



February

2013

Sheboygan County Board of REALTORS®



Individual Highlights:

Birthdays
Affiliates
WRA info

Special Interest

Articles:

Members on the Move
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Announcements
Reminders

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Wanda Strege

President's Message



Dear members and affiliates,

I am sure none of us is sad to see January leave and February arrive! With it brings what we hope is another month of increasing home sales in the county, the promise that Spring is that much closer and of course a very good reason to eat chocolate!!!

Thank you again to all of you who attended the January General Membership meeting. Chris Carrillo of MLS spoke of the upcoming changes in MLS and we had a wonderful lunch. We tried something new in addition to handing out the \$5 coupons that can be used towards CE classes or dues, we also had a 50/50 raffle with the proceeds going to Sharon Richardson Home. 6 people were also the lucky winners of gift cards to Applebee's! It was great to see so many of you.

A couple reminders for you. Check your email for the upcoming CE class this month. Continue to follow us on Facebook and call if you need any assistance with MLS changes. Also, it will be mandatory to upload contracts into MLS beginning July 1, 2013.

We have decided to combine the Realtor and Affiliate of the Year banquet with the annual golf outing this year which will again be held in September. We are hoping for better attendance with the combination.

Happy Valentine's Day!

Lisa

Like us on facebook to get all the new updates
www.facebook.com/pages/Sheboygan-County-Board-of-Realtors

Members on the Move

Timothy Mais joined North Shore Homes
Chad Yentz joined North Shore Homes
Dietmar Wohlgemuth joined Re/Max Universal
Christopher Ross transferred North Shore Homes

Calendar of Events

February 2 Groundhog Day
February 4 72 Hour Prelicense Class
February 7 MLS Books
February 13 Ash Wednesday
February 14 Valentine's Day
February 18 President's Day- Banks Closed
February 20 Board of Directors Meeting
February 21 MLS Meeting
February 27 CE1

METRO NEWS

Be sure to keep up to date with the Flex system:
(Do we have you right email? You should receive the updates and tips each month)

For flexMLS Quick Tips

<http://www.metromls.com/node/18>

For MLS Support

support@metromls.com

For FYI issues:

<http://www.metromls.com/node/283>

For training class schedule

<http://mlswis.com/calendar>

Updates Coming Mid-February

Metro MLS introduces the addition of several new fields to FlexMLS to provide a more robust search and standardization of fields across both Metro MLS and WIREX searches.

Upcoming Features include:

Identify number of Full
and Half Baths by level.

Property Information	
[# of Rooms]	<input style="width: 100%;" type="text"/>
[Bedrooms]	<input style="width: 100%;" type="text"/>
[Full Baths Main]	<input style="width: 100%;" type="text"/>
[Half Baths Main]	<input style="width: 100%;" type="text"/>
Full Baths Upper	<input style="width: 100%;" type="text"/>
Half Baths Upper	<input style="width: 100%;" type="text"/>
Full Baths Lower	<input style="width: 100%;" type="text"/>
Half Baths Lower	<input style="width: 100%;" type="text"/>

Add and search Laundry Room by level on the Rooms tab.

Add Listing

General
Address
Main Fields
Details
Rooms
Export

Show All Fields ▼

Name	Level	Carpet	Length	Width	Window Treat
Living/Great Room	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Family Room	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Dining Room	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Kitchen	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Den/Office	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Rec Room	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Master Bedroom	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Bedroom 2	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Bedroom 3	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Bedroom 4	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Bedroom 5	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Other Room	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>
Laundry Room	<input type="text"/>	<input type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input type="text"/>

Several fields will now be required along with identifying the source of where the information was acquired.

