

ALL THINGS MLS

In Bite-Size Version





What is a MLS?

Multiple Listings Service is a system created, maintained and paid for by real estate professionals to help their clients buy and sell property.





www.bayeast.org



[Paragon/MLS](#)

[zipForm®](#)

[Tech Support](#)

[B](#)

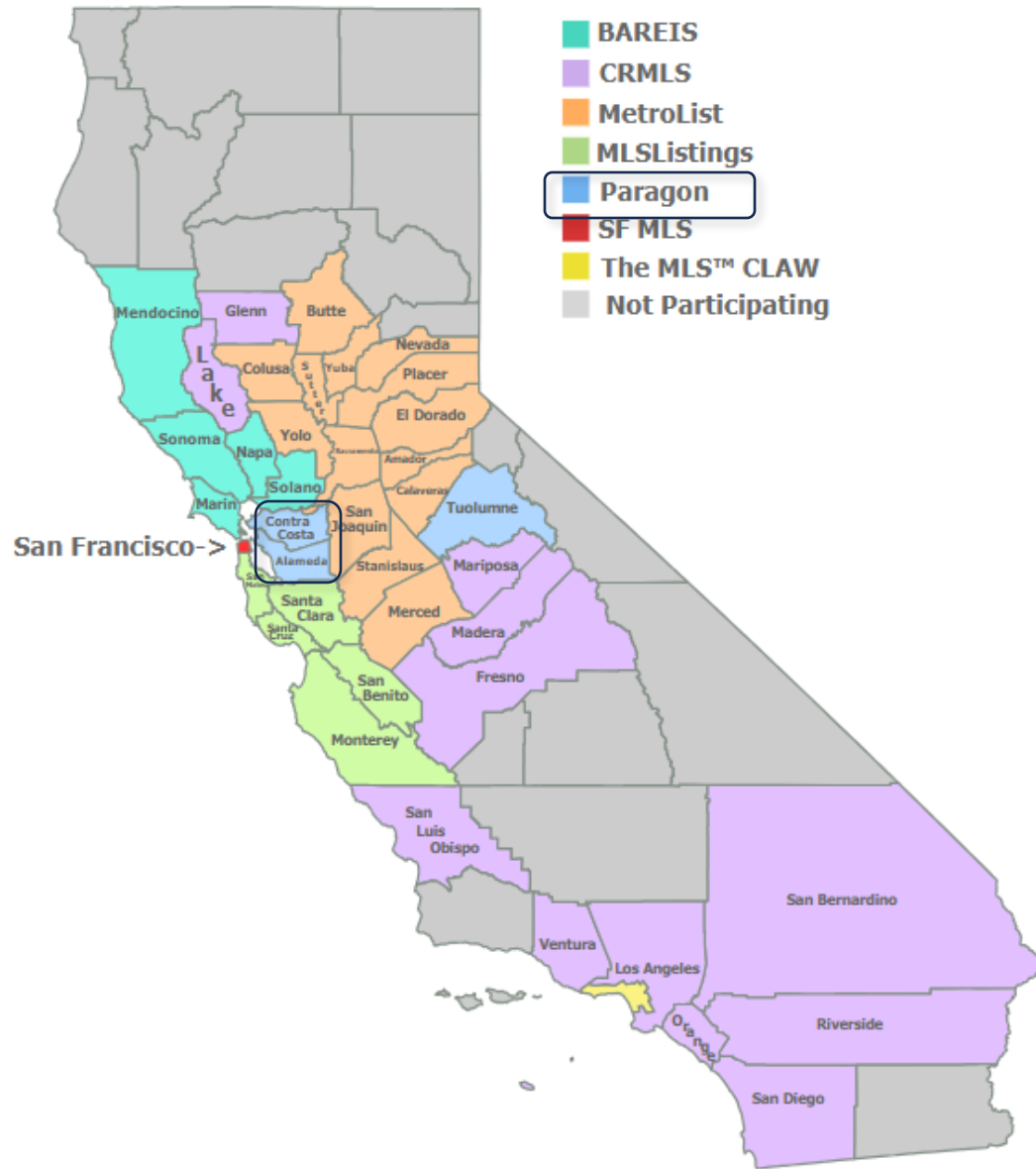
[ABOUT US ▼](#)

[MEMBERSHIP ▼](#)

[MLS AND TOOLS ▼](#)

[EDUCATION ▼](#)

[CONSUMERS ▼](#)



Paragon MLS and DataShare

- Search
- Listing input
- Auto email alerts
- CMA

<https://bayeast.org/datashare/>

To get more info on key and
lockbox

ACCESSING HOMES

In which counties does your Supra key and lockbox work, and which ones do not?
And what to do.

