



PBRR FRIDAY FLASH

9052 E. 13th Street, Suite D – Cadillac, MI 49601

Voice: (231) 775-2660 FAX: (231) 775-0462

Website and Public Listings Display at <http://www.pbrr.com>

Editor: Sally Baker, Association Executive Officer sally@pbrr.com



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MLS UPDATES AND INFO

New Field Added to the database next week

We will be added the new field labeled Street Designations. It will be a look up field. At this time, due to the varied and assorted street designations in use on our database, the property history report doesn't function as it should. There is no easy way to fix what occurred in the past, but from this point going forward, we can make sure our street designation has conformity. Eventually the property history reports going forward from dates you are concerned with will be accurate. However, archival information may still need to be found the down and dirty way as outlined below.

Our suggestion for pulling an accurate property history from our database would be to enter the street number and the street name only and sort by status and then revert to the property history view and make sure you click through the list using the NEXT button in the upper right to move to each property history. It "ain't purty" but it gets the job done accurately since if the property was entered with different designations, and you run a property history report, you won't find them all. If street is, for instance, a number street like 12, enter the street address number and the street name 12, assigning no status to the listings, and then when you come up with a list, revert to the property history view and use the same method as above.

The Street Designations lookup will only be displayed in the Input Screen at the time of a new listing being entered (not maintenance or search), and allows users to select the standard format for a street type. The street designation is not stored as a separate field but is added to whatever is added in the street name field. Here is what the Paragon Listing Input Screen will look like with this new field added:

The screenshot shows a web form for entering a listing. The fields include: Address (with a red 'R' icon), Unit/Lot#, City (with a red 'R' icon), State (dropdown), Zip (with a red 'R' icon), School District (with a red 'R' icon), and Visual Tour. A dropdown menu is open next to the Address field, showing a list of street designations: Ave, Blvd, Cr, Ct, Dr, Ln, Pkwy, Pl, Rd, St, Tr. The 'Open' button is visible next to the School District field.

You will not be able to maintain previous listings, but you will be able to utilize this field for all listings going forward. It should improve searchability of an address in the Quick Search and Fidoogle Search.

WHEN MONGO FAXES OR EMAILING SCANNED LISTING AGREEMENTS AND CHANGES

When sending listing agreements for new listings and/or change forms with addendums or sold reports by MONGO Fax or scanning and emailing them, please make sure to add to the subject line, NEW, CHG, SOLD and your MLS#. It makes sorting and electronically filing them for retention a much easier job for us. Thanks for your cooperation.

REMINDERS

Amber will be on leave beginning May 17th for an undetermined length of time. The office will be mostly manned by me, Sally, during this time. I will have a temporary part time person here off and on during Amber's absence, but this person will not be able to answer your questions about the MLS system or policies, the Lockbox system or policies and listing syndication or membership questions. Tech support questions will have to go through our vendors: Paragon (LPS), Sentrilock, Threewise and/or Point 2. For MLS questions, you will need to call Paragon tech support for help, for Lockbox help, you will need to call Sentrilock tech support, and for listing syndication problems, you will need to call or email the syndicators if your broker has registered as a user.

For requests re: MLS listing issues and over-rides and other questions, please send by email to Sally@pbbr.com and you will be responded to by email.

LISTING SYNDICATION SERVICE UPDATES

ListHub Registration Info

The best method for agents to register is for the broker to do the following from the admin account:

- 1) Log in at www.ListHub.com
- 2) Click "Settings"
- 3) Click "Users"
- 4) Click "Invite Users"
- 5) Follow on screen instructions to provide desired access to each agent.

If an agent attempts to use the registration page and does not know their agent id from the MLS system but does know a valid MLS# which is in a head brokers main account inventory they will be presented an option for the system to send an invitation e-mail to the e-mail address on the listing in question. If they do not know either of these items they should contact their head broker for an invite.