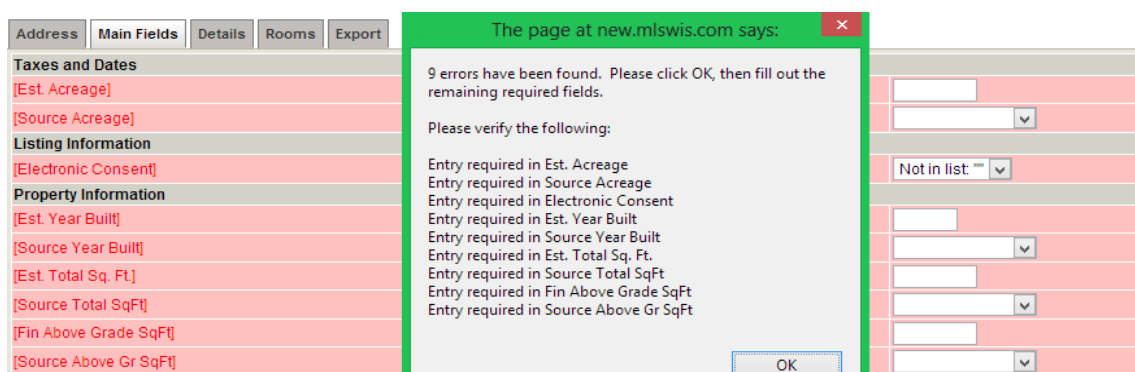
- Est Total Square Footage and Source
- Est Finished Above Grade Square Footage and Source
- Est Finished Below Grade Square Footage and Source
- Est Year Built and Source
- Est Acreage and Source
- Water Front Footage and Source

NOTE: Refer to the [Property Type Summary of Changes](#) to review which fields apply to the different property types. To view a sample of a completed form, click [here](#).

What does this mean to you after we install the updates?

- All new listings added after the update will require filling in the new fields.
- Any EXISTING listings that are modified will be prompted to fill in the new fields. The listing cannot be saved until ALL empty required fields are filled in.

Hint: start collecting the new information now for your active listings using the [Summary of Changes](#) form.

The image shows a screenshot of a web form with several tabs: Address, Main Fields, Details, Rooms, and Export. The form is divided into sections: Taxes and Dates, Listing Information, and Property Information. Each section contains several fields, many of which are highlighted in red, indicating they are required. An error message dialog box is overlaid on the form, titled "The page at new.mlswis.com says:". The message reads: "9 errors have been found. Please click OK, then fill out the remaining required fields. Please verify the following: Entry required in Est. Acreage, Entry required in Source Acreage, Entry required in Electronic Consent, Entry required in Est. Year Built, Entry required in Source Year Built, Entry required in Est. Total Sq. Ft., Entry required in Source Total SqFt, Entry required in Fin Above Grade SqFt, Entry required in Source Above Gr SqFt". There is an "OK" button at the bottom of the dialog box.

- It is important to put in the estimated data as required. Putting a zero in for Est. Year Built or Est. Total Square Footage will yield incomplete search results.

Example #1: The search criteria is entered as Single Family, Full Search, Est Year Built from 2009 to 2012. If the listing agent entered a zero (0) in the Est Year Built field then the listing will never be displayed in the search results as it is not in the range searched upon.

Example #2: The search criteria is entered as Two-Family, Full Search, Est Total Square Footage from 1000 to 3000. If the listing agent entered a zero (0) in the Est Total Square Footage field then the listing will never be displayed in the search results as it is not in the range searched upon.

- Electronic Consent Y/N: Indicate 'Y' for Yes if your seller has consented to the use of email as a means to deliver documents and written notices related to their transaction.
- Continue to use the current profile sheets until the updates have been installed.

NOTE: Take a sneak preview of the NEW profile sheets on the [Forms and Rules page](#).

Any questions, please call the Help Desk at 414.778.5450.

Or e-mail support@metromls.com. You may also follow our updates at <http://twitter.com/metromls>.

MANDATORY UPLOADING CONTRACTS TO MLS

STARTING JULY 1st

Benefits include:

Immediately verify from the documents tab that the Listing Contract was successfully uploaded. View the history of the listing to assure you have uploaded the Listing Contract within the required timeframe. Listing contracts are Private to the listing agent, listing office and Metro MLS staff only.

Basics of Document Loader

There are some basics to know about the Document Loader before beginning listed below:

All documents that you upload MUST be in PDF format. NO OTHER FORMAT IS ACCEPTED.

There are several ways to convert your document into PDF format. One way is through your scanner. Most scanners have an option in its software setting to convert your scanned documents into PDF format. You must check your equipment's user manual to find out how. Another way is to download freeware called CutePDF Writer. You can download this software at no cost, by accessing the website www.cutepdf.com.