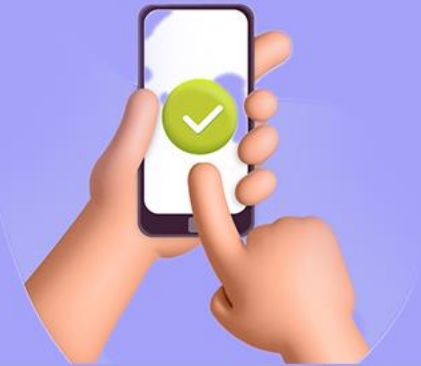
- Counties / MLS Areas
- Co-Op Information

Metrolist and BAREIS
www.bayeast.org/datashare/



WHAT DO YOU DO?

when your computer is not around



Mobile Apps

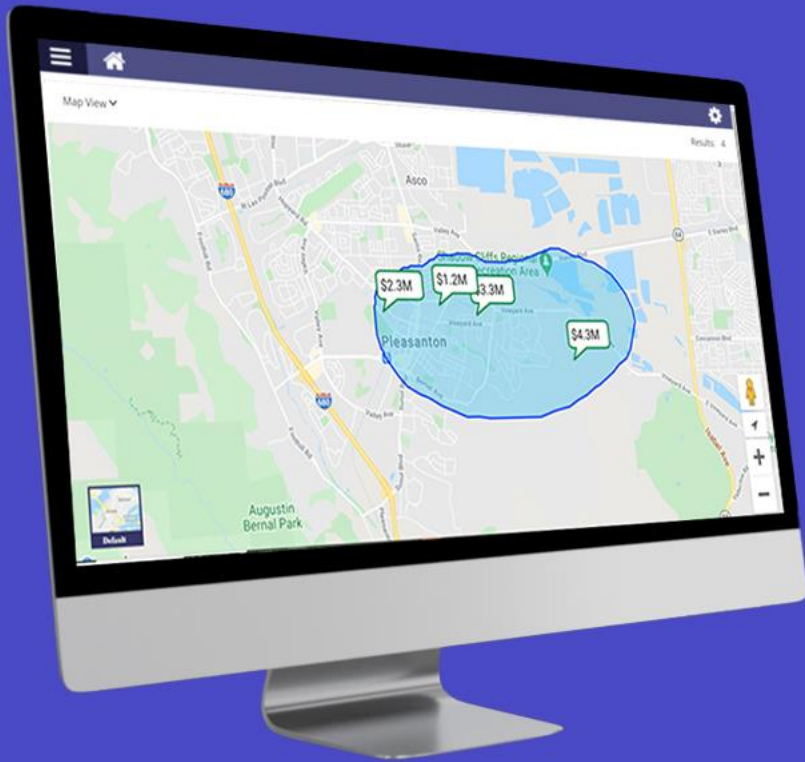


PARAGON CONNECT

Homes Pro

RPR

Realtor-only, not public facing



MLS MEMBER BENEFITS AND PRODUCTS



Available Tools and Resources

The full list is here: www.bayeast.org/mls-tools-benefits

Cloud CMA

CRS Tax-Data

DataMaster

Glide

New Home Source Professional

Paragon Connect

RentSpree

Realtor.com Professional

RPR

CubiCasa

RealReports



Tool Capabilities

Listing Presentations

- CloudCMA
- RPR_Seller Report
- CRS Tax_Comparables
- Paragon_CMA Summary

Neighborhood/School Reports

- RPR_School and Neighborhood
- rDesk Community Reports



Tool Capabilities

Digital forms and local disclosures

- zipForm [Transact] with DocuSign and Authentisign
- Glide
- DotLoop

Mailing Labels

- RPR
- CRS Tax Data



Tool Capabilities

Buyer's agent tools

- Paragon Collab Center
- CloudCMA_ Buyer Tour
- zipForm / MLS Connect
- RPR_Property and School Reports
- New Home Source Pro.

Property Research

- CRS Tax Data
- RPR
- RealReports



Tool Capabilities

Marketing

- C.A.R. – One Cool Thing
- RPR_Property Flyer
- RPR_School Report
- Cloud CMA_What's My Home Worth
- RPR_Mailing Labels
- RPR_Market Trends



LISTING SYNDICATION



www.bayeast.org

Find a Home

www.realtor.com

Public-facing websites (IDX)

Public-facing websites (IDX)



- Find an approved IDX vendor on <https://bayeast.org/idxservices/>
- Bay East Approved IDX Vendors – many to choose from
- Find one that fits your needs and budget (you are responsible for the fees of the vendor you choose)
- Let that vendor know you are member of Bay East



Computer Repairs

Support Team fixes two computers per year at no cost (parts not included).

