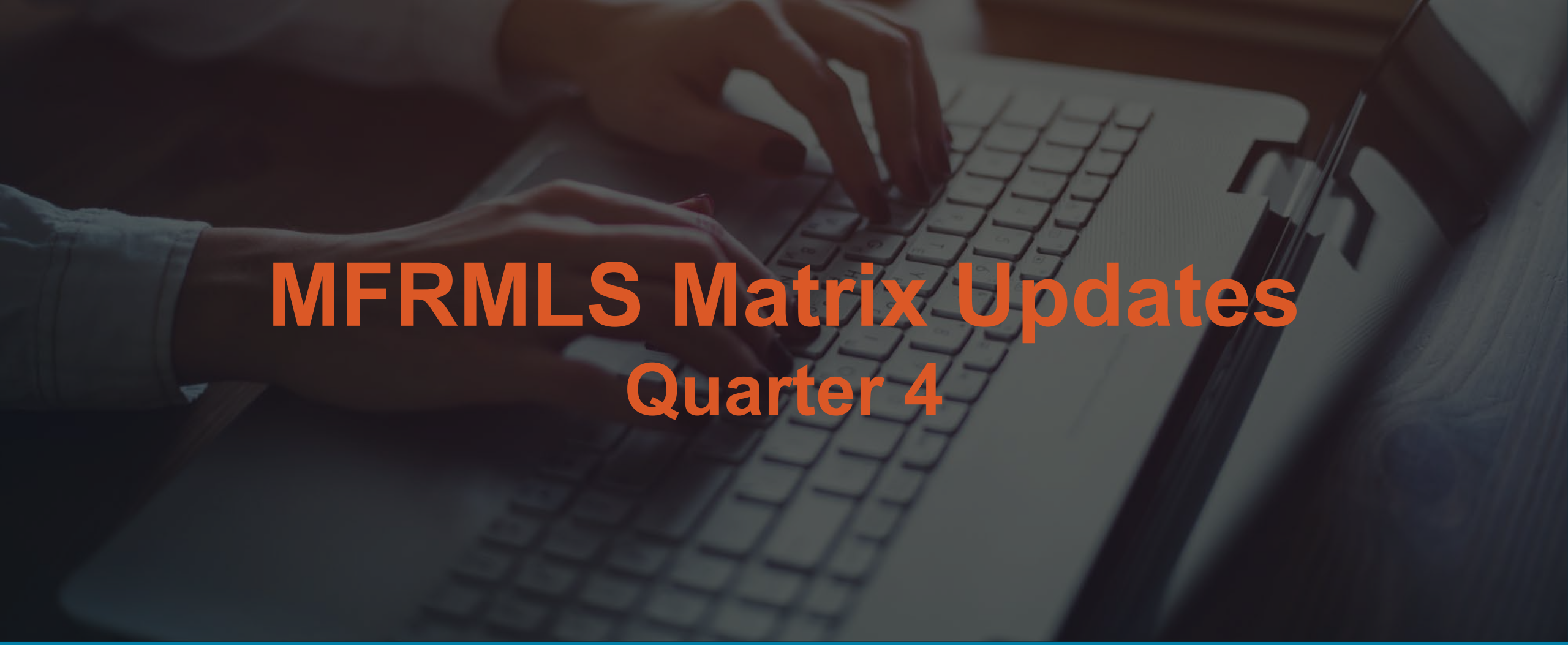


MFRMLS Matrix Updates
Quarter 4

MFRMLS
MY FLORIDA REGIONAL MLS

December 11, 2018

Data Clean Up – Saved Searches and Saved CMAs

MFRMLS will be implementing an automatic purge process for *saved searches and CMAs inside of Matrix. As part of this process, on **December 10, 2018, at 11:59 p.m.**, all saved CMAs and saved searches *that have not been modified within the last 365 days* will be permanently deleted from Matrix. Going forward (after December 9) stale saved searches and CMAs will automatically be purged from Matrix each day. Saved searches and CMAs are defined as stale if they have not been modified within 365 days from the day they were originally set up.

***Exceptions for some saved searches.**

Saved searches that meet any of the below criteria will not be automatically purged on December 9 or going forward:

- The date modified or used is within the last 365 days.
- Your saved search is linked to a contact.
- Your saved search is set to appear on the homepage.
- Your saved search was created from a hot sheet.
- Your saved search is not currently an auto-email.