Documents that you upload cannot be larger than 1 MB each in file size. This pertains to the size of the document after converting to PDF. To verify the size, simply single right click on the file name of the PDF document, single left click on Properties in the menu that will pop up, and take note of the size. If you are trying to upload a document to the FlexMLS system from your PC, and it is over the 1 MB limit, you will need to either compress the PDF or rescan it in at a lower resolution on your scanner. To save you time we have found a free online document compression website. Follow the easy instructions below to use the website.

Go to <http://docupub.com/pdfcompress/> Make sure you are on the **Compress PDF tab**. Leave the default settings on the screen.

Step One: Adding a Document to Your Listing

To add a document to your listing, go to the system menu, click on Add/Change > Change. Enter in your listing's MLS number and click the Next button. This will bring you to the Change menu for that listing.

Under the Multimedia section, click Documents. This will bring you to the Documents menu for that listing.

From the Documents menu, click the Add Document button.

Select one of the private documents from the Description field dropdown, either Listing Contract or Exc Right to Lease. Then click the Browse button. This will bring up the Browse box that allows you to browse your hard drive, CD, or floppy disk. Point this box to the location of the file you would like to upload.

More information on MLS under flex tips, they also have a place to download a compressor to convert your file and make it smaller. If you need help let Jackie or Wanda know and we will walk you through.

IT'S TIME WE GO GREEN

Web 101: Fundamental Dos and Don'ts of Real Estate Websites

There are six components real estate agents must include on their websites in order to benefit from the fact that 90 percent of buyers initiate home searches online. Their sites should feature their name, phone number, e-mail or contact form, and social media links on every page, along with an "About" page to introduce themselves to visitors, explain their specialties, and demonstrate how they stand out from the competition. The sites also should display listings, detail the services they provide to buyers and sellers, and feature high-quality photos of themselves and their listings. To go above and beyond other REALTOR® websites, they should include information about their specific niche and testimonials from past clients. Among other things, their sites should not include noise or visuals that detract from their primary message, long or wide pages that require visitors to scroll to get the information they want, or broken links.

5 Ways to Generate More Leads From Your Real Estate Website

Real estate agents need leads to generate sales and income, and there are a handful of low-cost ways for them to increase lead generation through their websites. One is to offer freebies to attract prospects and get them to sign up for their newsletter. However, they must understand that having a huge list of prospects does not mean they will generate a substantial amount of money, as relationship-building is what results in sales. REALTORS® should put their phone number and e-mail address in their website footer and on every page to make it easy for prospects to contact them, and they should eliminate "fluffy" designs and ads to make their sites more navigable and focused on the services they offer. Additionally, they should post quality content, hiring a ghostwriter or researching topics in depth to create exclusive content themselves. Finally, they should prominently display high-quality property photos, given that most visitors come to the site to view listings.

Save the Date

CE 1 Wisconsin Listings

Community Bank Sheboygan Falls

Cost \$20 for SCBR Members/\$45 for non-SCBR Members

February 27, 2013 @ 8:00 Registration

♪♪ Happy Birthday to you ♪♪

February 1 Kristen Williams,
Kay Kulow
February 3 Lee Grosenick
February 4 Jeffrey Winter
February 5 Randall Rautmann,
James Arentsen,
Dale Krier
February 6 Michael Werner
February 10 Linda DeTroye,
Dick Warden
February 11 Tim Kapellen
February 12 Robert Turicik
February 24 Scott Schreiber,
Julie Walber
February 26 Frank Ribich
February 28 Candace Geiger

IMPORTANT NUMBERS



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WRA (www.wra.org).....(608) 241-2047
Members only.....(800) 279-197
Legal Hotline.....(608) 242-2296
Members only.....(800) 799-4468

MetroMLS.....(414) 779-5400
Members only.....(800) 229-9211

Here are the phone numbers to contact your board of directors
when you have questions or concerns:

Lisa Darr 920-912-2150; Derrick Hermann 920-528-8385;
Matt Kapellen 452-7712; Tori Schoenemann 889-0070;
Barb Lukens 918-1412; Rita Gast 457-2306;
Sue Toerpe 920-254-7766; Connie Conrad 892-7711; Lynn Schwensow 920-946-4054
Dan Shaske 565-2135; Dave Brading 920-889-2120; John Rohde 803-3720



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