



Canopy MLS: Get Started!

Canopy MLS Orientation

- This is only the MLS portion of your professional development. You will also need to check with your local Realtor® association about specific membership requirements/additional classes.



Learning Modules

- Canopy MLS Technology and Tools / Member Benefits
- Electronic Key and Lockbox Systems
- Canopy MLS Policies
- Matrix™ 101





Your Real Estate Toolbox



ShowingTime



Remine



Realist



Go
CarolinaMLS



Homesnap



Realtors®
Property
Resource



realtor.com®
Pro Search

Statistical
Analysis
Module (SAM)

RatePlug

ListHub Data
Syndication
Platform



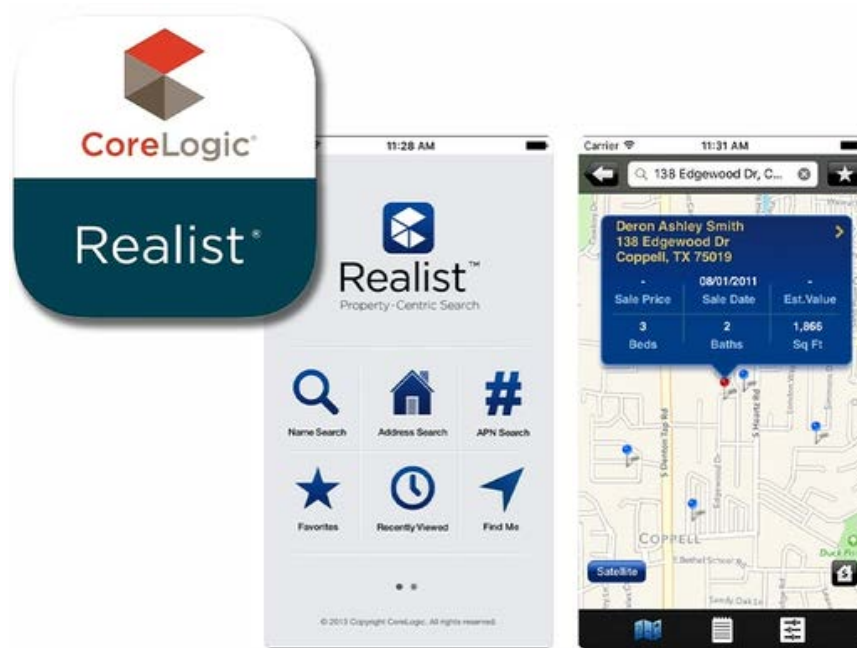


Your Real Estate Toolbox





Your Real Estate Toolbox





Your Real Estate Toolbox

S A M 

STATISTICAL ANALYSIS MODULE



Your Real Estate Toolbox



homesnap **PRO**





Your Real Estate Toolbox





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MLS Support

Phone: **704-940-3159 / 828-239-2900**

Fax: **980-556-7810**

Email: **support@carolinahome.com**

Canopy MLS Knowledge Base (Powered by HappyFox):
<https://carolinamls.happyfox.com>

Monday-Friday: 8:30 a.m.-5 p.m.

Saturday: 8:30 a.m.-3 p.m.





ShowingTime Service

- MLS-wide showing service
- 24/7 call center
- 800-746-9464 (800-SHOWING)
- Mobile or desktop

ShowingTime Service

Welcome Steve Byrd
Property: 201 BELLE MEADE COURT, Waxhaw, North Carolina 28173
Return to listings

Listing Details

Address: 201 Belle Meade Court
MLS #: 3083918
Price: \$2,500,000
Status: ACTIVE

My Profile

Not Steve Byrd?

First Name: Steve
Last Name: Byrd
Company: Association Staff

Please send me appointment confirmations for this listing by:

☒ Email:
☒ Phone Call:
☒ Text Msg:

[Click here to view Terms and Conditions](#)

☒ I agree to the Terms and Conditions above for using this service.