Data Clean Up – Saved Searches and Saved CMAs

Follow the steps below if you have stale saved CMAs and/or searches that do not meet exception criteria but you would like to keep:

To Keep A Saved CMA

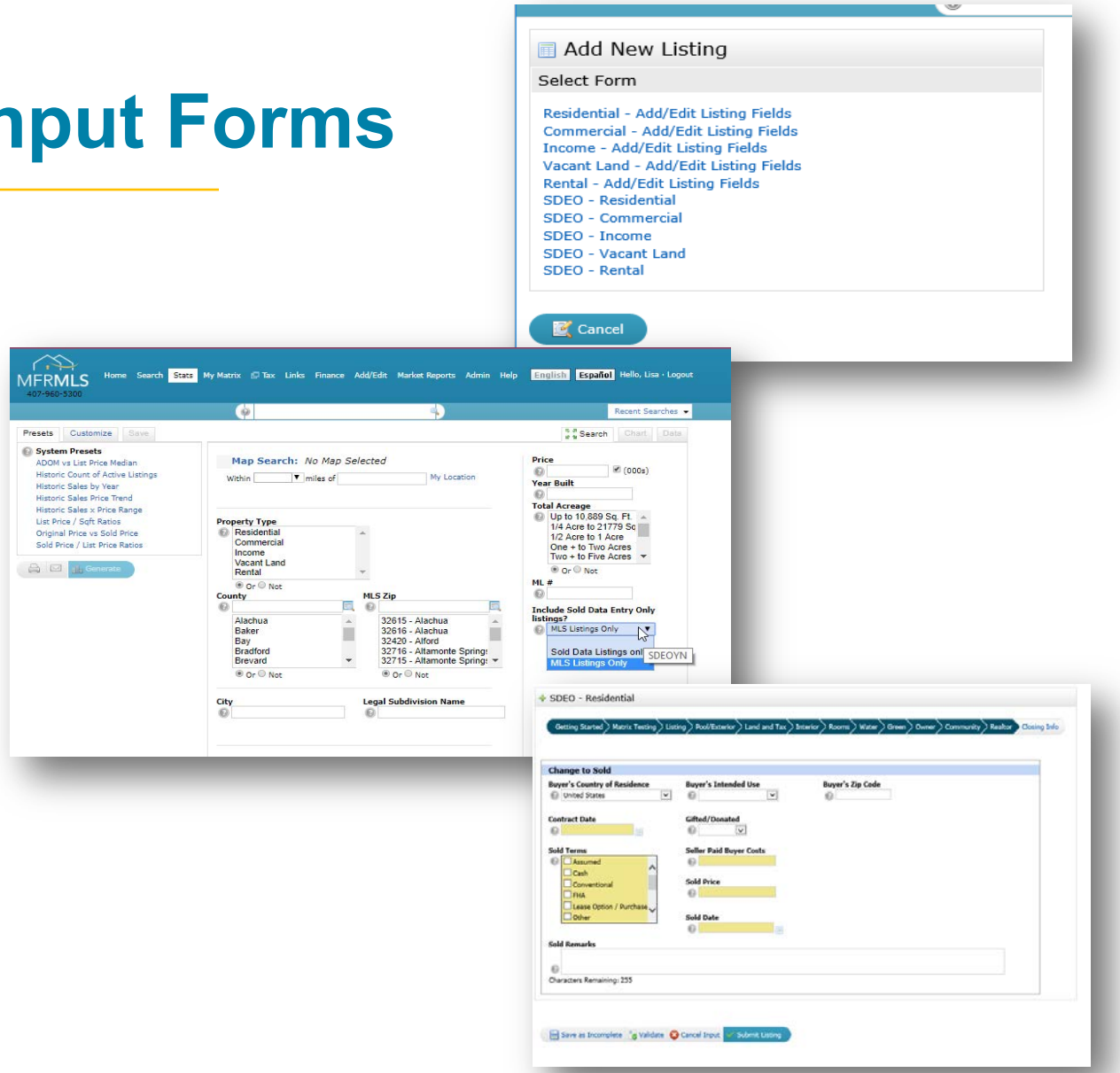
1. Go to **My Matrix**, then **My CMAs**
2. Click **Last Modified** twice to sort your list in descending order of oldest saved CMAs
3. Click the drop-down arrow to the left of the CMA you wish to save
4. Click **Edit CMA**
5. Click the **Save** icon
6. Repeat as needed

To Keep A Saved Search

1. Go to **My Matrix**, then **Saved Searches**
2. Click **My Last Run** twice to sort your list in descending order of oldest saved searches
3. Click the drop-down arrow to the left of the saved search you wish to modify
4. Click **Results**
5. Click the **back** arrow to return to your list of saved searches
6. Repeat as needed

