

MLS MINUTE



REALTOR® Association of Southern MN

March, 2019

MLS Policy Changes

The following items were approved by the RASM Board of Directors at their March meeting following the MLS Committee held February 13th.

1. When the agent is the owner or related to the owner that must be disclosed in the public remarks in Paragon. Failure to disclose this in public remarks will result in a \$50.00 fine. (See also Article 4 of the Code of Ethics.
2. The RASM policy that a listing must be off the market for 3 months before being

listed as a new listing (if listed with the same company) has changed to **"the listing must be off the market for 45 days prior to being listed as new (if listed with the same company)"**.

3. If a listing is **"temporary not available to show"** it is required to **give a reason for unavailability**. A required comment field has been added for "Temporary not available to show" statuses when a property is moved to TNS status. (See also standard of Practice 3-8).

All changes are currently in effect.

DISCLOSURES IN PARAGON

Remember you can add disclosures to your listings in Paragon. This allows agents to access the disclosure and saves them having to contact you to send them the data for their clients.

To add a disclosure go into maintain the listing and from the action menu choose "associate documents" You can upload the documents associated with that listing. Make sure to make "public" so the documents can be emailed to clients also.

Upcoming Continuing Education:

Last Module offering at RASM:

Required Module:
Risk Management.

May 9 8:30-12:15

\$40.00 if registered before May 2.

\$45.00 after May 2.

This is the required module class that everyone must complete. There is a test with this class.

Approved for 3.75 real estate continuing education.

Continuing
EDUCATION

Latest Paragon updates

Paragon strives to continue to keep the program up to date and relevant for users. A few of the latest updates include:

- The count, clear and search buttons on quick search widget are now available at both the top and bottom of the widget.
- When combined images and text in CMA agent resumes, company info or final comments exceeds space allotted in the final document a warning message will display.
- When adding a subject property to CMA more instructional text has been added.

For info on latest release [click here](#).



New Members Joining

Please be sure new members are calling to set up an appointment before coming to join RASM. We want to be sure we have staff available to help them.

Unlicensed assistants and document prep

In simple terms, an unlicensed assistant cannot help prepare documents, they can create office packets for licensed agents to use when working with a client, however they CANNOT start preparing the documents on behalf of the licensee.

Minn. Stat 82.73 subd 3(d) states "A broker may allow any unlicensed person, who is authorized by the broker, to disclose any factual information pertaining to the properties listed by the broker, if the factual information is provided to the unlicensed person in written form by the broker representing or assisting the seller(s)."

As found in the Reference Guide created by the Minnesota Association of REALTORS®, the DOC has stated unlicensed assistants may assist in hosting an open house, distribute written material about the property, however they cannot answer questions from consumers, unless the answers to those questions are contained within the written materials or other written statement from the broker. An unlicensed assistant cannot draft purchase agreements, take buyers on showings, negotiate on behalf of a buyer or seller, or perform any other function that a real estate agent traditionally performs for the client or customer. If your office is currently asking any unlicensed staff to fill out purchase agreements, listing agreements or any form for licensees it is time to reevaluate your office practices. The copyrighted MAR forms are only for the use of licensed REALTORS®

Code of Ethics Standard of Practice 1-7

When acting as listing brokers, REALTORS® shall continue to submit to the seller/landlord all offers and counter-offers until closing or execution of a lease unless the seller/landlord has waived this obligation in writing. ***Upon the written request of a cooperating broker who submits an offer to the listing broker, the listing broker shall provide a written affirmation to the cooperating broker stating that the offer has been submitted to the seller/landlord, or written notification that the seller/landlord has waived the obligation to have the offer presented.***

REALTORS® shall not be obligated to continue to market the property after an offer has been accepted by the seller/landlord. REALTORS® shall recommend that sellers/landlords obtain the advice of legal counsel prior to acceptance of a subsequent offer except where the acceptance is contingent on the termination of a pre-existing purchase contract or lease (Amended 1/19)

REALTOR.COM update lets consumers text agents

Realtor.com has added a new feature for mobile users that allows them the ability to get an immediate connection to a real estate agent through text messaging. Mobile listing displayed on realtor.com will now feature a "text" button on the listing page. When a consumer sends the text message, they will be instantly connected with a realtor.com representative who will learn what the consumer is interested in and arrange a call with a real estate professional. The company connecting first with the consumer marks a bit of a change for realtor.com. While the leads won't be fully vetted, it will give the agents a better sense of what the consumer is looking for and provide an instant connection, as opposed to just contact information.



