Welcome to MLXchange Basic, in this course we will teach both new and returning agents the basic functionality in MLXchange including search, print, email, customizing the hotsheet and more.

- Login to MLXchange
- Side Bar and Home Page Navigation
- Personalize user contact information and agent photo
- Searching and viewing listings
- Adding additional search criteria
- Saving Searches / Prospecting (Auto-Notification emails)
- Adding a client
- Using the map to search and view listings
- Printing
- Emailing reports
- Driving directions
- MLS listing history
- Market Conditions
- Customizing the hotsheet configurations

… and more!

If you need any further assistance, please call our Help Desk at 1-800-686-7451.
Mon - Fri 7:30am – 8:00pm, Sat – Sun 8:00am – 6:00pm
support@mfrmls.com **training@mfrmls.com**

Welcome Guide

Making the Move to My Florida Regional MLS

Welcome! As a new subscriber to MLXchange through My Florida Regional MLS, we want to make your transition to MLXchange as smooth as possible. We understand that getting up and running quickly is the highest priority, so we have developed the following checklist to help you…

Instructions: Review and check off any you have already completed, and then complete the rest to get yourself ahead of the game.

☐ **Download the Manual to MLXchange**

Although we offer classes that cover most of the features in MLXchange, you may want a guide for those times when you need information in between classes.

- Go to: http://portal.marketlinx.com/LinkClick.aspx?fileticket=%2f4M5reietRg%3d&tabid=59&mid=672&forcedownload=true

- **Sign-up for Classes**

We offer classes that will familiarize you with the MLXchange system as well as insure accuracy of MLS listings.

  - Go to http://mfrmls.com/resources/training-and-events/

Mandatory Classes

A couple of our classes are mandatory in order to insure your success as well as the accuracy of the data in the MLXchange system.

☐ **Attend "MLXchange Basic" Class**

This class must be taken within 90 days that you become member of your association. You may take the class either on-site or on-line (must pass the course)

The following is the link for the online option for this course:
http://www.mfrmlsuniversity.com

Learn the basic tools of MLXchange. It does the work for you, emailing the listings that match your client's criteria automatically through auto notification.

Learn the quick way to find a listing or view your inventory with one click right from the home page or create a professional CMA in less time than it takes to drive to work. This is a mandatory session.

- Review the home page features
- Personalize user contact information
- Add a new client from the search module, saving a search and setting prospecting notification features
- Searching and viewing listings, using the map, showing road, aerial, hybrid, and locator features
- Adding additional search criteria
- Viewing/printing/emailing reports, images, virtual tours, tax, map, driving
- directions and MLS listing history
- Customizing the hot sheet configurations
- Search Tax

☐ **Attend "Entering and Updating Listings" Class**

Upon completion of class and a signed Broker's authorization Form submitted to MFRMLS access will be granted.
Broker Authorization is required for Agents and Assistants

This class is mandatory if you will be entering and updating your own listings. You will be taught how to input and modify listings, enter photos, and add attachments along with valuable tips and techniques.

- Broker's Authorization Forms http://www.mfrmls.com/resources/document-library/cat_view/100-broker-authorization-forms
- Explain the importance of accurate data
- Rules and Regulations
- Review the profile sheet
- Entering a new listing, using tax auto pop, reviewing the fields that have
- specific entries in the Rules and Regulations
- Adding images, attachments, open house information, Supra Key and ShowingTime
- Inventory watch-easiest way to modify the listings

☐ **Attend Other Classes to Improve Your Knowledge of the MLXchange system**

Visit our website at http://mfrmls.com/resources/education-and-training to see an outline of all our course offerings or visit www.mfrmlsuniversity.com for online course offerings.

- ☐ **Put the MFRMLS Help Desk Contact Information in an Easy to Find Place**

We offer a blue sticker with contact information at each of our classes. Feel free to take one and place it on your computer for easy access.

Just in case, you do not have a sticker…

- Toll Free: 1-800-686-7451
- On the Web: http://mfrmls.com/helpdesk.cfm
- Email: support@mfrmlshelpdesk.com

- ☐ **Enter your listings into MLXchange**

- ☐ **Setup/Verify Your Contact info**

In order for your contact information to show up correctly so that your clients can contact you, you will want to verify that your contact information in MLXchange is setup properly and possibly make a few minor changes.

- In the Manual – Page 37, http://portal.marketlinx.com/LinkClick.aspx?fileticket=%2f4M5reietRg%3d&tabid=59&mid=672&forcedownload=true
- Take the Class – "MLXchange Basic"

- ☐ **Upload Your Photo**

You will want to make sure your photo is uploaded so that it shows up on emails, reports and on your website properly.

- In the manual – Page 46-47, http://portal.marketlinx.com/LinkClick.aspx?fileticket=%2f4M5reietRg%3d&tabid=59&mid=672&forcedownload=true

  *Note: You can access the "Upload Agent Photo" link directly by clicking on **Settings**, then **Personalize**, then **Upload Agent Photo**. Be sure to upload your Agent Photo to photo slot 2.*
- Take the Class – "MLXchange Basic"

- ☐ **Setup your agent web page**

As a subscriber to MLXchange you are provided with an Agent WebPages and a WebPages Exclusively for each of your clients.

- In the Manual – Pages 281-304, http://portal.marketlinx.com/LinkClick.aspx?fileticket=%2f4M5reietRg%3d&tabid=59&mid=672&forcedownload=true
- Take the Class – "Designing WebPages & Capture Leads"

- ☐ **Setup Templates/Mapped Areas**

- In the Manual – Templates are covered on Pages 271 - 280, Searching by Map is covered on Page 367 - 369, http://portal.marketlinx.com/LinkClick.aspx?fileticket=%2f4M5reietRg%3d&tabid=59&mid=672&forcedownload=true

- Take the Classes – "MLXchange Basic class" and expanded upon in "MLXchange Advanced"

☐ **Enter your saved searches / prospecting (auto notification) in MLX**

A very powerful feature in MLXchange is the ability to setup pre-made searches and even auto notify your prospects of matching properties. These will need to be manually added and will not be imported from your previous system.

- In the Manual – Pages 127 - 136, http://portal.marketlinx.com/LinkClick.aspx?fileticket=%2f4M5reietRg%3d&tabid=59&mid=672&forcedownload=true
- Take the Classes - "Introduction to MLXchange Class" and expanded upon in "MLXchange Advanced"

☐ **Verify that your listings show up on the map properly**

The easiest way to do this is by using our **Map Property** feature to check it and then make any necessary corrections.