New Sold Data Entry Only Input Forms

- All property types will have new Sold Data Entry Only forms available.
- Status can ONLY be changed from ‘Incomplete’ to ‘SOLD’ for all property types with the exception of rentals which will be marked as ‘Leased.’
- ‘List Agent’ will Auto-Populate with ‘non MFR agent’ 123456789.
- SDEO listings are defaulted to NOT be included in stats, but can be added by selecting the check box on the ‘Stats’ tab that indicates to include ‘Sold Data/Entry Only Listings.’
- Once you select a SDEO input form, you will not be able to change the Listing Service Type in order to update the entry to that of a standard listing.
- New ‘Closing Info’ tab: these fields are required before the agent can submit as sold/leased.
- Compatibility with Transaction Desk/Form Simplicity will be completed at a later date.



New Search Form Field

Total bathrooms will be added to RESI, RLSE search forms (quick and detailed)

This field allows a customer to search for a property that has 2.5+ bathrooms in a single search

Help Bubble (?):
Total bathrooms is the sum of Full and Half Bathrooms

Example:
2 Full Baths + 1 Half Baths = 3 Total Baths
(Or total number of toilets)

New Fields

1. Association Email

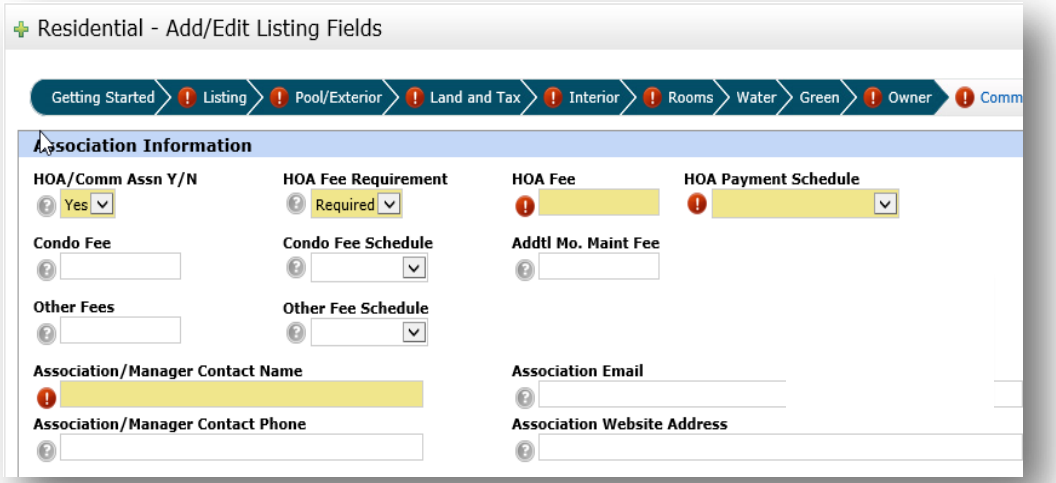
Contact email for the association/manager

2. Association Website

Website link for the HOA/Community Association

When ‘HOA Fee Requirement’ is marked required, you will also be required to enter the ‘Association/Manager Contact Name’ as well as one of the following fields: ‘Association Phone,’ ‘Association Email,’ or ‘Association Website.’

Populating only 1 of these fields will satisfy the requirement.



