Introduction to MLS-Touch®
Course Notes

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Introduction

The MLS-Touch mobile app integrates with both Matrix™ as well as Prospects CRM® allowing access to listing data, saved searches, and detailed contact information conveniently while on the go. This class was designed to introduce some of the core features and functionality of the app to help get you started.

App Installation

MLS-Touch (as well as the consumer-version of the app, MLS-Client discussed later) can be downloaded from either the Apple App Store or Google Play depending on the operating system of your mobile device.

Once downloaded, there is a quick activation process:

STEP 1: Tap to open the application
STEP 2: On the 'Select Your State' screen, select 'Florida' from the list, then tap 'Next'
STEP 3: On the 'Select Your Board' screen, choose 'Stellar MLS' and then tap 'Confirm'
STEP 4: Log in using your existing MLS ID and Password

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Download the app
Select **Florida**
Select **Stellar MLS**
Log in using your MLS ID & Password
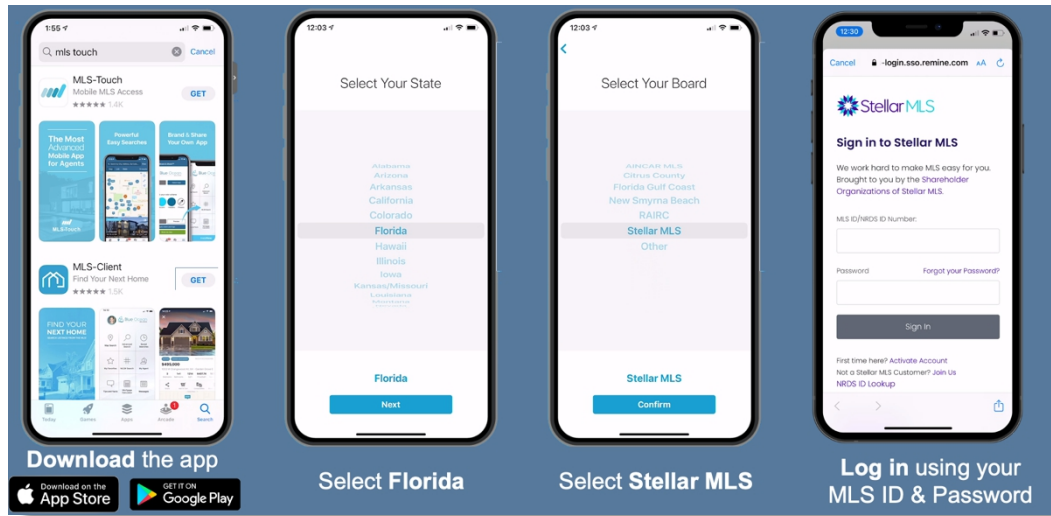
Home Screen Tour

The Home screen will be your starting point in MLS-Touch, the graphic below gives an overview of the features available.

Tap to begin a Map Search

Tap to begin a criteria-based search

View and run saved searches from both MLS-Touch as well as those created in Matrix

Input a specific MLS # (up to 10) and be taken directly to the listing(s)

Quickly access any listing you have marked as a favorite in MLS-Touch

Quickly access on-market listings within 400 feet of your location

View market changes in up to 10 cities

Return to the Home screen

Access configuration and customization settings

Quick access to a map-based search

Access your contacts from MLS-Touch, Matrix, and Prospects CRM

Access the MLS roster

Integrations

The MLS-Touch app is very powerful through its direct integration with Matrix, the OneHome™ customer portal, and many features of Prospects CRM. With MLS-Touch, you can access information such as:

1. Favorites and Discards from the OneHome™ customer portal
2. View listings you have sent your customers from Matrix
3. View Carts associated with a particular contact in Matrix
4. Private notes from Prospects CRM contact records
5. Prospects CRM Keywords assigned to a contact
6. Prospects CRM Sales Stage
7. Contact information (phone, email, addresses, etc.) all shared between Matrix, Prospects CRM, and MLS-Touch!
8. In-app messages shared with your customers between MLS-Touch and the branded customer-version of the app, MLS-Client (see Brand & Share section below for details)
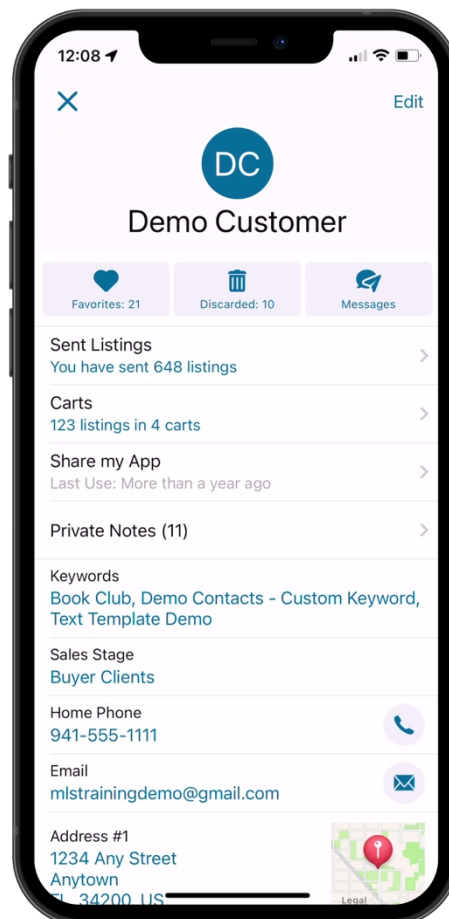
Criteria-based Searching
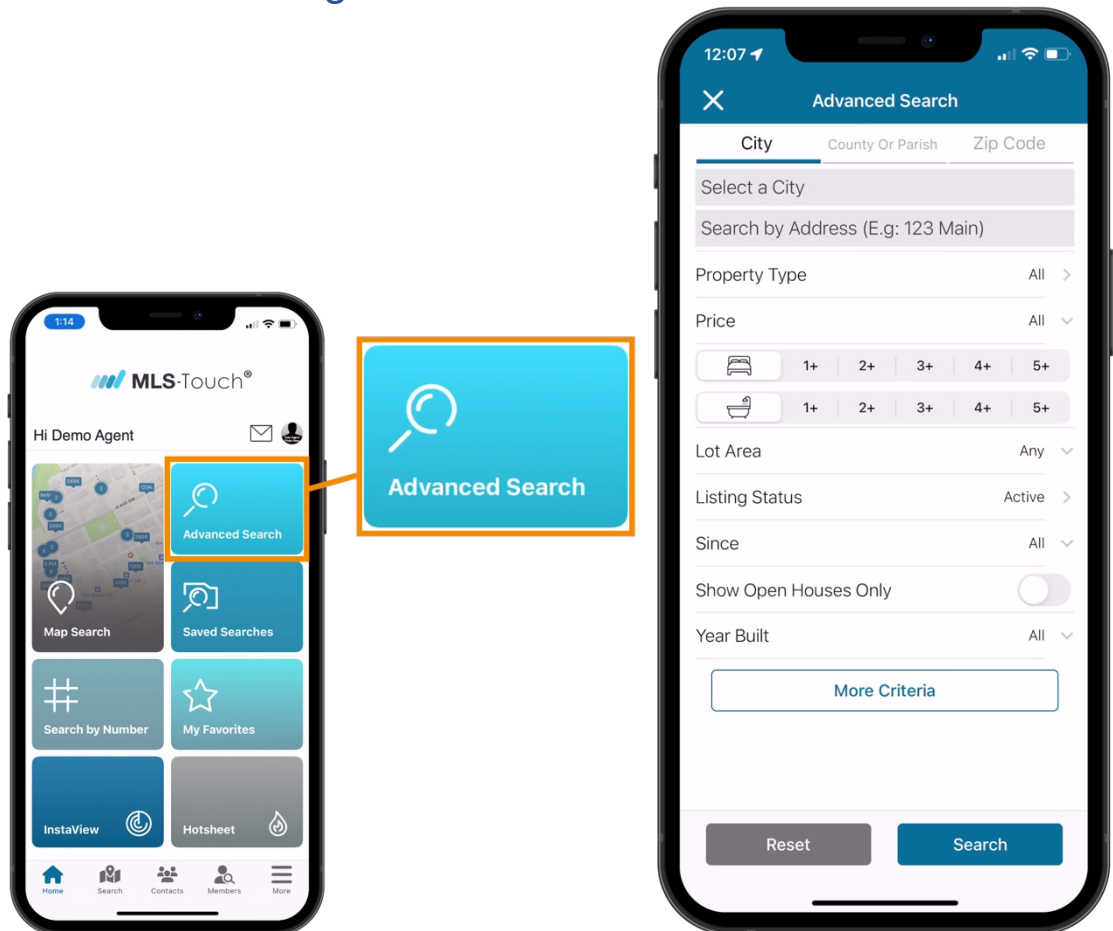
To begin a search for listings based on criteria, tap the 'Advanced Search' button near the upper-right corner of the Home screen. Begin with either a particular city, county, or zip code from the tabbed options near the top of the screen.

