



CRMLS Update

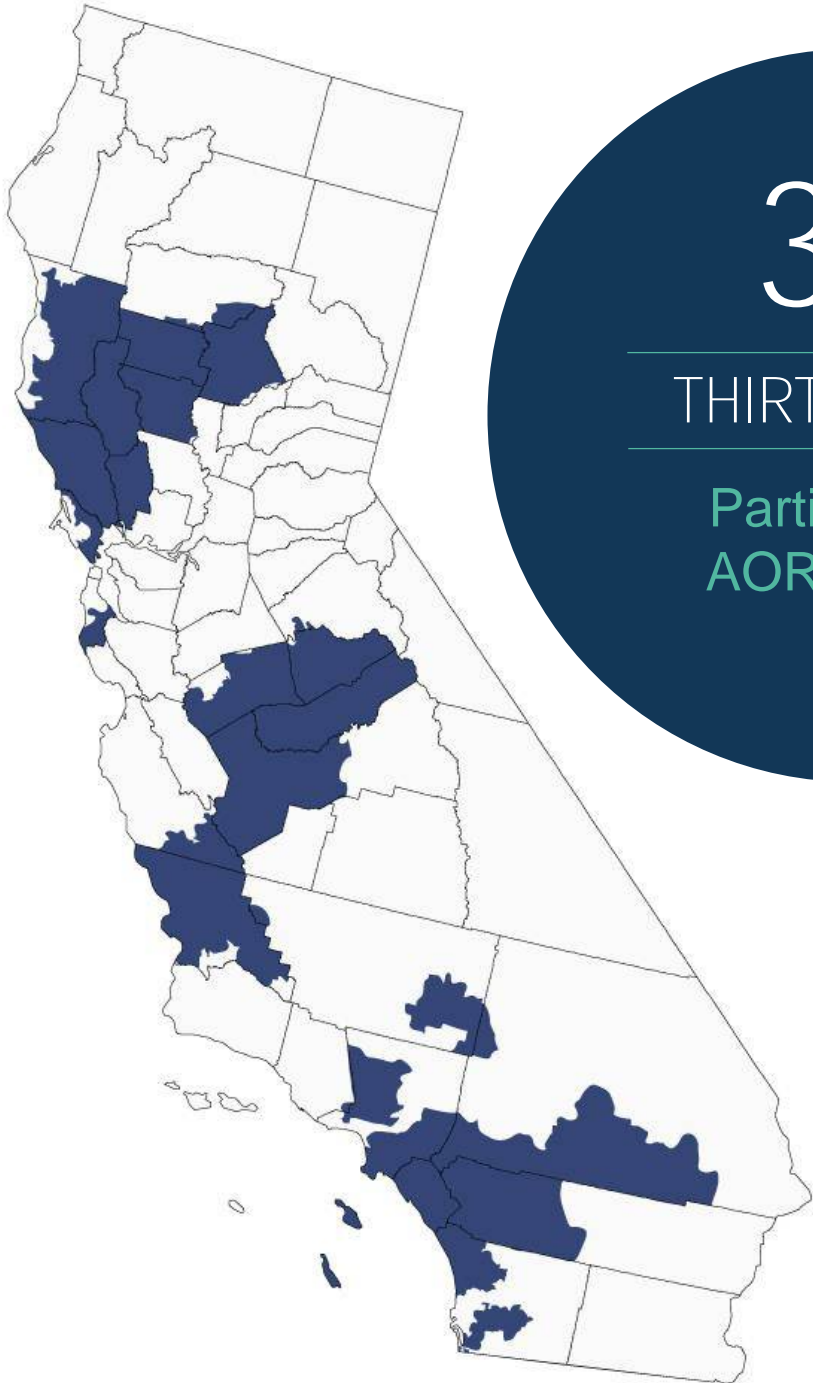
Art Carter
CEO, CRMLS





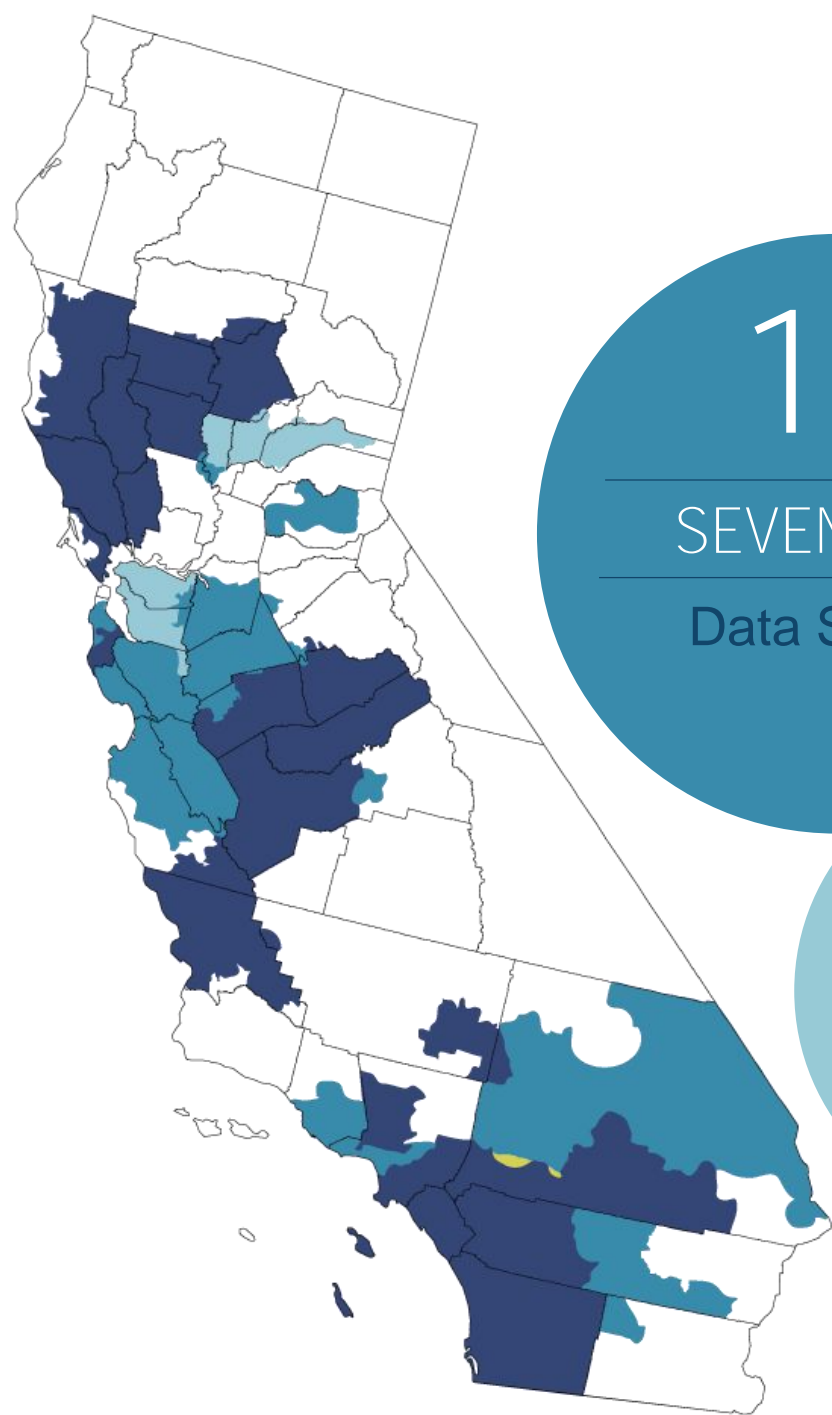
Our Vision

CRMLS is a Broker-Directed leader in the transformation of real estate data – supporting development of data sharing services, tools, and resources for the shared success of our Associations, Brokers and Agents



38
THIRTY EIGHT
Participating
AORs/BORs

- Arcadia
- Burbank
- Citrus Valley
- Greater Downey
- East Valley
- Fresno
- Glendale
- Inglewood
- Inland Valleys
- Joshua Tree
- Laguna
- Lake County
- Madera
- Mariposa County
- Merced County
- Montebello District
- Newport Beach
- North Bay*
- North San Diego
- North San Luis Obispo
- Orange County
- Oroville
- Pacific Southwest
- Pacific West
- Palos Verdes Peninsula
- Paradise
- Pasadena-Foothills
- Pismo Coast
- Rancho Southeast
- San Luis Obispo
- Scenic Coast
- Sierra North Valley
- South Bay
- Southland Regional/CRISNet
- Southwest Riverside County
- The Inland Gateway
- Tri-Counties
- West San Gabriel Valley



17
SEVENTEEN
Data Shares

5
SIX
Reciprocal

Data Shares:
*Agents access CRMLS listings directly from their MLS system.
Data is exchanged frequently to keep listing information up-to-date.*

- | | | |
|----------------------------|-----------------------|------------------------|
| Beverly Hills/Greater L.A. | Monterey County | Santa Clara |
| bridgeMLS* | Palm Springs Regional | Santa Cruz |
| California Desert | Pasadena-Foothills | Silicon Valley |
| Conejo Simi Moorpark | San Benito County | Southwest Los Angeles |
| High Desert MLS | San Diego | Ventura County Coastal |
| Malibu | San Mateo | |

Reciprocal Access:
Agents access data via login into a separate MLS system.

- | | | |
|----------|--------------|-------------|
| Alameda | Contra Costa | Sutter-Yuba |
| Bay East | Honolulu | |



CRMLS Advantages

We offer our users state-of-the-art MLS technology to help their business grow, helpful training on MLS products, and personal support 7 days a week.

