METROMLS

ORIENTATION GUIDE

NEW MEMBER

ADDRESS
11430 W North Ave
Milwaukee, WI 53226

PHONE
414-778-5400

CONTACT
MetroMLS.com

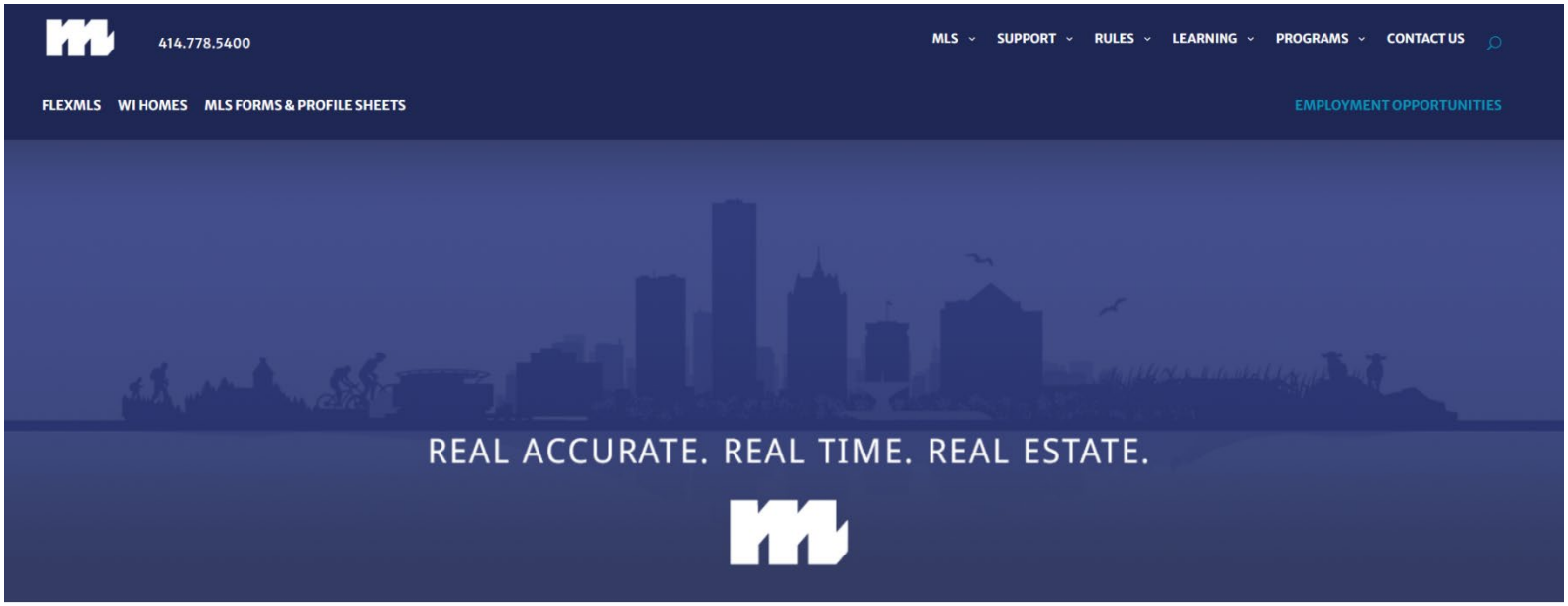
Getting Started: Navigating the Metro MLS Homepage MetroMLS.com

Member Log In

Click “FLEXMLS” beneath the Metro MLS logo to enter your met.ID number and password to access the Metro MLS and WIREX Databases. (You should have received your initial login credentials via email from communications@metromls.com, you will be prompted to change your password on your initial login.) The login you create must be a minimum of 6 characters and include at least one letter and one number.

Search Box

Enter key words to search the MetroMLS.com by clicking the magnifying glass. A search box will then pop up, allowing you to type in your desired search.



MARKET STATS

ALL PROPERTY TYPES

MLS

The MLS tab features tools and information that will help you, including MLS Forms and Profile Sheets, Products and Partnerships, Rosters, Statistics, How to Join and our Buyer and Seller Toolkit. You also can read about Metro MLS and view our board of directors and staff here.

SUPPORT

Underneath Support, you will find a contact directory, a page where you can send Metro MLS suggestions, the Flexmls manuals, The Metro Word blog section and a page to sign up to receive our blogs via email.

