

## If You Only Read ONE E-mail from CincyMLS, Let It Be This

Throughout the year, many updates, changes and enhancements occur at CincyMLS. It is challenging to stay abreast of these updates from the notifications, posts and e-mails sent by CincyMLS and its vendors.

We have attempted to summarize the MLS system updates and enhancements, as well as the accomplishments of the MLS, MLS Committees and service providers in 2020. I encourage you to peruse this summarization; you may find something that will help your business continue its success in 2021!

**Topics covered:** Compliancy, MLS Rules and Regulations, Committee Highlights, MLS Administrative Updates, Vendor Enhancements, Statistics Summary.

Find a printable copy of the 2020 Year in Review [HERE](#).

## MLS of Greater Cincinnati - Year in Review – 2020

### Compliancy

- ❖ Do you know the Top Ten (plus a few) ways to stay compliant with CincyMLS? [Find Them HERE](#).

### MLS Rules and Regulations

- ❖ The MLS Rules and Regulations for 2021 will include the new NAR Mandated rules and an overall makeover. Expect to see the updated version in February 2021. For the current version, please click [HERE](#).

### MLS Committee Highlights in 2020

- ❖ The Unauthorized Access Complaint Process was reviewed and modified. Any complaint that cannot be resolved with informal facilitation will be filed with the CABR (Cindy) and processed by Professional Standards.
- ❖ Timely MLS System and process changes were implemented at the pandemic's onset to make the market work.
- ❖ Reviewed and evaluated Tax Systems (Realist and others) in preparation for the Realist contract expiring in August 2021.
- ❖ Implemented the NAR mandated Clear Cooperation rules.
- ❖ Implemented the new "Under Construction" status.
- ❖ Increased the marketing remarks to 500 characters.
- ❖ Evaluating Keybox Systems in preparation for the current Supra Contract expiring in October 2021.
- ❖ Withdrawn documentation is no longer required to be submitted to the CincyMLS.
- ❖ Worked with vendors on improving system functionality and performance.
- ❖ The committees continue to work on additional projects as time permits.

### CincyMLS Administrative Updates

#### Listing Data Checker (LDC)

- ❖ LDC continues checking every listing and modification for compliance.
- ❖ LDC sent 32,084 notifications in 2020.
- ❖ Of the 22,593 actionable notifications, staff sent 4,722 e-mails due to incomplete or incorrect paperwork.
- ❖ LDC sent 9,491 reminders of upcoming listing expirations.
- ❖ The top 3 fined violations were: Listing Entered Late, Late Status Change to Sold, Estimated Closing Date.
- ❖ The CheckIt feature continues allowing members and admins to check any listing at any time for listing compliance.

## Clear Cooperation

- ❖ NAR's required Clear Cooperation Policy (Policy 8.0) was implemented on April 13, 2020.
- ❖ The Policy states:
  - Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (e-mail blasts), multi-brokerage listing sharing networks, and applications available to the general public.
- ❖ Most violations were brought into compliance within one (1) business day.
- ❖ The Delayed Entry Sellers Authorization was introduced so sellers are aware that the property may not be marketed.

## Coming Soon Status

- ❖ 3,786 listings utilized the Coming Soon status this year.

## Under Construction

- ❖ The new Under Construction status was launched on October 13, 2020.
- ❖ The status is optional for Market Homes Under Construction, New Construction and Paper Houses to be Built.
- ❖ Property in the Under Construction Status do not accrue Days on Market (DOM).
- ❖ The status must be changed to Active no later than the issuance of the Certificate of Occupancy.

## CincyMLS User Satisfaction Survey

- ❖ Nearly 1500 members took a CincyMLS User Satisfaction Survey in February 2020.
- ❖ The data is being used to identify strengths, weaknesses, future needs, and improvements.

## CincyMLS Staff

- ❖ Sherri Rice joined the MLS team as a Key Box Administrator on November 9, 2020.
- ❖ Former Listing Coordinator, Joyce Ryan, passed away December 17, 2020. Joyce retired in 2016 after 37 years of service.

## Withdrawal Documentation

- ❖ Withdrawn documentation is no longer required to be submitted to the CincyMLS.

## Marketing Remarks

- ❖ Marketing Remarks were increased to 500 characters to accommodate additional information during the beginning of the pandemic.
- ❖ The increase to 500 characters will remain permanent.

