

BROKER VISIT TRAINING TOPICS

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, learn fabulous tricks, tips, and strategies specific to more effectively searching the MLS.

Things you didn't know you could do in Matrix

In this jam-packed training session, learn about the lesser-known features of Matrix along with some tips and tricks to increase your efficiency when searching and interacting with the system!

Matrix and the OneHome™ Customer Portal

When emailing property listings from Matrix, your customer receives a link to view the listing details in OneHome but there is opportunity for so much more! Schedule this session to learn how to take advantage of the collaborative features of OneHome that are available (and can be leveraged) within Matrix to better serve and interact with customers.

Cloud CMA Tools

Not just a way to create stunning CMA (Comparative Market Analysis) Reports, Cloud CMA has a suite of features and tools that can be of benefit to agents. In this session, learn more about Cloud CMA such as the “View Live” presentation option and how to create fabulous marketing flyers for your listings. No listings? No problem! Cloud CMA also has incredible resources when working with buyers as well including Property Reports and a Buyer Tour feature that will also be covered in this training.

Introduction to iMapp

iMapp is an industry leader, providing tax roll data, parcel maps, and integrated MLS information. With iMapp you have a host of tools for searching, displaying, and reporting the public property tax records for every county in Florida. This session will provide the basics of how to get started with the system and navigate its core functionality.

Introduction to MLS-Touch®

The MLS-Touch mobile app works in concert with both Matrix and Prospects CRM to help create the perfect ecosystem for your business. Contacts, saved searches, and listings favorited/discarded by your customers are all available along with having direct access to MLS data and property information on the go. This session will cover the basics from initial installation on your smartphone through each of the main features.

Introduction to Prospects CRM

Prospects CRM is an amazing customer relationship manager and can help you stay top-of-mind with your sphere, prospects, and past customers. It's the only customer relationship tool that's seamlessly integrated with Matrix and offers timesaving tools and resources to help you stay organized and on track with your business. This session will get you started with its core functionality and customization options as well as provide a general tour of the enhanced features of the system.

Prospects CRM: Customizing Actions Plans and Text Templates

As the follow-up to the introductory session above, this training will focus specifically on Prospect CRM Action Plans and Text Templates. After reviewing the outstanding options already available in the system, this class will then demonstrate how to edit those existing versions as well as create all-new, customized templates from scratch.

Introduction to Realist®

Realist is a feature-rich tax and public records database that provides property and ownership data, market information, various map displays, and information on market trends. This session will provide the basics on how to get started with the system and navigate its core functionality.

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. Schedule this session to learn about tools that are part of your MLS subscription to create mailing lists to help specifically target potential buyers or sellers in your market area.