18

EIGHTEEN

Products at no
additional cost



Realist

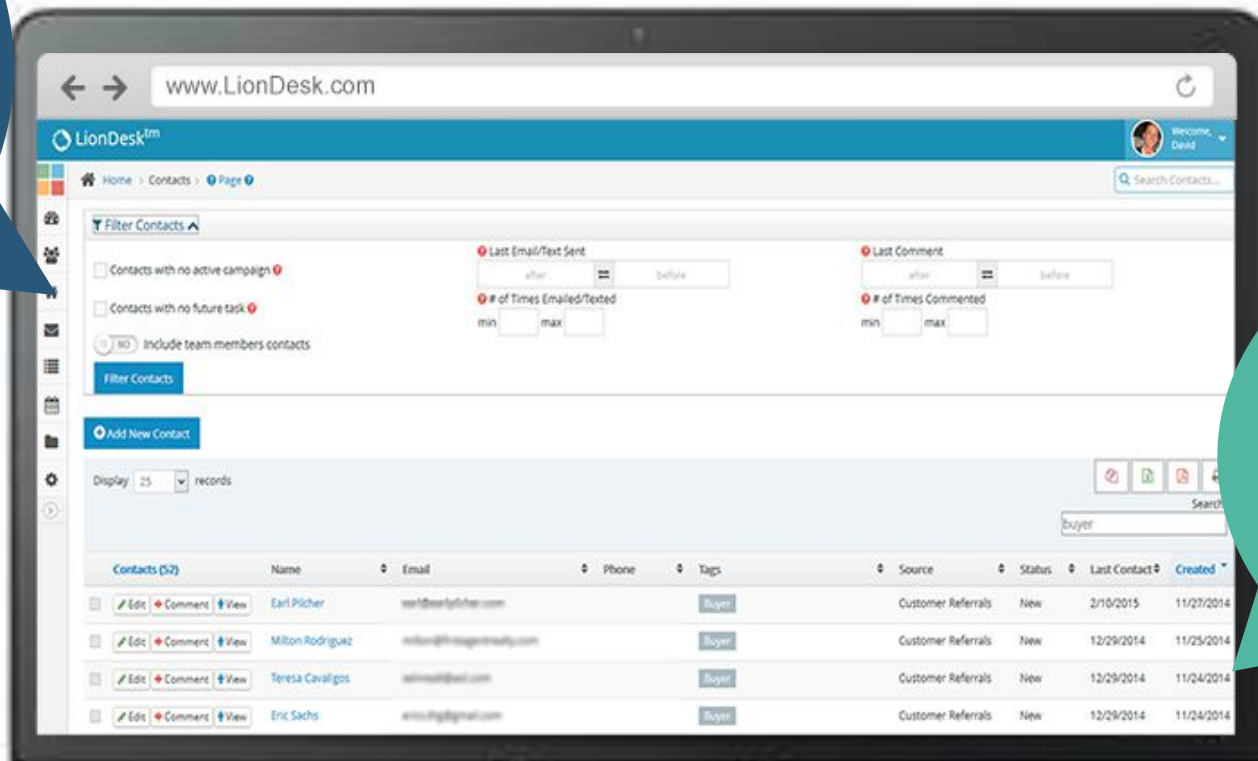


LionDesk™

Manage contacts and automate follow-up

Collect, route and follow up on leads

Serves as integration hub for products like Cloud CMA, ShowingTime, and Remine



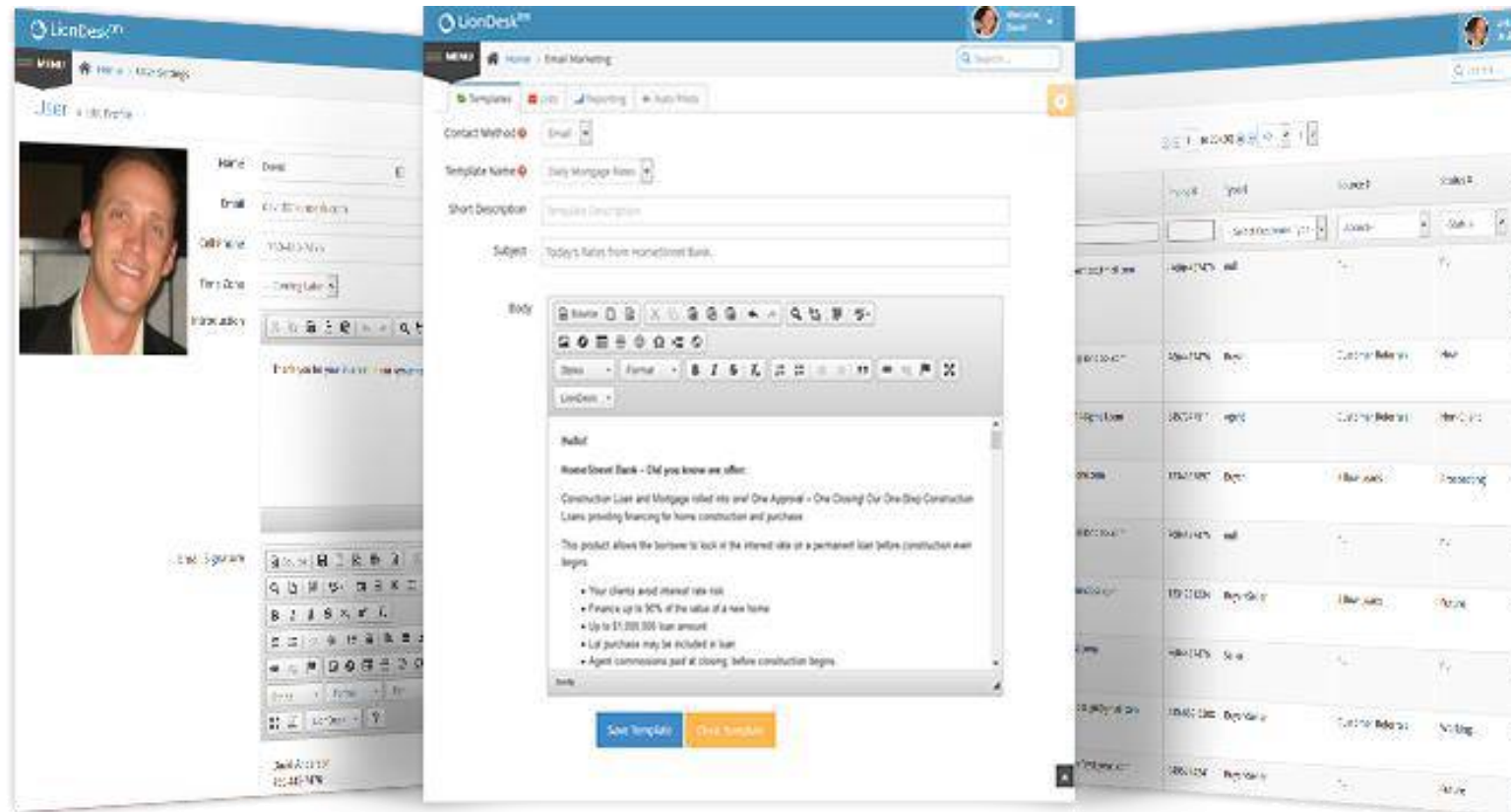
The screenshot displays the LionDesk web application interface. At the top, the browser address bar shows 'www.LionDesk.com'. The page header includes the LionDesk logo and a user profile for 'David'. The main content area features a 'Filter Contacts' section with several criteria: 'Contacts with no active campaign', 'Contacts with no future task', and 'Include team members contacts'. There are also filters for 'Last Email/Text Sent', '# of Times Emailed/Texted', 'Last Comment', and '# of Times Commented'. Below the filters is an 'Add New Contact' button and a 'Display 25 records' dropdown. The main table lists contacts with columns for Name, Email, Phone, Tags, Source, Status, Last Contact, and Created. The table contains four rows of contact data.

Contacts (2/2)	Name	Email	Phone	Tags	Source	Status	Last Contact	Created
Edit Comment View	Earl Pischer	earl@earlpischer.com		Buyer	Customer Referrals	New	2/10/2015	11/27/2014
Edit Comment View	Milton Rodriguez	miltonr@magnumrealty.com		Buyer	Customer Referrals	New	12/29/2014	11/25/2014
Edit Comment View	Teresa Cavalgos	terecavalgos@liondesk.com		Buyer	Customer Referrals	New	12/29/2014	11/24/2014
Edit Comment View	Eric Sachs	eric.sachs@gmail.com		Buyer	Customer Referrals	New	12/29/2014	11/24/2014