They can remove most virus and malwares over the phone sometimes.

Where to Get Help

Bay East Support Team: 925.730.7100 (M-F 8a to 5p)

Bay East Membership Team: 925.730.4060

Email: mlsservices@bayeast.org

Transact: 586.840.0140 (24/7; 10a to 10p on weekends and holidays)

C.A.R Legal Hotline: 213-739-8282 (agent)

213-739-8350 (broker)

Training

www.bayeast.org

MLS Training

MLS Training Calendar



Explore the Bay East calendar to discover and register for our available training classes. Additionally, browse through a comprehensive list of our upcoming events. Stay informed and engaged with all that Bay East has to offer.

MLS Training Videos



Short videos that show you how to complete a certain task; e.g: How to Do a Map search, How to set up an Auto Email Alert, etc. Learn quickly from over 100 videos at your fingertips, including the ones from our vendors such as RPR®, Supra, Lone Wolf Transactions – zipForm® Edition, etc.

Schedule a Training with our MLS Trainer

In Person: One-on-One Training

Virtual: One-on-One Training

In Person: Office Training

Virtual: In Office Training

MLS RULES SECTION

COMPLIANCE



MLS RULES SECTION

BEST

PRACTICE

Who
Writes the
MLS Rules?

NAR



C.A.R.



LOCAL AOR/MLS

MLS RULES SECTION

BEST



Review
Make Decisions

MMG Committee (combined of Bay East, Contra Costa and bridgeMLS members)



MLS RULES SECTION

NON-COMPLIANCE OF MLS RULES



- Can result in fines
- Make sure you know the rules

MLS RULES SECTION

7.5 MANDATORY LISTINGS FINED FOR FIRST NON-COMPLIANCE

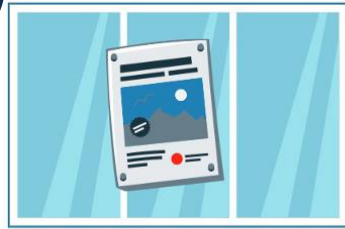
Listings are required to be submitted to the MLS within one (1) business day of marketing or advertising to the public or within two (2) days after all necessary signatures have been obtained.

MLS RULES SECTION

NOTE:

*Coming Soon –
automatically
expired after 30
days*

WHAT IS CONSIDERED PUBLIC MARKETING?
Public marketing includes, **but is not limited to:**



Flyers in Windows



Yard Signs



Brokerage Website Displays
(Including IDX and VOW)



Public Facing Digital Marketing
(Including Social Media Posts)



Digital Communication
Marketing



Multi-Brokerage Listing
Sharing Networks

MLS RULES SECTION

SECTION 7.5.1 CLEAR COOPERATION

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 (email blasts), multi-brokerage listing sharing networks, and applications available to the public.

MLS RULES SECTION

7.6. Multiple Listing Options for Sellers.

MLSA – Multiple Listing Service Addendum – in zipForm

MLS RULES SECTION



11.5 Photos on the MLS

At least one (1) photo or graphic image of the front exterior of the property accurately displaying the listed property (except where sellers expressly direct in writing that photographs of their property are not to appear in MLS compilations) is required to be posted on the MLS within 1 day of the listing in all categories other than business opportunity, Lots and Land, and Active Coming Soon status.

MLS RULES SECTION



11.5.1 and 11.5.2 Digitally Altered Images

11.5.1 Definition

* add, remove, or change elements in the image

11.5.2

- Digitally altered image must be labeled, such as “Altered”, “Digitally altered”, “AI altered” or some accurate substantially similar term
- The original, unaltered version must be displayed immediately after the digitally altered image

MLS RULES SECTION

8.7 INPUT DEFINED

The data fields are to be used only for the information specified (on the Input Sheet) for that data field.



MLS RULES SECTION

 Save  Tax Autofill  Reset Fields  Required Only  Open All  Close All

General Information

(59)	MLS #	 New Listing
(60)	Class	 RESIDENTIAL
(55)	Photo	Upload Primary Photo
(70)	Status	
(80)	County	 
(65)	Address	 Address Number Dir Street Name
(66)	Unit	
(67)	City	 