At that point, simply add in your desired criteria from the fields available within MLS-Touch. Although not all Matrix fields are shown, be sure to check out the 'More Criteria' button near the bottom of the screen to access many additional fields to further refine your criteria if desired.

To clear out all search criteria at once, tap the 'Reset' button.

To view the matching results, simply tap the 'Search' button in the lower-right corner.

Map & MLS Number Search
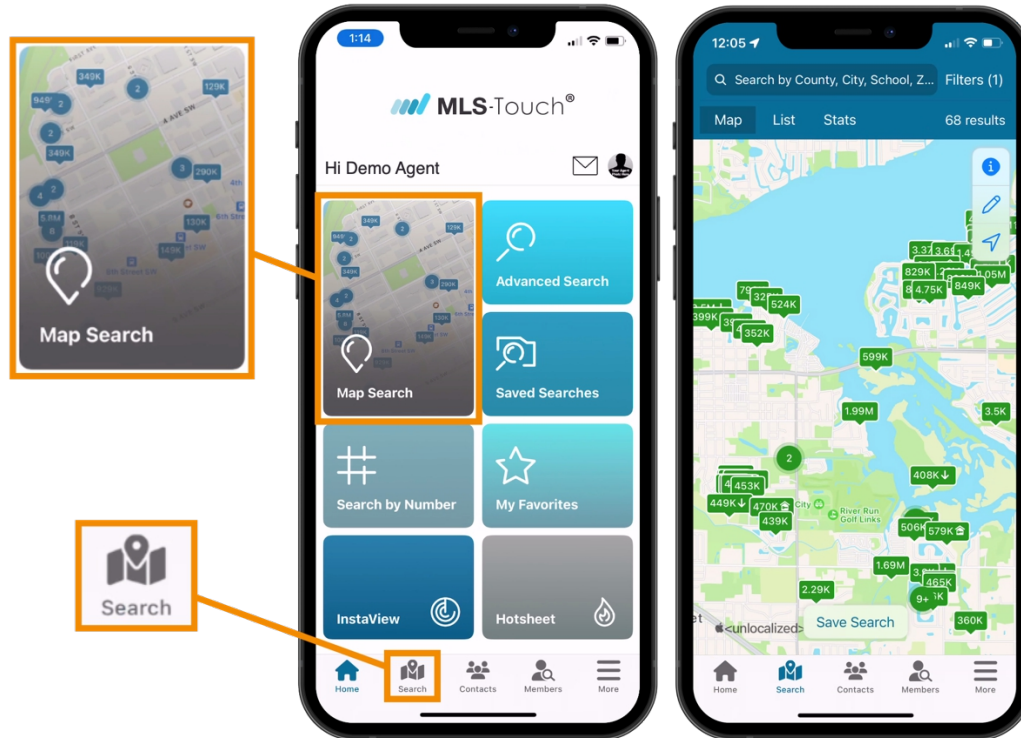
If you would prefer to begin with a map-based search, tap either the 'Map Search' button near the top left of the Home screen or the 'Search' button in the toolbar along the bottom of the display.

Pinch to zoom in or out on the map, move the map by dragging across the display, or select an area using the pencil icon and the matching properties will automatically update on the map with a results count displayed near the upper-right corner. To define additional search criteria, tap 'Filters' in the upper-right corner of the display. If no filters are selected, all property types are displayed.

Back on the Home screen, just below the Map Search icon, tapping the "MLS# Search" button will allow entry of up to 10 separate MLS numbers and then display those results without needing to enter specific criteria or locate the property first on the map.