Data Reports

We have data provided by our vendors showing activity for our association in regards to their product. [Click here](#) to see the February, 2019 Showing Time report. In this report you can see an array of data from showable listings, average appointments per day, offices in which agents took

appointments for the month and more.

[Click here](#) for the Realtor.com report; this report has data on average views per listings, profiles viewed, total listing leads and more.

[Click here](#) for the February List Hub report.

Builder names in Paragon

Just a reminder you must have the permission of the builder/contractor to use their name in the remarks field in Paragon. If company name is used it is to be factual "built by ABC builders". Marketing on behalf of the builder is not allowed.

Showing Time Tip

Showing Calendar:

Did you know that Showing Time has its own showing calendar? Agents can see all appointments right from the Showing Time desktop account.

This is an easy way to see if your listings are getting showings. Many agents say they use this tool to

gauge whether they are busy with buyers. You can view appointments by monthly/weekly/daily views also allowing for a segmented view for office managers. Agents can narrow down showings based on the status (confirmed vs unconfirmed or cancelled) or those

requested on their listings vs. showings requested on other agents' listing.

[Click here](#) for more on the Showing Time Calendar.



Paragon Training

Looking for some help with a specific area of Paragon? Need some general help? Is your office looking for some training?

Contact Jenny for help with Paragon.



Home Buyer Workshop

Southwest Mn Housing Partnership is offering a 2 evening Homebuyer Education "Home Stretch" workshop in Mankato. Tuesday, April 9 and Thursday, April 11.

For more information contact Carrie Chum at 507-381-1601 or carric@swmhp.org

Simple steps for Staying in Compliance with RASM MLS Rules

Compliance with the MLS Rules helps provide accurate, timely, factual and objective property information for all the Participants. Below are some of the most common violations or rules that the RASM MLS receives questions on. A full copy of the RASM MLS Rules & Regulations can be found in the Documents in Paragon or on RASM website. If you have any questions regarding the MLS rules contact the Association office (507) 345-6018.

1. Enter a listing in Paragon within 2 business days of agreement being signed/executed. Everyone relies on timely access to listings to better serve buyers; and sellers rely on you to make their property available as quickly as possible.
2. Make sure the data you submit is accurate. Information in the MLS is to be accurate and complete. Inaccurate data may include, counting a room as a bedroom, not including accurate room measurements, incorrect school district (those are just a few examples).
3. File MLS withholds within 2 business days. If the seller wishes to withhold their property from the MLS, the MLS withhold form along with a copy of the listing agreement must be sent to the RASM office within 2 business days of the listing agreement being signed.
4. Upload a photo at the time of input. ALL RASM listings must have a photo of the property at input. Main photo is to be an exterior of the property for sale.
5. Do not include any promotional marketing in your photos (including virtual tours). Do not have a brokerage or builder sign in the photo. Do not digitally alter the photo so it no longer accurately reflects the property. Do not use photos from another Participant's previous listing of a property.
6. Make all status changes within 2 business days; pendings, sales, contingencies, all status updates are required to be made within 2 business days.
7. Do not share your RASM MLS access with anyone! Only authorized users may access the system. Do not share your login information with anyone under any circumstances, including colleagues, customers, assistants, family, etc.
8. Do not use the remarks section for promotional marketing. Brokerage or agent names and phone numbers may not be in the remarks section of a listing.
9. Make corrections if you are sent a correction notice. Corrections must be made within the given time frame to avoid escalating fines.
10. Use the "temporary not available to show" status if a property is not available for showing for more than 3 days. When the property is available to show, change the status back to active, or submit a withdrawal form if property is going off the market. Temporary not available show status does not allow for any showings while in that status (including showings by the listing agent or other agents in listing office).