

# Welcome GUIDE



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**TENNESSEE KIDS BELONG**



On behalf of the Realtracs family, let me be the first to thank you for being a valued partner of our team.

When we first opened our doors in 1996, we built our business around the idea that a truly useful MLS needs to be responsive, adaptable and, most importantly, accurate. The real estate market can operate effectively only when agents and brokers have access to the most precise information available, so we made it our charge to provide this every single day.

At Realtracs, we understand that we do not have a business without the hard work and dedication that our customers show to their listings and clients. Your commitment to your craft inspires us to deliver what we believe is the best MLS in the country, including the support, training and tools that set Realtracs apart.

Within this guide, you will find preliminary information to help you navigate Realtracs.com, details regarding our industry-leading Customer Happiness Representatives, and information on our innovative and one-of-a-kind programs that we offer our partners, from Realtracs Rewards to our Certified Photographer Program.

Thank you once again for being a valued Realtracs customer!

A stylized, handwritten signature in black ink, appearing to read "Stuart White".

**Stuart White**  
President and CEO



# About Realtracs

Realtracs, Inc., was established Jan. 1, 1996, by seven REALTOR® associations in Middle Tennessee when they merged four independent MLS operations.

Today, there are over 16,000-plus users in over 1,550 offices, making Realtracs the largest MLS in Tennessee. Our foundation continues to be built on strong relationships with REALTOR® associations.

Over the years, we have invested in people and technology to give you access to reliable data in real time. **We are committed to providing the best MLS experience and are continually enhancing our services to meet the needs of users.**

## OUR GOALS ARE TO:

1. provide first-rate, personalized user training and technical support;
2. create opportunities for REALTORS® to better manage real estate transactions; and
3. provide an easy-to-use, quality-controlled system that can grow and adapt quickly to the changing business needs of our partners and technology improvements.



# The Realtracs Difference

At Realtracs, we make sure every day is another chance to improve the lives and businesses of our partners. **We understand that, without you, there is no Realtracs, and we have crafted our Guiding Principles to reflect this.**

- Purpose
- Positivity
- Caring Relationships
- Dependable Service
- Results

Based on these values, Realtracs maintains a set of principles to guide our direction, decisions and relationships.

## Realtracs will:

- Be intentional.
- Innovate with **purpose-driven** solutions that benefit our stakeholders – be lean, fail fast and iterate always.
- Maintain a culture of **positivity** by sharing knowledge and empowering others to be their absolute best.
- Foster caring-aligned **relationships** with all stakeholders through empathy, transparency and open communication.
- Provide unparalleled, efficient and **dependable service** through the development of intuitive, relevant products backed by unmatched customer training and support.
- Be **results-focused**, ensuring that our products and services produce happy customers and maximize the company's long-term value.

## REALTRACS REWARDS

**Realtracs Rewards** is a first-of-its-kind incentive program that compensates brokers for every closed listing on our platform.

### How it works is simple:



All Realtracs brokers are automatically enrolled in Realtracs Rewards. It's a way for us to celebrate your success and thank you for putting your trust in us.

## CERTIFIED PHOTOGRAPHER PROGRAM

The **Realtracs Certified Photographer Program** is a collaboration between Realtracs and approved photographers, and ensures agents and photographers follow the MLS rules and regulations regarding listing images.

Agents are not required to use the photographers in the Certified Photographer Program. However, participating photographers have agreed to give Realtracs permission to use all photographs used in the MLS, through either assignment or license, giving confidence in the use of those images.



## CLEAR COOPERATION POLICY

The central tenet of the MLS (and Realtracs, specifically) has always been to share all listings with cooperating brokers, thereby garnering maximum exposure of those listings to all potential buyers. Exposing your listing to all potential buyers maximizes offers and results in the best sales price for your clients.

With the adoption of the **Clear Cooperation Policy**, nothing changes from what we do now. It merely permits MLSs to enforce the purpose of the network and continue to provide a platform for cooperation among cooperating brokers.

While most things are not black or white, the MLS policy is. **Either broker participants, along with their affiliated agents, want to cooperate with (and compensate) other brokers AND share all of their listings, or they don't.** If they don't, MLS participation is not an option. There is no gray area.

With this new approach came a better result on how to implement Clear Cooperation.