- In the Manual – Page 224, http://portal.marketlinx.com/LinkClick.aspx?fileticket=%2f4M5reietRg%3d&tabid=59&mid=672&forcedownload=true
- Take the Class – "Entering & Updating Listings"

☐ **Enter your clients into MLXchange by importing, synchronizing or manual entry**

Import Options can be found on the **Client Tab** in the lower left hand side of the screen in the **Action Menu**. Choose Import and click the **green action arrow**. Follow the instructions.

Outlook Synchronization options can be access by following the instructions found on the Client Tab at the bottom of the page in the middle of the screen. Click the link labeled, **"How to Synchronize with Outlook."** Follow the instructions.

☐ **Read through and Use the PC Setup & Checklist**

In order to get the best performance with MLXchange please go through this guide, making the recommended changes. http://mfrmls.com/documents/MLX_PC_Checklist.pdf

☐ **Other MFRMLS recommendations:**

- Set Hot Sheet default criteria – using all boards IDs and filter by zip code – In the Manual – Pages 145 - 151
- Set Map default using "Set My View" button when viewing the map – In the Manual – Page 368

✓ MLXchange - PC Setup and Preparation Checklist

Important PC Settings for MLXchange – Five Easy Steps

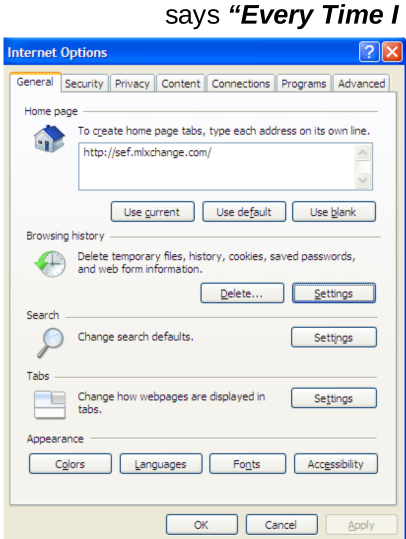
To configure your computer for optimum use with MLXchange, please follow the five easy steps. These settings are required in order to perform all the functions within MLXchange.

Step One **Turn Off Pop-up Blockers:** MLXchange does not work properly if you have pop-up blockers turned on. If you have a pop-up blocker or several pop-up blockers enabled, you will need to turn them off or allow pop-ups from MLXchange. This includes any add-on toolbars (e.g., Google, Yahoo, etc.).

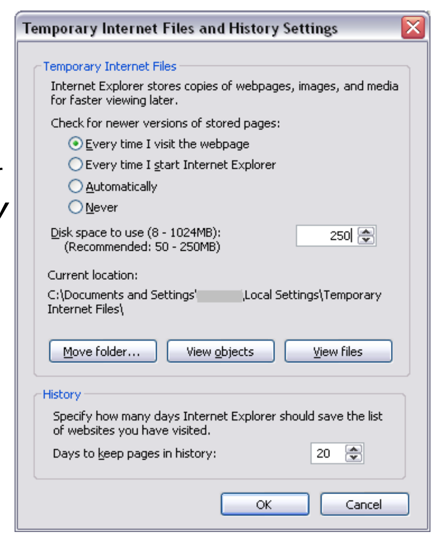
Step Two **Install ActiveX Controls.** Before you log into MLXchange, you need to download some small files to provide added performance, security and functionality. Go to **http://mfr.mlxchange.com/ax** and then click the install button on the page. Depending on your PC settings, Internet Explorer may not automatically download these programs. Internet Explorer will display a very light yellow line just below the toolbar at the top of the screen. You will need to click on that line to accept the ActiveX downloads. You should see red checks as the files are installing.

*** **Windows NT, 2000 or XP Operating System on Office Network.** If you experience a problem loading MLXchange and your computer uses the Windows NT, 2000, XP or Vista operating system, you must be logged into Windows as an Administrator, so that MLXchange has permission to configure the browser. If you are using an office computer and you do not have Administrator privileges, contact your office manager or system administrator.*

Step Three **Internet Explorer Setting.** Open Internet Explorer, click on **Tools**. Click on the **General** Tab, scroll down to **Settings** under **Browsing History**. Enable or click on the radio button option that says ***"Every Time I visit the Web Page Page"*** and click **OK**.



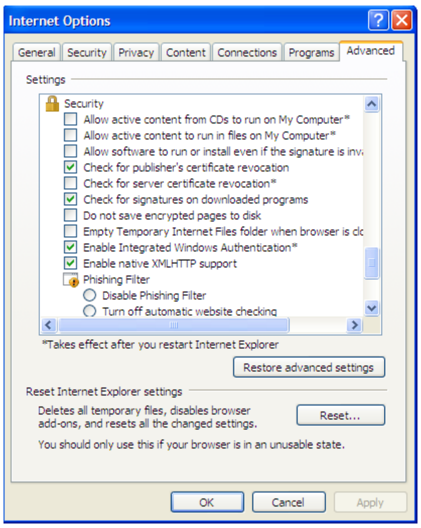
General Tab:
Click on ***Settings*** (middle of the box next to delete in the Browsing History area). Enable or click on the radio button option that says "***Every Time I visit the Web Page***" and click ***OK***.
Recommended Disk Space: 100-250 MB.



MLXchange - PC Setup and Preparation Checklist

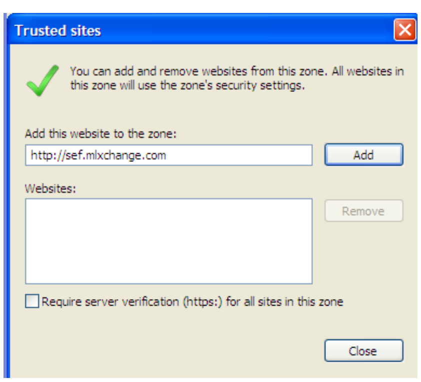
Important PC Settings for MLXchange – Five Easy Steps

Step Four **Internet Explorer Setting.** Open Internet Explorer, click on **Tools**. Click on the **Advanced** Tab, scroll down to **Security**. Disable or uncheck ***"Empty Temporary Internet Folder When Closed."*** Make sure there is ***no*** check mark and then click **OK**. For Internet Explorer 8 users, you will see an option in the Browsing History section under the General tab stating "***Delete Browsing History on Exit."*** This ***should not*** be checked as it provides the same function as the option under the Security tab.



