



MY FLORIDA REGIONAL MLS

West Pasco Board of REALTORS®
January 12, 2011



WHAT DOES MFR HAVE TO OFFER?



MFRMLS Member Benefits

- Included in MLS Subscription
 - MLXchange – State of the Art MLS system
 - iMapp – integrated public records
 - MFRMLS University – Online training portal
 - Kurio– Access live MLS data from wireless device
 - Mongo Fax – turn faxes into scanned pdf email attachments
 - Proxio – Language Translation tool for consumer website
 - Rate Plug – provide up to date monthly payment information
 - Red Plus Innovations (Market Conditions Report)
 - Showing Time – Receive and setup showings electronically
 - Transaction Desk – faxing and document storage
 - MyFloridaHomesMLS.com
 - Help Desk – Toll free, 7 days/week



Additional Marketing tools

- Real Biz 360 Virtual Tours
 - Panoramic virtual tours
 - Dynamic tour reporting
 - Reduced cost to MFR subscribers
 - \$5.00 / month unlimited panoramic virtual tours



My Florida Commercial Real Estate

www.mfcre.com

- Optional membership with MFCRE
 - Commercial database
 - National exposure
 - National syndication
 - Low monthly fee
 - iMapp
 - MongoFax
 - RealBiz 360 Virtual Tours
 - Announce My Listing
 - Mobile access via smart phones
 - Training
 - Help Desk



Training

- 4 Trainers traveling around MFR coverage area
- Usage and benefits for all MLS products
- Training Styles
 - Classroom: lecture and hands-on
 - On-line: webinars, video tutorials
 - MFRMLS University: www.mfrmlsuniversity.com
 - Broker Visits and forums
 - Local Association Staff training on new functions/features



Help Desk

- 12 technical support personnel
 - 2009 Call Volume: 54,000 Calls, 93% success rate
 - 2010 YTD Volume: 32,469 Calls, 93% success rate
- Supports MLS products
- Contact methods:
 - Phone
 - E-mail
 - Live chat
- Desktop sharing support tool (remote access)
- Weekday hours: M-F 7:30AM-8:00PM
- Weekend hours: Sat 8:00AM-6:00PM
Sun 8:00AM-6:00PM



Administration

- 6 MLS specialists; 2 Compliance specialists
- Call Volume in 2009: 45k; YTD 2010: 33k+
- Maintains subscriber database for both MFRMLS and MFCRE (our new commercial information exchange)
- Assists users with MFR policies & procedures
- Monitors database accuracy and administers compliance program, enforce Rules & Regs (ICHECK)
- Oversee annual billings
- Committee Maintenance



Member Custom Link

MyFloridaHomesMLS.com

- Every member has a Custom link to myfloridahomesmls.com
 - Keeps agent contact information in front of buyers
 - Allows members to use link in any marketing materials i.e. email signatures, social networking
 - Drives leads back to the agent
 - Ability to retrieve stats for:
 - Entire MLS
 - Your listings – can email stats



MLS Report

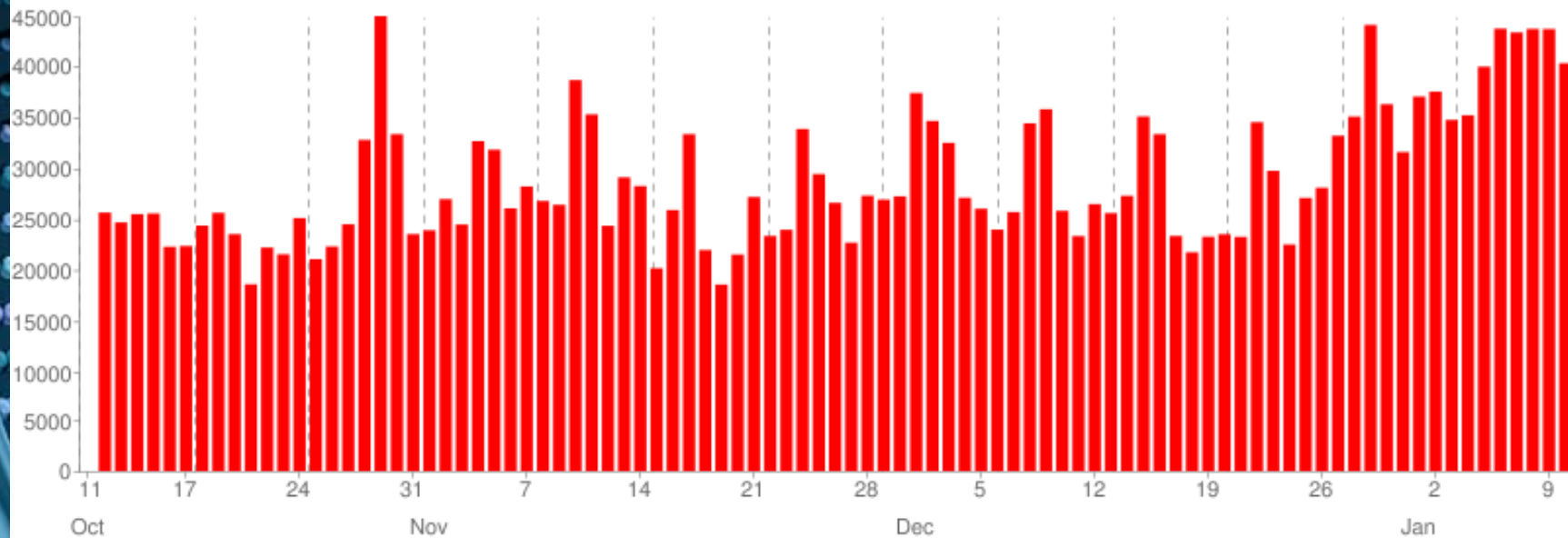
Reports: 5. View Property Detail (unique visitors per day) ▾

