

# New Member Orientation

New Mexico Multiple Listing Service

# What is a MLS?

It's origin,  
purpose, and  
benefits

# What is a Multiple Listing Service ?

## HISTORY OF THE MLS

In the late 1800s, real estate brokers regularly gathered at the offices of their local associations to share information about properties they were trying to sell. They agreed to compensate other brokers who helped sell those properties, and the first MLS was born, based on a fundamental principle that's unique to organized real estate: Help me sell my inventory and I'll help you sell yours.

# What is a Multiple Listing Service?

## PURPOSE OF A MLS

Today, a **Multiple Listing Service** is a suite of services that enables Brokers to:

- Establish contractual offers of compensation (among MLS brokers)
- Facilitates cooperation with other broker participants
- Accumulates and disseminates information to enable appraisals

And is a facility for the orderly correlation and dissemination of listing information to better serve broker's clients, customers and the public

# What is a Multiple Listing Service?

## HOW DOES THE MLS WORK

The MLS's database and software are used by Brokers in real estate representing sellers under a listing contract to widely share information about properties with other brokers who may represent potential buyers or wish to cooperate with a seller's broker in finding a buyer for the property or asset.

# What is a Multiple Listing Service?

The term "MLS" is considered generic in the United States and cannot be trademarked or branded. There is no single authoritative MLS and no universal data format.

However, there is a data standard for MLS systems—the Real Estate Transaction Standard, or RETS, which is being deployed across MLS solutions in North America.

Local and private databases use based data feeds to generate and update listings. Listings disseminated through MLS may be controlled by a single association of realtors or groupings of associations which represent all brokers within a given community or area.

# What is a Multiple Listing Service?

## WHO CAN UTILIZE A MLS

Most MLS systems restrict membership and access to real estate brokers (and their agents) who are appropriately licensed by the state (or province), are members of a local board or association of REALTORS®, and are members of the applicable national trade association (e.g., NAR). Access is becoming more open as Internet sites offer the public the ability to view portions of MLS listings. There still remains some limitation to access to information within MLSs; generally, only agents who are compensated proportional to the value of the sale have uninhibited access to the MLS database. Many public web forums have a limited ability in terms of reviewing comparable properties, past sales prices or monthly supply statistics. This represents the cornerstone of several ongoing arguments about the current health of the real-estate market, which are centered on free and open information being necessary for both the buying and selling parties to ensure fair prices are negotiated during closing, ultimately allowing a stable and less volatile market.

# What is a Multiple Listing Service?

A person selling his/her own property - acting as a For Sale by Owner (or FSBO) seller - generally **CANNOT** put a listing for the home directly into an MLS.

Similarly, a licensed broker who chooses to neither join the trade association nor operate a business within the association's rules, cannot join most MLSs. However, there are brokers and many online services which offer FSBO sellers the option of listing their property in their local MLS database by paying a flat fee or another non-traditional compensation method.



# What is a Multiple Listing Service?

## WHO OWNS A MLS

- ▶ In North America, the MLS systems are governed by private entities. The rules are set by those entities with no state or federal oversight, beyond any individual state rules regarding real estate.
- ▶ MLS systems set their own rules for membership, access, and sharing of information, most are subject to nationwide rules laid down by NAR.
- ▶ An MLS may be owned and operated by a real estate company, a county or regional real estate board of REALTORS® or association of REALTORS®, or by a trade association. Membership of the MLS is not required for the practice of real estate brokerage.

# What is a Multiple Listing Service?

**Bottom line.....**

A Multiple Listing Service (MLS) provides a private offer of COOPERATION and COMPENSATION by listing brokers to other real estate brokers WITHIN the MLS of which they belong.

# MLS Crossroads

What's  
Happening Out  
There

# MLS Trends

- **Data Sharing with MLSs**
- **Collaboration for bargaining strength**
- **Merges between MLSs**
- **MLS Autonomy**
- **Regionalization**
- **Integrations between MLSs & Products**
- **API's & Advanced Technology**

# Housing Trends

- **Home values are rising but expected to slow through 2018**
- **Share of income spent on mortgage is below norms**
- **Share of income spent on rent is rising**
- **First time buyer's down payment come from several different sources**
- **The number of homes for sale is low and falling**
- **DOM is reducing**
- **Negative equity is declining**

# Consumer Trends

- **Online is bigger than anyone thought**
- **Nearly half of buyers are millennials and they shop differently**
- **The face of the buyer is more diverse**
- **47% of buyers are first timers**
- **Average age of sellers has dropped significantly**

**For a complete report on Consumer Housing Trends 2016 go to:  
[www.zillowgroupreport.com](http://www.zillowgroupreport.com)**

# New Mexico MLS

It's Mission,  
Service Areas,  
And Leaders

# NM MLS Mission

**Empowering Real Estate  
Professionals with the tools and  
resources to fulfill  
their customer's dreams**



# Did you know?

## FACTS ABOUT THE NM MLS

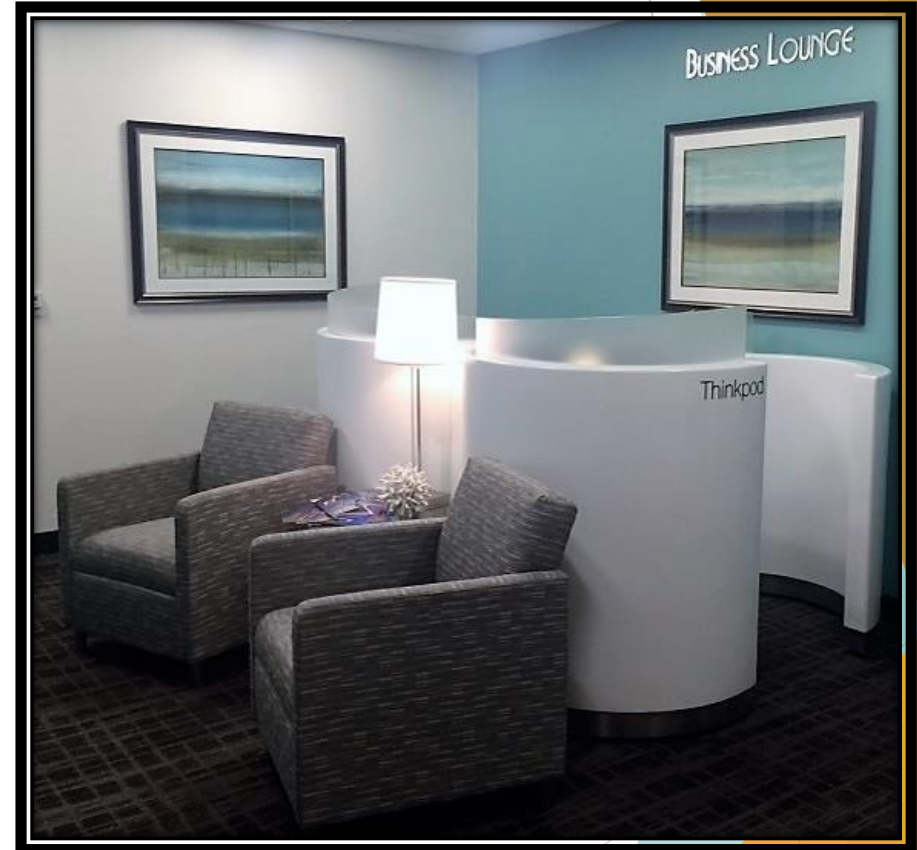
- Incorporated on January 9, 1998
- The 3<sup>rd</sup> largest MLS in the state (and it's growing - FAST!)
- The only MLS in New Mexico with statewide coverage of listing information
- Still the least expensive MLS in New Mexico to join
- Very reasonable set up fees
- A for-profit, solely owned incorporated subsidiary of the REALTORS® Association of New Mexico
- All REALTOR® members are invited to join