Advanced Tab:
Scroll down to the Security. Disable or uncheck "***Empty Temporary Internet Files Folder When Browser is Closed."*** Make sure there is no check mark and then click ***OK***.

Step Five Internet Explorer Setting. Can't see an image when adding a photo to a listing in MLXchange? Follow these steps. Open Internet Explorer, click on Tools. Click on the Security Tab and then click on the Trusted Sites icon. Click on the Sites button. Type in http://*.mlxchange.com in the box to Add this Website to the Zone. Click on Add. (Note: Make sure the box at the bottom of the white box is unchecked.) Click Close.



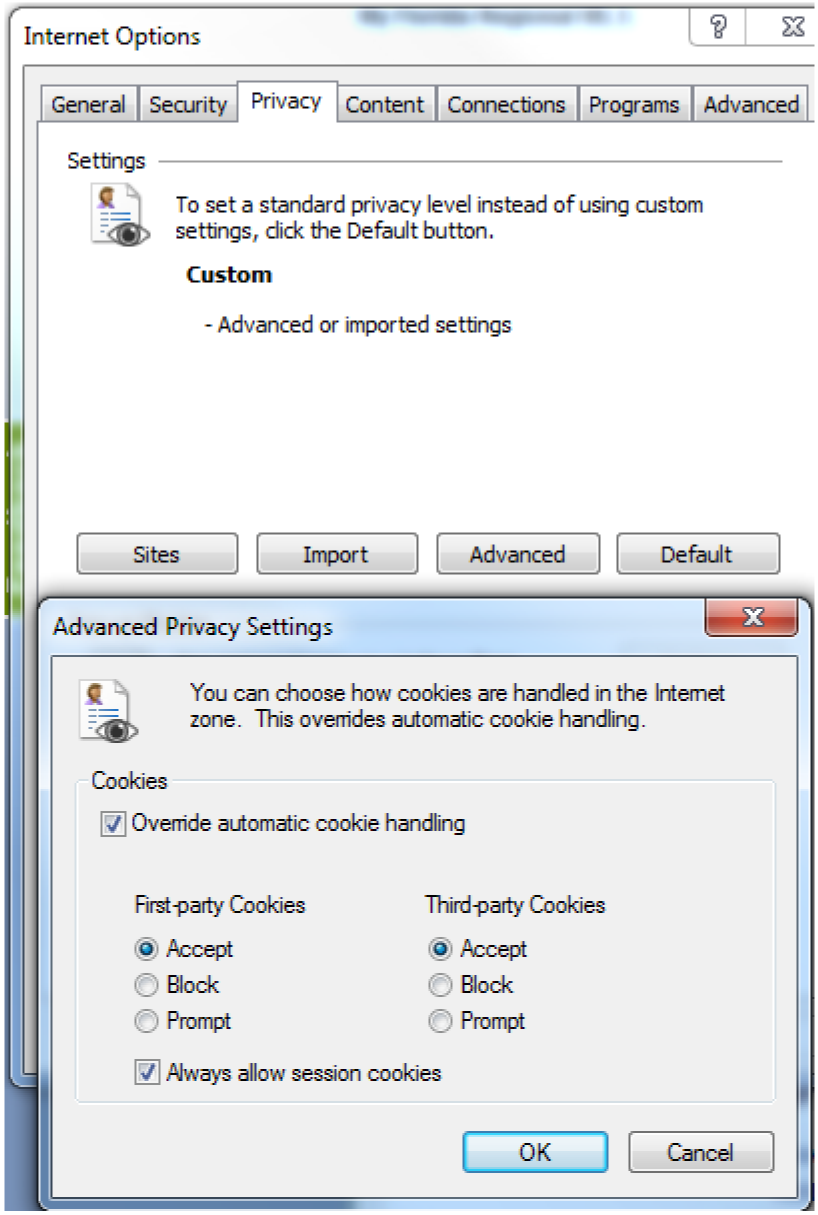
Security Tab:
Click on ***Trusted Sites*** icon. Click on ***Sites*** button.
Type in **http://*.mlxchange.com**, **http://*.rateplug.com**, **http://*.bing.com**, **http://*.imapp.com**, **http://*.safemls.net**

in the box to ***Add the Website to the Zone***.
Click ***Add***." (Note: Make sure the box at the bottom of the white box is unchecked.) Click ***Close***.

If you need any further assistance, please call our Help Desk at 1-800-686-7451.
Mon - Fri 7:30am – 8:00pm, Sat – Sun 8:00am – 6:00pm
support@mfrmls.com **training@mfrmls.com**

Step Six

Enable Session Cookies. Select the “Privacy” tab. Select the “Advanced” button and check the “Override Automatic Cookie Handling” checkbox. Check the “Always sllow session cookies” check box. Click “Ok” to close the Advanced Privacy Settings page. Click “Ok” to close the Options page. Restart Internet Explorer.



✓ MLXchange – Minimum Operating Requirements

Do You Have the Right Computer and Software?

MLXchange is a highly sophisticated online software application. Just like programs that run directly on your computer, MLXchange has system requirements. For MLXchange to function properly, you must use the Internet Explorer browser on a computer running Windows XP Service Pack 2 or Vista. Sometimes our Customer Support Center takes calls from members working with Windows 98 or Windows ME, but unfortunately these outdated operating systems cannot run all the features of MLXchange. If you are running one of these old operating systems, our technical support professionals will be unable to help you troubleshoot technical issues.

- **Minimum Operating Requirements: (Minimum Standard)**
  - Microsoft Windows Vista or Microsoft XP operating system with Service Pack 3 or higher
  - Minimum Hardware: PC with 1.8 GHz Intel Pentium 4 (or equivalent) with 256 KB integrated L2 cache, 512 MB RAM and 100 MB of available hard disk storage space or more.
  - Recommended Hardware: PC with 2.8 GHz, Intel Pentium 4 (or equivalent) with 512 KB integrated L2 cache, 1 GB RAM and 100 MB of available hard disk storage space or more.
  - 1024 x 768 at 96 DPI resolution video adapter and monitor
  - Bi-directional Internet access with a 56 kbps connection speed (higher speed cable modem, DSL, or faster is recommended)

- **Supported Browsers/Operating Systems:**
  - Internet Explorer 7 on Windows XP (Home Professional) Service Pack 3
  - Internet Explorer 7 on Windows Vista
  - Internet Explorer 8 on Windows XP (Home or Professional) Service Pack 3
  - Internet Explorer 8 on Windows Vista Service Pack 1

  If you are not sure what version you are using, open Internet Explorer and click on Help then About Internet Explorer. If you need to upgrade, go to http://www.microsoft.com/ie and click "Get It Now" to be taken to the page to download Internet Explorer Version 8. ***You will need to verify that all of the programs on your computer will work with Internet Explorer 8 before upgrading.***

- **Recommended Screen Resolution:** Your screen resolution on your PC should be set at 1024x768. 800 x 600 is not supported. To check or change your resolution, right click on your desktop, select Properties and then click on Settings.