RETS Profile Service (PB MLS Data PALS 4)

Several of our brokers have inquired about receiving service for a personalized RETS data feed specific to their office listings and agents for special uses such as CREST and Showing Time. We are able to configure and set up accounts for this data specific to each office. This service is called PB MLS Data PALS 4. Greg McClelland is drawing up an agreement for us to use with our brokers for this service. The configuration and set up fee is \$50. The monthly service fee per office is \$25 to be billed on the quarter. For whomever the broker's third party service usage is for will be required to complete an addendum for us to set them up for RETS access. There will be an annual agreement renewal and renewal of service fee of \$50 which will be billed at the first quarter of each year for those who sign up for the service.

Board Forms Service

The board office carries both specialized listing agreements and purchase agreements created by the MLS directors and created based on the Traverse Area Association forms. We also carry a limited inventory of several of the MAR forms. You can view the sample PBBR forms in Members Area Only.

RIGHT TOOLS, RIGHT NOW Initiative has been extended through 2010

NAR has extended the highly popular RIGHT TOOLS, RIGHT NOW initiative into 2010 to help members find continued success. In 2009, half a million members accessed tens of millions of dollars worth of NAR products and resources. Over 400 FREE or AT-COST products and services will be available in 2010. Check out the link to the RIGHT TOOLS, RIGHT NOW initiative on the board's website <http://www.pbbr.com>

So what makes a Smartphone a Super Phone?

<http://dickbetts.com>

The difference between a smart phone and a super phone is about both hardware and software or “apps” as we now call them:

- Full working internet access not only showing reduced version of websites but being able to click on buttons to function as on computer.
- More robust features such as interaction with GPS and with the iPhone and being in the right service area having the ability to talk and surf the internet at the same time.
- Higher quality camera and video these phones have built in cameras that only a few years ago were top end stand alone cameras.
- Operating multiply applications at the same time now instead of opening and closing apps some of these phones keep the apps running and connected to the internet and updating. The Pre allows for the apps to be shuffled much like a deck of cards.
- Memory and Speed when you look at the Super Phones you think you are looking at computer specs from just a few years ago.

There are four phones that currently fall into the Super Phone category.

iPhone 3G
Palm Pre Plus
Nexus One
Droid operating system phones

If you haven't moved up to a smart phone or super phone, before you select the right one for you here are some facts you need to know!

Make a list of Features that provide the benefits to help you in your career:

- Does it work where you live and work?
- Which Contact Management System do you use?
- What kind of lockboxes do you have?
- What add on features do you need or want?
- What programs can help you with your career?
- Can the Smartphone help complete my Technology Plan?

Next, as we find ourselves texting more and emailing less we need to save these text messages in a format that could be printed and brought to closing, and saved in the closed file. If you're like me I scroll back through hundreds of text messages looking for that certain tidbit of information. One big factor when shopping for Smartphone's should be does your phone save all your text messages exchanged by you and each party you are texting. Not all phones do that. With many of us using text for business it should be on your short list of requirements.

Text Messaging Tip for Today's Real Estate Professional by Dick Betts

<http://dickbetts.com>

The National Association of REALTORS has recently recognized Dick as a Certified e-PRO Trainer for their Technology Program. NAR's e-PRO course teaches the REALTOR about Internet Business Principles required to remain in the center of the Real Estate transaction in today's industry. The e-PRO course is also recognized for elective credit in the designation requirements for CRS (Certified Residential Specialist); ABR (Accredited Buyer Representative) and CIPS (Certified International Property Specialist). It is also been approved for CE in many states. <http://dickbetts.certifiedeprotrainer.com/>

At a recent closing, a buyer questioned why he had not been told something; the agent was able to pull out the printed Word document and highlight the conversation which included the buyer acknowledging the information in question.

I highly suggest each agent using text to work with a client learn how to keep a copy of all text messages on a computer or convert to a printed document. For the sake of keeping this article smaller than a book please go to Google and search with the following phrase; copy text messages from (type of phone). I did it for many of the most common phones and found all kinds of freeware or very inexpensive programs that convert text to documents. The old Palm OS had it for years, and the new Pre has the same feature; however, they did not include time and date stamps. Not real happy with that fact.