# New Mexico MLS's New Office

150 Washington Street, Suite 201  
Santa Fe, NM 87501  
(505) 395-4567

8:00 a.m. - 5:00 p.m.  
Monday-Friday  
Closed on weekends & most holidays

[admin@nmmls.net](mailto:admin@nmmls.net)  
[www.realestateofnewmexico.com](http://www.realestateofnewmexico.com)



# Member Boards★

Carlsbad  
Clovis/Portales  
Deming Luna County  
Gallup  
Hobbs  
Las Vegas  
Sierra County

Santa Fe Home Office★

## Service Areas★

Artesia  
Clayton  
Estancia  
Grants  
Guadalupe  
Lovington

Magdalena  
Raton  
Reserve  
Rociada  
Springer  
Tucumcari



# 2018 NM MLS Leadership

## 2016-2018 Term



**Jody Bailey**  
President  
Portales



**Micki Shillito**  
Deming



**Megan McFarlane**  
Executive Director  
Santa Fe

## 2017-2019 Term



**Melissa Brooker**  
President-Elect  
Artesia



**Beth Myers**  
Lovington



**Gretchen Koether**  
Hobbs

## 2018-2020 Term



**Cathy Vickers**  
Secretary-Treasurer  
Elephant Butte



**Dawne Armstrong**  
Immediate Past  
President  
Clovis



**James McElroy**  
Tucumcari



**Victoria Murphy**  
(1 year term)  
Ex-Officio  
Santa Fe

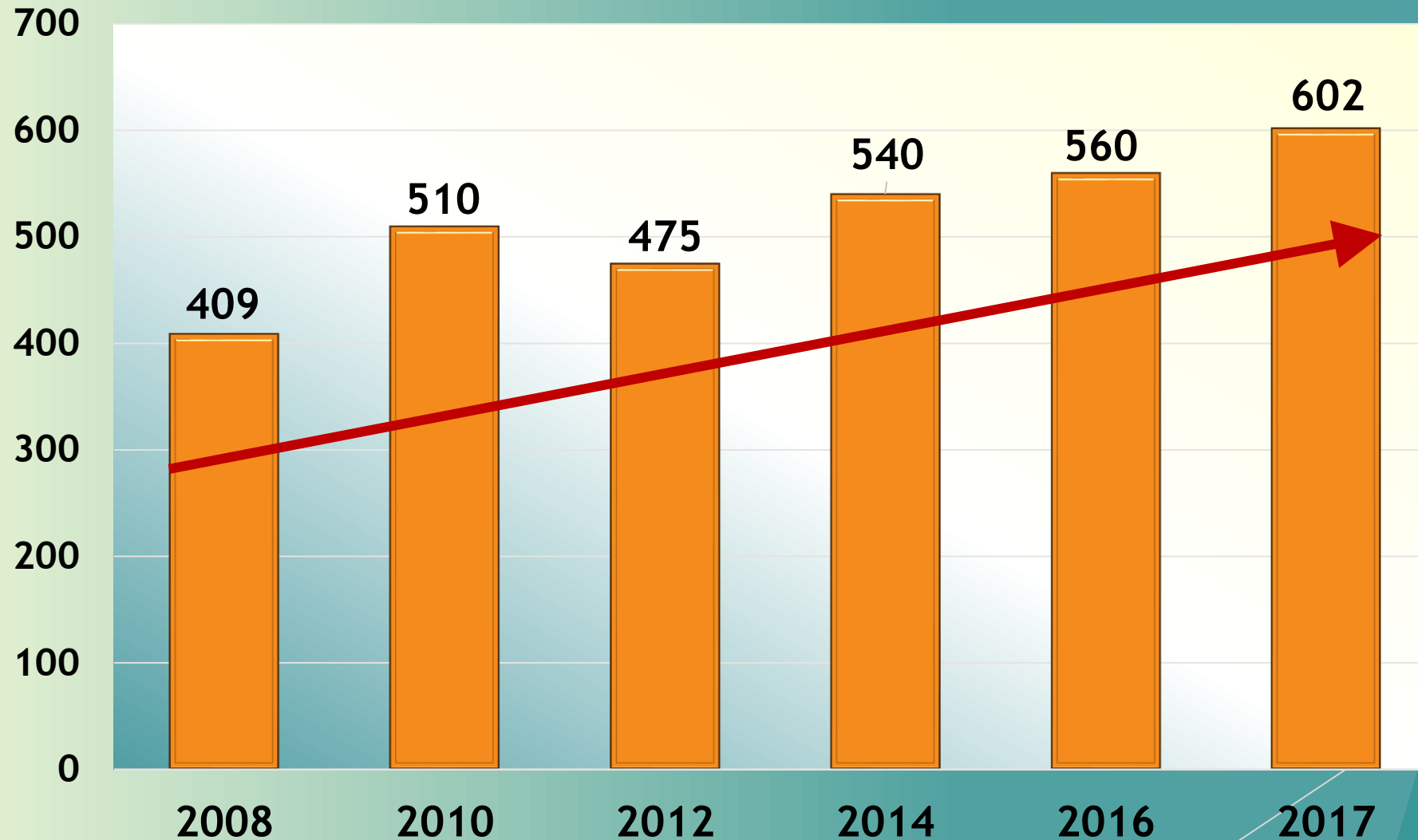


# NM MLS Stats

## Numbers and Percentages

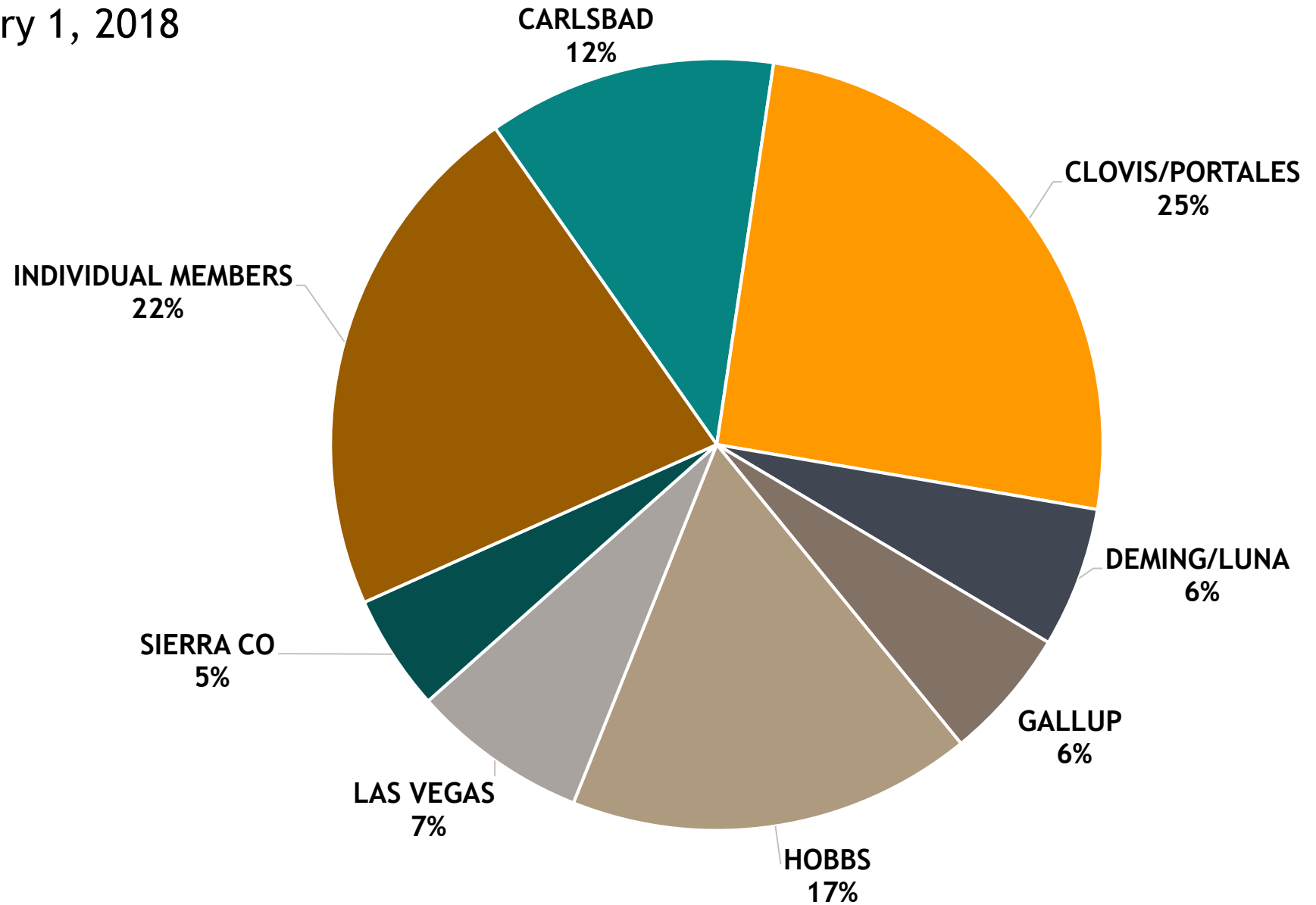
# NUMBER OF PAID NM MLS USERS

As of January 1, 2018



# NM MLS Member Boards

As of January 1, 2018



# NM MLS BROKER TYPES

As of January 1, 2018

ADMINISTRATORS

3

VENDORS

26

SECRETARIES

74

NON-PAYING USERS - 107

MEMBER BOARDS

3

WAIVERS

1

AFFILIATE

5

PAYING USERS - 602

APPRAISER

69

DESIGNATED...

