

WELCOME



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.





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Dear Valued Member,

Southland Regional Association of REALTORS® and CRISNetMLS would like to congratulate you! You have taken a crucial step in advancing your career and business opportunities by choosing to join SRAR and CRISNetMLS as your MLS provider.

Founded in 1920, SRAR represents over 9,500 members and is one of the largest local REALTOR® associations in the country. All members of SRAR are members of the California Association of REALTORS® and National Association of REALTORS® and subscribe to a strict Code of Ethics. As a member of CRISNetMLS you have access to 50 MLS data shares throughout California.

For over 90 years SRAR has thrived by focusing on the needs of our brokers, agents and partner Associations. We are dedicated to providing you with unrivaled listing exposure through a powerful and reliable MLS system, superior data integrity and compliance tracking, and most of all exceptional support in training and technical support services.

SRAR makes outstanding customer service, career-building educational opportunities, committee involvement and full support of our MLS platform our top priorities.

Please take time to read through our Welcome Package to familiarize yourself with the full portfolio of valuable products and services available to you as a member of SRAR and CRISNetMLS.

WELCOME from all of us at Southland Regional Association of REALTORS® and CRISNetMLS!



DATASHARES

SOUTHLAND REGIONAL

CARETS

- CLAW MLS - Beverly Hills/Greater Los Angeles AOR | Malibu AOR | Southwest Los Angeles AOR
- CRISNet - Southland Regional AOR
- iTech MLS - Glendale AOR | Pasadena-Foothills AOR
- PSRMLS - Palm Springs Regional AOR
- VCRDS MLS - Conejo Simi Moorpark AOR | Ventura County Coastal AOR

California Desert

- California Desert AOR

CRMLS

- Arcadia AOR | Burbank AOR | Citrus Valley AOR | Greater Downey AOR | East Valley AOR | Fresno AOR | Inglewood BOR | Inland Valleys AOR | Joshua Tree Gateway AOR | Laguna BOR | Lake County AOR | Madera AOR | Mariposa County BOR | Merced County AOR | Montebello District AOR | Newport Beach AOR | North Bay AOR | North San Diego AOR | North San Luis Obispo County AOR | Orange County REALTORS® AOP | Oroville AOR | Pacific Southwest AOR | Pacific West AOR | Palos Verdes Peninsula AOR | Paradise AOR | Pismo Coast AOR | Rancho Southeast AOR | San Luis Obispo AOR | Scenic Coast AOR | Sierra North Valley AOR | South Bay AOR | Southwest Riverside County AOR | Inland Gateway AOR | Tri-Counties AOR | West San Gabriel Valley AOR

