

CANOPY MLS ANNOUNCEMENTS

Managing Through COVID-19



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FIRST AND FOREMOST, STAY CONNECTED TO CANOPY

- Each Monday, read eHeadlines – the top 5 items of most importance or timeliness.
- Log into Matrix daily for important, time-sensitive news and updates.
- Follow us on Facebook (@canopyrealtor) and Twitter (@canopyrealtor).
- Visit our dedicated COVID-19 page at <https://carolinarealtors.com/COVID-19-updates>.
- [Watch a Matrix Minute every day for 36 days!](#)
- MLS Support is here to help at 704-940-3159.

USE THESE TOOLS TO KEEP YOUR BUSINESS ALIVE

Dial up advertising listings on your social media! Do you know the rules about advertising your listings, your firm's listings, other firm's listings on social media? If not, you might be missing out on opportunities to increase your social media presence.

Do you know how to share your own listings from Matrix on social media? If you are the office broker, do you know how to share your firm's listings on your social media page? [Learn more!](#)

Report the stats! Are you familiar with SAM and FastStats? Did you know that Canopy MLS offers ways for you to post statistical reports on your website, blog and social media platforms? And are you familiar with the Real Estate Trend Indicator report under the market reports tab? [This article describes the disclosures required when posting stats in public representations.](#)

Use Reverse Prospecting: Use the Reverse Prospecting function in Matrix to connect with potential buyers who may be putting their home search on hold. An attractive offer from a Seller could be the impetus that moves a buyer to submit an offer.

Access the Agent Guide to Homesnap. Broker Public Portal has published an electronic Agent Guide to Homesnap that highlights key features that help keep real estate business going while social distancing measures are in place. [Get the guide here.](#)

Choose a mobile option for MLS access. Canopy MLS offers a few options for mobile access with the ability to share a branded version of the app with your customers and clients. Try Remine, Homesnap, GoMLS!

Take advantage of ZipForm Plus. Are you taking full advantage of electronic forms and digital signatures? NAR offers all Realtors(r) electronic forms through ZipForms.

Create mailing labels in Realist, Remine and RPR. You can create mailing labels to farm for “likely to list/high sell score” properties in Realist, Remine, Homesnap and RPR to farm neighborhoods.

Track your listings views in Matrix. You can “View Hit Counters” to see how much activity your listings are getting!

Protect your listings from online scammers! Unfortunately, scammers are always looking for opportunities. Be sure to protect your listings and sellers during this difficult time by ensuring that you are watching for fraudulent posts online. [Learn more.](#)

Be aware of Custom-built construction policies. Did you know that Canopy MLS implemented new policies for reporting custom-built new construction? [This form explains the options.](#)

Use the INRIX Drive Time. Did you know that you can search by INRIX Drive Time in Matrix? [This video shows how!](#)

Take advantage of eKey, SentiKey and Homesnap safety features. Are you taking advantage of all of the safety features provided in the eKey, SentiKey and Homesnap apps? [This article explains the steps.](#)

Maximize your ability to search. The free [Matrix Power Search Tools](#) class will teach you the following:

- How to add a column in search results
- The pros and cons of using the Residential Quick and Residential Detailed searches
- The best additional fields to add to search screens – List/Sell Agent or List/Sell Office, Room Level Details, Restrictions
- Using shape tools while searching
- Using the layers button on map search – also, the same layers button is available on the bottom map of the parcel map tab of the 360 displays
- How to clean up old saved searches and delete what’s no longer needed

Update your branding. Refresh your Client Portal header and email signature in Matrix to reflect the season. Make sure you're branded in all the available places in Matrix and all other platforms fed by Canopy MLS. [Register for any of the following 30-minutes classes here.](#)

- Personal Photo
- Portal Branding
- Email Signature

Update your contacts. Go through all contacts and either call and text to make sure all information is up-to-date. Reach out to existing clients who are receiving info from Matrix and make sure they are receiving what they need.

Do a filter on auto emails and check in with anyone who hasn't gone to their portal in two months. Disable old auto-emails if the client has closed.

Set up your realtor.com® Agent Profile: [Learn more.](#)

MANAGING LISTINGS, REPORTING SQUARE FOOTAGE, VIRTUAL TOURS AND PHOTOS

Choosing Coming Soon-No Show status: If you have a listing coming up and your clients are still not ready to allow people in their home, try using Coming Soon-No Show status. Your listing can be in this status for up to 21 days.

Did you know that Canopy MLS allows Coming Soon-No Show (CSNS) status listings to be advertised on IDX websites, mobile apps and social media? If your IDX vendor is not displaying the Coming Soon-No Show status listings on your IDX website, have them contact idx@carolinahome.com.