201

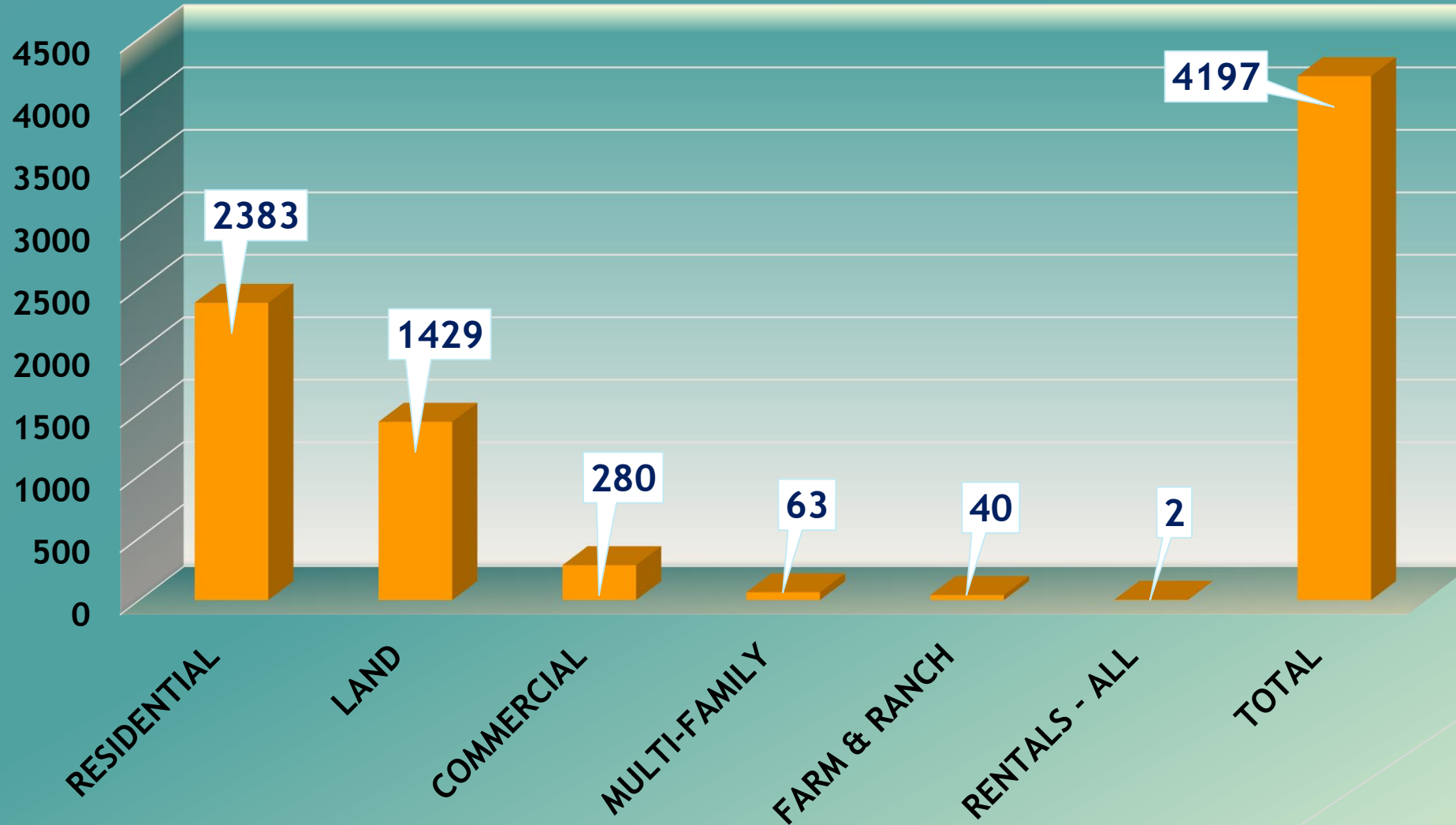
REALTOR

327



# NM MLS ACTIVE LISTING TYPES

As of January 1, 2018



# Financials

Money in –  
money out

# 2018 Budget

**Based on:**

**570 PAID Users**

**100 IDX Feeds**

Office expenses includes salaries, benefits, office rent, office supplies, equipment, etc.

Misc. expenses includes member board outreach, insurance, travel, meetings, website, legal counsel, upgrades, dues & subscriptions, RANM dividends, accounting services, credit card fees, etc.

Income	Dues	\$218,880
	Fees	\$28,680
		\$247,560
Expenses	MLS Technologies & Integrations	
	\$89,809	
	(includes budgeted upgrades, enhancements, added services & benefits and other expenses)	
	Office Expenses	
	\$85,680	
Misc.		\$67,465
		\$242,954
TOTAL		<u>\$4,606</u>

# Dues and Fees

- **Annual Dues = \$32/month/year + tax**  
(prorated by the month joined AND non-refundable)
- **New Office Fees = \$200 + tax (\$216.63)**  
(one time fee)
- **New Member Fees = \$75 + tax (\$81.24)**  
(one time fee)
- **Office Transfer Fees = \$75 + tax (\$81.24)**  
(per transfer)
- **New Secretary Fees = \$250 + tax (\$270.79)**  
(one time fee/current secretaries grandfathered - dues are waived)
- **New Team Fees = \$200 + tax (\$216.63)**  
(one time fee/current teams grandfathered)
- **IDX Fees = \$15/month/year + tax**  
(prorated by the month started AND non-refundable)
- **Data Licensing Fee (AVM/VOW) = \$50/month/year + tax**  
(prorated by the month started)
- **Violation Fees = \$200 + tax (\$216.63)**  
(per violation)
- **Reinstatement Fees = \$150 + tax (\$162.47)**  
(per each reinstatement)

# Dues paid annually

Annual Dues cycle begins July 1 - June 30

Invoice will be EMAILED to Qualifying Broker for entire office in April

- June 1<sup>st</sup> - Dues Invoice is due
- July 1<sup>st</sup> - MLS Account deactivated & reinstatement fees applied when account activated
- July 15<sup>th</sup> - Late fees are applied

# Annual Dues

- New Subscribers and Users Fees are *paid on an annual basis and are prorated* based on the month MLS service begins
- IDX/Data Licensing payments are *paid on an annual basis and are prorated* same as with MLS Dues
- MLS Dues and IDX/Data Licensing Payments are *non-refundable*
- MLS Dues and IDX/Data Licensing Fees *will transfer* when Broker transfers to a new office
- All dues and fees are *pre-paid*

# Your MLS Toolbox

Benefits &  
services

# PARAGON

The NM MLS uses Paragon 5 as our MLS Platform. Paragon has greatly expanded the capabilities of the MLS software.

Voted #1 MLS  
VENDOR  
5 years in a  
row

Smart  
Framing

Collab  
Center (CC2)

Mobile Link

<http://ranm.mobile.paragonrels.com>



# PARAGON'S NEW INITIATIVES

**Association  
Autonomy**

**Paragon 4  
Brokers**

**RESO  
Certifications**

# Paragon's Collaboration Center



A NEW version of Client Connect has been released!

Released in late 2016, the NEW version, known as the COLLABORATION CENTER, brings a new and easy interface with a variety of useful features that we are sure you and your clients are going to enjoy! The new Collaboration Center is also fully responsive on any mobile device.