NOTE: Whether you begin with a criteria, map, or MLS number search, look for the options along the top of the results display to switch between the Map, List, and Stats view. If you wish to save your search, use the button labeled 'Save Search' on either the Map or List displays. (see the images below for details)

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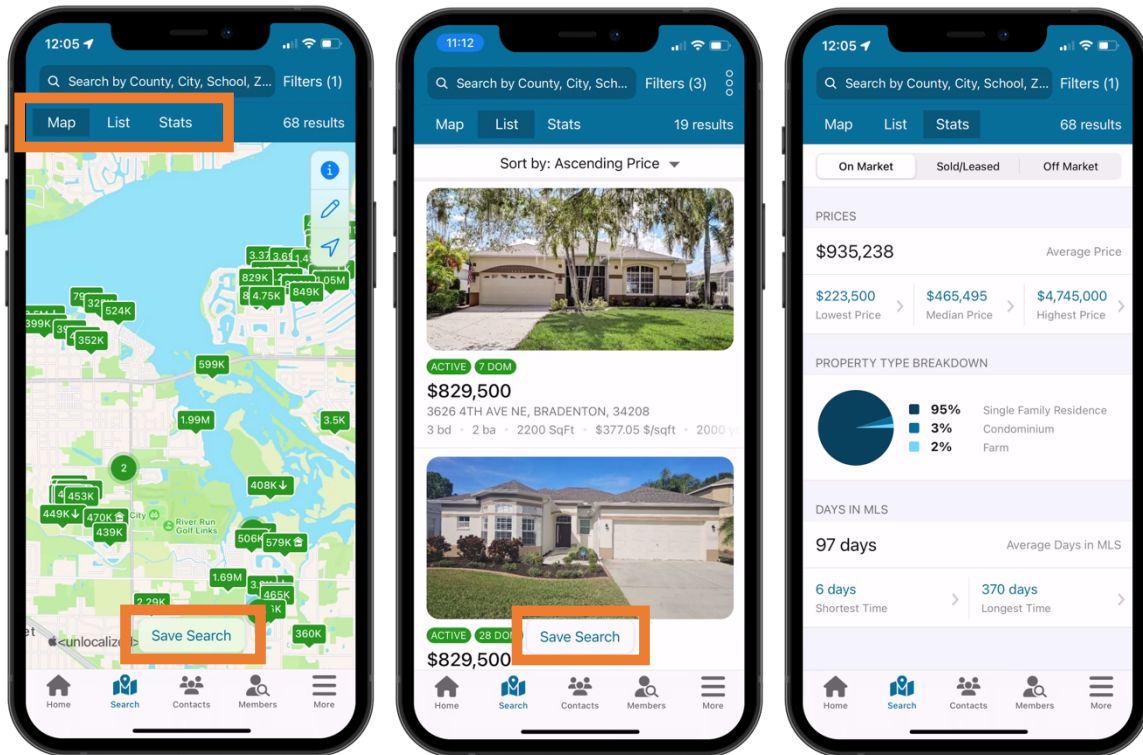
| Map Display | List Display | Stats Display |

Listing Detail Display

When viewing search results in the 'List' view (center image above) general information about the listing including property type, list price, address, bedroom and bathroom count, etc. as well as the first photo uploaded into Matrix and listing status (such as Active) are shown.

Tap on an individual entry to display detailed information about the listing. Scroll down to view all the various sections available and tap each to expand/collapse the data including access to listing attachments where applicable.

As a reminder, MLS-Touch is integrated with both Matrix™ as well as the customer portal, OneHome™, but when viewing individual listings (or using the Map) you will also have access to its integrations with Realist®. For an individual listing, look for the option titled 'Realist® Tax Data' and tap to view the corresponding data. When working with the map, simply select the 'Layers' option in either iOS or Android to view additional data as well.
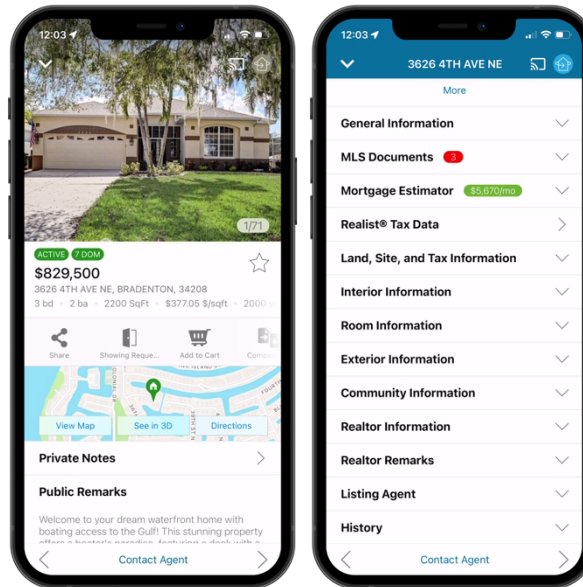
Using the toolbar found under the listing photo, there are buttons labelled Share, Showing Request, Add to Cart, Comparables, and Print.

