

REALTOR®

tools + resources



The **“Realtor® Tools”** Resource/Widget provides links to all of the Canopy partner resources. They encompass a wide variety of services to assist you in your business. A majority of these are provided to Canopy members at no additional charge. Some require subscriptions or additional fees. Canopy and our partners provide training and/or support in all of the platforms. If you have questions, contact Support at support@canopyrealtors.com or our Broker Relations team at brokerrelations@canopyrealtors.com.

MEMBER BENEFITS AT NO ADDITIONAL CHARGE

MLSTouch

- Premium mobile app designed exclusively for real estate professionals
- Keeps you connected to your MLS and your clients no matter where you are
- Powerful search tools, listing and showing details, property history, and comparables.
- Hotsheet, market stats, access to Realist® tax data, parcel lines, and flood zone data
- Deeply integrated with Matrix and OneHome
- Branded client app

Realist Tax Search | Realist is a web-based public record service that integrates with Matrix to deliver up-to-date public records for all counties in N.C. and S.C. (146 in total).

Internet Data Exchange (IDX) | Canopy MLS Participants and Subscribers can display MLS active listing information on the Internet through the Internet Data Exchange Program.

MLS Grid | Canopy MLS is a founding member of MLS Grid, and uses MLS Grid to license and provide access to MLS data feeds for Participants, Subscribers and their designated technology vendors. MLS Grid simplifies data licensing and distribution through **The Power of One**.

- One set of rules and display guidelines
- One standard license agreement
- MLS Grid complies with the [Real Estate Standards Organization](#) (RESO) from the Web API to the Data Dictionary
- [Read more](#) about how MLS Grid is Raising the Bar on MLS Data Services

Statistical Analysis Module (SAM)

- SAM allows you to position yourself as a market expert.
- Use SAM to create fast and easy reports, charts and presentations about the current market.
- SAM is an interactive market analytics Web tool for custom documents.

FastStats

- Create detailed one-page local market reports in seconds for each area covered by Canopy MLS including the Charlotte region, the Catawba region, the Asheville region, and the entire Canopy MLS area.
- Provides clean and visible maps of local housing stats in a sleek, intuitive, easy-to-use modern interface.
- Get a complete picture with reports on metrics, inventory, foreclosures and more.

ShowingTime

- ShowingTime is our showing service that gives you the ability to manage showings on your listings and schedule showings for your buyers.
- ShowingTime.com and the ShowingTime mobile app also track showing activity and feedback.

ListTrac | ListTrac is a new tool that allows you to see how your listings are performing online in the Canopy MLS system, broker and agent websites, and different real estate portals. Provides an understanding of the activity (or lack of activity) on your listings compared to similar listings. This information can be used to determine if you may need to discuss price changes or other updates to the property. Allows you to provide feedback to your clients on how their listing is performing online, including a Sellers Report that you can choose to send to the seller.

ListHub Data Syndication | We have partnered with Move/ListHub to provide data syndication to more than 900 real estate channels on the internet.

RISMedia™ | Members also enjoy a free RIS Media membership, a member discount at the Realtor® Store and the Canopy Real Estate Institute, can attend exclusive Canopy MLS and association events, and more.

zipForm MLS-Connect®

- We have partnered with zipLogix to make zipForm® MLS-Connect available to zipForm® Plus users.
- This allows residential listing data to be easily imported or pushed into zipForm®.

RatePlug | RatePlug is integrated with Matrix and connects agents, home buyers, and loan originators. Your invited lender's current products and rates are used to calculate affordability. By connecting with a trusted lender agents report a 15% faster contact to close when using RatePlug.

realtor.com® Professional Search

- realtor.com® Pro Search (and app): This property-centric national database of more than 100 million property records is available right at your fingertips.
- Access property detail information quickly and easily, and generate effective customer reports.
- Find property valuation information from multiple sources and top selling agents in other states to refer relocating clients.

CanopyGrabandGrow.com | This resource has been designed by Canopy's Marketing and Communications Department. The graphics and content highlight the value of a Realtor® and why consumers should contact and work with a Realtor®.

- Access to ready-made graphics and sample content for Realtors® to download
- Categories cover: Sellers, Buyers, Homeownership, Local Facts and Marketing Stats
- Use in your own social media and marketing
- Realtors® can also create their own copy and add their contact information, social media handles, tags and hashtags

Realtor® Value Campaigns

- The "with a Realtor®, you see it all" campaign educates consumers on the value of using a Realtor®.
- The campaign includes digital ads, graphics and radio spots that can be downloaded for agents to use in their own marketing.
- The "with a Realtor®, you see the most accurate data" campaign combines the power of using a Realtor® and Canopy MLS for the most up-to-date market conditions, competitive pricing and expert analysis.

Realtors® Property Resource (RPR)

- RPR (Realtors® Property Resource) and app: RPR has more than 147 million property records that have layers of data such as zoning, permits, and mortgage and lien data, schools and the largest database of foreclosure information in the industry.
- Realtor® members also have localized MLS active and off-market data integrated.

Remine | Remine combines consumer data and property data onto a single platform that delivers more actionable intelligence to real estate agents than any other tool.

Courthouse Retrieval (CRS) | Offers covenants, conditions and restrictions for six local counties including Mecklenburg, Cabarrus, Gaston, Iredell, Lancaster and York.

Canopy Dashboard | A centralized location with one-click resources to pay a bill, sign up for classes, and single sign-on access to apps including most of the tools listed on this page.

Matrix Learning Lab | Discover what's new, access a library of on-demand content, and be confident you're getting the most out of Matrix.

SERVICES THAT REQUIRE ADDITIONAL FEES OR SUBSCRIPTIONS

Supra | The Supra System makes it easy for showing agents to access properties and for listing agents to track activity at client properties.

MyFloodStatus | MyFloodStatus provides superior flood determinations, and ongoing support can help you win more listings, market more properties, close more deals, and stand out as an expert in your field. Discounted pricing is made possible by Canopy MLS.

FOREWARN™ | Provides proactive safety and lead intelligence service for all Member Participants and Subscribers. FOREWARN gives an agent the ability to gain instant insight on a prospective client (within seconds, without exposing any protected class information) using only a phone number or name.

Down Payment Assistance | Down payment assistance is available for more than 80% of on-market residential listings in Canopy MLS! DPR is a national database and matching engine of 2,200+ local, state and national homebuyer programs in the U.S. Information is customized to the respective listing in the MLS system.

Rental Beast | An elevated platform designed to help real estate professionals grow their businesses and expand their homebuyer pipelines through rentals.

- Advanced rental search and inventory with thousands of rental listings
- Fast and reliable tenant screening using the Apply Now feature
- Rental Beast University resources and educational courses

