

# REAL CONNECTION

VOLUME 2

SPRING 2010

## IMPORTANT PROPERTY CLASS CHANGES

After approval from the RealTracs Board of Directors, “To Be Built” is being removed as a selection from the built information field when adding a new listing.

The guidelines for how your listing should be classified are:

Any lot without a foundation or footing under construction must be entered in the Land, Lots, and Farms property type.

If the foundation or footing is underway, the listing should be entered in “Residential” with “New” selected as the built information.

During the transition, your search should encompass both Residential and Land, Lots, & Farms property classes to ensure no listings are missed.

## TIRED OF CHANGING YOUR PASSWORD?

They are everywhere...websites that require a password for access.

We all know how frustrating it is to attempt to log on to a site and be informed we are using the wrong password.

Problem is, which password do I use? Was it the same one as the bank? Maybe the Facebook password? Who knows?

Never worry about this with RealTracs again, because now you can set your password to something you know and more

importantly remember—and not be required to change it!

Technology that allows RealTracs to track and record multiple logins from different locations has enabled us to implement this exciting change.

The days of changing your password every six months are now behind you.

It is important to remember; RealTracs will never send you an email asking for your password or other personal information.

## “REAL PROPERTY” VS. “BUSINESS ONLY”

What is a “Business Only” listing and can it be entered into the MLS database?

A “business only” listing is the sale of equipment or other “personal property” that is not being sold with the land, and can sometimes include a clientele list.

These types of listings cannot be entered into the MLS database. The definition of a multiple listing service states that only “real property” can be entered into the MLS

database.

The common law understanding of “real property” would be tangible property, such as the land, buildings, and improvements you can actually see.

This rule also applies to auction listings. “Personal property”, separate from the auction of the “Real Property”, cannot be listed independently.

## NEWS YOU CAN USE

- *Avoiding Common Mistakes*
- *Increasing Productivity*
- *Utilizing Technology*
- *Marketing Options*
- *Staying Up to Date on the Go*
- *Continuing Education*

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## NATIONWIDE OPEN HOUSE WEEKEND: APRIL 10-11!

**(From TAR Digest)**

Join thousands of REALTORS® around the nation and hold an open house on the weekend of April 10 and 11, 2010!

The Tennessee Association of REALTORS® joins with state and local associations around the country to promote the Nationwide Open House Weekend. Encourage your buyers to visit and your sellers to participate! As an added touch you can identify

the open house with REALTOR® balloons.

How is this weekend different than any other weekend in April? This is an incredible opportunity for consumers to shop for a new home while:

- Affordability is good
- Mortgage interest rates are low (but expected to rise)
- Good supply of homes on the market

- The Expanded First-time Homebuyer's Federal Tax Credit is still available. The contract has to be in place by April 30, 2010.

Eventually, home prices and interest rates will climb, inventory will become scarce and the tax credit will be gone.



**“THE TENNESSEE ASSOCIATION OF REALTORS® JOINS WITH STATE AND LOCAL ASSOCIATIONS AROUND THE COUNTRY TO PROMOTE THE NATIONWIDE OPEN HOUSE WEEKEND.”**

## KEEP MOVING WITH REALTRACS MOBILE

In an ever-changing and constantly moving market, we find ourselves on the go now more than ever—and RealTracs wants to make sure you never miss an opportunity because you are out of the office with clients.

This is where the RealTracs mobile website can help.

The website, found at

<http://mobile.realtracs.net>, is your link to the entire MLS via the browser on your internet enabled mobile phone.

The site features a limited quick search, an MLS number search, or you can search by the street or subdivision you and your client are currently located.

You even have the ability to retrieve agent and office contact information to help ensure you never miss another showing.

For tips and additional information about RealTracs mobile, be sure to visit the online help at [RealTracs.net](http://RealTracs.net).



Stay up to date while on the go with the RealTracs Mobile Website.

## EXPAND YOUR ONLINE SPHERE OF INFLUENCE

You might have noticed some changes in recent weeks with how properties display on REALTOR.com®.

Your “Free” listings sent to the website now include four photos. And REALTOR.com® is helping everything stay current by updating the data every fifteen minutes.

This means the days of waiting around wondering why your listing price or other information has not

updated are over.

Additionally, for agents active in social networking, REALTOR.com® has added an exciting, not to mention free, application to the wildly popular Facebook site called REALTOR® Marketer.

You can now have your REALTOR.com® listings imported directly to your Facebook profile page!

To set things up, simply go to <http://www.facebook.com/>

[realestatemarketer](http://realestatemarketer), become a fan, and follow the step-by-step instructions.



