge. The Listing Broker shall use good faith efforts to determine the accuracy of the information and shall not submit or input information which the Listing Broker knows to be inaccurate. This includes manually managing and maintaining listing status, updating all input fields and verifying closing information prior to changing the listing status to Sold. An Auto Sold violation occurs when a listing is automatically changed to a Sold status by the MLS system (noted with a red flag), which is a result of not manually updating a listing in the Pending/Backup status. Any listing information found to be inaccurate must be manually corrected within **2 business days**.

### 3. Late Entry of Listing & Exclusion - MLS Rule 7.8

Within **2 business days** of the effective date of the listing, you must 1) submit your listing to the MLS or 2) [file an MLS Exclusion form](#).

### 4. Exterior Photo Required – MLS Rule 11.5

Listings (other than Business Op) must include at least **1 photograph** that accurately depicts a substantial portion of the **exterior structure** of the property listed in the MLS. This exterior photograph must be uploaded within **5 calendar days** of the listing being entered into the MLS.

### 5. Misuse of Public Remarks – MLS Rule 12.5

The Property Description field should be used to describe the physical and aesthetic characteristics of the property only. Any reference to the Listing Broker/Brokerage or Agent, open house information, showing instructions and occupancy status is prohibited.

## Top 4 Resources

CRMLS Rules and Regulations: <https://go.crmls.org/crmls-rules-and-regulations/>

CRMLS Citation Policy: <https://go.crmls.org/crmls-citation-policy/>

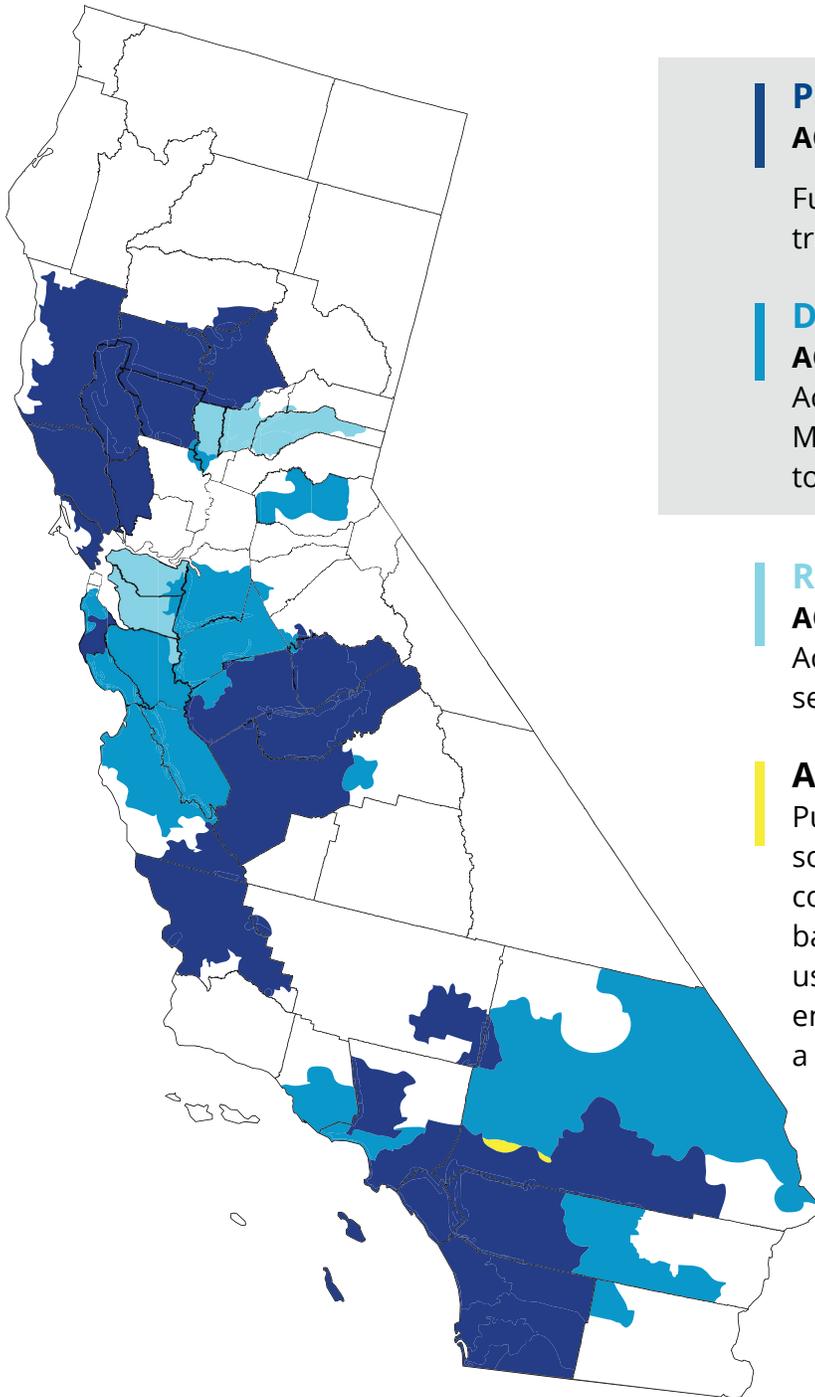
CRMLS Compliance FAQ: <https://go.crmls.org/crmls-compliance-faq/>

CRMLS Listing Exclusion Form Submission Page: <https://go.crmls.org/excludelisting/>



# Coverage Area: 143,000

When you put your listing into CRMLS,  
**143,000** real estate professionals see it in their MLS systems.



**Participating** 96,000 Members  
**AORs/BORs/MLSs**

Full access to all CRMLS listings, products, training, and support.

**Data Share** 47,000 Members  
**AORs/MLSs**

Access CRMLS listings directly from your MLS system. Data is exchanged frequently to keep listing information up-to-date.

**Reciprocal Access**  
**AORs/BORs**

Access to data requires login to a separate system.

**Additional Service Areas**

Pursuant to NAR's MLS of Choice policy, some ZIP codes in these regions are considered part of CRMLS's service area based on current listing volume. CRMLS users doing business in these areas must enter listings into CRMLS, or submit a Seller Exclusion Form.

143,000  
Real Estate Professionals



# Stay Connected

As your MLS, we communicate regularly with you to share important product updates, MLS system downtime, informational videos, and much more.

To receive all communications successfully, please make sure you have your correct email address listed in your MLS system. (Please contact CRMLS Customer Care at 800.925.1525 if you need help setting up your email address.)

We're active on social media! Stay connected to our social media feeds to stay current. Here's where you can find us:



[instagram.com/crmlsnews/](https://www.instagram.com/crmlsnews/)

[facebook.com/crmls](https://www.facebook.com/crmls)

[linkedin.com/company/crmls](https://www.linkedin.com/company/crmls)

[twitter.com/crmlsnews](https://twitter.com/crmlsnews)

[youtube.com/user/CRMLSTV](https://www.youtube.com/user/CRMLSTV)

Thank you for your support, and we look forward to serving you!