Bridge MLS

- Bay East AOR | Contra Costa AOR | Delta AOR | Oakland/Berkeley AOR

MLS Listings

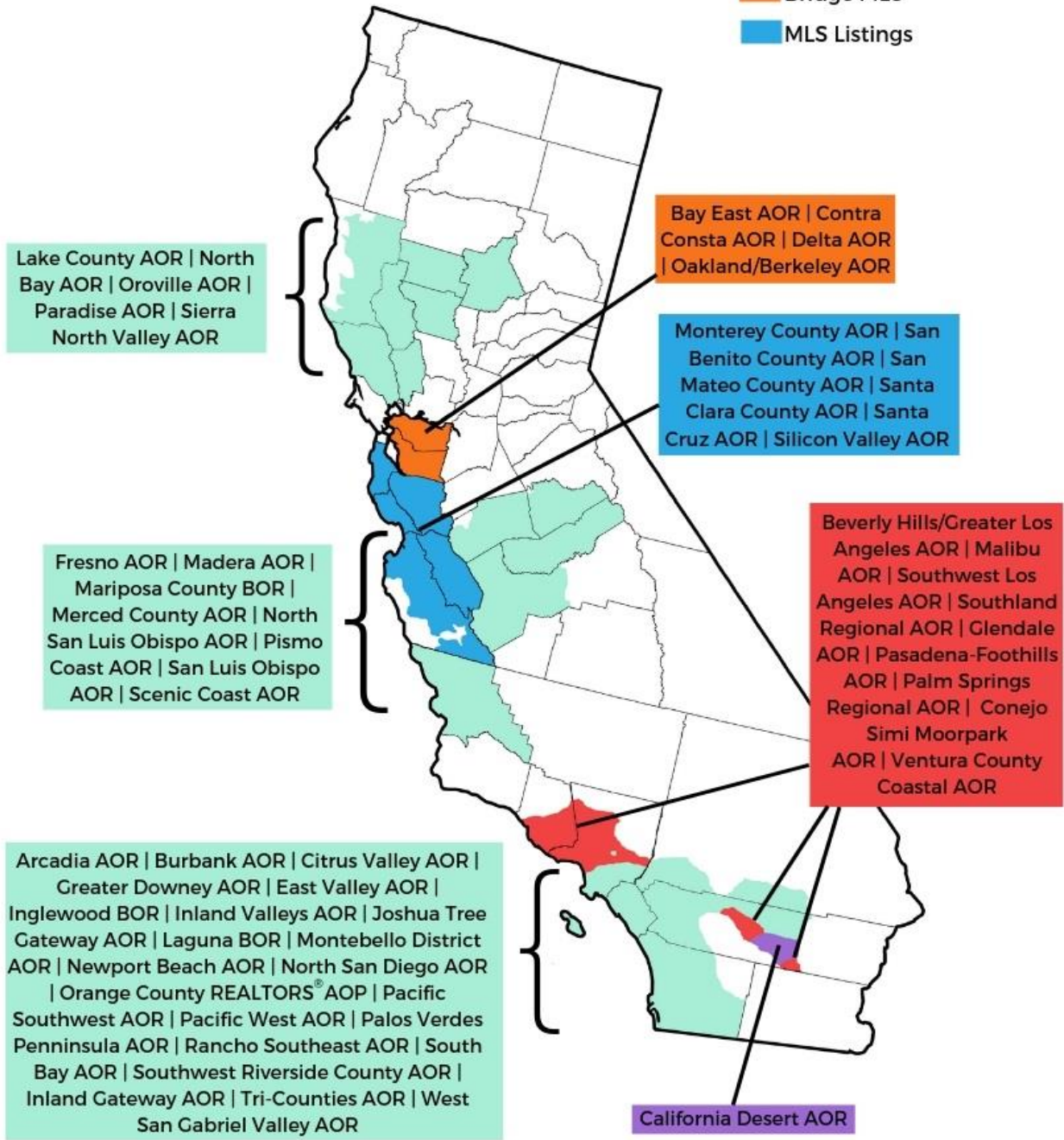
- Monterey County AOR | San Benito County AOR | San Mateo County AOR | Santa Clara County AOR | Santa Cruz AOR | Silicon Valley AOR

Rev. 4/23/19 MO



DATASHARE AREAS

- CARETS
- California Desert
- CRMLS
- Bridge MLS
- MLS Listings



Rev. 4/23/19 MO



MATRIX

Collaborative Power

CRISNetMLS Matrix is an industry-leading platform with a robust suite of products and services.

It is the gateway to YOUR business needs. That's why we keep it up and running with minimal downtime and we take each and every one of your suggestions seriously. At CRISNetMLS you have a voice.

Relevance

In today's competitive industry, versatility is key.

- Multi-device, multi-browser capability provides flexibility to access listing data and history from anywhere, at any time.
- Customizable, easy-to-read dashboard for quick snapshots into the data that matters most to you.
- Links that connect you directly into benefit platforms, data integrity and CRISNetMLS products and services.
- Enhanced search options to help pinpoint your clients individual needs.
- Email options that give you control over how you communicate with your clients – INCLUDING the ability to automatically send clients updates and provide them with their own search portal!
- REALIST® 2.0 Tax data platform that is included with your subscription to CRISNetMLS Matrix for maximum choice and accessibility.
- Search and map capabilities with ZIP code, parcel, city, MLS area layering to refine your search.
- Mobile Apps for your on-the-go listing information with the ability to share your apps with your client.



Discover the products and services available to you

MLS Systems

CRISNetMLS Matrix

Matrix is an industry-leading platform allowing agents to add, review, maintain, search and map property listings. Matrix provides advanced client notifications AND agent notifications from the MLS platform in a timely and structured manner, included with this tool you are provided a CRM tool that enables you to view client activity from your CRISNetMLS Matrix home page or via selected text or email notifications. With advanced search, and customization options, integrated tools like Inrix Drive Time, CMA Wizard and route planning, CRISNetMLS Matrix is a versatile system real estate professionals can rely on every day.

Cloud MLX (search only)

An award winning, streamlined MLS front-end that prioritizes search and communication. Similar to how Google functions and fully integrated with CRISNetMLS Matrix data, Cloud MLX allows you to search for listings with a smart search bar. You can create an unlimited number of uniquely shaped map areas and instant message with other agents.



Mobile Options

CRMLS App

The CRMLS App provides on-the-go access to CRISNetMLS data, including advanced integrations with your CRISNetMLS Matrix platform. From your App you can view carts, contacts, the agent roster and saved searches in your Matrix platform. From your CRMLS App you can create searches, use the highly acclaimed Home Spotter tool, invite clients to use the App. and much more!