RULES

Contains information on Data Integrity, including Penalty Policy, Rules and Regulations, the Top 10 Violations, and IDX Policy. There also is a section below Rules that allows you to report a mistake you made on a Flexmls listing before we see it.

LEARNING

Underneath Learning, you will find our class schedule, available online classes and our video library with dozens of educational videos.

PROGRAMS

Here you will find information on the additional programs we offer our members. Teams, the Preferred Photographer Program, and the Metro Clean Program are these additional programs.

Adding and Reporting a Listing

When entering a new listing…

New listings must be entered into the system within 48 hours from the start TERM OF THE CONTRACT. Federal Holidays are excluded from the 48-hour time period.

Note: make sure you are using the TERM OF THE CONTRACT date and not the date the seller signed the contract as the Seller may have signed the contract prior to the TERM OF THE CONTRACT.

Upload all pages of the listing contract that have fillable spaces on them within 48 hours from the TERM OF THE CONTRACT.

Within 7 days from the start TERM OF THE CONTRACT, upload at least one (1) primary exterior photo. Photos CANNOT contain for sale signs, wording, or watermarks.

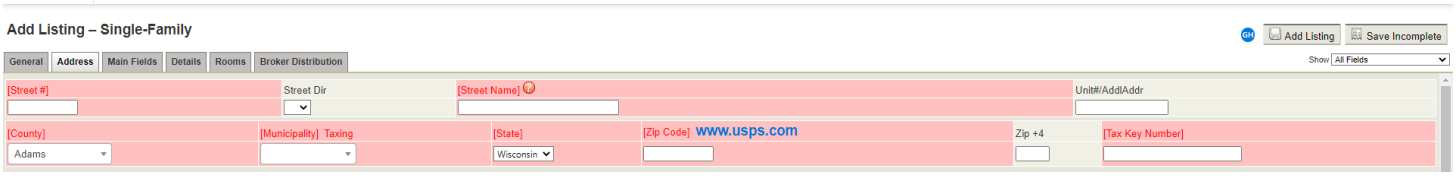
Note: properties entered into the system are automatically fed to certain 3rd party sites as well as going out through customer subscriptions as soon as they are Active in the system, regardless if they contain photos or not.

Listings can be entered into the system as 1 of 2 statuses…

Active
The property is immediately available for showings and offers compensation to Broker's seeking cooperation.

Delayed
The property is not available for showings. The No Showings rule applies to Broker's, Agent's, and Buyer's viewing the property prior to the Listing going Active. A listing can be in the system as Delayed for a maximum of 21 days. The Seller's Authorization to Delay Showings form MUST be uploaded with the listing agreement and should be the first page in the Listing Agreement file. Marketing can take place while the property is in Delayed status, however; the listings WILL NOT appear on 3rd party websites, or go out through subscription emails, until the listing switches to Active Status.

Note: If at anytime during the duration of the listing the property becomes unavailable for showings, please change the status to WITHDRAWN until the property becomes available for showings again. The same rules apply to a Withdrawn listing as covered under the Delayed Section.



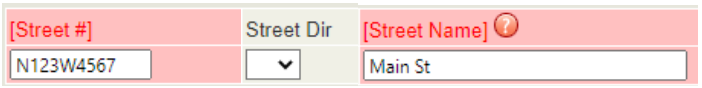
Data Accuracy

It is very important that members enter new listings into FlexMLS correctly. Data accuracy helps maintain data integrity and avoid sanctions. The integrity of data means it's accurate and complete to the best of the member' knowledge.

Address Formatting

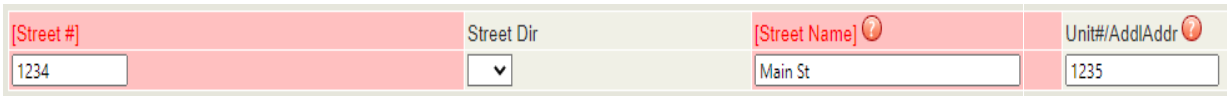
Fire House Addresses

If the property address contains both a N/S and E/W in the address is entered as follows: N123W4567 Main Street



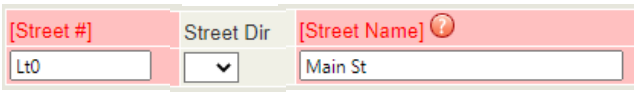
Duplex/Multiple Addresses

For properties with multiple addresses 1234-1235 Main Street, enter the first address for the Street # and enter the remaining address under the Unit#/AddlAddr Box.