## Did You Know?

- ❖ MLS forms are updated from time to time. Find the latest forms [HERE](#).
- ❖ Documentation can be submitted via e-mail to [MLSDocs@CincyMLS.com](mailto:MLSDocs@CincyMLS.com).
- ❖ Instead of submitting a copy of the Exclusive Right to Sell Agreement to MLS for validation, the one page New Listing Validation Form may be submitted in its place. Click [HERE](#) for the form and click [HERE](#) for instructions.

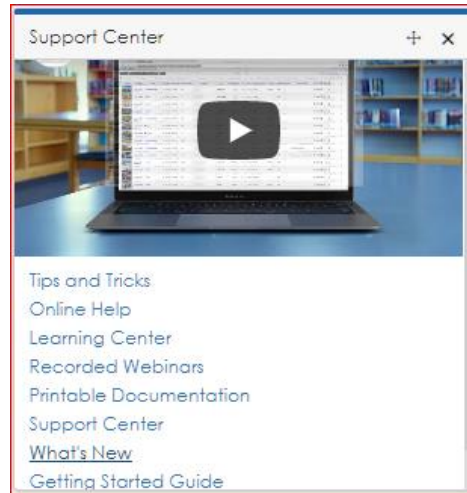
[Vendor Updates](#)  
[Rapatttoni, Homesnap, Realist, RPR, Showing Time, Supra and Bridge](#)

Rapatttoni System Enhancements 2020

- ❖ **Expanded Property History** - Listing owners can now view and print comprehensive property history that covers more information than ever before, including Field Change history, Commission history, Picture history, Attached Document history, Virtual Media history, and all other relevant historical data on a single form. As part of this upgrade, the previous retention limits have been removed so that all property history information moving forward will be stored in perpetuity and remain available within the MLS. New column heading filter controls also make it easy to search for history based on date, change type, old/new values, and other data through an updated interface that delivers more clear and concise information.  
Click [HERE](#) to watch a quick tutorial and learn more about expanded Property History Information.
- ❖ **Listing Input Search County Record Link Location Change** - The search county records link on the enter new listing form has been moved below the **County** field to accommodate an increased character limit.
- ❖ **New Virtual Open House & Broker Options Now Available** - MLS users can now enter, search, and view Virtual Open Houses and Broker Tours for listings in the Rapatttoni MLS!
- ❖ **New Type & Link Fields** - The search county records link on the enter new listing form has been moved below the county field to accommodate an increased character limit.
- ❖ **Supported Platforms** - The new Virtual Open House and Broker Tours options are supported on all popular URL-based platforms, including Facebook Live, Zoom, and GoToMeeting.
- ❖ **Updated Public, IDX, and Client Portal Interface** - The new Public, IDX, and Client Portal search allow public users and clients to view results for listings with Virtual Open House information and attend Virtual Open House live events.
- ❖ **New Report Options** - The type and link text/URL fields with corresponding data are available for inclusion in Standard Reports and new reports created in the Custom Report Writer.
- ❖ **New Add to Calendar Option for Client Portals Now Available** – A new Add to Calendar icon has been added to the Client Portal feature, allowing clients to quickly and easily add both "Virtual" and "In Person" Open Houses to their default Calendar application.
- ❖ **New Clip Art Added to Custom Report Writer** – New clip art images are now available for the Custom Report Writer feature in all available colors.
- ❖ **New Update Button for Attached Documents** – A new Update button has been added to the View/Manage Attached Documents page. MLS listing owners can now re-upload and replace attached documents without first deleting the previously attached document with this enhancement.
- ❖ **New Schools Search Criteria Added to Interactive Map Search & Mobile MLS** – A new Schools search criteria section is now available for MLSs that include School District criteria in the Interactive Map Search and Mobile MLS. This new search criteria section allows MLS users to search for listings matching specific schools using distinct fields for each school type defined by your MLS (e.g., Elementary, Middle, High, and so forth). To ensure valid searches, the lookups for these fields will filter the available Schools based on any School Districts selected in the criteria.
- ❖ **Enhanced Listing Picture Gallery** – The picture gallery has been updated for improved listing pictures. These updates include an enhanced comment preview section with larger text for easier viewing when scrolling through the picture carousel and indicators showing when there are comments available while viewing pictures in full-screen mode.
- ❖ **New Custom Report Writer Open House Templates Now Available** – New Open House flyer report templates have been added to the Custom Report Writer. You can also save copies of these templates and update them with your branding and other content to make them truly unique.