MLS-Touch has a responsive design and so if you rotate your phone from portrait to landscape mode while viewing certain displays, the information dynamically adjusts. This feature is great after tapping on the first listing photo for instance to swipe through all the photos uploaded by the listing agent while taking maximum advantage of your mobile device's screen size.
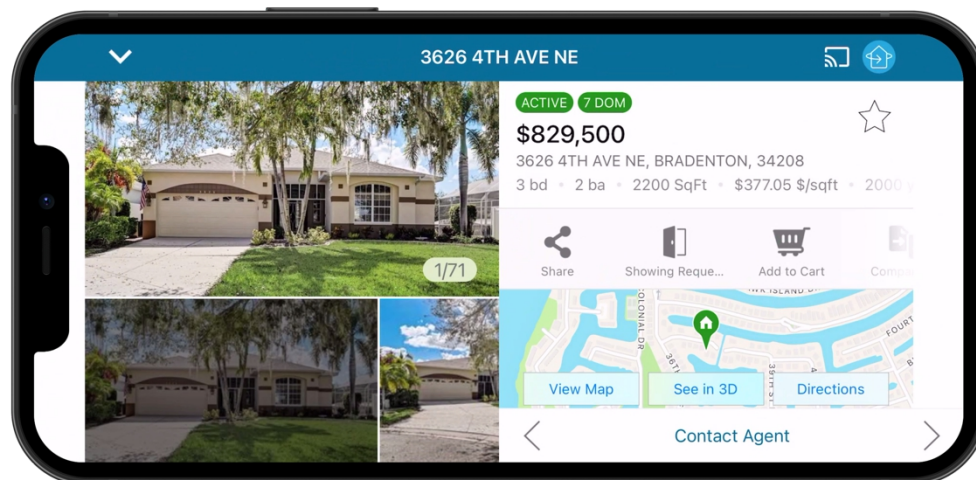
iOS & Android Screen Shots