Number of Visitors Viewing Property Detail

Tuesday Jan 11 2011

Summary Statistics	Yesterday	Last 7 days	Last 30 days	Last 90 days	Ever
Number of Visitors Viewing Property Detail	40,261	324,817	1,007,625	2,633,322	17,711,399

Recent Daily Activity



MyFloridaHomesMLS.com

Stats – December 2010

<u>Visit Summary</u>	<u>Dec-10</u>	<u>Dec-09</u>
Visits	219,924	206,051
Average per Day	8,145	6,646
Average Visit Duration	16:56	0:17
Median Visit Duration	4:22	0:05
International Visits	14%	7%
Visits of Unknown Origin	0%	0%
Visits from US	85%	93%
<u>Visitor Summary</u>		
Visitors	95,084	83,654
Visitors who visited Once	71,467	61,674
Visitors who visited more than 1x	23,617	21,980
Average Visits per visitor	2.31	2.46

Online Presence

- www.mfrmls.com new member site
- www.mfrmlsuniversity.com training resource
- www.MyFloridaHomesMLS.com consumer presence



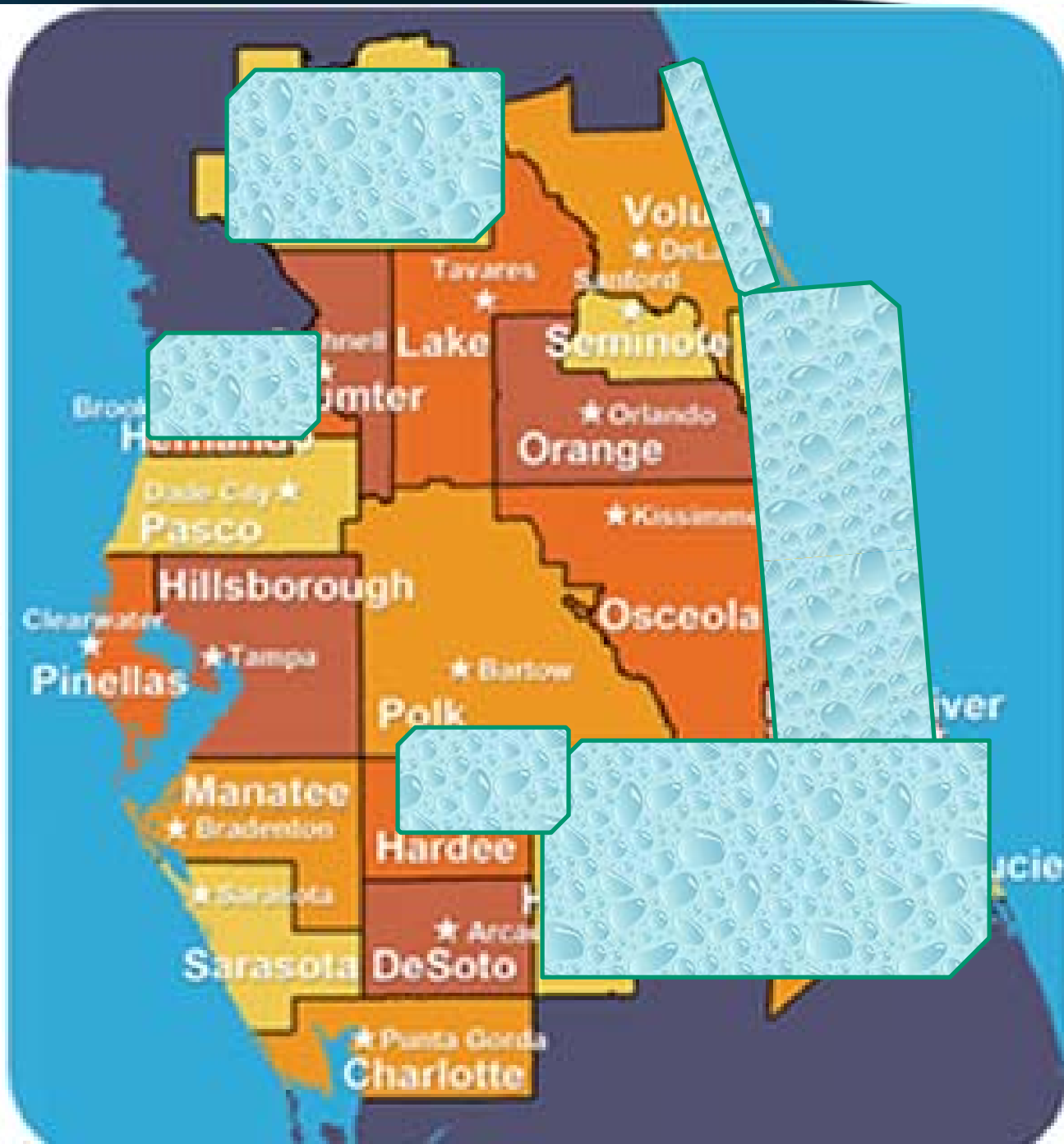