Automate follow-up reminders or send direct communications to contacts

LionDesk™

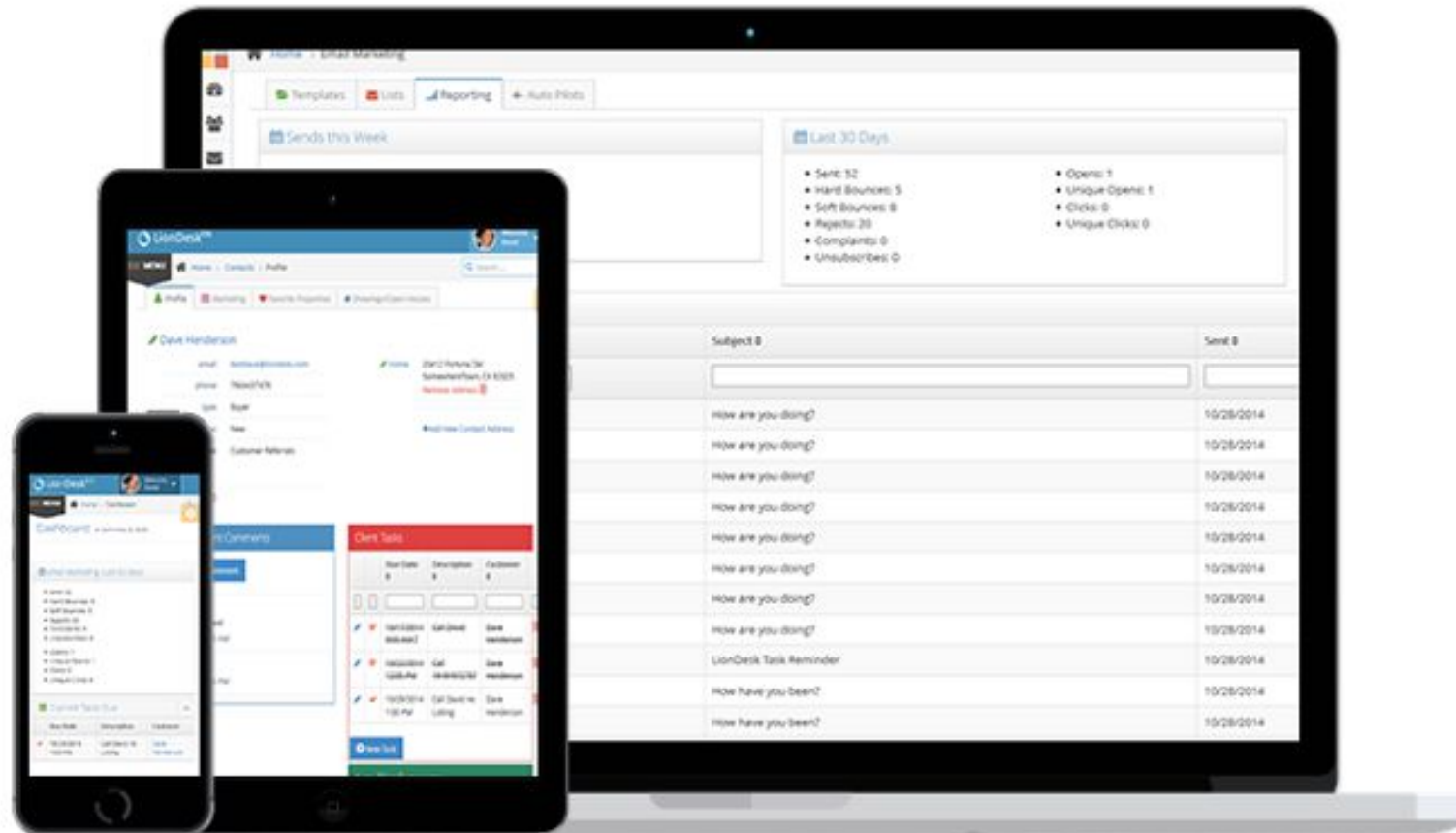
With the Teams feature, you can assign leads and contacts to other team members and distribute to them based on performance.