Remember to update your Client Connect Preferences as soon as possible

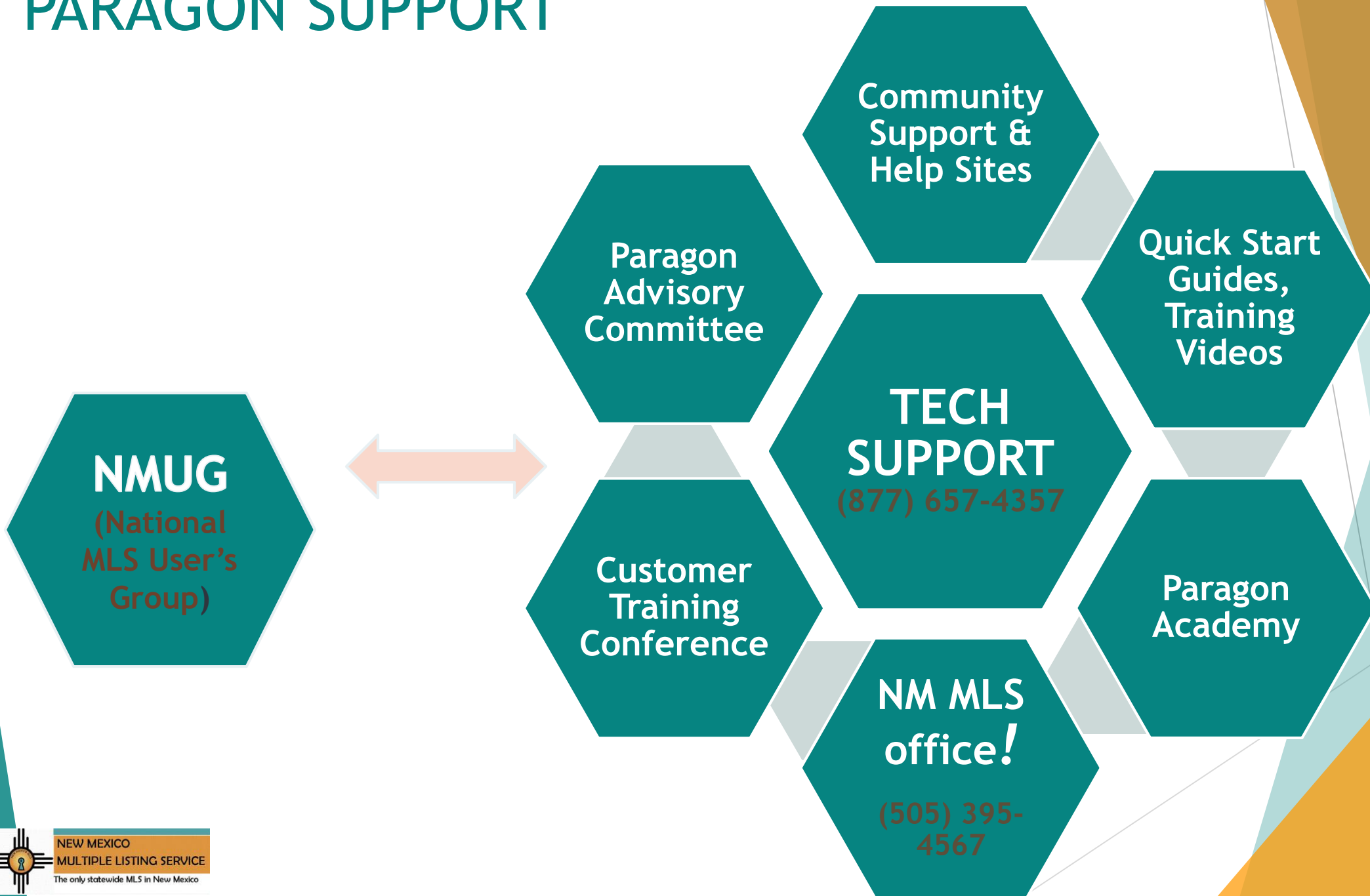
IMPORTANT! Now that Collaboration Center is active:

- The previous version (Client Connect) is no longer be available
- ALL current listing data and searches WILL BE retained in the Collaboration Center
- There will be NO impacts to the functions within the Contact Manager



The release of the COLLABORATION CENTER is a great opportunity to check-in with your clients and let them know what they can expect to see with this new version!

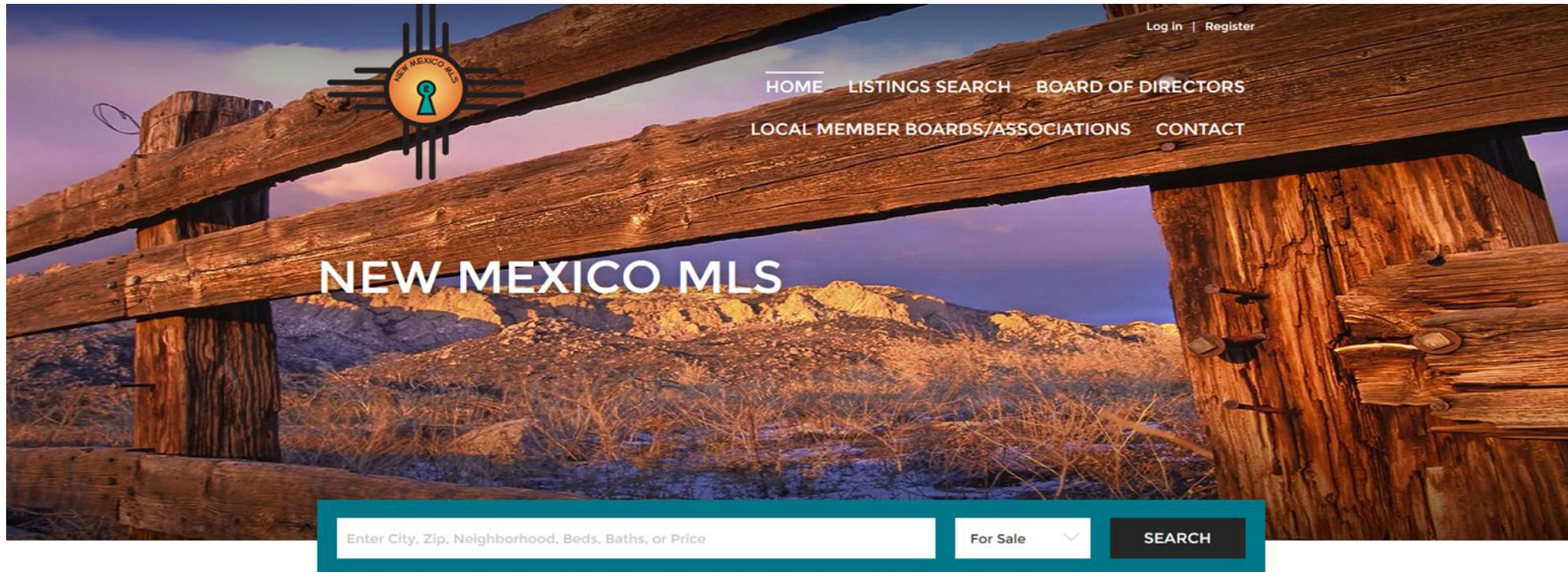
# PARAGON SUPPORT



# Benefits and Services

**www.realestateofnewmexico.com**

NM MLS's new public-facing website



## WHAT'S NEW

Check back soon for more news.

## ADVOCACY

We understand that buying or

## EVENTS

Check back soon for more events.



# Benefits and Services



**Top Producer®**



**realtor.com®**



... with more to come!

# Benefits and Services



**homesnap**

- The best way to access real-time MLS data on the go
- Analysis of every agent's activity and deal history
- Instant info on any home, not just listings
- Simple, integrated messaging and communications

# Benefits and Services

- **ListHub** - ListHub gives the MLS a platform to help brokers manage their online marketing across a wide variety of reputable real estate marketing website.
- **Realtor.com/FIND** - Realtor.com is a highly visible website where MLS members have access to all Realtor.com data
- **RPR** - Owned by REALTORS® and created by NAR for the sole purpose of providing REALTORS® with the data they need.
- **CloudCMA** - Generates client reports through integration with the MLS.
- **Instanet Solutions** - Imports MLS data into your Instanet transactions.
- **RETechnology** - Lets brokers access product reviews, educational technology content and a comprehensive directory of real estate products.
- **Zillow / trulia** - An online database that generates leads for brokers while also providing basic information on the property they are listing
- **NewHomeSource** - Get information on new homes and new construction communities.
- **Placester** - The online Marketing platform for all your website needs.
- **Brown & Brown Insurance** - When you join the NM MLS you have insurance options with Brown & Brown Insurance

# DMCA - Digital Millennium Copyright Act - Designated Agent

## **IF YOU HAVE A PERSONAL, BUSINESS OR OFFICE WEBSITE THAT IMPLEMENTS AN IDX FEED, YOU NEED TO REGISTER AS A DESIGNATED AGENT**

In the real estate industry, typical examples include blogs that allow visitors to post comments or reviews or broker and brokerage websites that provide for the unmoderated display of third party listings, most commonly through an IDX feed.