Options for sellers who do not want to allow showings:

- 1) Place the listing in Temporarily off Market (TOM) status, *which will make the Days on Market stop*. However, if a showing has to occur, you must change the status back to Active because you cannot misrepresent the availability of a property for showing. Agents should use TOM status if the listing contract remains in force between the listing broker and the seller but the listing is not currently being marketed through the MLS. The status must be changed in the MLS within two business days of seller notifying the listing brokerage. Under this status there are no property showings or open houses, and sign removal is not required. DOM and CDOM do not accrue while in this status. The listing must be returned to Active if showings are resumed. A listing in TOM status may not be listed with another firm, and it will automatically change to Expired status on the expiration date.

- 2) Leave the listing on Active status, but put a statement in the Public Remarks that showings are suspended. Also, put a showing block on file with ShowingTime. The DOM/CDOM will continue to accrue, but leaving the listing on Active status ensures that the listing continues to syndicate to IDX and third-party websites that your brokerage has opted into.

Reporting square footage: Agents can consider three options for making representations about square footage:

- You can personally measure the dwelling unit and calculate the square footage according to the [NCREC's Residential Square Footage Guidelines](#) or comparable standards.
- Hire an appraiser to measure the square footage.
- Use square footage from plans only with new construction.

North Carolina Real Estate Commission (NCREC) square footage requirements: The NCREC requires that the square footage representation is “reasonably right.” With respect to the commission’s five-percent rule (“deviations in calculated square footage of less than five percent will seldom be cause for concern,” NCREC Residential Square Footage Guidelines), the legal staff stated that this is a matter of policy; it is not a hard-and-fast specific rule/requirement. When looking into a case, the commission looks at all the facts and circumstances before determining whether an agent failed to measure the dwelling properly. Both the NCREC and Canopy MLS require that what is reported by the agent is accurate.

NC REALTORS® forms: The Offer to Purchase and Contract (Standard Form 2-T) due diligence process acts as a safety valve for square-footage disputes. The loan qualification, property investigation, appraisal, etc., are conducted during the due diligence period. The buyer has the right to terminate during the due diligence period for any or no reason, including concerns over the square footage.

South Carolina Real Estate Commission (SCREC) rules on square footage: Regarding square footage guidelines, S.C. does not have similar standards or guidelines to N.C. Generally speaking, the SCREC does not regulate with as much specificity as the NCREC. One reason for this may be that the SCREC is under the Department of Labor, Licensing and Regulation (LLR), which covers a multitude of industries.


Photos: At least **one photo** is required on each listing. This can be a photo taken by the seller if there are restrictions for access due to underlying circumstances. If your seller cannot take the photos and email them to you (temporarily), maybe you could use photos from a previous listing, with written permission from the photo owner. Canopy MLS Rules and Regulations prohibit Subscribers from copying photos submitted by another listing brokerage to a new listing **unless authorized in writing** by the photo owner.

Virtual Tours: The MLS rules even allow a voice to be heard in an unbranded virtual tour as long as the seller does not identify themselves in the video (that would be a branding violation). Upload the video to a site like YouTube or Vimeo, then link to the tour in the Unbranded Virtual Tour field in your listing.

TAKE ADVANTAGE OF FREE TRAINING

Make sure you're up-to-date on all the free tools, especially those that have recently changed – specifically Remine, HomeSnap and Realist. [Register here.](#)

Consult this chart for training on our tools to stay in-touch with clients and conduct business.

<p>YOUR MLS BRINGS VALUE TO YOUR BUSINESS BY HELPING YOU...</p>	
<p>CHECK-IN WITH CLIENTS</p>	<p>Matrix Client Portal and contacts, Remine Engage, Personal CRM, GoMLS app, RatePlug, SAM, realtor.com® Pro Search, Mailing labels through Realist, Remine, RPR</p>
<p>CONDUCT MATTERS OF BUSINESS</p>	<p>Matrix, Remine, Homesnap, Realist, My Flood Status, CRS Covenants and Restrictions, ListHub, The MLS Grid, SAM, Matrix statistics, RPR, ShowingTime, Listing Data Checker, Canopy MLS Help Desk, Canopy MLS Training</p>
<p>CONDUCT BUSINESS TYPICALLY DONE IN PERSON</p>	<p>Virtual Open Houses through Remine and Homesnap, Virtual Meeting platforms (Zoom, Houseparty, etc.), ZipForms with DocuSign, Remine documents, ShowingTime with virtual meeting platform</p>
<p>VIRTUAL TRAINING</p> <p>Contact: brokerrelations@carolinahome.com https://apps.carolinarealtors.com/technologytraining/support@carolinahome.com</p> <p style="text-align: right;">CANOPY MLS SUPPORT 704-940-3159</p>	