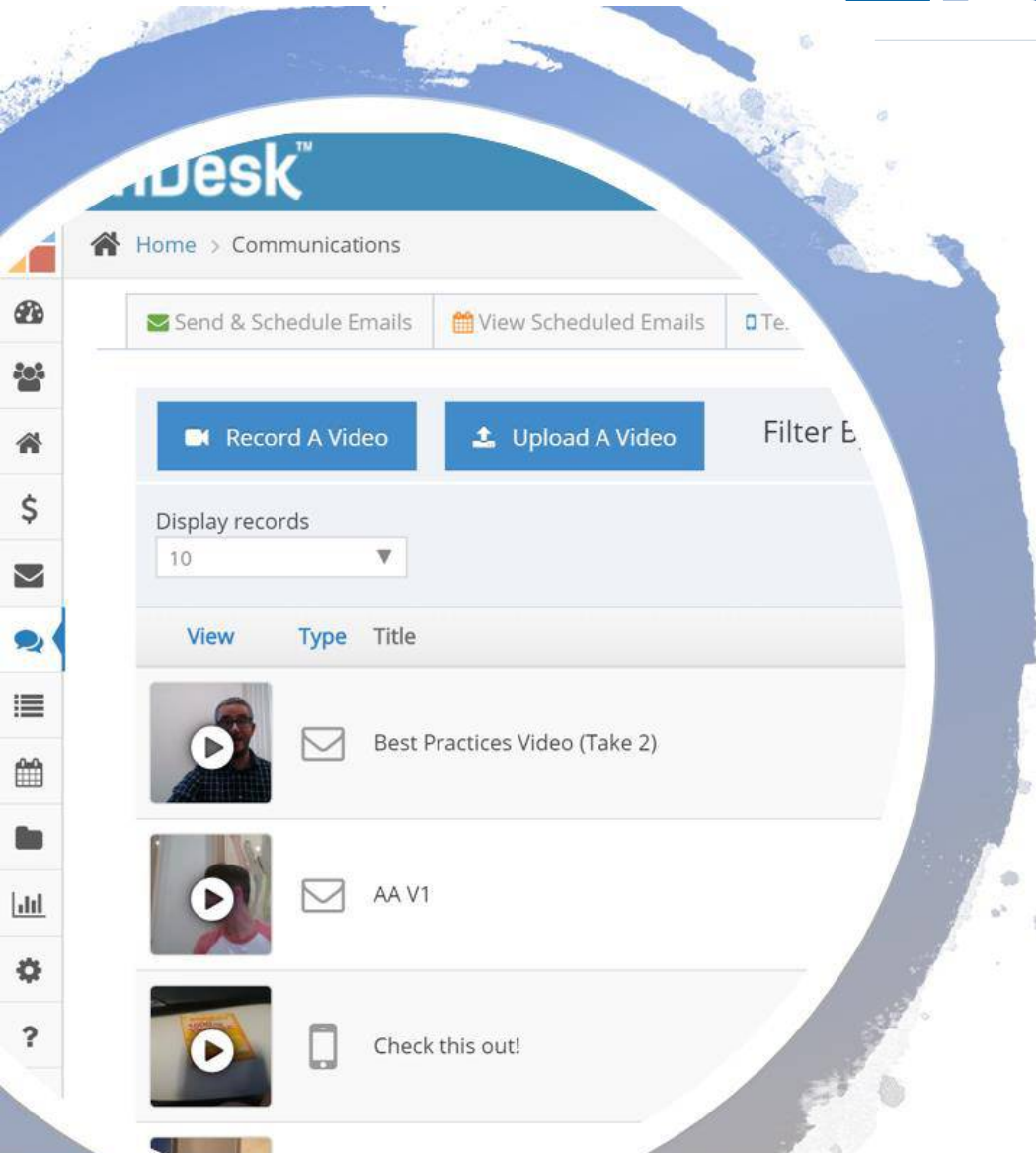
Document Management

Upload your legal documents, client presentations and more to LionDesk by email or upload.



LionDesk™

Video Technology



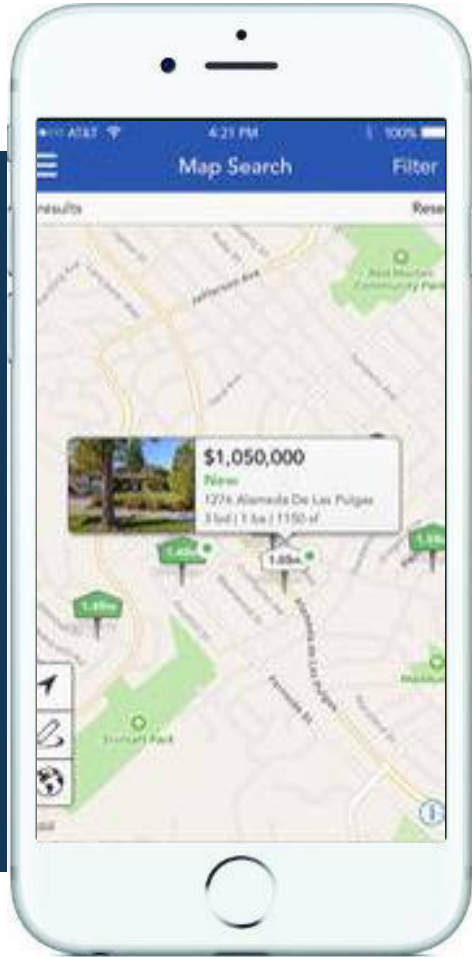
Create and send video emails directly from LionDesk, or the LionDesk app.

New listing?

Record a video, and send it to 5, 50, or 500 of your clients to show them the listing before anyone else see's it!



CRMLS App



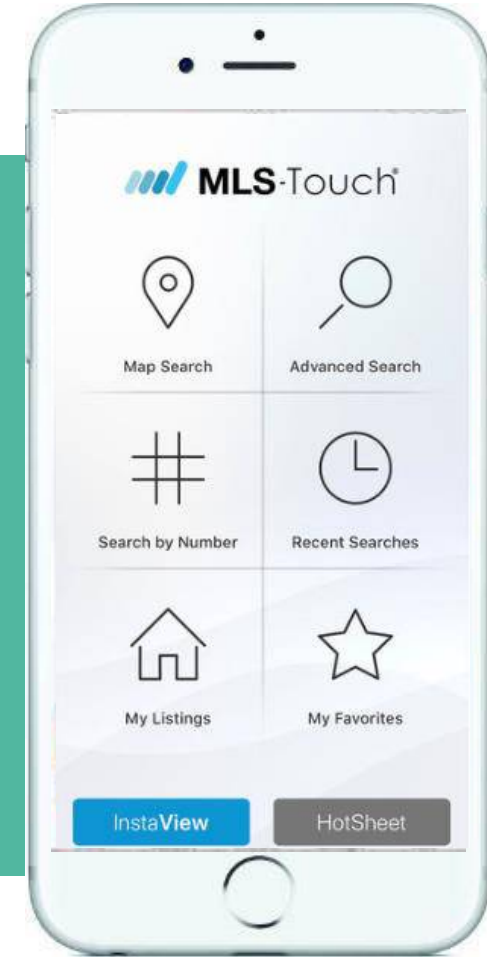
HomeSpotter™ tool
Walk score and commute time
CRMLS Matrix portal carts & favorites



Rapid CMA generator
Your listing, your lead: fair display
guidelines from the Broker Public Portal



MLS-Touch



InstaView Tool
Pull up live market statistics on-the-go
Search for comparables



TIGAR Co-Op Products

Glide and SavvyCard

GLIDE



It's like "TurboTax" for real estate forms

No missed questions, no bad handwriting, complete audit trail

A. Property Items

Which of the following items does the property have?