OR

© 2015 ShowingTime

- Schedule a single showing

matrix.carolinaml.com/Matrix/Results.aspx?c=AAEAAAD*****AQAAAAAAAAAAQAAE8AAAG

Home Search Stats My Matrix Public Records Finance Add/Edit Market Reports Resources Admin Help Mobile Working as Star

Recent Searches

Previous Next 1-25 of 599 Checked 3 All None Page

Display my:Test Save Sort at 25 per page

	MLS #	Status	Cat	Expiration Date	Address	City	Beds	Baths	Price
1	3022489	UCS DDP	SFR	2020-07-21	9201 Kingsmead Lane	Waxhaw	4	3/1	\$684,900
2	3079925	UCNG	SFR	2018-07-31	9222 Clerkenwell Drive	Waxhaw	5	4/2	\$984,800
3	3082256	ACT	SFR	2017-10-30	6803 Wesley Glen Drive	Waxhaw	5	4/0	\$389,000
4	3082951	UCS DDP	SFR	2017-07-31	8305 White Horse Drive	Waxhaw	4	2/1	\$259,800
5	3020420	ACT	SFR	2016-12-31	318 Montrose Drive	Waxhaw	5	4/2	\$899,990
6	3055734	ACT	SFR	2016-12-31	234 Glenmoor Drive	Waxhaw	5	5/1	\$949,990
7	3058524	ACT	SFR	2016-11-16	9807 Aristides Drive	Waxhaw	4	4/1	\$1,030,000
8	3047830	ACT	SFR	2016-11-15	221 Glenmoor Drive	Waxhaw	5	4/1	\$889,990
9	3060224	UCS DDP	SFR	2016-07-01	9601 Gato Del Sol Court	Waxhaw	5	5/2	\$1,875,000
10	3072065	ACT	SFR	2016-06-03	2129 Darian Way	Waxhaw	4	3/1	\$355,000
11	3083213	ACT	SFR	2016-06-01	302 Hollister Estates Drive	Waxhaw	4	3/1	\$560,632
12	3084188	ACT	SFR	2016-06-01	804 Cold Springs Road	Waxhaw	4	4/0	\$544,419
13	3055476	UCNG	SFR	2016-06-01	1101 AUTUHN RIDGE Drive	Waxhaw	4	3/1	\$477,124
14	3007000	ACT	SFR	2016-05-31	7913 Skye Lochs Drive	Waxhaw	5	6/1	\$1,590,000
15	3089155	ACT	SFR	2016-05-31	7908 Skye Lochs Drive	Waxhaw	6	6/1	\$1,499,000
16	3088620	ACT	SFR	2016-05-26	1012 Henshaw Road	Waxhaw	5	4/1	\$447,325
17	3088935	ACT	SFR	2016-05-26	2024 Hamill Ridge Drive	Waxhaw	3	2/1	\$282,000
18	3080550	UCG	SFR	2016-05-25	1628 Ridge Haven Road	Waxhaw	4	2/1	\$275,900
19	3082869	UCS DDP	SFR	2016-05-21	2086 Hamill Ridge Drive	Waxhaw	4	2/1	\$245,000
20	3078356	ACT	SFR	2016-05-05	5505 Cane Creek Road	Waxhaw	2	1/0	\$179,900
21	3082665	UCNG	SFR	2016-05-02	2703 Chasement Drive	Waxhaw	4	3/1	\$399,000
22	3083084	ACT	SFR	2016-04-30	2221 Thorncrest Drive	Waxhaw	4	2/1	\$171,430

