



ListHub Data Syndication

12/14/2009

CMLS has enabled ListHub for its broker members. Since ListHub is integrated with your MLS, no data entry is required. CMLS has a deal with Threewide, so it is free to members.

Who Can Participate?

In North Carolina, listings are owned by the participating firm; therefore, only the CMLS Member Participant (MP), usually the broker-in-charge (BIC) of an office, can create a ListHub account and direct listings.

How Does It Work?

- Brokers log in to www.ListHub.net and create an account.
- Brokers choose the “channels” where they want their listings to go.
- Traffic is delivered to www.CarolinaHome.com by default but can be easily redirected to your company’s Web site on request.

After that, members can sit back, relax and watch the leads come in.

What Are the ‘Channels’ Available Through ListHub?

All channels are “opt in”; we don’t send any of your listings until you choose the channels. As of Oct. 13, 2008, the channels were Google Base, Yahoo Real Estate, AOL Real Estate, trulia, Zillow.com, Frontdoor, Homescape, Cyberhomes, hotpads.com, Vast, CLR Search.com, oodle, Propbot, Local.com, backpage.com, Lycos, Military.com, MyRealty.com, LakeHomesUSA.com, Walmart, Homes & Land and Relo Home Search. Visit www.ListHub.net for a complete list of current channels.

How Do I Get Started?

CMLS has arranged for brokers to opt in to post listings at no cost. All you have to do is register.

- Go to www.ListHub.net.
- Click “Create an Account.”
- Complete the registration form. Under MLS, select “Carolina Multiple Listing Services, Inc.”
- Once your account is created, click the green “Channels” tab.
- Click the “Subscribe” button next to each desired channel, or for maximum exposure, click “Subscribe to All.”
- Your listings will be delivered to the selected channels within 72 hours.

By default, traffic from participating sites will be directed to your listing on www.CarolinaHome.com. However, if you have a Web site and would like the traffic to redirect to your Web page, follow these steps:

- Log in to your ListHub account at www.ListHub.net.
- Subscribe to the channels where you want your listings to go.

- Click the “Support” link in the top-right corner of the page.
- Click the “Request Support” link at the top of the page.
- In the body of the e-mail, type “Please redirect my traffic to (your Web site’s name).”
- Click the “Request Support” button to submit your request.

What Does Threewide Get Out of This?

Threewide has offered to upload your listings to 20 or more channels for free. In return, it offers you the ability to upgrade your account to include broker reports, individual agent log ins and individual listing reports at a per-month subscription price. All you do is log in to your account at www.ListHub.net and select the “Upgrade My ListHub Account” button in the top-right corner.

If you have questions, visit www.ListHub.net or call 877-847-3394, ext. 1.