



PBBR FRIDAY FLASH

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

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

Email: info@pbbr.com URL: <http://www.pbbr.com>

Editor: Sally Baker, Executive Officer sally@pbbr.com



November 14th, 2008

"Learn everything, and you will see afterward that nothing is useless." -Hugh of Saint-Victor

LEADERSHIP 2008

PBBR/PBMLS
PRESIDENT

JILANE FENNER

PBMLS
VICE-PRESIDENT
JIM MEIER

PBBR/PBMLS
TREASURER
BOB INGLIS

PBBR SECRETARY
KATHY DAVIS

PBBR DIRECTORS

WEXFORD CO.
BARRY FALL

MISSAUKEE CO.
BRENDA MORRISSEY

ROSCOMMON CO.
JO ELLEN SERUM

DIRECTOR AT LARGE
SHEILA RICHARDSON

PBMLS DIRECTORS
BARRY FALL
PAUL HENRY
DAVE BECKER
BONNIE O'DELL
RICK LANTZ

PBMLS CORPORATE SECRETARY
SALLY BAKER
Ex Officio

PBMLS COMM CHAIR
RICK LANTZ

STAFF
ASSOCIATION AEO
SALLY BAKER

ADMIN ASS'T
AMBER YOUNGS

MLS CLERK
DARLENE CLAPPER



MEMBERSHIP

GRIEVANCE & PROFESSIONAL STANDARDS COMMITTEES CLINIC
December 1st, 2008 1:30 to 5 pm
Coyle's Restaurant - Houghton Lake

If you are currently serving on or wish to serve on the Grievance Committee or as a panelist in our Professional Standards Cooperative with other area association or will be in a leadership position during 2009, you will be interested and eligible to attend this clinic.

This clinic incorporates highly specialized training and is geared to the actual nuts and bolts of roles and responsibilities of grievance panels, professional standards panels, association staff and the role of leadership in Professional Standards matters.

Seating is very limited, since the clinic was designed to include eligible members our cooperative member associations.

If you are interested in attending this class, please be sure you make your reservation with Sally at the board office. Call her at (231) 775-2660 or email her at sally@pbbr.com

There are 20 seats allowed per association. We currently have 10 seats reserved for leadership people. We will not be able to take your reservations for this clinic if you are not able commit to service.

PBBR 2009 MEMBERSHIP
RENEWAL DUES ARE DUE BY
NOVEMBER 30TH

Membership Renewal Dues are due by November 30th. Please remember to return your MLS Subscriber Agreements with your dues. **For payment after November 30th, a \$25 late fine will be added to the amount due.**

PBMLS DATABASE UPDATES

We would like to share some of the comments and questions we've received about the newly combined database preview now accessible to you.

We've taken excerpts from the actual emails and where possible, we've provided answers as well.

Question and Comment #1

Will both new and old #'s continue to be displayed indefinitely [on the new database]? We have a supply of catalogs and a lot of web ads which will continue to show the old #'s. We have listings on our web site and changing the numbers would be difficult.

Answer

We've set as many of our views as possible to include the newly created fields (1) "Legacy Database" [indicates which database the listing resided in - Rosco or Wexford/Missaukee] (2) "Old MLS#" (3) MLS# (new MLS# assigned to the existing listing in the database)

We are in the process of mapping the IDX field files over to the new field files so that your webmasters and consultants have ample time to remap our members website IDX displays. We also will be able to implement a data feed service (Option#4 from PBMLS Data PALS service) for a monthly fee for our offices who wish to have just their own listings with all the fields available for use of their own listing data. This will eliminate them having to re-enter listings on a console for use on their local websites.

Continued on Page 2

PB MLS DATABASE UPDATES

CONTINUED

As far as listing syndication goes, we will be looking at presentations in late winter from at least three listing syndicators. They would for no charge send your listings directly from an MLS data feed to aggregators. They wouldn't handle your own inhouse office listings for free though. That would also be a "whistles and bells" service for a fee.

Question #2

Will Paragon Desktop 2 still work for us after the cutover?

Answer

Yes, it will work for you for awhile. We can't prevent people using Paragon Desktop 2 until FNIS closes it down and we can't tell who is still using it from our tracking console. They expect to retire the product before the end of the 2nd quarter of 2009.

And since we have no way of knowing who still has Paragon Desktop 2 installed on their office computers, their home computers and their laptops, we will not be able to activate the expiration date feature we mentioned earlier this week on the forum for any version currently being used.

Even if the MLS committee were to create policy for prohibiting the use of Paragon Desktop 2, we would have no way of checking to see who continues to use it. If we turned on the expiration date, all of you who are using Paragon 4 Online and Paragon 4 Desktop and Paragon 3 Desktop would be seeing the expiration date where we directed to. But anyone with Paragon 2 Desktop installed would see expiration dates in All Fields Detail View and on Hotsheets for everyone's listings.

