

# 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 handwritten signature in black ink, appearing to read "Stuart White", is written in a cursive style.

**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 18,000-plus users in over 1,700 offices, making Realtracs the largest MLS in Tennessee, with reach in Alabama, Georgia and Kentucky. 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 brokerage 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 the 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 of this is 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** – This course introduces you to basic Realtracs searches and result views. Also, learn to view, print and share many types of reports. Learn to perform detailed searches for comps and display them in a simple CMA (Comparative Market Analysis). Approved for two hours of TREC CE credit.

**Zoom/Success With Search** – This virtual-only course is your introduction to learning all things Search in Realtracs. Learn easy tips and tricks to ensure that you have the most success with every search. Also learn the many ways of reviewing results and the basic tools such as sharing and printing those results.

\*This virtual course is also provided as a refresh of the two-hour Basic Realtracs course.

**Listing Management** – This course provides a detailed lesson on how to enter and manage listings in Realtracs with a focus on data accuracy, timelines, and MLS rules and regulations. Learn the appropriate status for your listings and how to make those changes when needed. Approved for two hours of TREC CE credit.

**Zoom/Listing Input** – This virtual-only course provides a detailed lesson on inputting and managing a listing in Realtracs. Learn the proper status selections and rules that apply to each. This course also stresses the importance of accuracy and timeliness of data.

\*This virtual course is also provided as a refresh of the two-hour Listing Management course.

### ADVANCED COURSES

**Advanced Realtracs** – This course introduces advanced tools to assist you in getting everything you need from Realtracs. These tools include customizing and saving searches, adding drawn maps to searches, and creating custom and default layouts. Assistance is also provided in creating buyer tours and flyers from the third-party Cloud CMA product. Approved for two hours of TREC CE credit.

**Zoom/Customizing Realtracs** – This virtual-only course is designed to introduce you to more advanced tools in Realtracs. These tools include additional search criteria, creating list layouts and drawing areas. Personal defaults can also be added to help customize Realtracs.

\*This virtual course is also provided as a refresh of the two-hour Listing Management course.

**Realtracs CMA** – What is a CMA, and why is it important? This course provides a detailed lesson on searching for the best comps, which will help determine the market value of a property. The features taught to help you present this data are the Stats report, the basic CMA report and the Cloud CMA report. Approved for one hour of TREC CE credit.

**Realtracs Auto Searches and Client Portal** – This course shows the steps to set up automatic searches for buyers, sellers and past clients, as well as your personal market updates. An additional feature of automatic searches is the Client Portal, which will allow you to manage communication between you and your clients in one place. Approved for one hour of TREC CE credit.

## SPECIALTY COURSES

**Realtracs Mobile App** – Learn how to load the Realtracs App on your mobile devices. Experience the difference between using the many Realtracs tools from your mobile devices vs. on a desktop computer. Approved for one hour of TREC CE credit.

**CRS Tax I** – This course provides an in-depth study of the integrated MLS Tax Suite sourced by CRS (Courthouse Retrieval System). Learn tips for simple searches and reports and to navigate through the mapping features. Also learn the benefits of the Comparable section. Approved for two hours of TREC CE credit.

**Zoom/CRS Tax, Getting Started** – This virtual-only course provides an overview of the third-party MLS Tax Suite sourced by CRS (Courthouse Retrieval System). Perform simple searches, look at basic reports and cover basic mapping tools.

\*This course is also provided as a refresh of the two-hour CRS Tax I course.

**CRS Tax II** – This course provides an in-depth study of the advanced searching tools provided by the MLS Tax Suite. Also cover more advanced reports, which include area facts and figures. Another part of this course is learning the mailing label and mail merge process. We will use Microsoft Word to show the mail merge process. Approved for two hours of TREC CE credit.

**Zoom/CRS Prospecting** – This virtual-only course provides instruction on performing searches to prospect potential buyers or sellers. The CRS MLS Tax Suite allows the printing of mailing labels and exporting tax data for use in a mail merge. We will use Microsoft Word to step you through that mail merge process to create personalized letters or postcards.

\*This course is also provided as a refresh of the two-hour CRS Tax II course.

**Statistics** – This course provides an in-depth study of the integrated MarketStats tool. Learn how to arrange search criteria to obtain many different statistical graphs. For more current or detailed statistics, you will learn how to set up Realtracs searches, which will provide you with results to analyze and retrieve statistical data that can be exported to customized reports. Approved for two hours of TREC CE credit.

