

# January and February 2012

**K.I.C.-Keeping in Compliance-** This class covers some of the basic rules of CRMLS. This is a question and answer session which reviews some of the most common mistakes & violations made when managing a listing. It's a great class for new and seasoned agents who want to brush up on the rules and regulations of the MLS.

**New CRMLS Features-** Learn the latest features and enhancements that CRMLS has to offer. CRMLS is constantly looking and providing cutting edge technology for its members. Many of its enhancements are taught using CRMLS Matrix, Realist, and other real estate related tools.

**New Agent 101 / Introduction to CRMLS Matrix-** If you are a new member to CRMLS, this class will help you become familiarized with all the products and services CRMLS has to offer. You will learn how to perform basic search techniques, print and email listings and setup your client contact information. Topics: • Basic Search Techniques • Print Listings • Email Listings • Setup Client Contact • Driving Directions • CRMLS Product & Service Overview.

**CARETS Commercial-** Learn how to search, add and modify your Commercial/Industrial, Commercial Lease and Business Opportunity listings in the CARETS Commercial system. Topics: • How to Access CARETS Commercial • Searching Techniques • How to Add & Modify a Listing • How to Generate a CMA Report • Map Search • Email & Print Listings • How to Add & Modify a Photo • How to Search for Agents.

**New CRMLS Features-** Learn the latest features and enhancements that CRMLS has to offer. CRMLS is constantly looking and providing cutting edge technology for its members. Many of its enhancements are taught using CRMLS Matrix, Realist, and other real estate related tools.

**Tips and Tricks-** Learn different searching techniques to target specific listings that fit your client's needs. Learn how to incorporate a public MLS search page on your website and how to search listings using your mobile phone. Topics: • Key Word Searching Techniques • Date Specific Searching Technique • Map Searching Technique • Farming Foreclosure • IDX Solution • CRMLS Mobile.

**Create a Comparative Market Analysis Report-** Learn how to create a comparative market analysis presentation using CRMLS Matrix. You will learn how to save and modify your CMA presentation. And create a Buyer and Seller's Net sheet that you can give to your clients. Topic: Date Specific Searching Technique • Map Searching Technique.

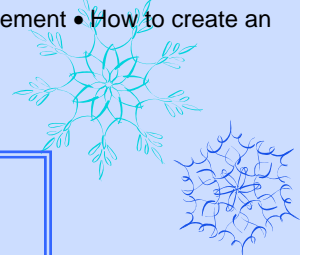
**Realist 2.0 Tax System-** Learn how to search for property Tax data and foreclosure activity throughout California. Learn how to generate mailing labels, neighborhood profile reports for school and crime data or generate flood maps or parcel maps. Topics: • Searching Techniques • Generate a Foreclosure Activity Search • Get comparable and create CMA Report • Generate Neighborhood Profile Reports • Create mailing labels • Print • Email • Get Parcel Maps • Generate Market Trends Information • Get Flood and Grant Deeds images.

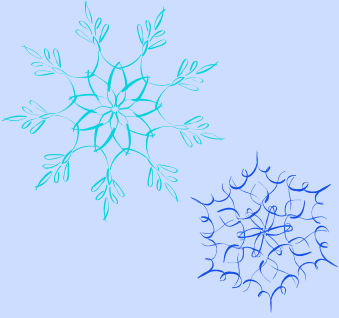
**Basic Matrix-** Learn how to search, print and email listings and learn other tools and products that are available through CRMLS Topics: • How to login to Matrix • Search Listings • Print Listings • Map Search • Email Listings • CRMLS Product & Service Overview.

**Intermediate Matrix-** Learn how to setup and manage your prospects and clients. Create a hot sheet for your farm area and learn advanced searching techniques. Topics: • Advanced Searching Technique • How to Manage Prospects • Email • Auto-Email • Hot Sheets • Market Watch.

**Advanced Matrix-** Learn how to setup and create a CMA report that you can present for your buyer or listing appointments. Learn how to search for property history or an agent roster. Learn how to reverse prospect to other agents who have recently visited or emailed your listing to a prospective buyer. Topics: • Comparative Market Analysis Report • Reverse prospecting • Custom Display • Custom Export • Listing History • Statistics.

**Listing Management-** Learn how add and manage your listing, photos and supplements to CRMLS Matrix. Topics: • How to Add and Modify a Listing • How to Add, Modify or Delete a Photo • How to Add/Modify or Delete a Supplement • How to create an Open House • Review CARETS Data Integrity Standards.



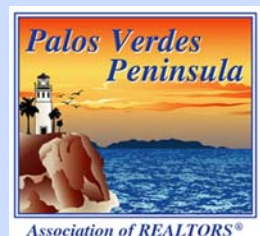


# January and February 2012

## HANDS-ON COMPUTER CLASS SCHEDULE

| Date                        | Time              | Class Name                       |
|-----------------------------|-------------------|----------------------------------|
| Friday, January 20th        | 10:00-11:00       | Matrix: Searching Techniques     |
| Friday, January 20th        | 11:00-12:00       | Realist 2.0                      |
| Friday, January 20th        | 1:00-2:00         | Matrix: Statistics               |
| Friday, January 20th        | 2:00-3:00         | Global Listing Exchange          |
| Friday, January 20th        | 3:00-4:00         | Matrix: How to Create a CMA      |
| <i>Friday, February 3rd</i> | <i>9:00-12:00</i> | <i>KIC-Keeping In Compliance</i> |
| Wednesday, February 15th    | 10:00-11:00       | Cloud CMA                        |
| Wednesday, February 15th    | 11:00-12:00       | Matrix: Searching Techniques     |
| Wednesday, February 15th    | 1:00-4:00         | CE Intermediate Matrix*          |

You can sign up over the phone by  
calling the association @ 310-377-4873.  
Thank you!



\*Course offers Continuing Education Credits