- **DPI (Dots Per Inch) Resolution Setting:** Your DPI setting on your monitor should be set at 96 DPI (Normal Size). To check or change your resolution, right click on your desktop, select Properties, click on Settings and then Advanced

- **Use Internet Explorer:** In order to use MLXchange successfully, Internet Explorer is the only browser you should use. Do not use other browsers such as AOL, MSN, Firefox, Opera, Safari, etc.

- **Don't Go Back.** When using MLXchange, do not use the Back button on the Internet Explorer toolbar, but rather make a habit of using the navigational buttons within the MLXchange application. Clicking on the Back button could produce error messages.

✓ General PC Maintenance for Optimal Performance

Automatic Updates:

Keep your computer up to date with Windows Updates.

To turn on automatic updates for Windows XP, click on **Start** and then **Control Panel**. Click on **Performance and Maintenance** or the icon for **Automatic Updates** (Classic View). Choose one of the following options:

- Download the updates automatically and notify me when they are ready to be installed. (This is the default setting.)

- Notify me before downloading any updates and notify me again before installing them on my computer.

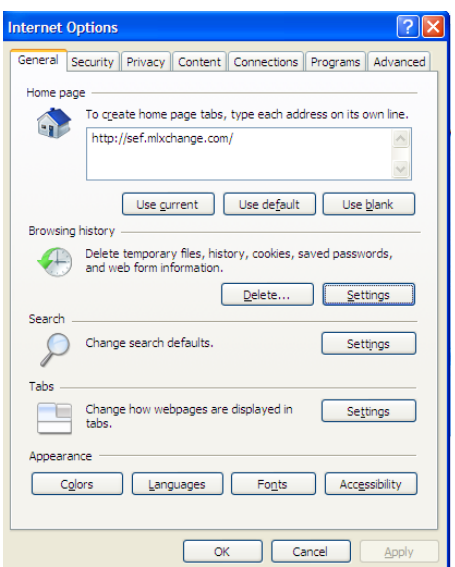
To turn on automatic updates for Windows Vista, click on **Start** (round Windows logo in the lower left corner) and then click on **Control Panel**. Click on the option for **Security**. Look for the option for **Windows Updates**, and then click on the link to **"Turn Automatic Updating On."**

Delete Temp Files:

Delete Your PC Temporary Internet Files and History:

As you surf the Internet, files are being stored in your Temporary Internet Files folder on your hard drive. Also, shortcuts to the pages you have viewed on the Internet are stored in your History Folder. If a large amount of files are allowed to build up in these folders, your system functionality and performance can be affected.

We recommend that you empty your Internet Temporary Files and History folder at least once a month. This practice should be part of your regular computer maintenance



General Tab:

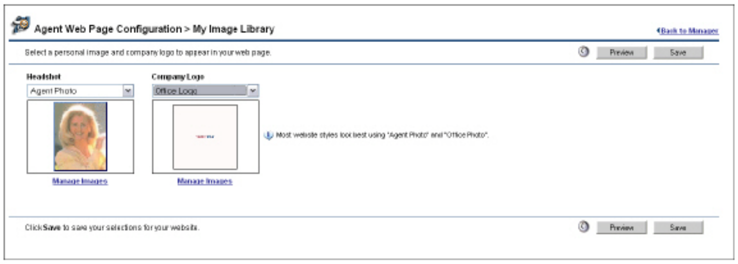
<u>Internet Explorer 7 Users:</u> Open Internet Explorer, and click on ***Tools*** and ***Internet Options***. On the General Tab, click the ***Delete button under Browsing History.*** Click the ***Delete Files button*** under ***Temporary Internet Files***. When done, click ***Close*** and **OK**. Close and reopen Internet Explorer.

<u>Internet Explorer 8 Users</u>: Open Internet Explorer, and click on ***Tools*** and ***Internet Options***. On the General Tab, click the ***Delete*** button under Browsing History. Uncheck all boxes ***<u>except</u>*** for ***Preserves Favorites Website Data, Temporary Internet Files, and History***. Click the ***Delete*** button at the bottom.

Managing Images

The MLX Professional image library lets you manage custom photos and logos for display on your Agent Web Site.

1. From the Agent Web Page Configuration page, click **Manage your images**. The My Image Library page opens.



2. From the **Headshot** drop-down list, select **Agent Photo** to add your photo.
3. If the Agent photo you want has not been added to MLXchange, click the **Manage Images** link. The Manage Images dialog box opens.

4. To add or change a photo, click on an image frame to highlight it.
5. Click the **Edit** link within the frame. The Edit Image dialog box opens.
6. Click the **Browse** button to navigate to the image you want to use, then click **Open**. A preview of the image is displayed.
7. Use the slider control to change the size of the image.
8. Click **Save**. You are returned to the My Image Library page, where you can select the new image from the **Headshot** drop-down list.

   NOTE! *The clock icon appears in this section, indicating that any changes made may take up to one hour before taking effect.*

