



Welcome to My Florida Regional MLS (MFRMLS)!

This page has been created to provide information and guidance for YOU—members of the Pinellas Realtor® Organization (PRO) and the West Pasco Board of Realtors® (WPBOR).

We're excited to have you as a part of the MFRMLS family.

***For MFRMLS members of other associations, please note:** If you are wondering about how the addition of PRO and WPBOR to our membership will affect you, please [click here](#), as there are important changes you need to be aware of.*

So, Pinellas and West Pasco Realtors®, what do you need to know?

First off, please find the following timeline for conversion from TEMPO to MLXchange.

May 3 (8 am): Full access to MLXchange becomes available (so you can begin recreating searches and other information that won't automatically transfer over from TEMPO to MLXchange—please see “TEMPO to MLXchange Document” link below).

May 18 (8 am): TEMPO set to “read only” access, meaning any searches and other information you have in TEMPO that regularly receive updates from the system will no longer be updated. So, the only way to receive updated information from May 18th and beyond is through MLXchange.

Essentially, May 18th is the day that you want to be ready to start using MLXchange permanently (and not using TEMPO).

***Please note:** Between May 3 and 17, you will still need to enter and update your listings through TEMPO, as you won't have access to listing maintenance in MLXchange (however, have no fear, as TEMPO will update MLXchange daily during this time period with your listings—so on May 18 all of your listings will be ready for entering and updating in MLXchange).*

Please click on the below link (“TEMPO to MLXchange Document”) for more information on what will and won't transfer over from TEMPO to MLXchange—as well as anything else you need to know.

[**TEMPO to MLXchange Document**](#)

Additionally, please find two supporting documents below to further help in your transition to MLXchange—and to make sure your computer is ready, as well.

[PC Checklist](#)

[MLXchange Quick Tips](#)

Now, what else do you need to know? Please see the *List of Contents* below to see areas of important information, and then please find the corresponding information further below on the page for your review.

List of Contents

- 1) Elimination of “Tampa Area” field
- 2) TEMPO and MLXchange Field Differences
- 3) “Withdrawn-Conditional”
- 4) Reactivation of Expired Listings
- 5) Attention Supra Users!
- 6) Mac Users—IDS-Links
- 7) IDX Notification
- 8) ONLINE Broker Authorization
- 9) Property Panorama—The View Continues with MFRMLS!
- 10) Short Sales Assistance Desk
- 11) My Florida Commercial Real Estate (MFCRE)
- 12) Products and Member Benefits
- 13) RatePlug

1) Elimination of “Tampa Area” field

On May 3, the “Tampa Area” field will be eliminated in MLXchange.

As a result, by **5 pm on May 2**, you will need to re-establish or update the following to accommodate this change:

- **Searches:** For all of your saved searches that are currently using the “Tampa Area” field, you will need to revise your saved searches, using **one** of the following methods:
 - Entering info into the “**Subdivision/Community Name**” field
 - Entering info into the “**MLS-Zip**” field (zip codes)
 - The “**Search Map,**” in order to draw the search parameters around your saved search area
- **Auto-Notification:** For all searches that are using auto-notification, please make sure to revise these searches using one of the above

alternatives so your client continues to receive accurate and timely updates.

- **Custom Search Templates:** If you are utilizing the “Tampa Area” field for a custom search template, **and you have saved searches based on this template**, please be aware that you will lose these saved searches unless you revise your saved searches, using one of the methods mentioned above (“MLS-Zip” field, “Search Map,” etc.—all system search templates have these fields, so you will not need to re-establish a new template to do this).

Additionally, as another option for you, up until May 2 at 5 pm, you can use the “Search Map” to draw a shape to create a respective “Tampa Area” and you can then save a search template utilizing this map for future use (in other words, although the “Tampa Area” field is going away, you are creating and saving this respective “Tampa Area” for future use by outlining it on the map).

2) TEMPO and MLXchange Field Differences

In addition to the “Tampa Area” field going away, there are also several fields that are named differently in MLXchange than in TEMPO. Please see the document below, which covers these differences.

[Tempo to MLXchange—Then and Now](#)

3) “Withdrawn-Conditional”

“Temporary Off Market Status” in MLXchange is the same as “Withdrawn-Conditional” in TEMPO.