Occupant Name

Occupant Phone

MLS RULES SECTION

12.5 MISUSE OF REMARKS

Public Remarks vs Confidential Remarks



PUBLIC REMARKS

Description of the listing
ONLY



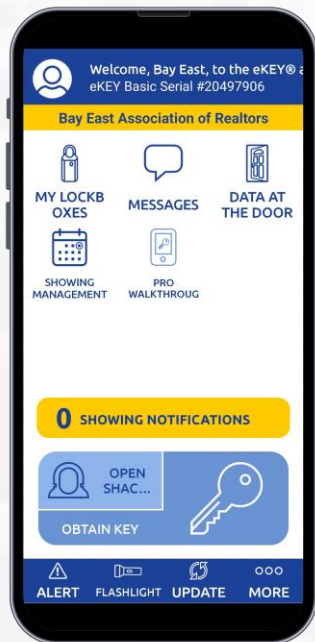
CONFIDENTIAL REMARKS

Info for agents;
not the public



Photos are
considered public
field also –
No contact info in
the pic

MLS RULES SECTION



SUPRA LOCKBOX

- Use of lockbox Key by someone other than registered key holder.
- Placement of lockbox without written authority of seller and tenants.
- Unauthorized entrance into a listed property (i.e. Failure to follow the showing instructions.)
- Failure to remove lockbox after close of escrow.

Supra Box? 

MLS RULES SECTION

10.2 Reporting of Sales. Listings with accepted offers shall be updated in the MLS by the listing agent or the listing broker as "pending" within 3 days after the acceptance, unless the negotiations were carried on under Section 9.1 (a) or (b), in which case, the buyer broker shall notify the listing broker of the "pending" status within 3 days after acceptance, whereby the listing broker shall then report or input the status change to the MLS within 3 days of receiving notice from the buyer broker. The listing shall be published on the MLS as pending with no price or terms prior to the final closing. Upon final closing, the listing agent or the listing broker shall update the listing in the MLS as "sold" and report the selling price within 3 days after the final closing date unless the negotiations were carried on under Section 9.1 (a) or (b), in which case, the buyer broker shall notify the listing broker of the "sold" status and selling price within 3 days after the final closing date, whereby the listing broker shall input the status change and selling price within 3 days after receiving notice from the buyer broker. Listings which were not input into the MLS as a result of the seller's instructions may be input into the MLS as "Sold Off-MLS" data at the listing broker's option within 30 days after the closing date. If a listing is entered for comparison purposes only, then "For Comp Purposes Only" shall appear in the first line of confidential remarks.

MLS RULES SECTION

How are violations submitted?

Agent Report (New) (4)

✓ Checked All Email Share Save Print Export Customize **Correction** Actions More