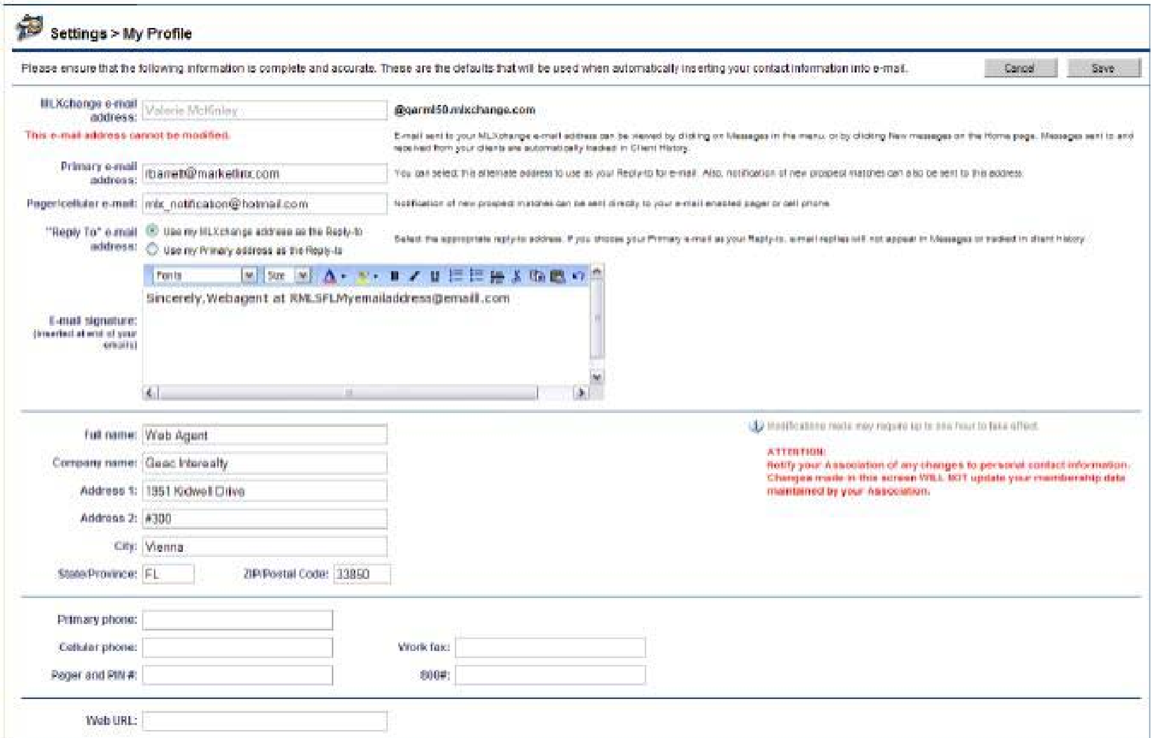
9. From the **Company Logo** drop-down list, select the image you want to use, such as **Office Logo**.
10. If the Company or Office photo you want has not been added to MLXchange, click **Manage Images**.
11. Repeat steps 4 - 8 to locate and add an image to the **Company Logo** list.
12. Click **Save**

Updating Your Contact Information

Your personal contact information is stored within MLXchange and is used throughout the program. For example, your information is automatically inserted into the header or footer of many listing reports, and your e-mail signature is automatically inserted at the end of your e-mail messages.

1. Click **Settings > Personalize > Contact Information**.

   The My Profile page opens.



2. Make the necessary changes or additions to your contact information using the fields provided. With MLXchange Professional, you can choose to show either your **Primary e-mail address** or special **MLXchange e-mail address** as the "Reply to" address on messages sent from MLXchange.

   NOTE! *It is recommended that you show your **MLXchange e-mail address** as your "Reply to" address. Only messages that are sent to this special e-mail address will show up on the MLXchange Home page as a new message and be automatically saved with the matching client record.*

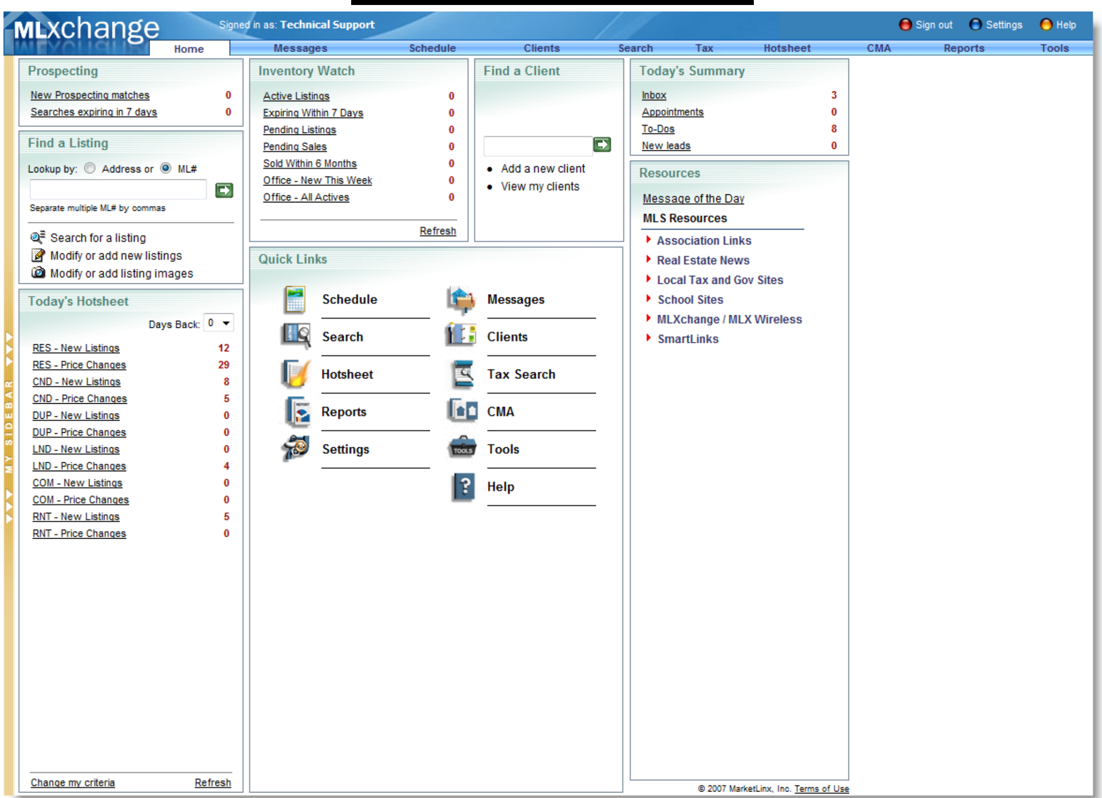
3. Click **Save**.

   You are returned to the Settings page.

Performing a Simple Task is Quick & Easy using the Homepage

Utilize the homepage shortcuts to reduce the amount of time it takes to perform common tasks. Additional tasks are just one click away.