4) Reactivation of Expired Listings

Please note that you can reactivate a listing (back to active) from expired within 30 days.

5) Attention SUPRA Users!

Please know that, if you are a Supra eKey user, and you are using “Tampa Area” codes, you will need to re-configure your market areas using the zip codes for those market areas.

6) Mac Users—IDS-Links

If you are currently using IDS-Links to access TEMPO on your Mac, beginning on May 3 you will be able to access MLXchange with IDS-Links. To do this, you will need to download a new icon to your desktop for MLXchange. (You do not need to reinstall IDS-Links.)

Subsequently, you will have two IDS-Links icons on your desktop, one for TEMPO and one for MLXchange, so you can access both systems and make any necessary changes. You will continue to have access to TEMPO through IDS-Links through June, just in case you still have information to transfer over.

Here's how to download the IDS-Links icon for MLXchange:

1. From your Internet browser, navigate to http://ids.marketlinx.com/IDS_MFR.zip (URL is case sensitive)
2. If prompted to open or save the file, choose to save the file and click OK. The file should be in the download Window.
3. If Safari was used to download the file, click on the Finder button to show the directory where the file downloaded. If another browser was used, you may need to double-click the compressed file in the window.
4. In the next window, select the **IDS MFR** file to highlight. Click and drag this file to your Mac Desktop (you may need to minimize your Internet browser first in order to see your Desktop).
5. Double-click the **IDS MFR** icon from your Mac Desktop to access the IDS program. You may receive a message from your Mac asking if you want to open the application. Click the **Open** button.
6. You will then be presented with the IDS application window. Double-click the **MFR** icon and login to MLXchange.

7) IDX Notification

IDX Agreement Notifications have been released. Please [click here](#) to read the complete letter that was sent to all PRO and WPBOR brokers with information and instructions regarding submitting IDX agreements.

8) ONLINE Broker Authorization

We have said good-bye to the long process of downloading, filling out and faxing/handing in broker authorization form(s). **That's because all authorization can now be completed online—and in just a few simple steps!**

The online authorization link is: <http://onlinerequestsystem.mfrmls.com>.

Additionally, here is a [tutorial](#) to walk you through the online authorization process.

9) Property Panorama—The View Continues with MFRMLS!

Property Panorama users—some good news for you:

At least for the next twelve months, Property Panorama *will* be integrated into MLXchange for your convenience.

This will ensure that your current virtual tours will transfer over from TEMPO to MLXchange. Furthermore, you'll be able to update Property Panorama for respective listings through MLXchange, just as you do now with TEMPO (as long as there's an active subscription between you and Property Panorama).

Also, we want to let you know about [RealBiz360](#), a proud partner of MFRMLS and one of the many tools and products MFRMLS members use (please see RealBiz360 below, under "Products and Member Benefits", #10 below). To summarize, similar to Property Panorama, RealBiz360 is a powerful suite of online marketing and imaging tools that allow you to create high-resolution virtual tours, slideshows and much more.

So, even after Property Panorama's integration into MLXchange ends in 12 months or so, you will still have RealBiz360 on your side!

10) Short Sales Assistance Desk

Did you know that MFRMLS has a Short Sales Assistance Desk? Let MFRMLS help you with any Short Sale transaction, as we work with Fannie Mae to streamline and hopefully expedite the Short Sale process.

Beginning on May 4 (not May 3), you will be able to log into this page.

Please visit our [Short Sales Assistance Desk](#) page (which can also be found under the "Resources" menu of this website) for more information on this service.

11) [My Florida Commercial Real Estate \(MFCRE\)](#)

Our newest service, MFCRE premiered in January 2010. This full-functioning Commercial Information Exchange (CIE) offers commercial real estate agents a complete suite of products and services, including a powerful search database, a comprehensive marketing engine, a social networking platform and a commercial property search engine with national exposure...

Although you have the option to join MFRMLS *and* MFCRE, if your only business is commercial real estate, then you *are* able to join MFCRE *without* joining MFRMLS.

For more information about becoming an MFCRE member, please contact Connie Kazakowitz at ConnieK@mfrmls.com or by phone at 1-800-686-7451 (ext. 8668).