Please review the following list carefully. Some of these property items, including utilities such as a Public Sewer System and Water Supply, are found in most homes.

Choose all that apply

<input checked="" type="checkbox"/> Range i	<input type="checkbox"/> Public Sewer System
<input type="checkbox"/> Oven	<input type="checkbox"/> Septic Tank
<input type="checkbox"/> Microwave	<input checked="" type="checkbox"/> Sump Pump i
<input type="checkbox"/> Dishwasher	<input type="checkbox"/> Water Softener
<input type="checkbox"/> Trash Compactor	<input type="checkbox"/> Patio/Decking
<input type="checkbox"/> Garbage Disposal	<input type="checkbox"/> Built-in Barbecue
<input type="checkbox"/> Washer/Dryer Hookups	<input type="checkbox"/> Gazebo
<input type="checkbox"/> Rain Gutters	<input type="checkbox"/> Security Gate(s)

Integrated with zipForm Plus – sync documents seamlessly



Lead Development Platform

A SavvyCard is a Progressive Web Application (PWA) that loads in a browser and does not require passwords, downloads, installs, or updates to use.



Generate leads through your sphere of influence and social media.

Training

In-person classes
Live and recorded webinars



Quick how-to videos
Robust knowledgebase library

See your options on crmls.org/education

Support

Certified as a Center of
Excellence by
BenchmarkPortal



Phone
Live chat
Submit a ticket

7 Days/Week

Mon. – Fri. (8:30 am – 9 pm)

Sat. – Sun. (10 am – 3 pm)

crmls.org/support

Compliance

Clean data matters.
We keep the playing field level.



Online resources include:
FAQs, forms, Rules & Policies & more

Working hard to keep listing data accurate
crmls.org/compliance

Broker Resources

CRMLS is broker-driven.
We work to keep our brokers
as informed and
up-to-speed as possible.



Broker Resources will help
you and your staff assist
your agents in their
day-to-day business.

crmls.org/brokers

Broker Resources

CRMLS shares data syndication revenue with syndicating brokerages for third straight year

Approximately 2,400 brokerages that participate in data syndication and contributed 10 or more listings to the CRMLS database between April 1, 2018 and March 31, 2019 received checks.

CRMLS Shares Listing Portal Revenue with Syndicating Brokerages for Fourth Year Running



NEWS PROVIDED BY
[California Regional MLS](#) →
May 22, 2019, 13:00 ET

SHARE THIS ARTICLE



CHINO HILLS, Calif., May 22, 2019 /PRNewswire/ -- Today, California Regional MLS issued checks to the approximately 2,400 brokerages that participate in listing syndication and contributed 10 or more listings to the CRMLS database between April 1, 2018 and March 31, 2019. These checks represent each syndicating brokerage's share of the revenue CRMLS receives from entering into syndication agreements.

"We're proud to operate this program every year," said CRMLS Chair Andy Bencosme. "CRMLS is adamant about protecting brokers' data and this program is evidence that we honor the brokers' right to decide what their listing distribution channels are."



Using Photographs in the MLS

CRMLS Photographer List

Central benefit for listing agents

Limit confusion about copyright and licensing: participating photographers agree to give users the licensing rights they need