MLXchange Home Page



- From the homepage you can search for listings by ML# or Address.
- The message of the day section automatically appears with new messages and can be updated by Brokers and/ or Office Mangers for their agents
- The ability to add a new listing or modify an existing listing is accessible from the homepage
- Large, descriptive menu buttons will help to decrease your learning curve

RULE #1 DON'T USE YOUR INTERNET EXPLORER CONTROLS

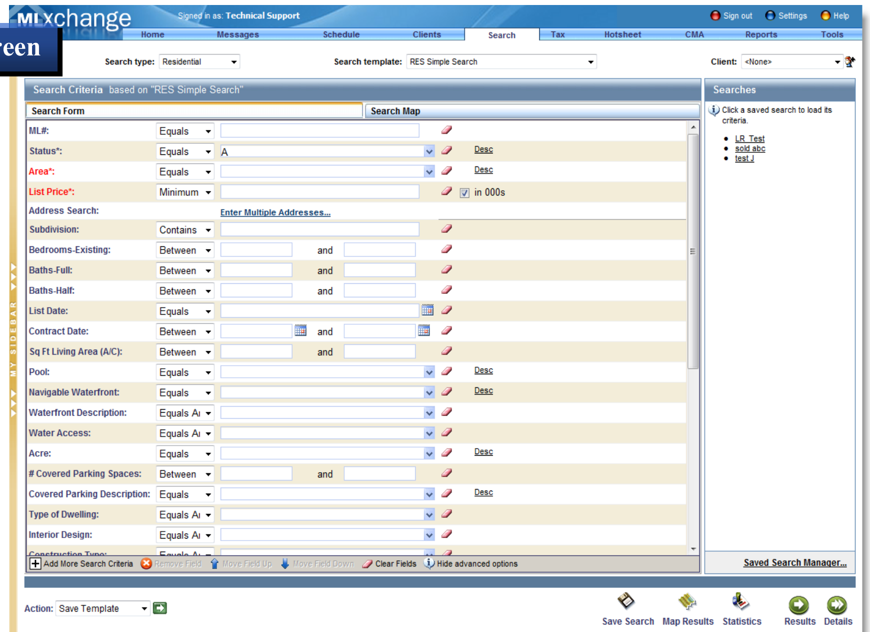
Do not use the back, forward, stop, print, and email options within I.E. MLXchange contains those options..

Basic Navigation Options

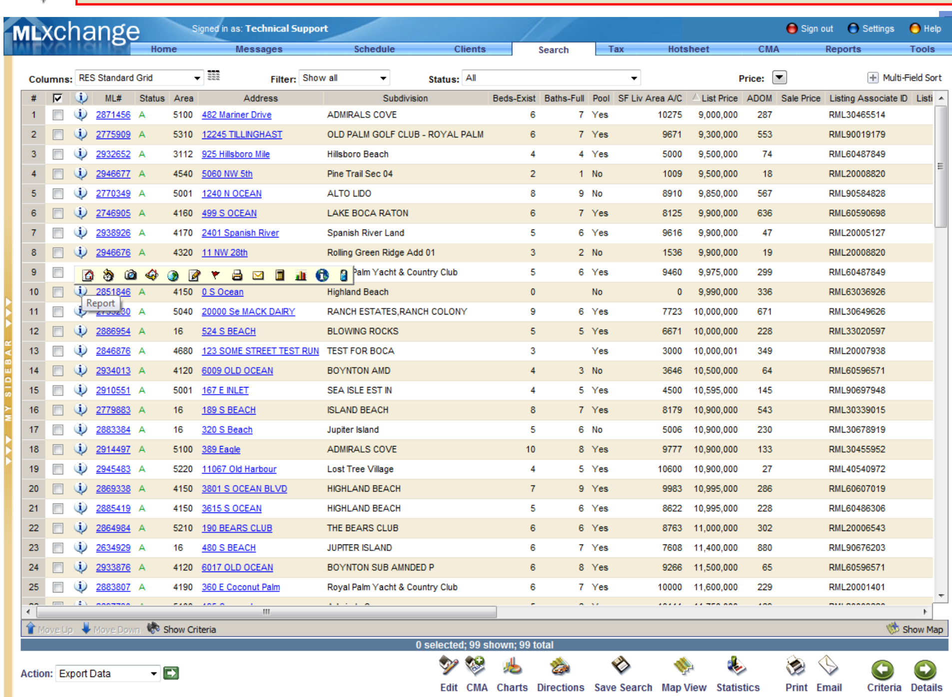
The most common MLS task needed to service your Buyers, Sellers, and Renters can be performed using the options available from the Criteria and Results screens.

Search Criteria Screen

- Search criteria is presented in a list format. The amount and order of criteria can be customized.
- Enhanced Mapping options with points of interest integration allows more flexible search parameters.
- View the listing count anytime for a subtotal of listings matching your criteria at that point.
- Use the Template Manager action item to create a search screen best suited to your needs. Save that search and set it as a default so it appears first when clicking search
- Use the Additional Fields option along with the Remove Field, Move Field up and Field Down buttons to temporarily adjust your search screen on the fly..



Rolling your mouse over the ! Symbol , from the results screen, displays a icon box that allows you to view/print: detail listing data, tax info*, maps, etc.



Search Results

- From the listing results screen, link to additional supplemental listing information and compare that extra information for each listing selected, side by side.
- From the result screen, select listings and view, print or email point to point driving directions in the order you choose. You can even integrate points of interest along your route.
- Select from several CMA options that range from a one page quick comparison to a 10+ plus page formal presentation.
- Configure what type of one-line information you want to see at a glance and in what order, then save that view for future searches.

For even more helpful MLX tips please visit: http://www.mlxhelp.com

RULE #2 READ THE SCREEN

Because we all have some experience using computer programs there is a tendency to scan the screen for what we feel should be there. This is a new application to you. There are many option , all clearly labeled make sure to read all of the options on a given screen

Tips & Tricks

Here are a few tips to help ease your transition to MLXchange.

MLXchange Tips "Searching"

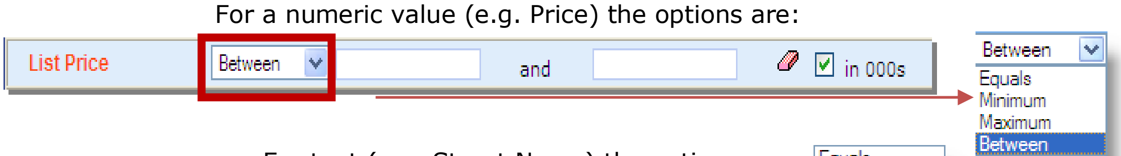
Required Fields – Before a search from the criteria screen can be conducted, one of the criteria in red on the screen must have a value (ONLY ONE).

Wild Cards – MLXchange does not require users to use the * or % signs to utilize wildcard search options.

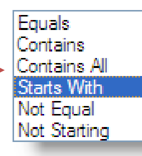
On the Homepage of MLXchange the "Find a Listing" search uses an automatic wild card at the end of the address field. You only need to enter the first letters of the street name.