The good news is, because of the DMCA's safe-harbor provisions, website operators can protect themselves from copyright infringement liability that could otherwise arise due to third party activity on their websites.

**All website operators must either register or re-register their copyright agent on the new copyright agent registration system prior to December 31, 2017.**

Go to: [dmca.copyright.gov/osp/login.html](https://dmca.copyright.gov/osp/login.html) and get registered before  
December 31, 2017.



# RETS - Real Estate Transaction Standard

The Real Estate Transaction Standard is a common language spoken by systems that handle real estate information, such as multiple listing services. A common language enables computers like the one on your desk to receive information from many different real estate systems or MLSs without being specially trained to understand the information from each.

Standards like RETS exist in many different fields. Sometimes, the standard simply adopts one of many pre-existing languages that everyone agrees to use. RETS, like many computer standards, is a language that was built for a specific purpose, but the goal is the same: to have all computers that deal with real estate information “speak” the same language, so that you can use the same desktop computer programs with any MLS that has adopted RETS.

For software developers and for providers of services like IDX sites, RETS means having to write programs to use only one language, the common language of RETS, in order to work with many different MLS systems. This means lower costs, more products, more competition among vendors, and faster implementations of new systems, all of which directly benefit people who work with real estate information as a living.

RETS provides an interface for you to easily access data through a RETS compliant MLS. Additionally, vendors who offer RETS compliant utilities allow you the ability to use their services without having to perform double entry as well as gives you the option to easily migrate to new services or systems. RETS creates a way to easily share information allowing you to focus more on using the data than getting the data.

# IDX - Internet Data Exchange

IDX (Internet Data Exchange) is how MLS listings end up on a website. Also known as Broker Reciprocity, IDX encompasses the policies, rules and software that allow listings from the MLS database to be displayed publicly.

Anytime you see properties on a website that come from an MLS, it was made possible through IDX. Most real estate brokers use IDX to simply display MLS listings or home search tools on their website, but as home buyers have become more internet savvy, IDX has evolved to become more. Brokers today have the option to use basic home search tools provided by their MLS, or build more advanced IDX solutions; usually with the help of an IDX vendor.

**For only \$10 a month (+tax) - you can have IDX and be able to show all NM MLS Listings on your personal or office website.**

Contact the NM MLS office to learn how you can add IDX to your website. Or go to the MLS Documents tab on your Paragon page to print the NM MLS IDX Agreement and start the process today.

# AVM - Automated Valuation Model

An AVM or Automated Valuation Model is a tool that produces real estate values. AVMs are designed to augment or replace traditional appraisal reports completed by professional appraisers. While some AVMs are used by popular website, others are generated by internal systems used by valuation firms and financial institutions. AVMs can be useful tools to get a sense of the value of your real estate, but they are also controversial. AVM means a product that provides automated real property valuations using mathematical modeling combined with a database.

Unlike a professional appraiser, an AVM can't see the property. Instead, it assumes that the property is roughly similar to other homes in the neighborhood.

AVMs use market data to estimate the value of a piece of real estate. While AVM models vary in terms of both what factors they use and how they weigh them, you can usually expect an AVM to factor in a property's tax assessed value and comparable sales in the area.

**Data Licensing is \$30.00/month (+ tax).** The fee is paid on an annual basis and is prorated. A completed application needs to be on file prior to a data feed/link given. For information on VOWs and the most current Data Licensing Agreement, go to: Paragon and click on the MLS Documents tab.

# VOW - Virtual Office Website

VOW refers to Participant's Internet website, through which Participants are capable of providing real estate brokerage services to clients with whom the Participant has first established a broker-customer relationship (as defined by state law) where the client has the opportunity to search NM MLS Listing Information, subject to Participant's oversight, supervision and accountability.

**Data Licensing is \$30.00/month (+ tax).** The fee is paid on an annual basis and is prorated. A completed application needs to be on file prior to a data feed/link given. For information on VOWs and the most current Data Licensing Agreement, go to: Paragon and click on the MLS Documents tab.

# One-Time Listings

Non-member licensed New Mexico Brokers may now place their listings on the NM MLS with a **ONE-TIME LISTING!**

One-time listing package includes:

- 6 month listing on the NM MLS
- Listing to feed to Zillow, Trulia & realtor.com
- Up to 10 digital photos
- Link to print Property Flyers for promotion
- Documents package for compliance with local, state and national regulations
- Discounted price to extend listing placement after 6 months

**\$199**  
*per  
listing*

# Communication

Knock... ?  
Knock...?

E-MAILS AND  
MESSAGING

## Through E-mails

### E-Mail Blasts

E-Mail Letters & Messages

### E-Mailed Receipts & Invoices

E-Mailed notices









# Through Paragon MLS Messaging



- ▶ NM MLS's Paragon Homepage
- ▶ Login Pop-Ups
- ▶ Login Messaging - must indicate you have read the message by clicking agreement button
- ▶ Message Center
  - ▶ MLS Messaging
  - ▶ Bulletin Board

# Through NM MLS Conversations



- ▶ NM MLS Outreach - Bi-Annual Member Board Visits
- ▶ Surveys
- ▶ Webinars & Links to pertinent MLS topics
- ▶ Social Media

# REAL ESTATE BLOGS YOU SHOULD READ

- Notorious Rob
- Vendor Alley
- Bigger Pockets
- RISMedia
- The Real Estate Blogger
- The Real Estate Tomato
- Inman News
- Trulia
- Zillow
- Houselogic
- Paper Money
- Realtor.com
- The MLS Blog

# LOGOS TO USE FOR YOUR COMMUNICATION



**NEW MEXICO  
MULTIPLE LISTING SERVICE**

The only statewide MLS in New Mexico



# Proud Members of...

## Professional Organizations

# NMUG - National MLS Users Group

## a Paragon Users Network

NMUG is a self-funded Paragon-Using MLS group hailing from throughout the states that meets several times a year to discuss the good, the bad, and the ugly of Paragon.

Over 30 members meet, flying in from Hawaii, Idaho, Illinois, Pennsylvania, Washington, Oregon, Rhode Island, California and from New Mexico, to spend a day networking about Paragon.