- The changes ensure longstanding, customary business practices in the brokerage community are preserved. Agents and brokers can continue to service their clients' needs through networking with one another.
- This adopted policy is equitable for all Realtracs subscribers and brokers firms.
- With the new waiver form for Exempt Listings, the policy increases transparency with sellers and reduces liability for listing agents and brokers.
- Sellers with legitimate privacy concerns are protected.
- The policy meets the NAR mandate but does not erode the value of MLS.



# Services Overview

At Realtracs, we are committed to providing our users with the support, training and tools necessary to succeed.

## SUPPORT

When you sign up for Realtracs, you are signing up for committed and personalized customer service. Every office we work with is assigned a designated Customer Happiness Representative (CHR). **The goal is exactly what it sounds like - to ensure our customers are happy and well taken care of.** Our CHRs make office visits, provide one-on-one assistance, and help our users navigate questions and challenges with our system. Realtracs users will never have to wonder where to turn for support.

Realtracs also maintains a fully staffed help desk to assist with technical questions related to the use of the Realtracs system, email, internet connectivity and other related problems. The help desk is available Monday through Friday from 8 a.m. to 5 p.m. and Saturday from 10 a.m. to 4 p.m. via telephone, email and online chat.

## TRAINING

Realtracs' CHRs also provide ongoing training in the Realtracs training lab, at each association or at an office upon request. **Training at your office is customized to fit your specific needs and can be in a live or virtual format.** Your Customer Happiness Representative can address certain topics at sales meetings or special sessions. The best part? All classes are free!





## Available Classes:

### BEGINNER COURSES

**Realtracs Orientation** - This course provides an overview of the MLS system and stresses the importance of accuracy and timeliness of data. You will also be introduced to all of the third-party integrations in Realtracs and how to find help when needed. Approved for one hour of TREC CE credit.

**Basic Realtracs** - Introduction to basic Realtracs tools, including quick search, cross-class search, MLS # search and archive search; how to get the desired results; and what to do with the results. Instruction includes completing a Comparative Marketing Analysis (CMA). Approved for two hours of TREC CE credit.

**Realtracs Mobile** - Learn how to utilize Mobile Realtracs while on the go. Assistance is also provided in accessing the Homesnap App and utilizing the tools provided within it. Approved for one hour of TREC CE credit.

### ADVANCED COURSES

**Advanced Realtracs** - Use of advanced system features: custom searches and reports, mapping, CRS tax system searches and plat maps, statistical reports, and the flyer wizard. Approved for two hours of TREC CE credit.

**Listing Management** - Detailed lesson on how to enter and manage listings in Realtracs with a focus on data accuracy, timelines, and MLS rules and regulations. Other topics include mapping listings, IDX and syndication, media management, open houses, and ad placement. Approved for two hours of TREC CE credit.

**Realtracs Plus** - In-depth training on how to use Auto Notify to send clients listing notifications, communicate with clients through the client portal and run hot sheets for personal market activity reports. Also learn how to create a CMA presentation using Cloud CMA.

### SPECIALTY COURSES

**Tax I** - In-depth examination of the public record information found in the Courthouse Retrieval System's Real Estate Power Tool. Approved for two hours of TREC CE credit.

**Tax II** - Use of advanced features found in the Courthouse Retrieval System's Real Estate Power Tool. Approved for two hours of TREC CE credit.

**Statistics** - Learn how to use the Market Stats product from ShowingTime. Approved for two hours of TREC CE credit.

Please visit the Help section in [Realtracs.net](https://www.realtracs.net) to view the latest offerings and register for classes. To schedule on-site training, call 615-385-0777 or contact your CHR.

## TOOLS

When you join Realtracs, we automatically equip you with essential tools you need to succeed. **Your subscription gives you access to tools, resources and benefits that will get your business running better than ever.** And it's all backed by a team of training and support experts who will go the extra mile to make sure you're making the most of it.

- [Auto Notify and Client Portal](#)
- [Courthouse Retrieval System - Integrated Tax System](#)
- [Data Access](#)
- [Email](#)
- [Listing Manager \(Add/Edit\)](#)
- [Market and Statistical Reports](#)
- [Media Page](#)
- [Office Management Functions](#)
- [Online Support Center](#)
- [Open Houses/REALTOR® Tours/ Model Home Hours](#)
- [Property Searches](#)
- [System Reports](#)



## Auto Notify and Client Portal

- System automatically emails once a day at 5 p.m., or multiple times throughout the day as listings are added to the MLS that match your search criteria.
- Enabling Client Portal will send an invitation to your contacts, inviting them to log in with their Google or Facebook accounts. Once logged in, they will be able to like and comment on listings shared with them.
- You can also choose to receive email notifications of new likes and comments throughout the day, or in a single daily digest.

