I. Listing Tools – Time of Listing
   a. Research Stage
      i. Forewarn – Run the Seller in Forewarn
      ii. Matrix
         1. – Public Records Search
            a. Verify Ownership
            b. Source of Sq Ft
            c. Source of Year Built
            d. Source of Lot Dimensions
      iii. CMA Options
         1. Matrix CMA
         2. Quick CMA
         3. CMA
            a. Realist
            b. RPR
   b. Listing Appointment
      i. Transaction Desk
         1. Listing Transaction
            a. Complete Paperwork
               i. Print, Email or Authentisign
         2. Listing Checklist
   c. Entering Property in MLS
      i. Input – Add New
         1. Fill from Realist - **Recommended
         2. Fill from Blank
         3. Fill from Cross Property – Can pull in incorrect data
         4. You can save as incomplete
      ii. Rules Reminders
         1. Enter listing within 24HRS
         2. All required fields must be complete
         3. Address and Parcel ID Matter (effects DOM and CDOM)
         4. 1 Photo required at time of listing
         5. Commission Terms
         6. No Contact information in public fields or photos
      iii. Media for listings
         1. Up to 75 Photos with Descriptions
         2. Google Street View
         3. Public Remarks
         4. Rooms – Up to 15 Rooms – with Descriptions
         5. Virtual Tours

d. Showing Instructions - When you submit a listing you should ”Manage ShowingTime”
    i. If the property is vacant:
        1. Appointment Type “Courtesy Call of Go and Show”
            a. Review how you want to be notified
            b. If there are any restricted days you can add the restrictions
            c. For Access – please select Type of LockBox – Include Location of the box
            d. Select Yes if there are alarm details
            e. Additional Instructions can be included (Example: door sticks, beware of pets)
            f. Update Driving Directions
            g. Click Save
            h. This will automatically approve and Showing Requests for this listing
    ii. For Occupied Properties - Appointment Required
        1. Listing agent can schedule appointments for the seller
        2. Listing agent can include the Owner/Occupant
        3. Owner can approve listing through the app, a text, a call or an email
        4. You can put the power of their appointments
        5. If there are any restricted days you can add the restrictions
        6. For Access – please select Type of LockBox – Include Location of the box
        7. Select Yes if there are alarm details
        8. Additional Instructions can be included (Example: door sticks, beware of pets)
        9. Update Driving Directions
        10. Click Save
    iii. For Occupied Properties -View Instructions Only
        1. If you do not want to schedule appointments through ShowingTime you can select “View Instructions Only”
        2. The Showing Agent will immediately see any notes provided by the listing agent. The showing agent will not be given a calendar to select an appointment date & time.
    iv. Adding Documents – Photos – Media automatically sent to Showing Agent
e. Assign the SUPRA Lockbox
    i. SUPRA eKey app
    ii. SUPRAWeb

            iii. Matrix
    f. Feedback Options
        i. SUPRA
        ii. ShowingTime
        iii. Combination
    g. Share Listing on Social Media
            1. Matrix
            2. goMLS
            3. Homesnap
    h. Listing Tools – Outside the Box
        i. Auto-Email for the Seller
        ii. Print Just Listed Labels

II. Listing Tools – Life of Listing
    a. Price Change
        i. TransactionDesk
            1. Addendum to Exclusive Right to Sell Listing Agreement
                a. Print, Email or Authentisign
        ii. Notify Members
            1. Matrix - Reverse Prospecting
            2. ShowingTime – Send Notification
    b. Schedule an Open House – In Matrix
    c. Hit Count Report in Matrix o Can be added to Listing Activity Report in ShowingTime

III. Buyer Tools
    a. Run the Buyer in Forewarn
    b. Adding Contact
        i. Matrix
        ii. Transaction Desk
        iii. ShowingTime
    c. Auto Email in Matrix
        i. Set up and personalize Welcome Message
        ii. Set up and personalize Recurring Message
    d. Matrix Client Portal
        i. Clients can access any searches you have set up
        ii. Clients can save their own searches
        iii. Clients can view either
            1. Interactive split screen map view
            2. List View
            3. Gallery View
            4. Detailed View

a. Property Notes on the detailed view are two-way dialogs – clients can make notes about the properties

iv. Clients can mark listings as Favorites, Possibility or Rejects

v. Portal Notifications Set Up in Matrix

1. My Matrix – Portal Notification Settings

e. Share goALAMLS App

i. Home Assist

ii. Share a listing with a text message

iii. Share a calculator

f. Schedule Showing(s) with ShowingTime

i. Adding the Buyer to the Showing is for your tracking

g. CMA Options

1. Matrix CMA

2. Quick CMA

3. CMA

a. Realist

b. RPR

c. RPR for Investors

h. TransactionDesk

i. Buyer Forms

1. Start an offer from Matrix

2. Start an offer from Transaction Desk

3. Signing Offer with Authentisign

ii. Set Up Client Dashboard

i. After Closing

i. Add Owner to eProperty Watch

ii. Set up new Auto-Email for Monthly Email

iii. Send Just Sold Postcards to Neighbors