Solutions, fix-its, issues, ideas, work-arounds, compliments, and complaints are put on the table, all geared to making Paragon the best it can be. Paragon Management is brought in for further discussion and to provide a timeframe of completion.



# CMLS - Council of MLS

CMLS was formed in 1957, as the Northwest Council of MLS.



**CMLS**  
Council of Multiple Listing Services

The three founding members of Northwest Council recognized the need to share ideas, service models and management concepts. The brainstorm of these MLS leaders evolved into a volunteer-led organization with a membership that stretches across all of North America. CMLS' mission is to successfully act as the premier forum and resource for Multiple Listing Service organizations.

CMLS' goal is to provide facilitation of practical information and cutting edge management ideas to empower members (and their constituents) to meet the challenges of changing technology, legal issues, and organizational structures. To successfully act as the premier forum and resource for Multiple Listing Service associations.

Facilitation of practical information and cutting edge management ideas to empower members (and their constituents) to meet the challenges of changing technology, legal issues, and organizational structures.





# RESO -Real Estate Standards Organization



RESO provides an environment for the development and implementation of data standards and processes that facilitate innovation, insure portability, eliminate redundancies and obtain maximum efficiencies for all parties participating in the real estate transaction.

COMPLIANCE CERTIFICATION  
has been awarded

Data Dictionary 1.4 Gold



COMPLIANCE CERTIFICATION  
has been awarded

Web API 1.0.2 Server Certification  
with OAuth 2 Bearer Token





# Let's be Social

Like, follow, and  
tweet us

# Social Networking

Like us on facebook!  
New Mexico MLS



Follow us on LinkedIn  
New Mexico MLS



Tweet with us on Twitter  
@NMStateMLS



# RESPA - Real Estate Settlement Procedures Act

Real estate brokers and agents are subject to the Real Estate Settlement Procedures Act (RESPA) when engaging in transactions involving federally related mortgage loans.

RESPA generally prohibits any person from giving or receiving any “thing of value” in exchange for the referral of settlement service business. Liabilities for RESPA violations may be severe, ranging from significant fines to imprisonment.

Consult with a RESPA attorney to ensure you understand and properly comply with any and all applicable laws.

# RESPA DOs & DON'Ts FOR SOCIAL MEDIA

- Do ensure that each co-marketing party pays its proper share of the advertisement.
    - Each party's share should be based on the proportionate split of the fair market value for any and all services in connection with the advertisement (e.g., creation, design, distribution, etc.); and
    - Each party's share should be equal to each advertised settlement service provider's prominence in the advertising.
  - Do ensure that the agreed upon marketing is actually performed and that any payment made in connection with such services is the fair market value for the services performed.
    - Remember—just because a social media platform is “free” for users to join or post in, it does not mean that all uses of the platform are offered at no cost or that there are no costs associated with the development of the advertisement.
    - Be aware of what may constitute a thing of value, and remember it does not require a transfer of money. Any benefit or concession (a “quid pro quo”) may be a “thing of value.”
  - Do include the word “Advertisement” in a prominent location on each party's information included on the co-marketing materials.
  - Do document procedures to calculate co-marketing charges and/or create a standardized rate sheet for the fair market value of such marketing.
  - Do consider maintaining written agreements of the co-marketing arrangement to demonstrate compliance with RESPA Section 8 as well as federal and state laws and regulations governing your comarketing efforts, including those regarding advertising, privacy, and licensing requirements, as applicable.
  - Do ensure that the advertisements are distributed to the general public, such as publicly-facing, broadly-reaching websites, and cannot be viewed as “targeting” specific consumers.
- oversight of the co-marketing arrangement that may be required by either or both comarketing participants

# RESPA DOs & DON'Ts FOR SOCIAL MEDIA

- DO NOT enter into the arrangement with a co-marketing party without getting the necessary corporate authorization for such arrangement for yourself or for your co-marketing party. □ DO NOT directly or indirectly defray expenses that would otherwise be incurred by anyone in a position to refer settlement services or business to you, by use of a co-marketing arrangement.
  - Payments by settlement services providers to third party real estate listing aggregator sites that reduce your advertising costs can create a direct RESPA violation.
- DO NOT exchange any “thing of value” with anyone for a referral, no matter how small the “thing of value” is. RESPA does NOT have an exception for minimal “kickback” amounts and even a small amount (i.e., \$5 coffee gift-card) is considered a “thing of value” under the law.
- DO NOT require or allow your co-marketing party to endorse you, exclusively or otherwise, or vice versa, e.g.:
  - Do not allow either co-marketing party to refer to the other as a “preferred” service provider, or a “partner,” or some other similar designation.
  - Beware of any perceived endorsements, such as “likes,” follows, re-postings, tagged pictures with one another, and other favorable commentary on referral sources’ pages, whether such activity is conducted from your personal or your business accounts. Remember that promotion of business activities generally should be conducted from business accounts/pages, not personal ones.
- DO NOT enter into co-marketing arrangements before considering the implications of any other concurrent relationship with the co-marketing party (e.g., lead sales, desk rentals, etc.).
- DO NOT direct any of the co-marketing efforts to specific consumers with whom either co-marketing party has a relationship or over whom either party has the ability to influence the selection of a settlement service provider (as compared to marketing of general distribution).
- DO NOT evaluate or adjust the compensation paid under an arrangement based on “capture rate,” which is the percentage of referrals that convert to actual clients or customers.
- DO NOT allow one party to act as a “gatekeeper” when dealing with a third-party marketing company. Both parties should have a separate agreement with third-party marketing firms.
- DO NOT perform services for the other co-marketing party that are outside the terms of the agreement. For example, if a real estate agent and a lender are co-marketing, the lender should not “incubate” or cull leads on behalf of the real estate agent as that is outside the terms of the comarketing agreement and is not a compensable service.
- DO NOT share the cost of leads generated through websites or arrangements. Each party must pay the fair market value of the leads they purchase.

# Things to Remember

## The details

# Members in Good Standing

All NM MLS members must be members in good standing with the National Association of REALTORS®.

This includes completion of the NAR Code of Ethics requirement. You must fulfill your COE 5<sup>th</sup> Cycle no later than **December 31, 2018.** Contact RANM's Education Director to check your COE status.

If deactivated from the NM MLS due to not being a member in good standing with RANM, **a re-instatement fee of \$150+tax (\$162.47) will be owed** prior to re-activation.

# Listing Procedures

## NM MLS Rules & Regulations

### LISTING PROCEDURES

#### Section 1.

Listings of real or personal property of the following types, which are listed subject to the real estate broker's license, and are located within the MLS Service Area, and are taken by Participants shall be filed with the MLS within 48 hours after all necessary signatures of seller(s) have been obtained on the Listing Agreement...