- ❖ Rapattoni and the MLS communicates changes as they occur. Rapattoni updates their training library as changes occur and archives the communications so you may reference them at any time. This valuable information may be accessed on your login dashboard under the Support Center.

- [What's New as of September 23, 2020](#)
- [What's New as of May 28, 2020](#)
- [What's New as of May 7, 2020](#)
- [What's New as of April 9, 2020](#)
- [What's New as of March 11, 2020](#)



### Real Estate Standards Organization (RESO) in 2020

- ❖ **Obtained Platinum Certification for the RESO Data Dictionary v1.6.** [Click here for information about RESO.](#)

### Homesnap in 2020

- ❖ **The "All-New Homesnap Pro" – This is the biggest update Homesnap has ever released!**
  - Data-Backed prospecting tools for identifying seller leads.
  - Heatmaps that help prospect for off-market properties, likely to list within the year.
  - Unlimited homeowner contact information.
  - At-a-glance property information combines mortgage, tax, and deed history.
- ❖ **Saved Search Alerts** – Saved Search Alerts give agents and consumers the ability to receive e-mail alerts when a new home in their saved search hits the market. Agents or consumers create a search with their desired search criteria.
- ❖ **Sell Speed** – With Sell Speed, agents can impress their clients and win more listings by leveraging the power of machine learning to predict how quickly a home will sell at various price points. Sell Speed uses a sliding scale that allows agents to visualize the estimated time a home will take to sell, based on a specific list price. Unlike other price-predictor tools that can confuse clients and home searches, Sell Speed is not consumer-facing and is available only to agents.
- ❖ **New Search Features** – You can now search multiple areas at once in Homesnap rather than having to jump back and forth between different searches. Additionally, Multi-Area Search is supported by our recently released Saved Search Alerts to allow users to receive for multiple areas.

### Realist Enhancements in 2020

- ❖ **Added Sell Score to Search Grid.**
- ❖ **Added Sell Score to Card View.**
- ❖ **Increased MLS Photo Count to 60.**
- ❖ **Enhancement to Grid** – Adding compact mode and show only selected rows.
- ❖ **Enhancement to Map** – Automatic zoom in/zoom out.
- ❖ **Neighbors Report** – Increasing to a maximum of 30 neighbors.
- ❖ **Comparable Report** – Increasing to a maximum of 50 comparable results.
- ❖ **Enhancement to Homepage Print and E-mail** – Print All and E-mail All functionality.

## RPR Enhancements in 2020

### ❖ **Neighborhood & Residential Updates**

- Neighborhood Boundaries – Over 55 new metros.
- Residential Boundaries – Over 900k new areas.
- Updated Data for POI, Flood Maps, Heat Maps and School Boundaries.
- Niche – Ratings & Reviews Quarterly.
- Commercial Tenant Data – Quarterly refresh.

### ❖ **Mailing Labels**

- Limit increased for labels printed or records exported from 2,000 to 4,000 from April through June 2020 to maximize the time spent in isolation for COVID-19.
- Do Not Market List updated.

### ❖ **Shortcuts Menu updated and improved.**

### ❖ **Monthly Snapshots**

- Usage, Residential, and Commercial snapshots.
- <http://blog.narrpr.com/monthly-snapshot/>.

### ❖ **Special COVID Series-4 Part Training Program**

- Part 1: Maintaining and Building Your Sphere of Influence.
- Part 2: Social Media and Online Communication Tools.
- Part 3: Virtually Working with Buyers.
- Part 4: Conducting Virtual Listing Presentations.

### ❖ **Realtors Property Resource (RPR) Facebook Videos**

- Quick Tips, WOW Factor, Webinars.

### ❖ **RPR Refresh** - Debuting in Q1 2021.

## Showing Time Enhancements 2020

### ❖ **COVID-19** – A standard COVID-19 message was added on the screen that appears when agents schedule appointments online.

### ❖ **Daily Updated, COVID-19 Showing Data** - To respond as quickly as possible to the many requests we've received for daily updates of showing activity from ShowingTime clients, our data and analytics team has developed [showing metrics for all markets we serve in North America](#). We are reporting trends in showing activity, updated daily, showing broad statistics at the nation-wide and state-wide levels on our website. We also created a unique chart specifically for [Cincinnati MLS](#).