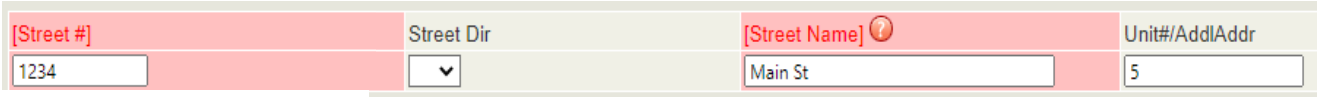
Vacant Land

If an official lot # or address has not been assigned to the parcel, the parcel should be entered into the system as Lt0 Main St. If the street not yet available, please use the subdivision name as the street name. Once the address becomes available, please update the address in MLS or contact our data integrity department to make the change.



Condominium

If a condo address includes the word Unit or #, do not include the word Unit or #.
1234 Main Street Unit 5 or 1234 Main Street #5.



Address Abbreviations

Avenue	Ave	Drive	Dr	Parkway	Pkwy	Terrace	Ter
Boulevard	Blvd	Lane	Ln	Place	Pl	Trail	Trl
Circle	Cir	Lot	Lt#	Road	Rd		
Court	Ct	Parcel	Pcl#	Street	St		

Note: words such as Road, Street, etc. should never be spelled out in the address, nor should punctuation be used.

Municipality

Taxing

Use the Taxed by Municipality as found in WIREdata or Monsoon.

Postal

Zip codes may be serviced by several post offices, giving agents the ability to select which postal municipality they would like to use. To see if the zip code has options to choose from, visit **www.usps.com** and select Look Up a Zip Code.

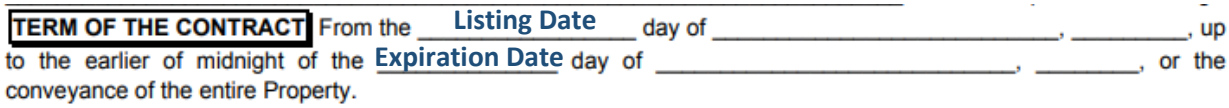
Tax Key Number

Use the tax key as it is formatting in either WIREdata or Monsoon. If the property does not have a tax key number (i.e. new construction), enter NOT ASSIGNED.

Miscellaneous Required Fields

Listing and Expiration Dates

Use the listing and expiration dates as indicated on your listing agreement.



Compensation to Subagent/Buyer Agent

This should be entered as either a percentage of the sales price or as a specific dollar amount. Commission ranges are not allowed in this section.

Named Prospects

Exceptions to the listing contract due to a named potential buyer who is excluded from the terms of a contract or buyers whose names appear on a Protected Buyer's List.

Variable Commission

When the total amount of commission being paid by the seller varies based upon which office is responsible for procuring the buyer/tenant (i.e. Listing Firm/Office vs. Cooperating Broker Firm/Office), or if the rate changes based upon a specified, indicated buyer. This does not affect the compensation being offered to agents based upon their agency relationship with the Buyer.

Broker Owned

If the property is owned by a real estate licensee, whether that license is a salesperson or broker, indicate yes, regardless if the owner is the listing agent or not.

Exclusive Agency Contract

This type of listing contract authorizes the broker to offer compensation/cooperation to other brokers but also allows the seller to procure their own buyer without owing the listing broker a commission. The right to a commission is not guaranteed. Mark this box "no" if the listing is a standard Exclusive Right to Sell agreement.

Limited/Un-Serviced Listings

Listing agreements under which the listing broker will not provide one, or more, of the following services:

a) Arrange appointments for cooperating brokers to show listed property to potential purchasers but instead gives cooperating brokers authority to make such appointments directly with the seller(s);
b) Accept and present to the seller(s) offers to purchase procured by cooperating brokers but instead gives cooperating brokers authority to present offers to purchase directly to the seller(s);
c) Advise the seller(s) as to the merits of offers to purchase;
d) Assist the seller(s) in developing, communicating, or presenting counter-offers;
e) Participate on the seller(s) behalf in negotiations leading to the sale of the listed property;
f) Schedule and coordinate the closing and order a title insurance policy.

Short Sale

A listing whose list price is below the amount still owed for the property. These types of listings also require bank approval for a successful sale (check short sale box under terms/misc).