MLS-Touch works and looks great on either the iOS or Android platform, but there are a couple of differences to note. For instance, to access the Actions menu, found in the
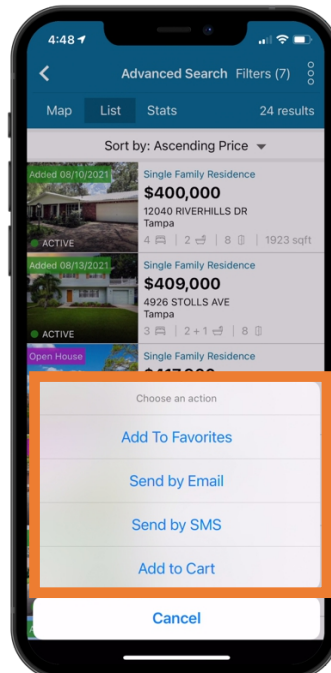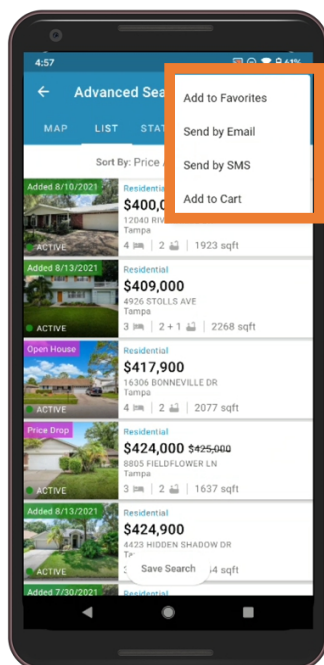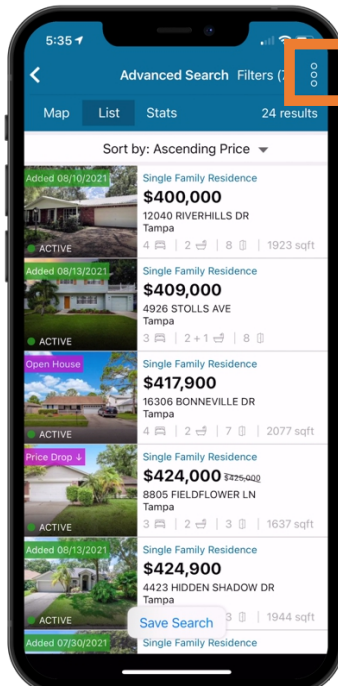
upper-right corner of the results list, just tap on the three dots and a pop-up menu will appear so that you have the option to add properties from the list to your favorites, send certain listings by email or SMS text, or add listings to a cart. Notice that the location of the menu options is a bit different between platforms.
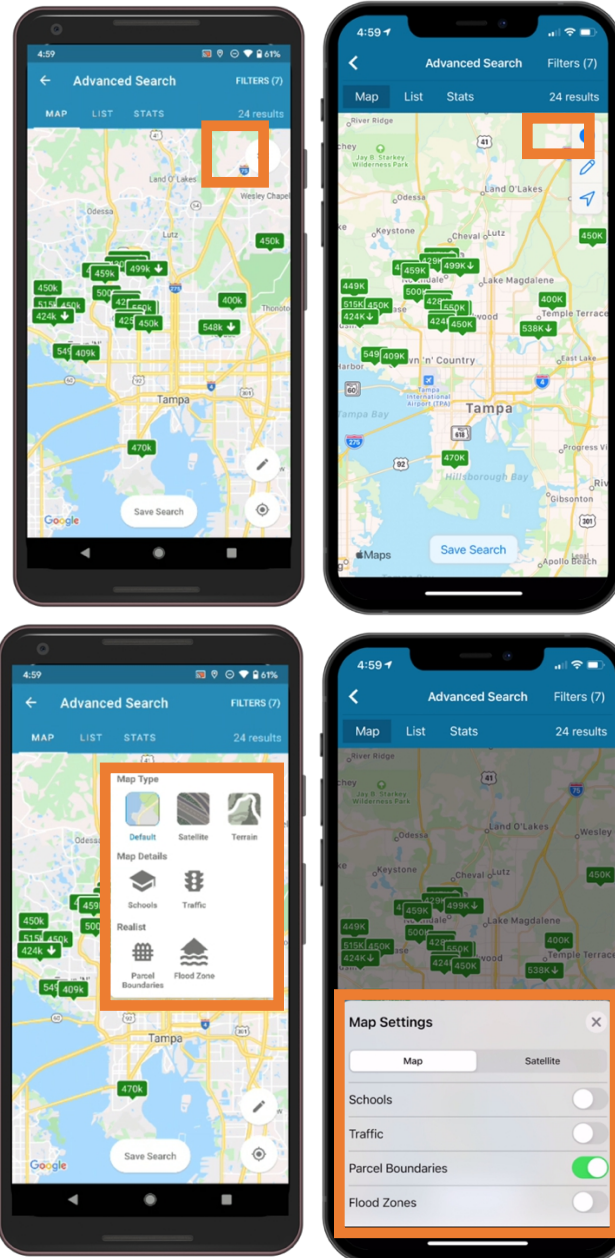
ANDROID
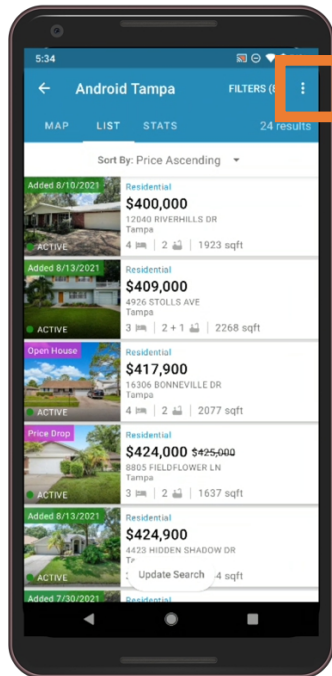
iOS

Moreover, when viewing the map display in MLS-Touch, there are some differences as well since Apple devices use Apple Maps and Android devices use Google Maps however the functionality is similar across both platforms. Tap the layers icon if you are using Android or the "I" icon when using an iOS device to bring up the various map settings.

ANDROID   iOS

Features for Listing Agents

MLS-Touch allows agents to quickly access their listings and even make changes to those listings including price, Public Remarks, and Private Remarks while on-the-go. Tap the "More" button on the Home screen, then select "My Listings", then open and select the "Edit Listing" option in the toolbar of an individual listing.