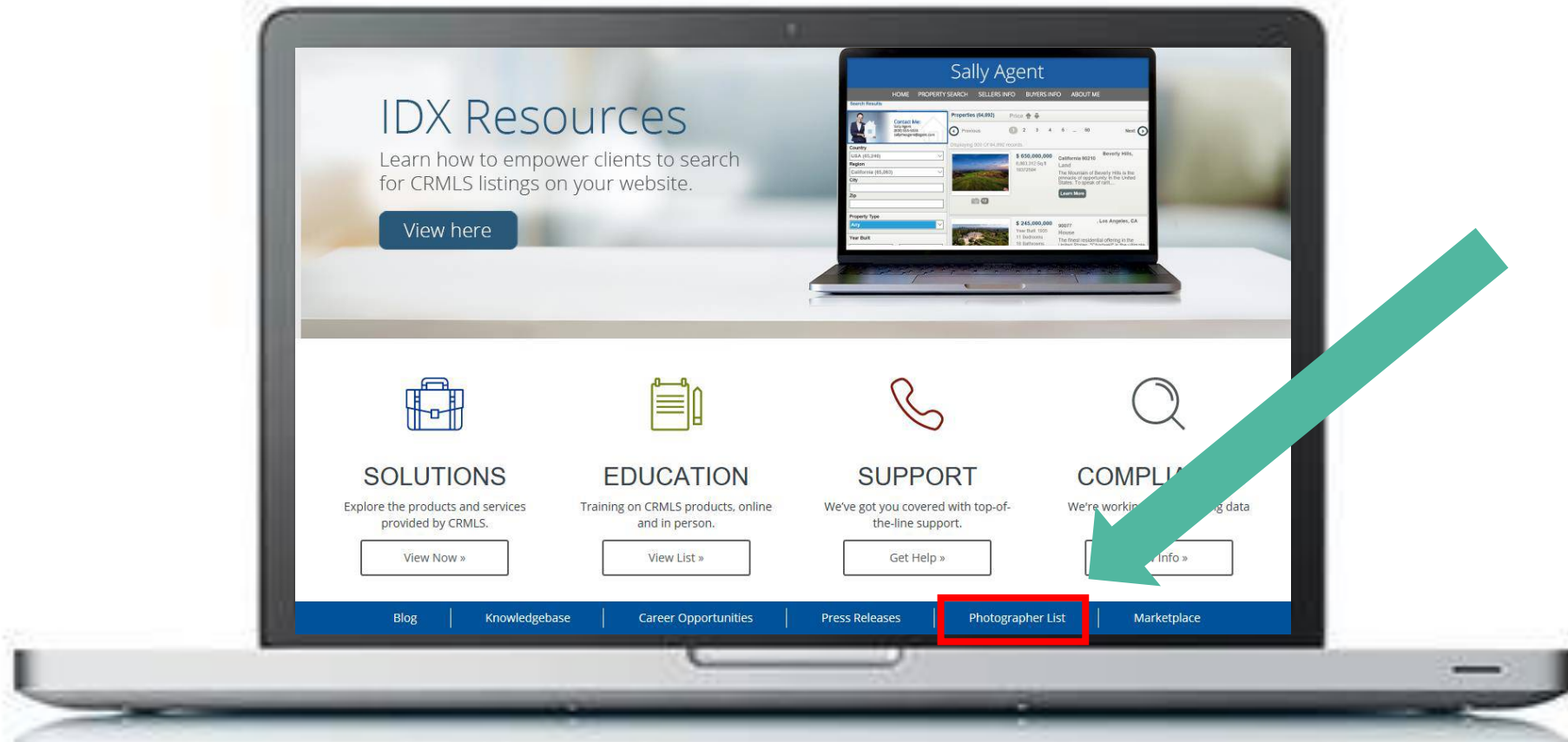


Central benefit for photographers

Increased marketing reach: display on CRMLS.org; presence in CRMLS marketing for those who sign up

Qualified photographers may gain limited Matrix access
crmls.org/photographer-list

CRMLS Photographer List



Qualified photographers may gain limited Matrix access
crmls.org/photographer-list



The Photographer List So Far

The CRMLS Photographer List

For the benefit of both listing agents and photography professionals, we grant select qualified photographers limited access into CRMLS Matrix. This project is an opt-in effort aimed at strengthening the confidence and trust of all parties in one another. As an added benefit, the project helps ensure that agents and photographers can easily follow the rules and regulations regarding listing images. Here are a few of the benefits:

Benefits to Listing Agents

- Limit confusion about copyright and licensing matters
- Gain confidence in your photographer's professionalism
- Know that your listing's photos are protected in CRMLS

Benefits to Photographers







- Gain control of the image uploading process
- Build trust and reach with agents
- As a photographer in the List, your signature will now also be required prior to a subsequent listing agent being allowed to use your pictures in a new listing

If you are a photographer and would like your info to appear on this site, contact photographer@crmls.org, or fill out the form on the right side of the page. We'll reach out to you with the next steps.

[Photographer List](#) [DMCA](#) [FAQ](#)

Select a county to search for local photographers.

Counties Filter

<p>TourFactory</p>  <p>Email: coaching@tourfactory.com Phone: 509.868.4273</p>	<p>ZuWerks, Inc</p>  <p>Email: dale@zuwerks.com Phone: 818.330.1300</p>	<p>Lounny Photography</p>  <p>Email: lounny@lounny.com Phone: 909.362.0366</p>
<p>3D BestCo</p> 	<p>AcmeStudios</p> 	<p>Agent Booster Videos</p> 

Photographer Submission

Fields marked with an * are required

For photographers only: Enter your info here. CRMLS will review your application and reach out with next steps.

Photographer First Name *

Photographer Last Name *

Photographer Email *

Photographer Phone # *

Photography Business Name *

Photographer's Website URL *

County or Counties in which you do business *

CTRL + Click to select multiple

Alameda
Amador

- Over 120 photographers have been approved
- Logo, contact info, & site links for program participants available on CRMLS.org
- By-county search function & filtering for users



iBuyers

What are they and what does it mean for your business?

What is an iBuyer?



iBuyers represent one of the most revolutionary changes to occur in real estate. They aim to transform how consumers buy and sell houses – shaking up a large industry.

What is an iBuyer?

A company that makes quick cash offers on real estate

Distinct from “flippers” in business model, technology

Growing rapidly, especially in the South and West

The iBuyer Model

Use emerging technology to price, show, and sell homes

Focus on homes that need little renovation

Deliver profit based on high volume, not high margin per unit

What do iBuyers Mean for Your Business?

Could this be “real estate’s cord-cutter moment”?

Will consumers buy and sell most homes from companies?

Is “iBuying” a startup craze, or here to stay?

Is this good or bad for agents?

ANY
QUESTIONS?