Note: the listing must be indicated as either Active w/Offer or Pending when the SELLER accepts the offer, regardless if the bank has approved the sale amount on the Offer to Purchase.

Directions and Public Remarks

May only contain information regarding directions or information about the property, you cannot enter your office/agent info, any websites, emails, phone numbers, etc.

Offer Statuses

Accepted Offers must be reported within 48 hours from acceptance date as either Active w/Offer (Contingent) or Pending (if the offer has a home sale contingency, the listing can remain as Active, once the Home Sale Contingency is satisfied, the listing status needs to be adjusted to reflect the correct status).

Active w/Offer

The Property is still being shown and is still accepting secondary offers.

Pending

The Property is no longer being shown and is not accepting secondary offers (the pending date entered into the MLS should reflect the date the offer was originally accepted).

Closing a Listing

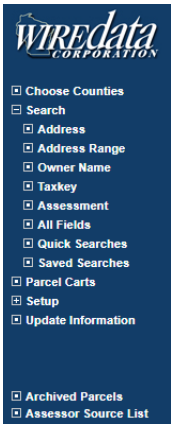
Properties that have sold/closed need to be reported to the service within 10 days of the closing date, including: Closing Date, Sold Price, Terms of Sale (Financing Type) and Concessions (Y/N). As a courtesy to Appraisers, we encourage you to enter the concession details into private remarks.

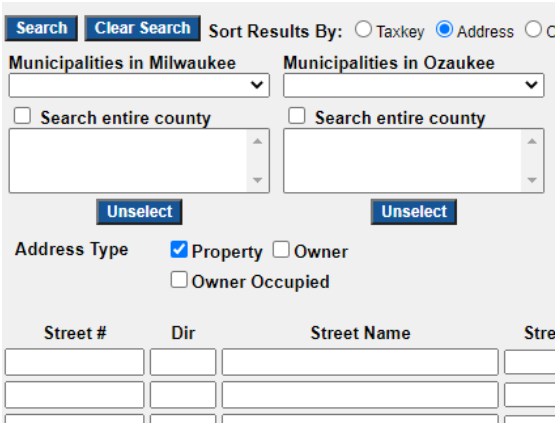
Immediate Reporting

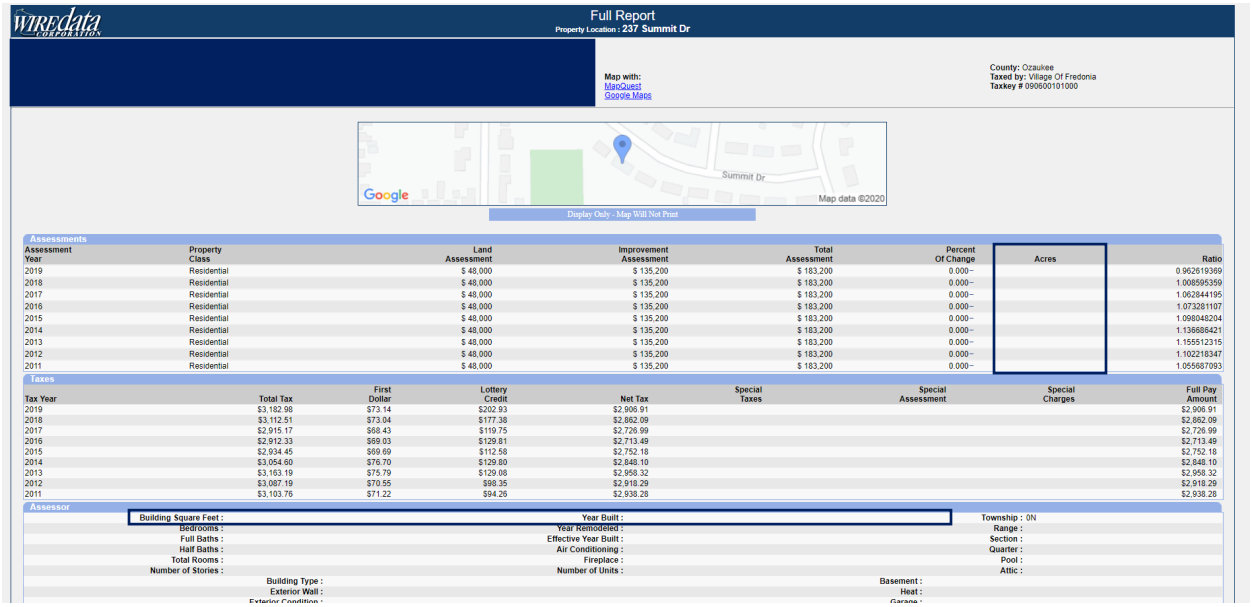
Cancellation of Pending Sales shall be reported immediately for reinstatement as an Active Listing.