MLS Touch App

MLS-Touch allows you to quickly access all your MLS listings directly on your phone or tablet unlike any other mobile app. As long as you have mobile internet service, you have the power of the MLS in your hand.

Search by map or by additional advanced MLS filters. Generate hot sheets, sales comparisons, or market statistics instantly. Share with your clients, find other agents, and manage your contacts. Plan showings, get driving directions, and save all your listing searches in the Cloud.

TAX

REALIST 2.0

Realist 2.0 is the industry-leading tax product. Realist 2.0 is designed to give agents a competitive advantage through efficient delivery of property-centric data. Create CMA reports, property reports, mailing labels and more!





Marketing Tools

Cloud CMA

Cloud CMA is an industry-leading CMA software that easily creates custom and engaging CMA, Buyer Tour and Property Report presentations. Email, post to social media and create flyers that will amaze AND inform your clients.

Cloud Streams

Create beautiful listing alerts. Cloud Streams gives your buyers the fastest listing notifications in the industry. Easy to set-up, manage and collaborate with your clients.

InfoSparks Market Statistics

Transform market perspectives into graphs and charts with InfoSparks' intuitive interface. Fully integrated with CRISNetMLS data, InfoSparks has over a million possible data reporting combinations. Create and implement data statistic widgets for your personal website.

LionDesk

A simple, integrated CRM tool designed for the real estate professional. Using LionDesk you can unify and manage contacts, collect and follow-up on leads, communicate with your contacts. LionDesk is integrated with many of your MLS tools including Cloud CMA, Remine and ShowingTime.

SavvyCard

With SavvyCard you will get quality leads in REAL TIME, the ability to reach prospects in your customer's sphere of influence, turn your social media sites like Facebook into lead sources and save time and cash on your marketing efforts.



Broker Directed Platforms

Rate-Plug (broker-directed)

Empower and educate clients with REAL-TIME mortgage and payment information directly from lending partners of your choice. Give clients an in-depth view of payment details and “what-if” scenarios. The Rate-Plug tool will appear on listings sent to clients.

ListHub (broker-directed)

ListHub is your syndication partner at CRISNetMLS. Push your agents’ listings to 85+ national consumer websites, with a potential reach of 900+ extended sites or networks. More listing exposure means more chances at finding the right buyer.

Multipurpose Platforms

REALTORS® Property Resource (RPR)

Exclusively for REALTORS® from the National Association of REALTORS®, RPR is a parcel-centric national database that provides data on over 140 million residential properties and 30 million commercial properties. RPR is available on desktop AND on your mobile devices.

Remine

Put opportunity on the map with Remine, a powerful software platform that combines property records, data visualization, tracking and predictive analytics.

ProxioPro™

ProxioPro™ provides real estate professionals with global networking and marketing services. Connect your listings to agents in over 130 countries; convert currency and translate in over 19 different languages.





New Home Source Professional (NHS Pro)

NHS Pro is the most comprehensive resource for real estate professionals to stay up-to-date on new homes, new communities and builders. Communicate directly with builders to request appointments of listing brochures.

ShowingTime

Eliminate repetitive scheduling call with this MLS-integrated solution to scheduling property showings. ShowingTime features 24/7 access and instant appointment confirmations via text, automated call or mobile app.

For additional tools take a look at Marketplace in your CRISNetMLS Matrix “Links” tab.

EDUCATION

We are proud to offer you a variety of educational opportunities to help keep you up-to-speed on your CRISNetMLS Matrix platform. This service is FREE!

Classroom training

On-site Matrix classes are held on a regular basis at our Lake Balboa office and our Santa Clarita office. View a list of classes and the schedule by going to srar.com/calendar.

Online Videos

Pre-recorded training videos for the CRISNetMLS Matrix platform are available for you to view at your convenience at srar.com/services.

Training Documentation

Step by step training manuals are available to our members.

Custom Office LIVE Training

One of our knowledgeable CRISNetMLS Matrix trainers is ready and waiting to come to your office and provide the training YOU need!





Customer Care

REST ASSURED WE HAVE GOT YOU COVERED!

Customer Care Phone support:
Monday – Friday 8:00am – 6:00pm
Saturday 8:00am – 5:00pm

San Fernando Valley 818 947 2202
Santa Clarita Valley 661 295 7117

Email: techsupport@srar.com

Our Customer Care department is equipped with the knowledge and experience you need to assist you with questions regarding your MLS products and services.