In listing search, operators are used instead of wild cards to allow for greater flexibility in the search criteria being entered. Simply select how the value you entered should be searched by clicking on an operator from the pull down menu immediately to the right of the criteria label.

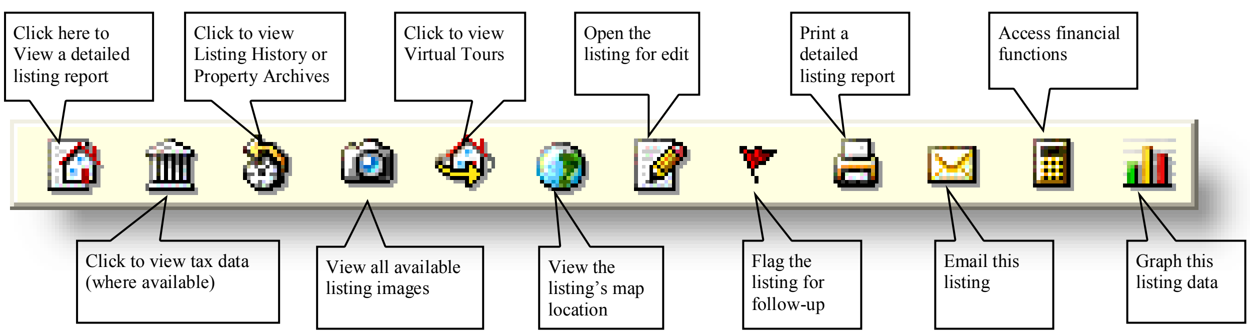
For a numeric value (e.g. Price) the options are:



For text (e.g. Street Name) the options are:

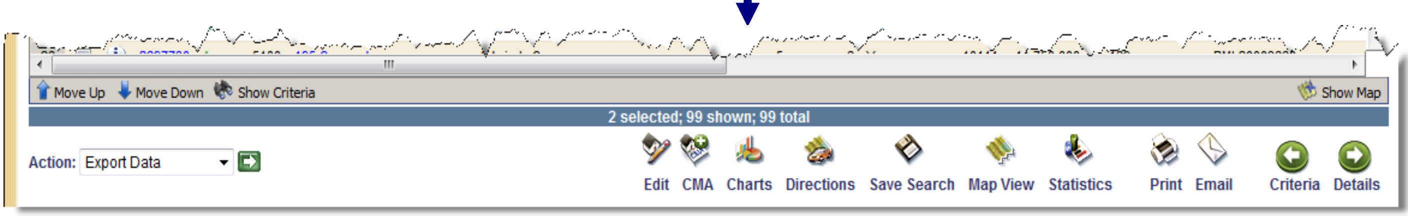


MLXchange Tips "Working with your Results"



The above ribbon appears when hovering over a single listing. The task described applies to that listing.

The options below appear at the bottom of the results screen. The action buttons apply to all of the listings you have selected.

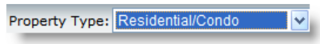


RULE #3 WHEN UNSURE LOOK TO THE BOTTOM OF THE SCREEN

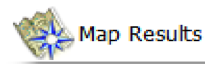
Unlike some other application you may use most of the action buttons in MLXchange are positioned along the bottom of the screen.

Basic How To's

How to Search for Listings

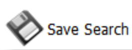


Step1 Click the menu option labeled Searcn.
Step2 Select the property type you wish to search from.
Step3 Enter your criteria in the appropriate search criteria boxes.
Step4 Select Results for a one-line summary or go straight to the listing Details.
Note: You also have an option to view all of the matching listings on a map.



Pagination – With MLXchange all detail reports are automatically configured to fit to page. You will not need to configure printer settings and you will no longer print a second page with one line of info.

How to Save a Search



Step1 Enter your desired Search Criteria
Step2 From the Results or Criteria screen Click the **Save Search** button.
Step3 Name the Search; optionally, you can type a description of the search and designate a client for the search.
Step4 Click **Save** (Note: **I**f you want to be automatically notified of listings matching this saved search and/or your client to be notified, select the Use Auto-Notification "Yes" options BEFORE clicking **Save.**

How to Email and Print Listings

From the listings Result Screen
Step1 Select the listing(s) you wish to email by clicking in the empty check box to the left of the listing data
Step2 Click the email button located on the bottom right corner of the screen (this option is also available from the detail report screen)
Step3 Select which listings are to be emailed, the report style, and the format the listings will display in, click **OK**
Step4 Enter the recipient's e-mail or pick from list of previously entered email addresses using the click here option then click **Send**
OR
Step1 Hover your mouse over the symbol then select the icon of the listing you wish to email

To print a detailed listing report for a client
Step1 Select the listing(s) you wish to print by clicking in the empty check box to the left of the listing data
Step2 Click the **Details** button at the bottom of the result screen
Step3 Click **Print** located at the bottom right of the detail listing screen and select which report you want to print
Step4 Click **OK**
OR
Step1 Select the listing(s) you wish to print by clicking in the empty check box to the left of the listing data
Step2 Click the **Print** button located at the bottom right corner of the result screen
Step3 Select which print options you wish to use (for detail reports make sure the Print report(s) option is selected) then click **OK**
OR
Step1 Hover your mouse over the symbol then select the icon of the listing you wish to Print
Step2 Select which print options you wish to use (for detail reports make sure the Print report(s) option is selected) then click **OK**

RULE #4 KNOW THE DIFFERENCE BETWEEN A REPORT & A PRESENTATION

In MLXchange you are given the opportunity to easily modify a report or a presentation. The steps are simple and buttons are clearly labeled to assist you provided you know the difference. A report is a single page or printout containing listing, tax, or CMA data. A presentation is a compilation of reports into a packet, for distribution . Presentations are normally created when preparing a CMA.

Basic How To's

How to Create a CMA

CMA Manager (aka CMA History) contains your saved CMAs. It allows you to create new CMAs or to edit or copy existing ones. **CMA Manager** also contains the option to create custom CMA presentations with the **CMA Presentation Library**.

The CMA Wizard can be started from a listing search OR from an option on the main menu (**CMA** > **New CMA**). The CMA wizard gives you an opportunity to add/modify information in the following areas.