Accurate or Estimated Values for Total Square Footage, Year Built and Acreage

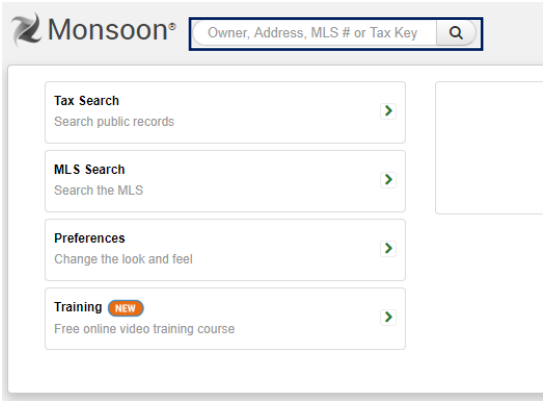
WIREdata Tax Information
Select **Tax Information** from the menu tree. Make sure you have the correct county selected from **Choose Counties**. Under **Search**, select **Address**, check either **Search entire County or the municipality** from the drop down list and enter the street # and name, then click search.

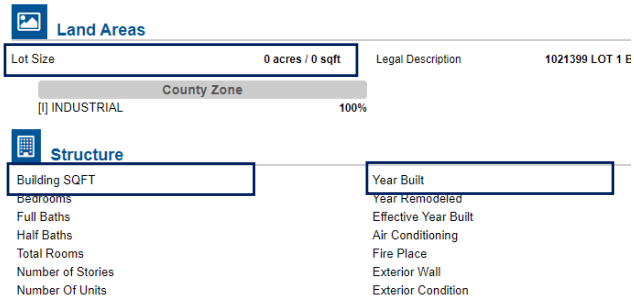






Monsoon Tax System
Enter the property address into the search box.

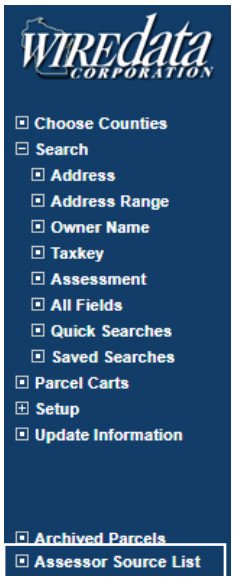




Note: If the information is available, site it as public record. If the information is blank, continue with the following steps.

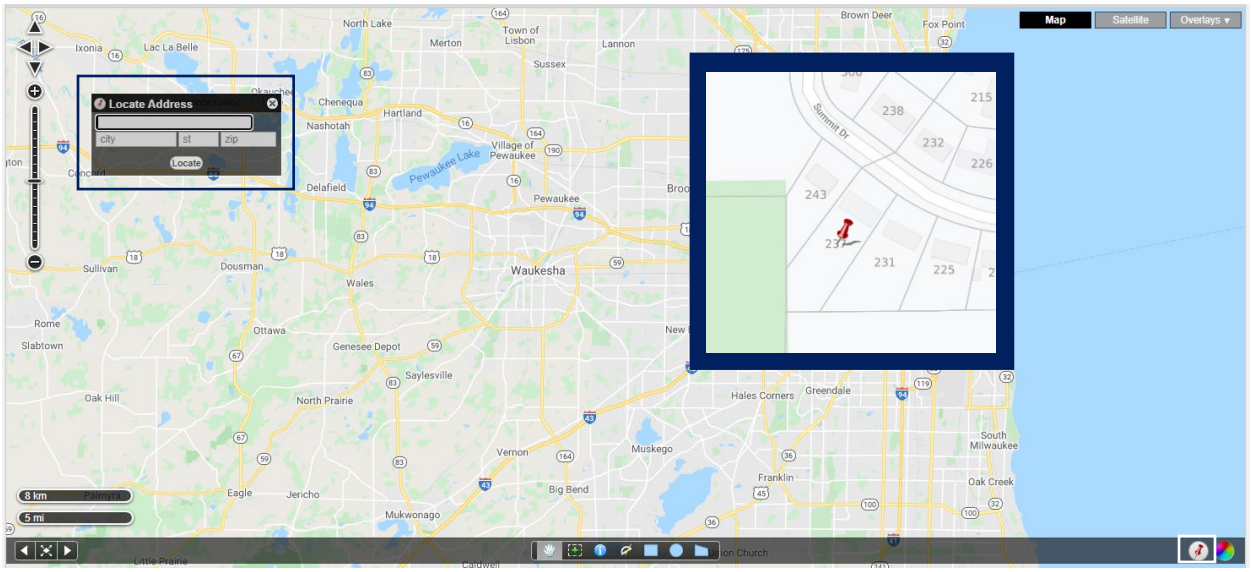
WIREdata Tax Information
Assessor Source List