12) Products and Member Benefits

Below is a quick line-up of all of our products, as well as a link to the respective page for each product (product pages can also be found under the “Member Benefits” menu of this website).

Additionally, links for most of these products have been integrated into MLXchange, so you can access log-ins and other information for these products from various headings under “Resources” (found in the right column of your MLXchange home page, after you log in).

[MLXchange](#)

The application at the heart of your MFRMLS experience is **MLXchange**. Powered by MarketLinx, MLXchange is the industry standard real estate information technology tool. It harnesses all the data in the MLS and provides you with a dazzling array of tools to search, display, and share information...

Please click on the above link (“MLXchange”) for more information.

[IMAPP](#)

IMAPP is an industry leader in providing tax roll data, parcel maps, and integrated MLS information. Once you are logged in, you have a host of intuitive tools for searching, displaying, and reporting the public property tax records for every county in Florida...

Please click on the above link (“IMAPP”) for more information.

[ShowingTime](#)

ShowingTime automates the process of coordinating showing requests between the listing agent and the showing agent. But more than that, it

eliminates unnecessary phone calls, improves client service, allows for better accountability, and provides better security for the property...

Please click on the above link (“ShowingTime”) for more information.

[MongoFAX](#)

MongoFAX allows you to fax a document to a single toll-free 1-800 number and have that document delivered immediately as an Adobe PDF file to any Email address you specify. Using MongoFAX allows you to improve the quality of transmitted documents, send to multiple recipients and once, and easily archive documents electronically....

Please click on the above link (“MongoFAX”) for more information.

[TransactionDesk](#)

As a member of My Florida Regional MLS, you have access to the most complete paperless document management system on the planet! Made specifically for busy REALTORS®, TransactionDesk seamlessly integrates with MLXchange and IMAPP allowing you to conduct paperless transactions from the beginning of the listing process, all the way to the closing table...

Please click on the above link (“TransactionDesk”) for more information.

[Kurio](#)

Kurio is a mobile service designed for the public and real estate professionals alike! It's the next generation MLS mobile search service that breaks the old school methods of searching for homes. Formerly known as **MarketLinx MLS Wireless**, the new Kurio enables REALTORS® *and the general public* to gather instant MLS information through the convenience of a mobile phone...

Please click on the above link (“Kurio”) for more information.

[RedPlus Innovations](#)

MFRMLS offers a *Market Conditions Report* powered by Red Plus Innovations. The primary use of the report is for appraisers to complete the Market Conditions Addendum (Fannie Mae Form: 1004 MC) to the Appraisal Report, required for all appraisals. As a secondary use, members can use this report to gain a more detailed understanding of the overall market trends for properties and neighborhoods.

[RealBiz360](#)

My Florida Regional MLS has teamed up with RealBiz360 to deliver a new point of "Vu" to your listings. With spectacular panoramic photos, stunning transition and video effect capabilities—all in high resolution—VuVista puts the power of creating, customizing and delivering virtual tours at your fingertips...

Please click on the above link ("RealBiz 360") for more information.

RETechnology

MFRMLS is pleased to offer RETechnology as a member benefit. This information organization is poised to assist MFR members with insights on new products, emerging industry trends and breaking news...

Please click on the above link ("RETechnology") for more information.

Proxio

My Florida Regional MLS is proud to announce its newest member benefit, Proxio—a foreign language portal which translates listing information to nineteen different languages on the MyFloridaHomesMLS.com consumer website.

As a benefit to MFRMLS Members, members will have the opportunity to brand themselves as an international real estate specialist. As part of the agreement with MFRMLS and Proxio, members will receive a FREE Proxio Basic subscription containing a profile page, listing their fluent speaking languages, contact information and a profile photo. Since the Proxio Basic subscription is free, it is highly recommended that all MFRMLS members activate their profile page as soon as possible...

Please click on the above link ("Proxio") for more information.

13) RatePlug

RatePlug allows you to include mortgage options from up to three of your favorite lenders at the bottom of each listing you email from MLXchange. The benefit for your clients is that, with each listing, they get accurate, up-to-date information showing a realistic monthly payment for the property based upon current listing price, the lenders rate, property taxes and projected insurance costs.

You can also strengthen your business relationships with your preferred lenders, by having your lender sign-up with RatePlug!

Please [click here](#) for more information.