# Sold Price must be ENTERED

- Reporting sales of listing is MANDATORY.
- Listing Broker has 48 hours from the closing date to provide the sales price and the closing date for all listings. This includes withdrawn property if such listing was withdrawn prior to the closing date. **Failure to do so may result in an automatic fine.**
- Listing Brokers who fail to provide the sales prices and/or the closing date will be fined as set forth in the Participant Agreement and in the Rules and Regulations.
- This requirement will terminate upon the termination of a listing agreement.

# Sold Price must be ENTERED

- Not allowed to enter “0” as the sold price
- Must enter a minimum of 4 characters for the sold price for Residential, Commercial, Multi-Family, and Farm & Ranch classifications
- Must enter a minimum of 3 characters for the sold price for Land classification
- Sold price must be true and accurate

# Mandatory Primary Photo

- Must accurately depict the property being listed
- Must **NOT** include forwarding remarks (logos, signage, name) - this includes any photo in the listing's photo library
- Listing Broker has **48 hours** to either post the Primary Photo or submit a Photo Waiver form signed by Seller and delivered to the NM MLS Administrator
- Listing Brokers who fail to submit either a photo or a waiver will be fined as set forth in the Participant Agreement and in the Rules and Regulations

# Mandatory Primary Photo

Once a waiver is signed and delivered to the NM MLS Administrator an approved jpeg. sign will be sent to upload in the Paragon listing



# Lead Based Paint Disclosure

NM MLS  
Rules & Regulations  
Section 1.17

Lead Based Paint Disclosure **MUST** be uploaded to the NM MLS on any listing that indicates Lead Based Paint disclosure is required, except where the seller(s) expressly direct that such disclosure documents not be disseminated through the MLS.

Lead Based Paint Forms may be found under the MLS Documents TAB in the upper right corner of the Paragon Homepage

# Virtual Media

NM MLS

Rules & Regulations

Section 1.18

The Virtual Media field on the data input form **shall only contain a URL link directly to the Virtual Media for that specific property listing.** Virtual Media is defined as a 360 degree tour of a property, video of the property, or a slide show of static pictures. Virtual Media **shall not contain Internet links, advertisements, personal and/or company promotions or contact information**

# Duplicate Listings

- You are now be able to designate your listing as a primary and as a secondary listing so you can enter the property into more than one classification
- When making changes to the primary listing, you will be prompted to make the same edits in the secondary listing
- When the listing status is changed to “SOLD”, the secondary listing will disappear

# Public Remarks vs. Syndication Remarks

## PUBLIC REMARKS

- Appears on the Property sheet given to Buyers by Buyer's Broker
- Can not have any personal remarks, advertising or promotion of either Seller's Broker, brokerage and/or a third party vendor
- This includes but not limited to: phone numbers, email addresses, mention of names, and website URLs

## SYNDICATION REMARKS

- Appears on public domain sites to the general public
- Allowed to market, promote and advertise self, brokerage and/or any third party vendor, i.e., contractor, subdivision, etc.
- Be careful - **Zillow and Realtor.com do not allow phone numbers or URLs**



# Reporting a problem with the other guy

..... and your name is protected. The 'other guy' won't know who reported him !

ranm.paragonrels.com/ParagonLS/Default.mvc#2,1

POWER SEARCH

Assume Identity | Community Support | MLS Documents | Compose Email

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS

Home Admin Quick Search

All Fields Detail (1151)

LISTING COUNT: 1151 DAYS ON MARKET: 3461 0 186 0

MLS # 20153745 Address: 1009 COUNTRY CLUB

ALL FIELDS DETAIL

(14) MLS # 20153745

(15) Class RESIDENTIAL

(17) Type Single Fam

(18) Area Hospital

(19) Asking Price \$280,820

(20) Address 1009 COUNTRY CLUB

(21) Address 2 W LOGAN

(22) City Gallup

(23) State NM

(24) Zip 82301

(25) Status Active

(26) Sale/Rent For Sale

(88) IDX Include Y

(28) Parcel ID

GENERAL

ranm.paragonrels.com/ParagonLS/Default.mvc#1,1

SEARCH

NEW MEXICO MLS

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS MEMBERSHIP RESOURCES PREFERENCES

Home Market Monitor

All Fields Detail (100)

Checked All E-mail Save Print Export Customize Correction Actions

MLS # 20143293 Address: 701 Centre

Page 1 of 1

ALL FIELDS DETAIL

(3) MLS # 20143293

(4) Class RESIDENTIAL

(6) Type Single Family

(7) Area Hermosa School

(8) Asking Price \$1,600

(9) Address 701 Centre

(10) Address 2

(11) City Artesia

(12) State NM

(16) Bedrooms 3

(17) Full Baths 1

(18) 3/4 Baths 0

(19) 1/2 Baths 0

(20) Garage Capacity 1

(21) Garage Type Attached

(22) Fireplaces 0

(23) Appx Sq Ft 1400-1699

(24) Appx Age 20+

NEW MEXICO

MULTIPLE LISTING SERVICE

The only statewide MLS in New Mexico

# The TOP 5

Across the board

# Top 5 MLS Topics

- 1) **NAR's Core Standards**
  - ▶ In theory – to guarantee all members receive the same benefits
  - ▶ Core Standards to be adopted for MLS?
- 2) **RESO (Real Estate Standards Organizations) / Data Dictionary / API**
  - ▶ Aggregating data fields to one common term
    - ▶ NM MLS was awarded 1.4 GOLD Certification
    - ▶ NM MLS was awarded Web API 1.0.2 Server Certification
- 3) **AMP – Advanced Multi-List Platform (RPR)**
  - ▶ RPR Driven – supposedly grew from request of smaller MLSs
  - ▶ Not a MLS – back-end only (vendors consider it ½ of a MLS)
  - ▶ Single point of listing entry management
- 4) **Upstream (RPR)**
  - ▶ Large Brokerage Driven – considered a political statement
  - ▶ Centralized data entry & collection
  - ▶ Organizes flow of data
  - ▶ Consumer point of entry
- 5) **Broker Public Portal (BPP)**
  - ▶ Like Zillow and Realtor.com
  - ▶ Push for one MLS – one website

# Top 5 Reasons a Consumer will benefit by the NM MLS

- ✓ A strong MLS system will provide accurate, reliable data to consumers through careful syndication
- ✓ Creates a large pool of available properties
- ✓ Sellers benefit from wider exposure to a bigger audience of buyers
- ✓ Buyers benefit by the availability of all listed properties through one broker – instant access
- ✓ Proven to provide quicker home sales

## Contact the New Mexico MLS

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Santa Fe, NM 87501  
(505) 395-4567 - direct

admin@nmmls.net  
www.realestateofnewmexico.com