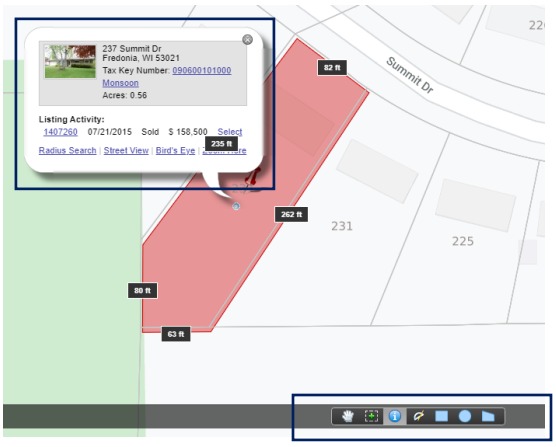
You can also check the Assessor's website for the desired municipality, links to each of the sites can be found through the **Tax Information** section of FlexMLS. Once you are in WIREdata, select the **Assessor Source List** from the bottom of the menu tree. Once you click on the Assessor Source List, a document will open with the links to each assessor's website. The list will be alphabetized by County, then the Municipality within that County. Follow the instructions as indicated on the assessor's website.



Quick Search for Acreage

In most cases, acreage can be found by using the Quick Search feature in FlexMLS. To perform the acreage search, start by locating the property by using the **Red Stickpin** located at the bottom right corner of the map. Once you click on the **Stickpin**, enter the address for the property in the **Locate Address** box and click **Locate**. Once the property has been located, zoom in on the map until you can see the property address on the map.

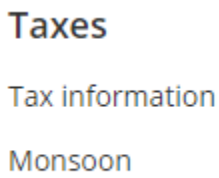




Select **Parcel Information** *(the blue circle with the white i)* from the menu bar on the bottom of the screen. Once selected, single click on the property, the system will display the exterior lot dimensions, as well as indicating the total acreage where available in the pop-up box.

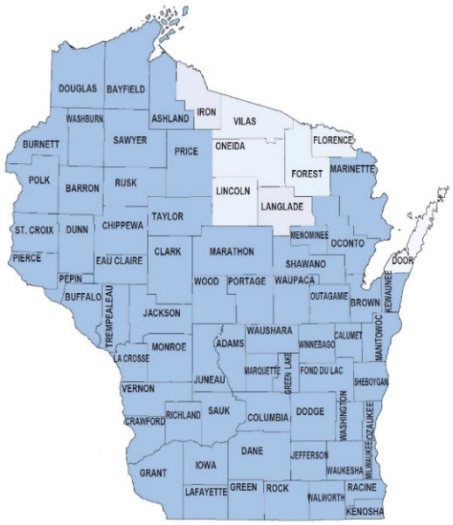
Member Resources

WIREdata Corporation



Provides members with access to comprehensive real estate property information for 68 counties in Wisconsin. The tax database can help members find property owners, property and owner addresses, property assessments, tax values, property features, and property sales history. Options are also available to generate and print reports and mailing labels. Tax Information and Monsoon Tax has been integrated into Flexmls® and is accessible from links in the navigation menu. Tax Information is also available from the Search Results screen for each listing making it easy to navigate tax reports for specific search criteria or neighborhoods.

