



# NJMLS Highlights

Volume 9 Issue 2

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## THE HOTSHEET

Did you know you can easily track selected listings by adding them to your Watch List? This is done by clicking on the Watch List button found at the top of each Full Report.

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## From Our Executive Director

Up until now, if you needed historical sold information prior to 2000, you could pull up history records, or visit our Haworth office to look through old sold books for more detailed information. We are soon looking towards making access to historical data much more convenient by having it available as a search option in XL Paragon. Initially we have sold listings for residential properties in Bergen County from 1997, 1998, and 1999, with more to follow in the near future.

We are also introducing an addition to your IDX options, IDX Mobile. IDX subscribers can add this to their Smart Frame or Data Feed agreement to make it easier for customers to search for listings using a web-enabled wireless device. You can read the details on page 5.

We thought it would be interesting to compile some facts about 2011 and all the hard work our members and the NJMLS did last year. You may be surprised to see some of these totals, such as the number of photos uploaded into the system, the total number of Property Searches completed, and the number of auto-emails you send using Prospecting. You can find this information on page 4.

*Michelle*

## FORMS & DOCUMENTS

About PDF: The files in this area that end in .pdf need the Adobe Acrobat Reader to be viewed. If you do not have it you can download it at the [Adobe Acrobat Free Reader](#) site.



**Historical sold data is now being added to XL Paragon and can be found in the Toolkit>Forms, Docs & General Information.**

## NJMLS Historical Sold Data Now Available in XL Paragon

We are pleased to announce that the NJMLS is in the process of making **historical sold data** available to you in XL Paragon. To access this information you can click on **Historical Solds** on the Search menu bar.

Currently, sold data in PDF form for Residential listings that closed in Bergen County in 1997, 1998, and 1999 have been posted. Soon this data will be available going back to 1977. Just a reminder, you can already search for sold information in XL Paragon dated back to 2000.

**Timesaving Tip:** You can take advantage of the “find” tool in Adobe Reader when you open up these PDF files. For example, type the street name in the Adobe Reader search bar to jump to any page with a listing on that street.



### Quote of the Month

Comes from one of our members, Susan Zimmer of Keller Williams Realty NJ Metro Group in regard to our Orientation:

**“The best MLS training I’ve attended in my 18 years as a licensee. So glad I came. Will definitely be back for additional courses. Nice to know how much value we get for our dues. Thank you!”**



## Are You Familiar with the Tools of Your Trade?

We want to make sure you’re using all the little tools and shortcuts we give you as part of your membership. Many of these are built into XL Paragon and have been added because of suggestions you’ve made. We appreciate your input and strive to consider all your feedback. Here are some tools you may want to take advantage of:

- **Mapping** feature built right into our listings with aerial, bird’s eye and street views. Just click on the street address in the listing to open the map.
- **Tax data** plus assessor, zoning, and flood maps are integrated directly in listings or searchable online for any property in New Jersey using Realist. The Realist link is found on the XL Paragon Desktop, under “System Links.”
- **Foreclosure Activity Search** module to find properties in various stages of foreclosure. This can be found by going to Tax Search and clicking on the “Foreclosure Search” link at the top of the page or by choosing the “Realist” link under “System Links” on the XL Paragon Desktop.
- Email function allows you to send listings with links to **agent-branded neighborhood reports**. Be certain that your agent information is complete and up-to-date by going to the XL Paragon Toolkit and choosing User Preferences. Sections 6, 7, and 8 are the areas you’ll want to focus on.
- Listing Maintenance provides **automatic data verification tools** such as those associated with the **block and lot number** of a property. Here, you’ll also find links to upload up to 15 photos, add your virtual tour to your listing, and attach **Associated Documents**.
- **Hit Count Report** lets you know how many times your listing has been viewed by other members, has been looked at by potential buyers, and has been seen on njmls.com. You can also create a report to send to your sellers to update them on viewing activity.
- **Prospect function** lets you schedule automatic emailing of listing matches to your customers and allows them to save favorites and send comments back to you.
- **Watch List** alerts allow you to keep track of price and status changes to listings so you can keep your customers up to date on changes to listings that they’re interested in.
- Online **statistics and graphical reports** provide members with insights to local market trends.
- The **ability to create mailing lists and generate mailing labels** from a Tax or Realist Search.
- Wireless access to real-time listing content using **Agent Mobile**. Agent Mobile also allows you to complete select searches including Quick Search, Address Search, Radius Search, Location Based Search, Realtor Tour Search, and Member Search. You can also search New or Price Changed properties, view properties on a map and view Days on Market, Showing Instructions, Listing Agent contact information, Property Details and more. Go to [www.newjerseymls.com](http://www.newjerseymls.com) to access Agent Mobile from your smart phone.

### When to Report a Listing as Leased

Listings need to be reported as leased within seven days of a lease being signed. The occupancy date may be later, but please report the leased status in XL Paragon using the date that the lease was signed by the tenant.

## The Help Desk: CMA (Comparative Market Analysis)

### How can I email a CMA report to my client?

When you have completed creating the CMA Report, go to the **Saved CMA-Pricing** page. Click on the **“Email”** link at the top of the page.

### Is it possible to begin a CMA using a Map Search?

Yes, to do this you'll start creating your CMA by choosing **Map Search** under the **Search** button on the Toolbar. You can center the map around your subject property, as well as enter criteria to narrow your search. Once you have entered all the criteria, click on **Search** to be brought to your results page. Here you can choose the properties you want to include in the CMA, go to **Select a Report**, choose **CMA Report** and click on **Go**. This takes you to the **CMA Subject Property** page. As an alternative, you can access the Map Search by choosing CMA from the Toolbar, clicking on **CMA with Property Search** and clicking on the **Additional Criteria** drop-down menu and choosing Map Search.