## Courthouse Retrieval System - Integrated Tax System

- Auto-populate information in Add/Edit
- Tax Records linked from listing detail
- Access Deeds
- Layered Maps to include Property Dimensions, Recent Sales, Owner Names, Flood Map Layers and Topographical Layers
- Measuring Tools To Help Measure Distance and Acres
- Create Mailing Labels and Export Property Data

## Data Access

- RESO Platinum Certified MLS Grid Web API available for brokerage/agent IDX or VOW websites\*
- RETS interface\* available to any third-party developer with usage agreement, such as agent productivity tools, appraisal applications, marketing services, office systems and statistical analysis applications

*\*Setup on RETS or Web API is determined by data license type.*

## Email

- All Users are provided an email account.
- Webmail can be accessed from any computer.
- Access email with web email or with a POP3 mail client.

## Listing Manager (Add/Edit)

- Mobile-Friendly: Add, update and publish listings on the go
- Save As: Come back to partially completed listings and publish when you're ready
- Advanced Location and Tax: Use custom lookup tools to ensure accurate data
- Inline Data Validation: Minimize data entry errors during listing creation
- Clear Cooperation Support: Easily manage listing sharing and visibility
- Shareable Listing Preview: Collect client input before publishing listings
- Quick Status Updates: Communicate the most recent listing updates with ease
- Copy Listings: Save time creating new listings for similar properties
- Open Houses: Share both in person and livestream openings
- Robust Media Options: Include 50 photos, virtual tours and links to help market your listing

## Market and Statistical Reports

- Geographic and market statistics from Market Stats by ShowingTime
- InfoSparks is a housing market research tool designed specifically for ease of use, fast analysis and simple sharing, and included in your Realtracs subscription.
- FastStats can drill down myriad statistics by region, county or city and give you a snapshot of market activity.
- View robust annual reports on the area housing market

## Media Page

- Add up to 50 photos with remarks all at the same time prior to making listing Active
- Rearrange photos with a click-and-drag option as well as a rotate feature
- Add Branded or Unbranded Virtual Tours or other videos (hyperlinks)
- Attach up to seven documents to listings to be seen on Realtracs.net only
- Copy all photos from your existing listings to another

## Office Management Functions

- Roster Search by Office and Agent with export to personal contacts
- Add or Transfer Users Online
- View Property Logs by date or MLS #
- Manage Agent Permissions and Internet Advertising
- Update Firm Profile:
  - » Broker reports including Office Inventory, Agent Performance and Market Penetration

## Online Support Center

- A full support site can be found at <https://support.Realtracs.net>
- Review MLS Rules and Regulations, see the MLS Area Map, download forms, find REALTOR® Association information, view school zone information, and more.

## Open Houses/REALTOR® Tours/ Model Home Hours

- REALTOR® and Public Open House schedules
- Public and private sites display Open House Information
- In-Person or Livestream Open House Types are available



## Property Searches

- Map-Based Property Searches
- Custom Saved Searches
- MLS # Search
- Archive Search
- Cross-Class Search
- Default Search Capabilities
- Hot Sheets, which include Current System Activity since the last time searched, Today's Activity or set Days Back
- Standard Result Views
- Map/List View
- Customizable List View, Full Property View, Thumbnail View, Statistical Result View

## System Reports

- Standard Reporting: CMA, Property History, Public Site Report, Market Activity Report
- Cloud CMA offers Customized CMA, Buyer Tours, Flyers and Detailed Property Reports; Transaction
- Desk Import/Export
- Agent Inventory and Productivity Reports
- Office Broker Reports: Agent and Office Productivity, Market Penetration, and Inventory Management