WIREX: Wisconsin Real Estate Exchange



The purpose of WIREX is to create a facility for all Wisconsin MLS's to share and combine their content into a single database for the use and benefit of all MLS participants, subject to a Data Sharing Agreement and Common IDX Rules applicable to the database. Flexmls® provides the ability to search listings entered through Metro MLS or those entered in one of the eight other Wisconsin MLS's. Counties located in the darker blue sections of the map are available for searching in the WIREX database.

All property searches will default to an all MLS inclusive search; this means when you perform a search for properties, it will search on the selected data for Metro and WIREX listings.

Internet Data eXchange (IDX)

Participation in IDX is available to Brokers to display their Active and Sold listings on their public office website as well as other IDX Participant's office websites so long as specific rules are followed.

Metro MLS Brokers may participate in IDX, a source of listing data, and display their own Active and Sold listings on their office public website. Additionally, listings from other IDX Participant Offices can be/will be included.

Note: Please refer to Section 15 of the MLS Rules for a complete description of the IDX rules.

Metro MLS also maintains a public facing website for MLS listings for sale at **www.wihomes.com**.

Preferred Photographer Program

This program allows agents to form a relationship with Photographers participating in this program and grants access to the agent's listings for the purpose of uploading property photos on behalf of the agent.

Quick Search

Flexmls features a mapping tool to give members house-top satellite views, lot dimensions, a locate address tool, map overlays to outline neighborhoods, zip codes, counties, acres and more. The mapping tool also allows members to draw, save and re-use custom drawn shapes of circles, rectangles, and polygons to define search areas as part of their search criteria.

In addition to the layering capabilities, a Parcel Info feature allows members to click on any lot on the map to bring up its property information. The lot dimensions, parcel link to the tax record, and a mini listing history will appear in an Info Bubble for each parcel. From property address pins on the map, a member can add a radius search, zoom in to the street view, view the Birds Eye Map of the area and even get driving directions.

Education

Held at the Metro MLS office, located at 11430 W North Avenue in Wauwatosa, training classes are provided to members at no additional cost. The classes provide excellent training for either beginners or advanced users on how to get the most out of their Flexmls® experience.

Please register for the class you would like to attend by visiting the Upcoming Classes link on the Metro MLS homepage.

Metro MLS also provides online webinars the first and third Wednesday of each month. Join us on Mondays for Open Lab from 10 a.m. to noon for one-on-one attention from one of our trainers.

zipFORMS

This tools makes writing offers easy as it pulls certain data fields directly from the MLS and auto-fills them directly into the contracts you choose. This feature can be accessed from the details tab of the listing you wish to write an offer on.

Online Classes

Metro MLS offers self-paced online classes that are available 24/7 and offer an alternative to traditional classroom learning via interactive activities. These classes are offered in addition to our in-person classes and online video library. You will be asked to log in to Flexmls to take our online courses.

RapidStats

RapidStats is the in-house reporting and market analytics tool offered by Markt. RapidStats produces Metro MLS's Monthly Market Reports. Brokers also have access to RapidStats Live, an interactive application that allows them to view in-the-moment data and produce various reports at their convenience.

Hours and Location

Monday-Friday 8 am-5 pm
11430 W North Avenue
Milwaukee, WI 53226

How can we help?

Accounting and Billing Support
The Accounting staff is available to answer questions about dues, sanction, and billing. Member dues are billed to the Office/Broker on a monthly basis. Sanctions or listing fines will also be billed on the monthly invoice.
billing@metromls.com **414.778.5400 ext. 3**

Membership/Data Integrity
The Administrative staff are available to assist members with questions about membership, rules, procedures, forms, etc.
admin@metromls.com **414.778.5400 ext. 2**

Technical Support
Trained technical support staff are available to assist members with system and training related questions. The technical support staff also provides training to members free of charge in the classroom, one on one, or over the phone. Office Visits are available to offices for training and system updates to accommodate larger groups. If members need help with FlexMLS, please contact technical support.
support@metromls.com **414.778.5450 ext. 1**

WIREdata Support
The WIREdata staff are available to assist members with questions about the tax database to find property owners, property and owner addresses, property assessments, tax values, property features, and property sales history.
414.778.6154

General Feedback
inmyopinion@metromls.com

Metro MLS's main form of communication with its members is through our blog section on MetroMLS.com called The Metro Word. You can sign up to receive our blog messages via email by visiting MetroMLS.com and filling out the sign-up form under the Support menu tab. We occasionally will email you directly. We also encourage our members to follow us on Facebook and Twitter.