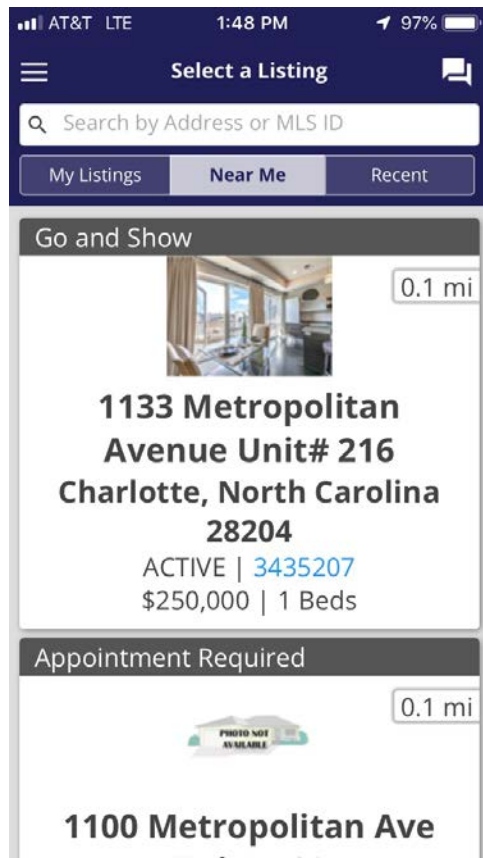
Actions Refine Save Carts

Criteria Email Print CMA Directions Stats Export Print Single Line ShowingTime

javascript:Dpr.redirectThroughPopupCheck(3);

- Schedule multiple showings at once

ShowingTime Service





Listing Syndication

- Internet Data Exchange (117 vendors) [brokerage to brokerage]
- Office Syndication in Matrix (11 options)
- ListHub (750 websites)

Please select the Syndication(s) that your office requires.

Office Syndication

- ☐ ? Account Tech
- ☐ Atlanta New Homes Directory
- ☒ CarolinaHome.com
- ☐ CirclePix
- ☐ CoStar
- ☐ Homes.com
- ☒ IDX
- ☒ IDX_Address
- ☐ Realtor.com
- ☐ WNC Homes & Real Estate
- ☐ Zillow Group

* Canopy MLS does not have a contract with Zillow Group. Member Participants electing to opt in to syndication with Zillow do so at their own risk and should carefully read and consider the Zillow Terms and Conditions before agreeing to them. Canopy MLS will not be able to assist you with any questions or complaints regarding your listings on Zillow. Members should email questions for Zillow to mlssupport@zillow.com. By checking this box, you understand and agree that your listing data feed will be subject to the following Zillow Terms and Conditions: <https://www.zillow.com/corp/Terms.htm>



Get Your Listings in Front of More Consumers

With over 1 billion page views*, ListHub helps you gain maximum exposure for your listings while ensuring your data is protected and accurate.

Get Started, It's Free

*ListHub Internal Reporting, April 2017

Over 154 Participating Publishers Reaching Homebuyers On More Than 750 Websites



 **Homes.com**

 **wikiREALTY**

 **HomeSpotter**

 **kahping**

 **LandWatch**



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Sales

Didn't find the product information you were looking for?

Support

Having technical issues? Need customer support? Click

Education

Want more training for your office, or your members? Click

Listing Syndication Settings	Per Listing Settings by Bryan Perkins (93284)			Office Syndication Settings by Steve Byrd (12345)												
	Allow Internet Display	Allow Address Display	Allow Syndication	Account Tech	Atl New Home Dir	Carolina Home	Circle Pix	CoStar	Homes & Land	Homes .com	IDX	IDX Address	Nextdoor H.Canary	Realtor .com	WNCHomes & RE	Zillow Group
MLS# 3555555 (UCS) 10914 Park Road	Yes	Yes	Yes	No	No	Yes	No	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes
MLS# 3555554 (ACT) 926 Church Street	Yes	Yes	Yes	No	No	Yes	No	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes
MLS# 3555195 (UCNS) 2618 Basswood Drive	Yes	Yes	Yes	No	No	Yes	No	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes





Governance and Compliance

- Bylaws
- Rules and Regulations
- Listing Data Checker
- Realtors® hold each other accountable



Before You List Property in Matrix™

- Must be an active member affiliated with a firm
- Must have a signed listing agreement with the seller(s)
 - Effective Date (or Marketing Date)
 - Termination/Expiration Date
- Seller must offer compensation to the buyer's side
- Co-listing with a non-subscriber is a violation





Cooperation and Compensation

- Enter all Exclusive Right to Sell Listing Agreements (rental and commercial listings are optional)
- Compensation must be expressed as a percentage of the gross-selling price or a definite dollar amount
- Offers are blanket, unilateral and unconditional