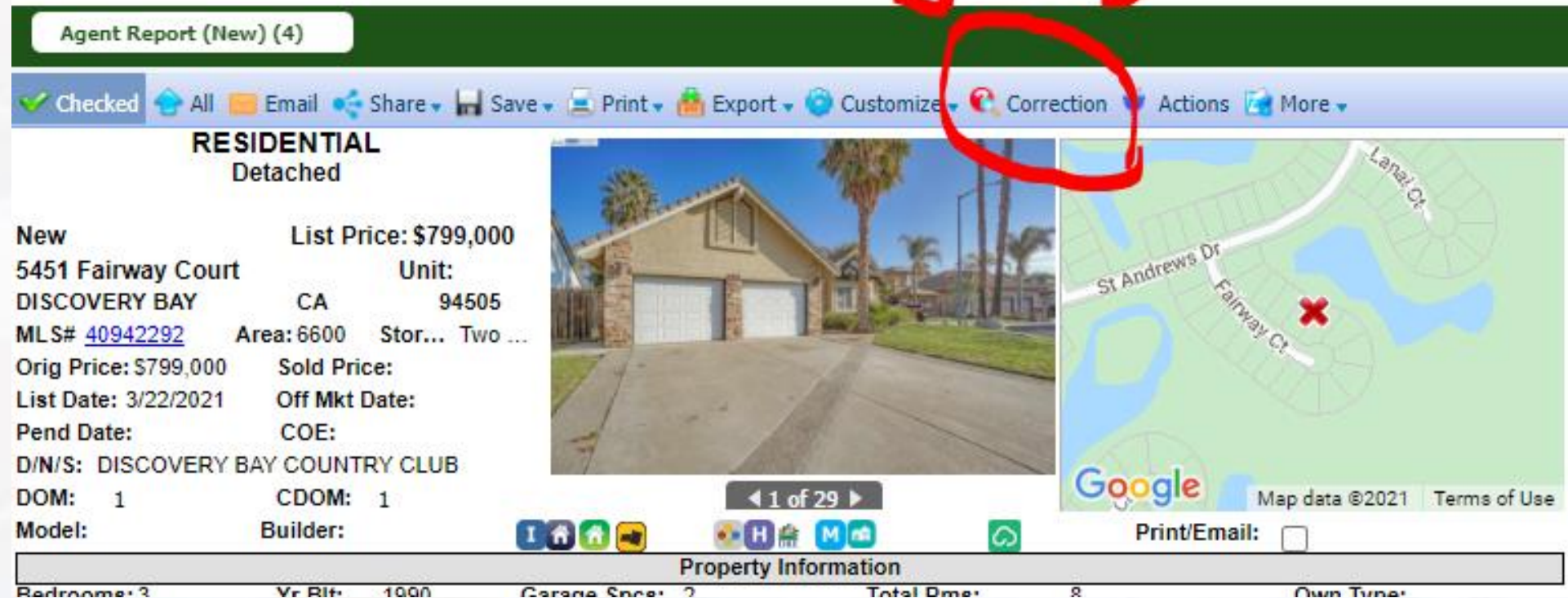
RESIDENTIAL
Detached

New List Price: \$799,000
5451 Fairway Court Unit:
DISCOVERY BAY CA 94505
MLS# [40942292](#) Area: 6600 Stor... Two ...
Orig Price: \$799,000 Sold Price:
List Date: 3/22/2021 Off Mkt Date:
Pend Date: COE:
D/N/S: DISCOVERY BAY COUNTRY CLUB
DOM: 1 CDOM: 1
Model: Builder:

1 of 29

Property Information

Bedrooms: 3 Vr Bldg: 1000 Garage Spce: 2 Total Dms: 8 Own Type:



The screenshot shows a real estate listing interface. At the top, there is a green bar with the text 'Agent Report (New) (4)'. Below this is a navigation bar with various icons and labels: 'Checked', 'All', 'Email', 'Share', 'Save', 'Print', 'Export', 'Customize', 'Correction', 'Actions', and 'More'. The 'Correction' button is highlighted with a red circle, and two red arrows point to it from above. Below the navigation bar, the listing details for a residential detached property are shown, including the address '5451 Fairway Court', unit, city 'DISCOVERY BAY', state 'CA', zip '94505', and MLS number '40942292'. There is also a photo of the house and a map showing its location. At the bottom, there is a section for 'Property Information' with various fields like 'Bedrooms', 'Vr Bldg', 'Garage Spce', 'Total Dms', and 'Own Type'.

MLS RULES SECTION



[Paragon/MLS](#) [zipForm®](#) [MLS Tech Support](#) [Store](#) [My Bay East Portal](#) [Q](#)

[RESOURCES](#) ▾

[MLS](#) ▾

[EDUCATION](#) ▾

[COMMUNITY
INFORMATION](#) ▾

[PROFESSIONALISM](#) ▾

[NETWORKS](#) ▾

[EVENTS](#)

MLS Rules & Forms

FEEDBACK

MLS Rules and Regulations

Keeping up-to-date on the MLS Rules and Regulations is an important part of your job as a REALTOR®.

The MLS Rules can also be found in Paragon MLS under MLS Documents tab

[CLEAR COOPERATION RULE - EFFECTIVE MAY 1](#)

[ACTIVE-COMING SOON LISTINGS Q&A](#)

[SUBMIT SELM/MLS WAIVER](#)

[Need help?](#)



MLS RULES SECTION

Appendix A – Citable Infractions

SECTION	SUMMARY/SECTION	ASSESSMENT
7.3	Failure to Properly Specify Listing Class	1 st – Courtesy Call 2 nd - \$100 Violation 3 rd - \$200 Violation 4 th - \$300 Violation + \$200 Admin fee & Class
7.3	Submission of Duplicate Listings by the Same Participant within the Same Property Class	1 st – Courtesy Call 2 nd - \$100 Violation 3 rd - \$200 Violation 4 th - \$300 Violation + \$200 Admin fee & Class
7.5	Listing Not Loaded Within 3 days of Start Date of Listing	1 st – Courtesy Call 2 nd - \$300 Violation + MLS Class 3 rd - \$500 Violation + MLS Class 4 th - \$1000 Violation + \$200 Admin fee & Class
7.5.1	Clear Cooperation Policy. Listing publicly advertised and not submitted to the MLS within 1 business day as a Coming Soon Listing or Active Listing.	1 st – Courtesy Call 2 nd - \$500 3 rd - \$1000 Violation + MLS Class 4 th - \$1500 Violation + MLS Class 5 th – Refer to Professional Standards
7.6	Listing Waiver Not Submitted to MLS Within 3 days of Start Date of Listing	1 st – Courtesy Call 2 nd - \$300 Violation + MLS Class 3 rd - \$500 Violation + MLS Class 4 th - \$1000 Violation + \$200 Admin fee & Class

Thank You