InstaView
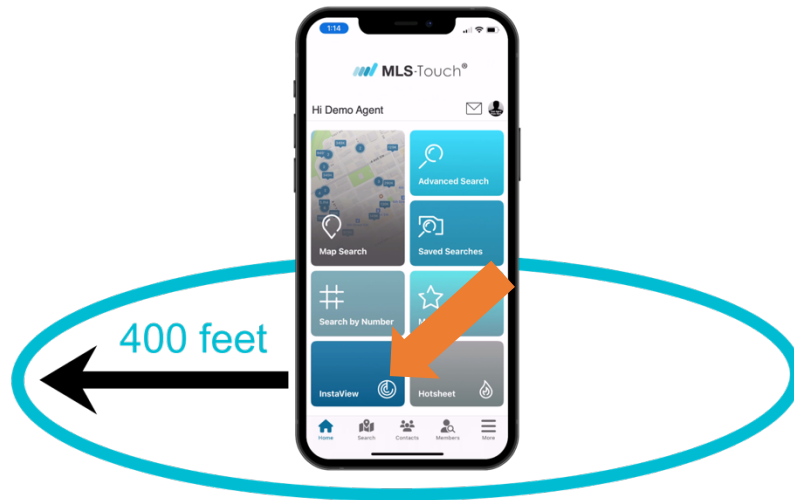
To quickly view nearby listings within a 400-foot radius of your location, tap the button near the lower-left of the Home screen labelled "InstaView"!

Hotsheet

Tap the Hotsheet button near the lower-right of the Home screen to review changes in the marketplace over a certain period of time. You may choose up to 10 different cities to be displayed, focus on a particular property type or select multiple types such as Residential, Land, and Commercial Sale, along with the timeframe to display along the top of the screen.
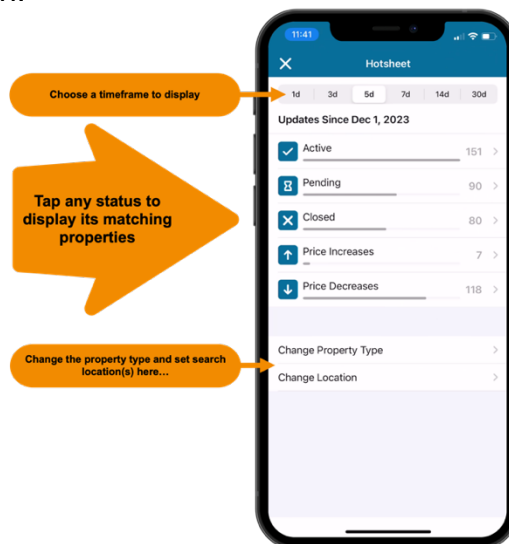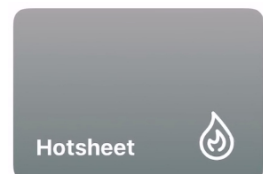
Brand & Share Feature

MLS-Touch offers a mobile app for your customers to access MLS listings as well! Using the Brand & Share feature, you can provide your contacts access to a branded, consumer-version of the app called MLS-Client.

STEP 1: On the Home screen, tap 'More' in the bottom right corner
STEP 2: Tap 'Brand and Share'
STEP 3: Tap "Select logo," and upload a logo from your phone's camera roll. The recommended logo size is 525px by 150px and in .png file type.
STEP 4: Pick your color scheme
STEP 5: Tap 'Apply colors and logo'
STEP 6: Tap "Share my App" to share with a customer, which you can do in-app via text message, email, or link copy (see below)

IMPORTANT NOTE: You are responsible for ensuring that you have permission to use any trademarked logos and/or branding. Please contact your broker or their authorized representative with questions or for more information as needed.

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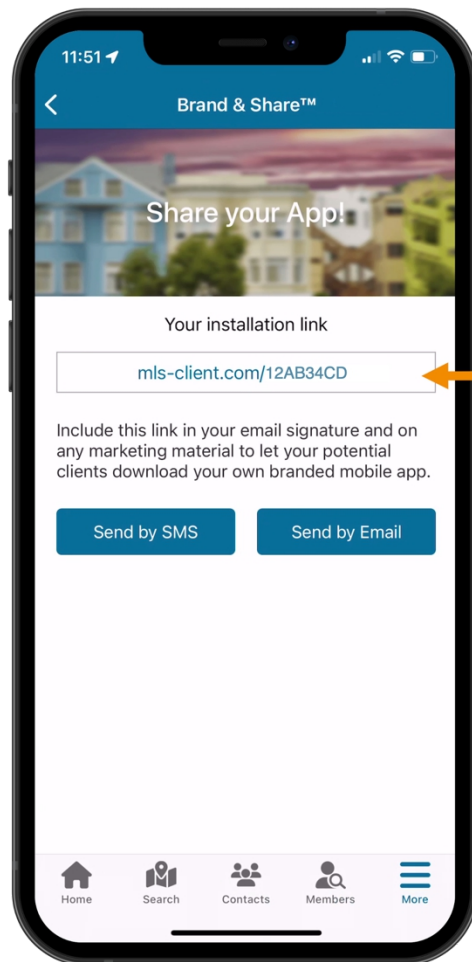
Once the invitation is shared, your customer downloads the MLS-Client app to their mobile device (available for iOS or Android devices) and then uses your unique code to associate the app with you!