You need your numerical RealTracs user id to make the application work. Contact your broker or RealTracs for this information.

**ACCORDING TO THE LATEST HITWISE ANALYSIS, GOOGLE'S LOST ITS CROWN AS THE MOST-VISITED WEB SITE IN THE U.S.... THE NEW KING OF WEB SITE TRAFFIC IS, OF COURSE, FACEBOOK.**

## AVOIDING THE MOST COMMON MISTAKES (AND FINES)

One of the most important responsibilities an MLS is tasked with is accurate and reliable listing data.

Accurate data is what your business is centered around, and RealTracs takes it very seriously.

According to MLS rule 10.1, "When a user is in violation of any portion of the Rules and Regulations of the MLS, the MLS Directors have the right to impose appropriate fines and/or fees in keeping with the nature of the offense."

Because inaccurate data has consequences associated with

it, monetarily and otherwise, we want to help you recognize the five most common mistakes, so you can be better equipped to avoid them.

1. Submitting a listing with contact information in any field other than the REALTOR® remarks field. Fine - \$100
2. Failure to report a listing closed to the MLS within seventy-two (72) hours. Fine - \$100.00
3. Failure to report a listing as a Short Sale within forty-

eight (48) hours. Fine - \$100

4. Unauthorized use of photographs without permission of the listing broker. Fine - \$100

5. Removing a listing and re-submitting it to the MLS as a new listing within five days. Fine - \$25

For a complete list of fines and fees associated with violations of MLS rules and regulations see section 10.1 of the MLS rules and regulations found within the "Member Info" page of RealTracs.net.



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## FREE TRAINING AND CONTINUING EDUCATION

Did you know RealTracs provides training at no charge?

Did you know five of the eight classes being taught currently are approved by the commission for free continuing education credits?

If you did not know the answers to either of these questions, you may not know everything RealTracs training

has to offer.

Our classes are designed to help new agents as well as the most seasoned veterans.

Whether you need to know the basics of the RealTracs system, or the intricacies of the tax system, there is a class for you.

We even offer a dedicated class that covers our new Bing Maps search application!

Would you like to know more?

Log into RealTracs.net, roll your mouse over "My Page", and click "Training Classes" from the drop down menu.

There you will find our full training calendar with links to register, and course descriptions including the number of CE hours for which a completed course is eligible.

**WHETHER YOU NEED TO KNOW THE BASICS OF THE REALTRACS SYSTEM, OR THE INTRICACIES OF THE TAX SYSTEM, THERE IS A CLASS FOR YOU.**

## CAPTURE MORE OF YOUR LEADS WITH POINT2

According to the National Association of REALTORS®, 84 percent of buyers now use the Internet to search for properties.

With such a large number of online shoppers, it is vital—now more than ever—that you capture all possible online leads before your competition.

Fortunately, there are free

tools available to give you not only more market exposure, but lead generation as well.

As an added benefit for being a RealTracs user, your listings are syndicated free of charge through the Point2 Agent network of almost thirty real estate websites.

Keep in mind however, even though your listings automatically syndicate, you

must still sign up for a free Point2 dashboard to receive the valuable leads and hit reports emailed from member sites.

If you have not yet activated your dashboard, send an email to [syndication@realtracs.com](mailto:syndication@realtracs.com) to request your invitation...and never miss another lead again.



Point2 Agent helps you gain exposure by sending your listings to over two dozen real estate websites free of charge.

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## BING MAPS NOW ON REALTRACS.NET

Have you ever been looking for that hard to find, perfect location for your client's next home, and the results were just not working for you?

Maybe the subdivision straddled two areas, or the neighborhood you need did not fit into that perfect square search area.

Well, searchers rejoice!

The advanced technology of Bing maps is now on RealTracs.net, combined with a new and innovative property search.

Just what does this mean for you? You now have a powerful, yet easy to use tool at your fingertips that allows for radius searches, ten point polygon searches and printable driving directions in all property classes.

Access Bing Maps by logging in to RealTracs.net, then hover over "Search" at the top of the page with your cursor, and finally click "Map Search (Beta)" from the drop down menu.

The new mapping interface, while user friendly, does contain many new features and has an entirely updated look. To help you understand everything Bing Maps has to offer and how it can help your business, we offer classroom instruction on the application in our RealTracs II training sessions and in dedicated mapping classes.

Both courses are currently being held at the RealTracs office and select area REALTOR® associations.

To see the latest offerings, you should visit the training calendar found in RealTracs by going to "Member Info" and clicking "Training Classes".

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