### How can I add additional comps to a CMA that I've already created?

Go to the **CMA** tab and choose **Saved CMAs**. You'll be taken to the CMA Subject Property page where you'll be able to choose previously saved CMAs from the **Subject Profile** drop-down menu. Scroll down to the bottom of the page and click on **Go to Add/Remove Comps** and click on **Continue**. Here you'll be able to choose listings from the saved CMA results and use the **Delete Checked** button to remove them or click on the **Add Comps** button to be taken to a search page where you can add additional properties either by MLS # or by completing an additional property search.

### Can I demo a CMA for a client using an iPad?

There are two ways to do this. If you have a PDF printer on your iPad, you can create the CMA in XL Paragon and save it on your Desktop as a PDF. You can then attach the PDF to an email and open it from your iBooks library on your iPad (or another book reader if you're using something different). The second option is to simply email the CMA to yourself and open it on your iPad from your browser.

If you still have questions or would just like to learn more about creating a CMA, join us for our CMA and Statistics Workshop. This month this class is being held in our Rutherford office on Monday, February 6th from 9:30-11:30am and in Haworth on Friday, February 10th from 2:00-4:00pm. You can find our complete training calendar on the XL Paragon Desktop.

## Your Automatic Lead Generator: njmls.com

Think about this impressive statistic: In 2011, there were 3,445,832 unique visits to our public website, njmls.com, and nearly 1.6 million property searches. You can assume that these visitors are potential buyers, and you could easily be the recipient of an email lead.

If your agent information is complete and up-to-date in XL Paragon, then you've done what it takes to receive email leads. Go to Toolkit>User Preferences and make sure you have filled out sections 6, 7, and 8. Make sure that you have added **leads@njrealestate.com** to your address book so that these leads don't get sent to your spam folder.

Do you have an NJMLS email lead success story? If so, email it to [mcucci@njmls.com](mailto:mcucci@njmls.com). We may include it in a future edition of **NJMLS Highlights**.



*The  
“Help Desk”  
is a new  
monthly feature  
where the  
NJMLS  
will address  
Customer  
Service issues  
which require  
the most  
assistance.*



**Take a moment to add information to the XL Paragon User Preference's section. This helps generate email leads directly to your mailbox.**

## 2011: NJMLS Year in Review

What were you up to this year?  
 We thought you might like to see where you focused your efforts and how that affected the overall year. Here's what we found:



40,770	11,265	\$348,000	\$4,900,852,591
Properties listed in NJMLS	Properties sold through NJMLS	Median sold price of homes listed in NJMLS	Total dollar volume of homes sold through NJMLS
2,031,265	903,436	367,870	120,967
Property searches run in XL Paragon	Unique tax searches run In 2011	Photos uploaded on listings in XL Paragon	Auto emailed Hit Count reports viewed and sent to sellers
3,357,086	911,190	33,994	82,566
Total number of logins to XL Paragon	Hotsheet Alerts Viewed	New Prospects Added	Watch List Alerts
833	200	1742	18,896
New Members	Re-activated Members	Members who attended training	Calls to Member Support

**CONTACT US:****HAWORTH**

Mon-Fri 9:00am-5:00pm  
By Appt. from 5:00-7:00pm

160 Terrace Street  
2nd Floor  
07641

Phone: 201-387-1150  
Fax: 201-387-2535

**RUTHERFORD**

Mon-Wed 9:00am-5:00pm  
Closed from 12:00-1:00pm

97 Chestnut Street  
07070

Phone: 201-842-6144  
Fax: 201-842-6146

**Mission Statement**

**To provide comprehensive, accurate, and timely real estate information using the latest technology and offering the highest quality of service.**

**On The Move**

The NJMLS would like to welcome the following new offices and Designated Realtors:

**Safeway Realty, LLC** in Clifton and their Designated Realtor, **Alberto Conde**.

**Coldwell Banker** in Clark and their Designated, Realtor, **Robert Danatzko**.

**Tita Associates** in Clifton and their Designated Realtor, **Tita Obii-Obioha**.

**Trenton Douglas Realty** in Roseland and their Designated Realtor, **Fred Minor**.

**C.21 Eudan Realty** in Rutherford and their Designated Realtor, **Ralph Manfredonia**.

**Residential Market Appraisal Services** in Wayne and **Melissa Schmidt**.

**Park Avenue Realty, Inc.** in East Rutherford has named **Denise Burdick** as their new Designated Realtor.

**RE/MAX Signature Properties** in Spring Lake has named **Olivier Louis** as their new Designated Realtor.

**Introducing Your 2012  
Board of Directors  
And Officers**

**Nelson Chen, President**

**Annekee Brahver-Keely,  
Vice President**

**Bill Gilsenan, Treasurer**

**Jay Shapiro  
Eileen O'Driscoll  
Bob Oppenheimer  
Mary Davis  
Gene Azzalina  
Liz Horvitz  
John Falcone  
Richard Katze  
Patrick Quinn  
Manuel Couto  
Glenn Elliot  
Diane Thurber-Wamsley**

**Alternates  
Randy Wine  
Alireza Memar  
David Fanale**

**IDX Agent Mobile**

We are introducing an addition to your IDX options, IDX Mobile Smart Frame. IDX subscribers can add this to their existing IDX Smart Frame or Data Feed agreement to make it easier for their customers to search for listings using a web-enabled wireless device.

The cost of this add-on is \$9.95 per month, plus a one-time \$25.00 set up fee. If you are a new IDX subscriber, the one-time fee is already included in the Smart Frame or Data Feed set up cost.