Your Role in Data Quality

- Listing data must be complete and accurate in every detail that is **reasonably ascertainable**
- Never rely on data from a previous listing
- “Zero” or “N/A” is not acceptable in any required field
- If information is not readily available, call the tax office
- Canopy MLS staff proactively monitors select fields



Keep Originals on File

- Listing agreements
- Offer to Purchase and Contract and addenda
- TRID/HUD statements
- Extensions, withdrawals and terminations



Complete and Accurate Information

- Although the North Carolina Real Estate Commission (NCREC) does not require square footage to be reported, Canopy MLS does:
 - Must be measured according to NCREC Residential Square Footage Guidelines
 - South Carolina does not have similar standards or guidelines to North Carolina



Listing Statuses

Status	Definition	Business Days to Report	DOM Accrue?	IDX/ Syndication Display?
Coming Soon No Show	Up to 21 days prior to Marketing Date	Optional	No	Yes/No
Active	Currently on the market	2	Yes	Yes
Under Contract Show	Under contract, seller wants to continue to market	2	No	Yes
Under Contract No Show	Under contract, seller does not want to continue to market	2	No	Yes/No
Temporarily Off Market	Listing agreement still in place, no showings	2	No	No
Withdrawn	Listing agreement no longer in place	2	No	No
Expired	Listing contract expired	Auto	No	No
Closed	Listing sold	5	No	Yes

Optional: Coming Soon-No Show (CSNS)

- Must have a signed listing agreement
- Must use CSNS status form
- Listing moves to active on Marketing Date (max 21 days)
- No DOM!
- IDX and VOW displays only; not syndication
- \$1,000 fine for showing a property while in CSNS status.



Pocket/Withheld Listings

- If the Seller refuses to permit the listing to be disseminated by the Service
- Withheld listings - must submit a certification signed by the Seller within two business days from the “Effective Date” (or, if applicable, the “Marketing Date” if a specific “Marketing Date” is provided in the listing agreement)



Limited Service

- Limited service = the listing broker will not provide one or more of the following services:
 - Arrange appointments
 - Accept and present to the seller(s) offers to purchase
 - Advise the seller(s)
 - Assist the seller(s) in presenting counteroffers
 - Participate on behalf of the seller(s) in negotiations
- “Full Service=No”

Limited Service

- Buyer agents must report accepted offers and prices that are fully executed to the Listing Brokerage in writing within 48 hours (excluding holidays and weekends) after the “Effective Date.”
- Listing Brokerage shall report accepted offers and prices that are fully executed to the MLS within 48 hours (excluding holidays and weekends) after receiving notice from the Cooperating Brokerage.

Potential Fair Housing Violations

When describing properties in the MLS you should avoid:

- Indicating a preference of one group over another
- Descriptions that relate to race, color, religion, age, familial status, national origin, sexual orientation or gender identity
- References to racial, ethnic or religious landmarks nearby

Canopy MLS checks for potential fair housing violations, but does not issue fines.



Inappropriate Branding

- Any information that might lead a consumer directly back to the listing agent, listing brokerage or seller
- Branding is not allowed in public remarks, directions, photos, photo captions and unbranded virtual tours
- Branding is allowed in agent, company and syndication remarks and branded virtual tours



Digital Images

- Photo required immediately upon saving a listing as Active
- Exceptions: land, or if the seller opts out
- Take your own photos or contract with a photographer
- Do not copy other agents' photos
- Respect copyrights
- Virtual staging
- New construction: If using a photograph (excluding artist renderings) that is similar to but not a photograph of the actual listing, you must include the disclaimer "example photo" across the photograph.



Security

- No lockbox/security system codes in the MLS (\$100)
- An agency agreement is required to install a lockbox (\$500)
- Keep your PIN private (\$500)
- Never attach PIN to Supra key or SentiKey card (\$500)
- Never loan your key (\$1,000)



Security

- Always make an appointment (\$500)
- Make sure you're at the right house before you open the door.





Security

- Protect your login name and password
- Immediate \$1,000 fine for sharing with anyone
- Everyone using Matrix must have their own login, including assistants and teammates
- Security software detects possible password sharing



Questions?

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