<u>Step 1. Getting Started</u>

Type of CMA (Seller/Buyer) / **Property Type** (selected already if you start from a search) / **Contacts** (choose, create or edit an existing contact) / **CMA Name** (pre populate, edit if needed)

<u>Step 2. Subject Property</u>

Subject property details can be Imported from an **MLS Search , Public Records** (where available) or **Manually Entered**

<u>Step 3. Comparables</u>

The **Search Form** window opens by default allowing the search of MLS data for comparable properties. **NOTE:** To save time, you may want to create a saved search that includes only the CMA fields that you want to use.

The following options also allow you to add additional comps via**: Import comparable properties** from a different MLS Search. (Tip: Use the Search Map feature.). Import comparable properties from **Public Records** (if available). **Manual Entry** - Fill in the blanks, upload a photo, and plot on the map.

Reorder or remove comparables as needed. **Note:** Statistics option opens a printable page.

<u>Step 4. Adjustments</u>

Adjust any comparable property as needed. Enter a free form field description.

<u>Step 5. Pricing</u>

The default Selling Price calculation for the Subject Property is based on the average selling price of the sold listings within your CMA. Use the drop down list to select other options or manually enter a price and range.

<u>Step 6. Netsheet</u>

Create a New Charge - Enter the description, a fixed dollar amount or use a percentage.
Modify an existing charge – Highlight the line and then **Modify**.
Delete a charge – Highlight the line and then **Delete**.
Note: You may also create a set of default charges and apply as needed.

<u>Step 7. Select Pages</u>

Select the pages/reports that will make up your CMA presentation. Select the order of the reports by using the arrows at the bottom. **NOTE:** If you created your own custom presentations using the CMA Presentation Library apply it at this point.

New Report – Opens the Report Manager, allowing you to design from scratch.
Edit Report - Opens the Report Manager, allowing you to edit an existing report.
Copy Report - Opens the Report Manager, allowing you to copy an existing report.
Preview Report – Displays the report.

<u>Step 8. View Report</u>

The final **CMA Report** is displayed and can be printed (all pages or the current page), saved as a PDF, or emailed.

Individual reports/pages may also be edited in this step or may be removed from this presentation.
The completed CMA can be found in the **CMA Manager**.

With the integration of a robust contact manager and flexible prospecting options, many tasks can be set to run automatically, and much of the client information you need is right there in the tool you are logged into already. No need to open up a separate application for important client info.

Basic How To's

Manually Email a Listing Report within a Personal Private Client Webpage
Here is How:

- Conduct a listing search and locate the listings to be emailed on the results screen.
- Place a check mark next to the specific listings and select the "Send email" option from the bottom left action item list; (or point to the "Information" icon and select the "Email" option).
- When the email dialog box opens, select the radio button labeled "Within Agent Web Pages" at the bottom
- Select the report style to be emailed click OK.
- Enter the required information on the next screen and send.

What will your client(s) need to do?

When your client receives the listing email from you, they will need to click the link specified in the email. The link will open up the "Private Client Web View" under the tabbed section labeled "Agent Recommendations" (Fig. 5). Previews of the listings you selected for your client will be tagged with the "New" symbol on each listing's header.

Depending on that clients status in MLX, for each of the listings sent, they will have a choice to view and print several flyer formats for each listing, request additional information, view additional images, view virtual tours, view satellite map images (where available) , add notes, save the listing under a different category, and delete it. They will also be able to view the listing(s) in the report format you selected when you e-mailed the link.

Benefits:

- This option gives your client some form of two-way interaction with you.
- The client/prospect only needs to keep track of one link/URL to view ALL of the listings you have sent.
- You are able to monitor which listings your client considers to be a favorite, possibility or not in the running.
- You are able to keep track of all emails (of this type) in the client detail record under the History tab.
- You can deactivate the client web site, thereby blocking access to all listing data you previously provided.

Limitation:

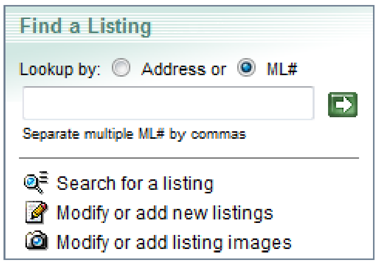
- You are only able to email this view of listings to individuals you have entered into the MLX contact manager.
- You may need to send (to your client) brief instructions with the first email to indicate their available options.

ARE THERE VIDEOS TO HELP ME ALONG THE WAY? YES

Just click on "Help" at the top right corner of any screen

Basic How To's

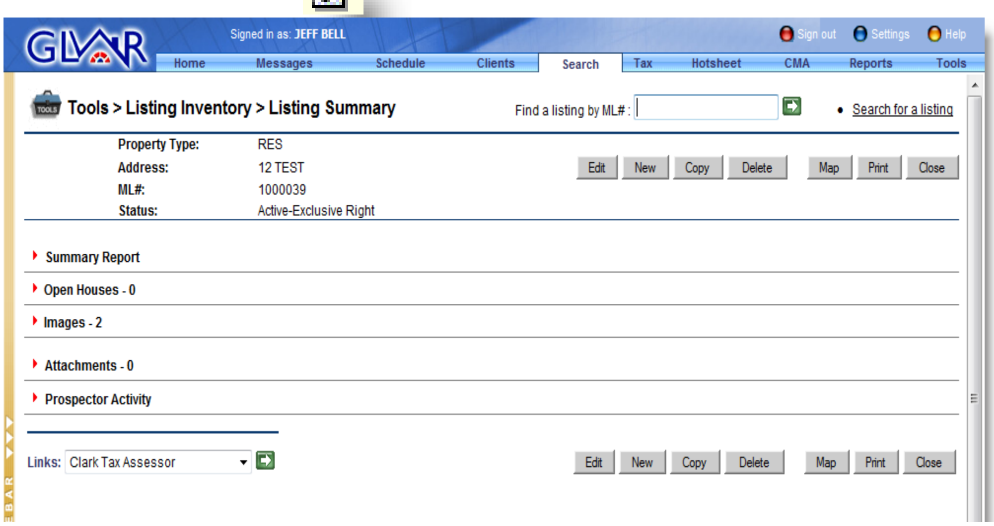
How to Input a new Listing



- To enter a new listing just click the Add New listings link from the homepage.
- The Listing input format is in a straight line format. "Just fill in the blanks"
- While entering a listing, MLXchange saves after each entry automatically. You will never lose the data you have entered.
- Use your Mouse or Keyboard shortcuts to jump from field to field or to open dialog boxes.

How to Modify a Listing

To edit a listing, just search for that listing from the result screen, hover over the  , then click the edit icon 



Note: A quick and easy method to search for your listings is to use the inventory watch section of the homepage.