**Zoom/Buyer Tour and Flyers** - Realtracs provides access to third-party tools through Cloud CMA for no additional charge. This virtual-only course will give you an in-depth lesson on how to create buyer tours to assist you in showings, as well as how to create simple informational flyers.

**Zoom/Updates and New Features** - As the Realtracs system changes, this virtual-only course will keep you updated on the new features added to the system. We will help with the use of these new features and make the transition to these new features as smooth as possible.

Please visit <https://support.Realtracs.com> 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.

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## Property Searches

- Quick Search by MLS#, Address, City, ZIP, County or School Zone
- Additional Criteria Searches
- Map-Based Property Searches using Freehand, Polygon and Radius tools
- Custom Saved Searches
- Default Search Capabilities
- Map View
- Grid View
- Customizable List View

## Auto Notify and Client Portal

- Realtracs automatically emails real-time results around the clock or at pre-designated times throughout the day as listings are added to Realtracs that match your search criteria.
- Enabling Client Portal will send an invitation to your contacts, inviting them to log in with their Google, Facebook or Apple 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 clients' likes and comments throughout the day, or in a single daily digest.

## System Reports

- Off-Market Property Report
- Standard Reporting: CMA, Property History, Public Site Report, Market Activity Report
- Cloud CMA offers Customized CMA, Buyer Tours, Flyers and Detailed Property Reports; Transaction

- Auto-Populate Forms in Transaction Desk
- Agent Inventory and Productivity Reports
- Office Broker Reports: Agent and Office Productivity, Market Penetration, and Inventory Management

## Listing Manager With Robust Media Options

- Mobile-Friendly: Add, update and publish listings on the go
- Save As: Come back to partially completed listings and publish when 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

## 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



## Market and Statistical Reports

- Geographic and market statistics from MarketStats
- 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

## Courthouse Retrieval System - Integrated MLS Tax Suite

- Auto-populate information in Listing Manager
- 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

## Office Management Functions

- Member Search by Office and Agent with agent deal summary included
- 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

## Data Access

- RESO Platinum Certified MLS Grid Web API available for brokerage/agent IDX or VOW websites
- RESO Platinum Certified MLS Grid Web API available to any third-party developer and brokerages for agent productivity tools, appraisal applications, marketing services, office systems participant data feeds and statistical analysis applications

## Email

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

## Online Support Center

- A live online Support Chat feature available M-F 8-5 and Saturday 10-4
- A full support site can be found at <https://support.Realtracs.com>.
- Find easy-to-read “How To” Articles, YouTube Training Videos and FAQs.
- Review MLS Rules and Regulations, see the MLS Area Map, download forms, view school zone information, and more.
- Submit Tickets and check their status for feedback or system issues.



# MLS Fees and Prices for Optional Services and Products

Services Fees		
Application Fee	\$500.00	One-time application fee for new Participants.
Participant	\$45.00	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	\$250.00	Licensing fee for a new User or for a User who has not placed his or her license with a new firm within 30 days of being released from another firm. This fee is billed to the individual User.
User Fee	\$45.00	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)	\$45.00	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).

Products and Services Fees		
Listing Input Fee	\$10.00	Participants may add new listings to the system, or they can submit them to Realtracs for input.
Relisting Fee	\$25.00	Listings canceled and reentered within five days are charged a \$25 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.

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

Products and Services Fees (Continued)		
Additional Auto Notify	FREE	Auto Notifies up to 50.
	FREE	Auto Notifies up to 100.
	\$20	Auto Notifies up to 250.
	\$40	Auto Notifies up to 500.
	\$60	Auto Notifies up to 750.
	\$80	Auto Notifies up to 1,000.
	\$100	Auto Notifies up to 1,250.
	\$150	Auto Notifies up to 1,500.
	\$200	Auto Notifies up to 1,750.
	\$250	Auto Notifies up to 2,000.

SentriLock Lockbox System		
SentriLock Annual System Access	\$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	\$160.00	Provides property key availability on location.
SentriLock NXT Battery	\$5.00	Single battery for the NXT lockbox.
SentriLock Gen2 Battery	\$10.00	Double battery for the Gen2 lockbox.

Data Licenses		
Participant Data Feeds	\$50.00	Per month.
IDX/VOW Third-Party Data Feeds (Web API) for Broker and Agent Productivity	\$100.00	Per month - unlimited 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.



# 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.instagram.com/TNKidsBelong)





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