In addition to being able to search and view MLS listing data, access mortgage calculators, and learn tips and facts about the buying or selling process, it is also possible to send messages between the MLS-Client app and MLS-Touch using an in-app messaging feature.

Facebook Publishing

By connecting the MLS-Touch app with your Facebook *business* page,
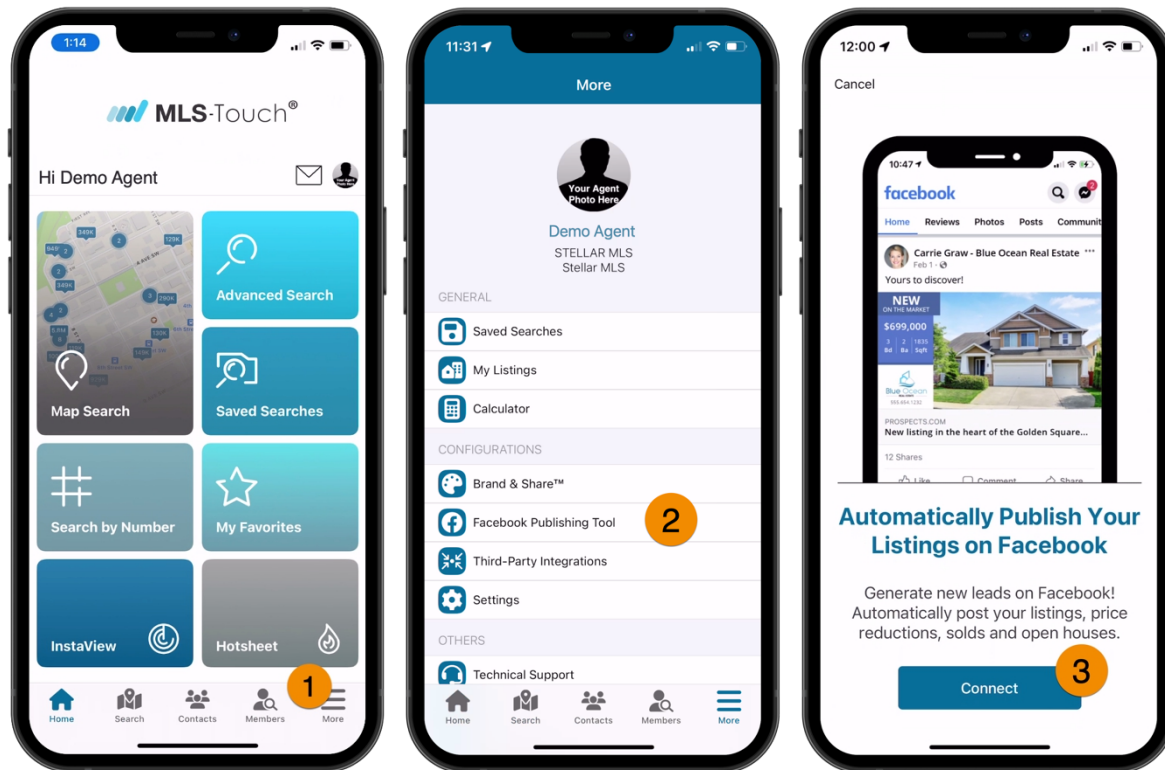MLS-Touch can automatically post your new listings, price reductions, sold listings, and open houses!

STEP 1: On the Home screen, tap 'More' in the bottom right corner
STEP 2: Tap 'Facebook Publishing Tool'
STEP 3: Tap 'Connect' and follow the prompts

Additional Learning Resources

Be sure to join the Stellar MLS Training Team for future classes and look for how-to videos and past recordings of our elective classes available anytime on our Vimeo channel. Direct link to our Vimeo collections: https://vimeo.com/stellarmls/albums

In addition, here are some additional resources for MLS-Touch:

Stellar MLS product page for MLS-Touch: https://www.stellarmls.com/products/mlstouch