### ❖ **New appointment type, "Virtual Showing"** – for buyer's agents to select when requesting a showing. The buyer's agent lets the listing agent know that their client would prefer a virtual showing by choosing this option. The buyer's agent can also add a note for the listing agent indicating which streaming video technology they prefer to use for the showing.

Listing agents can now configure their listings for 1) **Virtual Appts Only** 2) **In-Person and Virtual Appts** or 3) **In-Person Appts Only**. This setting can be configured per listing by choosing from a drop-down menu on each listing's setup worksheet, or agents can choose a setting for all their listings in their user profile.

### ❖ **My Buyer** – Now, buyer's agents can provide private notes/instructions for their buyer such as "park on the street," "meet me by the side entrance," etc. In addition to adding this new feature, we've updated the screen layout by reorganizing some of the fields.

## Supra – Keybox & eKEY Enhancements 2020

### ❖ eKEY App Enhancements

- Added MLS branding to the top of the eKEY.
- Continued improvements to the Authorization Code process and Showing Notification accuracy.

### ❖ Launched Expanded Suite of Services to Support Agents in a Changing Environment

- Remote Programming: Real Estate professionals can easily and remotely change several keybox settings without bringing the box to the MLS office. Remote updates include call before showing codes, keybox feedback flags, and more – all from any internet-connected device.
- Remote Installations: eKEY installations can be accomplished remotely, and real estate organizations can upgrade traditional hardware keys to the eKEY app without agents having to come into the office physically. Agents can now receive their eKEY authorization via e-mail.

### ❖ Marketing – Increased marketing support for associations and agents

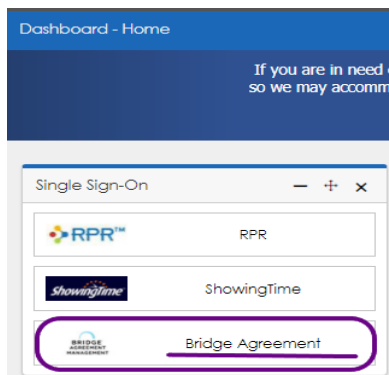
- Created new agent orientation and marketing videos.
- Increased social media presence with new Facebook campaigns and posted training videos.

### ❖ Improved Call Center Customer Experience and Implemented New Business Systems

- Quickly moved 40% of our staff to a work from home model during COVID-19 pandemic.
- Continued improvements to the Average Speed to Answer (ASA).

## Bridge Agreement Management (BAM) – **NEW** in 2020

- ❖ **Bridge Agreement Management (BAM)** – Implemented for CincyMLS members in March 2020. This time-saving tool provides a one-stop-shop for all members' Data Feed needs. Eliminates the hassle of printing, hand signing, scanning, and e-mail/faxing multi-page agreements.
- ❖ **Manage all Data Feed agreements** – Brokers and Agents can initiate data feed requests and manage the required agreements from one dashboard – including IDX, VOW, and Back-Office data feeds.
- ❖ **Easy to Navigate** – Access BAM directly from your Cincymls.net dashboard home (see below).



- ❖ **Create Customizable Agreements** – The MLS can create custom agreements to fit unique requests.
- ❖ **Easy Opt-In for Brokers & Agents**
- ❖ **Vendor Access** – Vendors being utilized by members before BAM's implementation were added into BAM. These vendors have agreed to the terms of the Data Participant Agreement with the CincyMLS and are available for use by all members.
- ❖ **New Vendors** – Members can request to have a new Vendor added to BAM. The Vendor is invited to participate by a simple e-mail invitation sent to them via the MLS using BAM.

<b>Statistics Year in Review 2020 v 2019 - Single Family and Condo</b>			
	<b>2020</b>	<b>2019</b>	<b>% Diff</b>
<b>New Listings</b>	31,267	32,766	-4.57%
<b>Units Sold</b>	26,688	25,772	3.55%
<b>Average Sold Price</b>	\$247,621	\$226,124	9.51%
<b>Median Sold Price</b>	\$207,000	\$184,000	12.50%
<b>Average Cumulative DOM</b>	32	42	-23.81%
<b>Median Cumulative DOM</b>	5	11	-54.55%
<b>Total Units Sold (All Property Types)</b>	29,094	28,093	3.56%

**Thank you for a great year. We look forward to an exciting 2021!**