

## Broker Visit Training Topics

**Transaction Desk** — TransactionDesk is a paperless transaction management system that can help you keep your business organized and efficient. For brokerages that use TransactionDesk, this session will cover topics such as accessing and filling out forms and contracts electronically, setting up reusable templates, to-do lists and preferences, creating transaction files, applying templates to files and auto populating property information, and setting up digital signings through Authentisign.

**Advanced Searching in Matrix** — Has a buyer ever asked you to find a property meeting highly specific criteria, and you were not quite sure how to set up that search in the MLS? During this session, we will teach you some overarching tricks, tips, and strategies for searching the MLS. We will go over several complex search scenarios.

**Things You Didn't Know You Could Do in Matrix** — Learn about some tips and tricks to be more efficient in Matrix, and to add value to your buyers and sellers!

**Matrix Q&A** — Bring your Matrix questions to this open forum!

**Data Driven Marketing through Remine** — If you spend time online these days, you have probably received a targeted add with the right product for you at just the right time! What if you could take a similar approach to your real estate marketing? Rather than spending money advertising to people who are not a good match for your services, through Remine, you can use a variety of data and predictive analytics to hone in on individuals most likely to buy or sell. You then have tools to quickly engage with those individuals, such as the ability to build lists, export data, create labels and send mailers. Remine also offers many third-party integrations to make your life easier.

**Cloud CMA** — Cloud CMA allows agents to compile personalized CMA (Comparative Market Analysis) Reports, CMA slideshow presentations, and marketing materials for a listing such as buyer reports, property reports and flyers.

**Strategic Mailing Lists** — Direct Mail can be an effective marketing strategy. However, with the rising cost of postage and the amount of junk mail consumers receive, to increase the effectiveness of a mailing it is critical to send the right message, to the right person, at the right time. Luckily, through your MLS subscription you have tools to create laser-focused mailing lists to target a specific group of potential buyers or sellers in your market area.

**Growing Your Business with Down Payment Resource (DPR)** — As 70% of Stellar MLS listings are eligible for one or more down payment assistance program, DPR is a great tool to assist agents in identifying Down Payment Programs for which a property might qualify. There is a DPR button on top of all listings in Matrix that may qualify for

Down Payment Assistance, and there also is a lead generation tool that an agent can place on his or her web site or social media pages.

**ShowingTime** — ShowingTime automates the process for setting and requesting Showing Appointments. Listing agents can use ShowingTime to allow selling agents to securely access entry codes and showing instructions, and to track showing requests. Listing agents can also have selling agents request appointments through ShowingTime, with the listing agent and seller receiving notifications. Selling agents can use ShowingTime to quickly request a showing appointment without having to play phone tag, and in some cases, even automatically receive showing instructions and entry codes through ShowingTime.

**List Trac** — ListTrac gives listing agents analytical tools to track and market their listings. First, through ListTrac, reports can be run on the exposure a listing is receiving on various third party and IDX sites. Second, ListTrac has marketing tools such as direct URL's to a listing on State27Homes.com, a QR code, and a text-in number where a potential buyer can get the listing's State27Homes.com link texted to them.

**Builders Update and New Home Source Pro** — New home construction accounts for about 10% of inventory nationwide, and it is anticipated that 77,000 to 107,000 new homes will be built in Florida each year for the next 10 years. However, not all new construction is in the MLS and there is sometimes a disconnect between the Real Estate and Building Industries. Builders Update and NHS Pro are new construction databases from different vendors and with different interfaces, but both serve the purpose of bridging the gap and assisting communication and cooperation between real estate agents and builders.

**HomeSnap** — This mobile app allows agents to search for listings on the go, snap a picture of a property to link to either the MLS listing or public record (based on location settings in phone), see market activity reports, generate instant CMAs, and communicate listing and market information to customers. When an agent shares the app with a customer, all information the customer finds will be branded to the agent

**Go MLS** — The Go MLS App is a mobile app with both an agent and consumer interface. Agents can search for listings, share listings with a customer, get driving directions, contact listing agents, access public records information, and more, directly from their mobile device. If an agent shares the app with a customer, customers can also search for listings on a mobile device, which will all be branded to the agent who shared the app with them.