So we wait. We wait until FNIS finds a way to, one, identify who is using it, or two, retires it from their product list, which is their intention.

Question #3

Will the views we currently are using convert to the new database?

Answer

Yes, but we have created new and improved versions for you as well. And we are very excited about introducing them to you.

We've renamed the REALTOR® Professional as REALTOR® Client View. We created this view as a two page view and a one page view. We've added a line labeled "*This listing is being provided courtesy of* [the agent providing the listing printout or email] in the main listing information area.

We've also created a Client Large Photo View. Those of you who loved that great big old picture in Paragon 2 Desktop will love this view.

We've also created a brochure that will feature 6 large photos of a listing with some basic information about the listing to identify it.

LOGGING ON TO THE PREVIEW SITE OF THE NEW DATABASE

After November 10th, you will be able to access the new database for a 'look/see' and for entering your new contacts and prospects. The database is in evolutionary process right now with associations and relationships being built into it.

If you are interested in logging on to the new database to look around after November 10th, you may go to <http://pbmls.fnismls.com> And use your current log in and password. However, you must use the first letter of your current primary database before your log in: Example is if you currently log in as johndoe, you will temporarily log in as rjohndoe or wjohndoe.

You may see daily changes to this new site since it won't go live till 1/5/2009

The new listing profile forms (data input forms) are in the MLS docs tab at the top of the screen. You can view the entire field list for each Class by looking at the profile forms.

For anything that was removed from the legacy databases, there has been a field or fields added to take the place of them. For instance, home code info and water related info has changed slightly and has been removed from key word fields, but have been added to the general fields.

COE QUAD TRAINING REQUIREMENT
42 members of Paul Bunyan Board of Realtors® have not yet fulfilled their National Association of Realtors® membership requirement to complete a 4-year block training for Code of Ethics. If this class is not completed by 12/31/2008, their membership will go into suspension until such time as the requirement has been completed.

A list of names of those members who still need to complete the training is available in the Members Area Only section of <http://www.pbbr.com> under the education tab.

If your name is on the list, you are running out of time. We have already offered opportunities on 3 occasions this year to provide our members with the training needed to fulfill this requirement.

You can also fulfill this requirement online from the link we provide you on the board's website <http://www.pbbr.com>. It requires about 2-12 to 3 hours of your time, and there is a test at the end of the module.

At this time we know of no other nearby COE Quad Training classes available. If leadership requests that we hold another session, and we are able to secure an instructor, the cost will be commensurate with the necessity of scheduling this additional class for any stragglers who have not taken it yet or who resist taking it online.

TRAINING

We negotiated a carryover of Training by a FNIS trainer for our membership from one contract to another. December 9th will take place at COOR ISD in Roscommon. December 10th will take place at McGuire's Resort in Cadillac. Jeff Shelley will be our trainer for the two day sessions for our members.

The following schedule is still in draft form. After we have completed it, a signup will be available for first come first serve seating.

- **9:00-10:45** **Advanced Essentials**

Introduction

Areas

New field equivalencies

ERMS – County / Township – all townships filter down from County selection

City/Zip Code List has been changed

WiFi

Customizing Options

Customizing the Market Monitor for specific areas, class and type if necessary

Customizing the Market Monitor for your own listings or firm listings

Customizing Search

Saving and Naming Favorite Searches

Regular maintenance of Favorite Saved Searches

Customizing Spreadsheets

Saving and Naming Spreadsheets

Favorite View selections

Additional Professional Tools

Setting up and customizing your e-cards for professional use

Using Tours and Open Houses effectively

Changing the hotsheet view to hotsheet spreadsheet view for sorting and viewing

Alerts and Messages

Using Quick Search and Fidoogle

e-AdWriter functions

Adding geo codes, Mapping

Effective use of New Views

REALTOR® Client View

REALTOR® Client View 1 page

Client Large Photo View

Appraisal Sold View

Mapping

Excel

Directions

Property History

Custom Views

How do I Q/A session

- **11:00- 12:15** **Input and Maintenance and Office Staff Tools**

Introduction

Areas

New field equivalencies

ERMS – County / Township – all townships filter down from County selection

City/Zip Code List has been changed

New forms

Firm Inventory Reports and Spreadsheets

Excel export

Associated Documents

Rearranging Photos

Add geo code

Copy Clone

Property History

One line Summary Spreadsheets

e-AdWriter functions

Tour and Open House functions

Statistical Reports

Alerts and Messages

Using Quick Search and Fidoogle

- **1:15- 3:00 pm** **Advanced Training Module Contacts/Prospecting**

Contacts/Prospecting

Reverse Prospecting

Auto Search/Auto Email

- **3:1 - 4:30 pm** **Advanced Training Module CMA Presentations**

Add a Subject Property & Client

Search for Comps & Add to CMA

Add Adjustments

CMA Page Layout

CMA Presentation Setup