Shareholder Associations

1. Bartow Board of REALTORS®
2. Englewood Area Board of REALTORS®
3. East Polk County Association of REALTORS®
4. Greater Lake & Sumter Association of REALTORS®
5. Greater Tampa Association of REALTORS®
6. Lakeland Association of REALTORS®
7. Manatee Association of REALTORS®
8. Orlando Regional REALTOR® Association
9. Osceola County Association of REALTORS®
10. Pinellas REALTOR Organization®
11. Punta Gorda-Port Charlotte-N Port Association of REALTORS®
12. Sarasota Association of REALTORS®
13. Venice Area Board of REALTORS®
14. West Pasco Board of REALTORS®
15. West Volusia Association of REALTORS®

Customer Associations:

1. Lake Whales
2. DeSoto

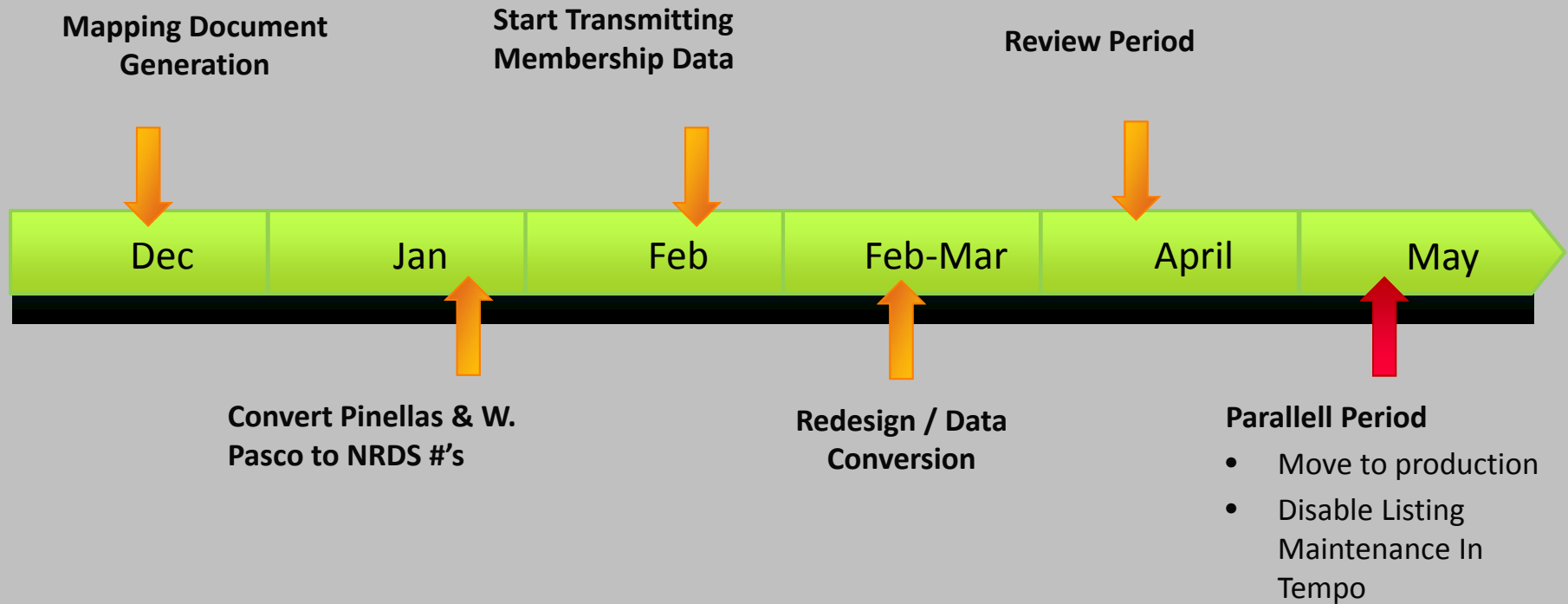




Listings in these areas in our system, but not part of MFR at this time



Conversion Milestone Timeline



Pinellas
W. Pasco



Questions & Answers