## MLS Fees and Prices for Optional Services and Products

<b>Service Fees</b>	Application Fee	\$500.00	One-time application fee for new Participants.
	Participant	\$42.00	Per month. The Participant is the principal broker or licensed or certified appraiser of the company and pays the same fee as a User.
	New User Software Licensing Fee	\$100.00	Licensing fee for a new User or for a User who has not placed his or her license with a new firm within 15 days of being released from another firm. This fee is billed to the individual User.
	User Fee	\$42.00	Per month. Users are invoiced individually. New User fees are prorated for the existing month. Users have access to MLS through the Participant, and the Participant is ultimately responsible for paying a User's fee or removing the User from his or her roster. Waivers are issued for broker-employed office staff, appraiser trainees, auctioneers, property managers, commercial-only practitioners who do not use MLS services, and Secondary MLS of Choice Waiver.
	Personal Assistant (Licensed)	\$42.00	Per month. Licensed personal assistants are regarded as Users with permission to act on the behalf of other Users in the Realtracs system.
	Personal Assistant (Unlicensed)	\$25.00	Per month. Participants can add or remove unlicensed personal assistants.
	Office Staff Access	\$15.00	Per month. All office staff with MLS access are invoiced (no waivers).

<b>Products and Services Fees</b>	Listing Input Fee	\$10.00	Participants may add new listings to the system, or they can submit them to Realtracs for input. If input by Realtracs' staff, there is a charge of \$10.00 per listing.
	Relisting Fee	\$25.00	Listings withdrawn and reentered within five days are charged a \$25.00 relisting fee.
	Listing Transfer Fee	\$5.00	If a User is transferring and the listings are not reassigned or released within three days, there is a charge of \$5.00 (per listing) to transfer the listings to the principal broker.
	Additional Auto Notify	\$10.00	For every 500 buyer prospects above 50.

## MLS Fees and Prices for Optional Services and Products\*

<b>SentriLock Lockbox System</b>	SentriLock Annual System Access Fee - Users	\$131.10	Rolling renewal. Non-refundable.
	SentriLock Annual System Access Fee - Assistants	\$131.10	Rolling renewal. Non-refundable.
	SentriLock Annual System Access Fee - Affiliates	\$272.04	Rolling renewal. Non-refundable. Limited to licensed home inspectors and pest control licensees (WDO with charter).
	SentriLock REALTOR® Lockbox	\$115.00	Provides property key availability on location.
	SentriCard Replacement for Damaged or Defective Card	\$25.00	Replacement of a damaged or defective card.
	SentriCard Replacement for Lost or Stolen Card	\$25.00	Replacement for a lost or stolen card.
	SentriCard Reader	\$25.00	A reader provides renewals and updates for SentriCards.
	SentriLock NXT Battery	\$5.00	Single battery for the NXT lockbox.
	SentriLock Gen2 Battery	\$10.00	Double battery for the Gen2 lockbox.

<b>Data Licenses</b>	IDX and VOW Developers	\$25.00	Per month, single client.
	IDX and VOW Developers	\$100.00	Per month - unlimited clients.
	Third-Party Data Feeds for Broker and Agent Productivity	\$100.00	Per month - one fee regardless of the number of User clients.
	Advertising Data Feeds - Destination Sites or Publications	Call	All data feeds to advertisers require broker authorization for listings to be included.

\*All prices shown include sales tax, if applicable.



Realtracs is the largest MLS in Tennessee, Kentucky and Alabama. With 16,000-plus users in more than 1,550 offices, we're proud to provide you access to reliable data in real time. Confidently buy and sell real estate with accurate market information, and access tools and support that work for you, all while creating a harmonious marketplace that goes beyond just buying and selling. **Wherever your business takes you, we bring the power of reliable real estate to you. That's the realtracs® difference.**



# Tennessee Kids BELONG

AN AFFILIATE OF AMERICA'S KIDS BELONG

At Realtracs, we're passionate about helping people find a home. **Tennessee Kids Belong** helps foster children find their forever home. We have embraced Tennessee Kids Belong as our official charity. **Our team is dedicated to raising awareness, fundraising and support for the organization.**

As a member of Realtracs, you also have the opportunity to support Tennessee Kids Belong with your website and social presence. From sharing social media content to Amazon wish lists, any support helps raise awareness of the issues facing children in foster care and can make a huge impact on the lives of thousands of children and families in Tennessee.

If you're interested in joining us in this mission, visit <https://www.tnkidsbelong.org> today to find out more about how you can help one of the 6,000-plus children in foster care in Tennessee.

## FOLLOW TENNESSEE KIDS BELONG ON SOCIAL MEDIA

   [@TNKidsBelong](https://www.tnkidsbelong.org)





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