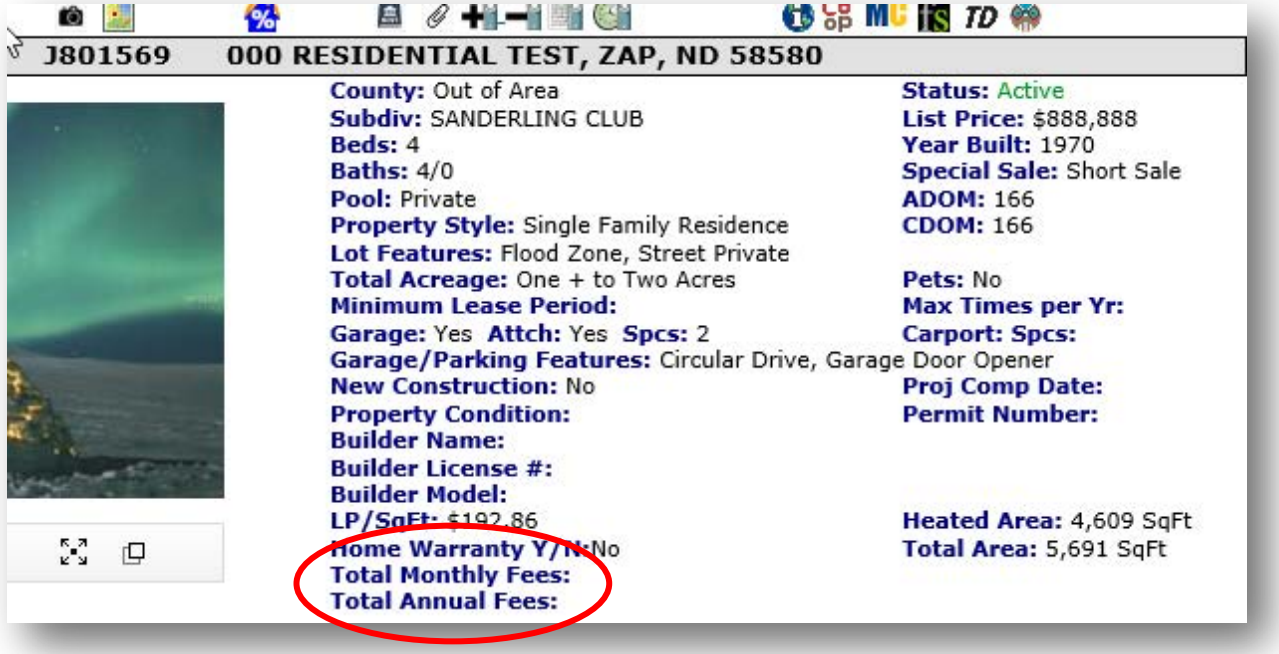
New Fields

Total Annual Fees & Average Monthly Fees

These fields calculate the Average Monthly Fees as well as the Total Annual Fees based on the information listed in the Association Information section (Condo Fee, HOA Fee, Other Fees.)

Calculated field is not available for customer data entry, but is showcased on the following displays:

- Broker's Full and Customer's Full displays for all property types.



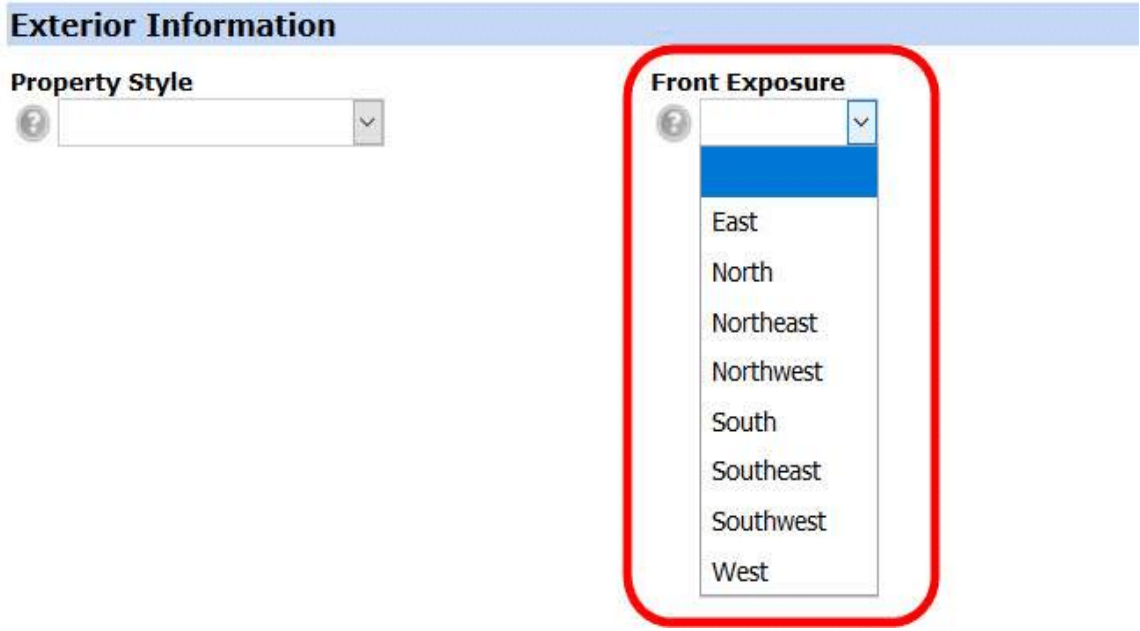
Updated Fields

Pool/Exterior: Exterior Information - Front Exposure
This field will now be required for Residential, Residential Income, Commercial, Residential Lease listings.

Definition of Front Exposure:
The compass direction that the main entrance of the building faces. For example, North, South, East, West, South-West, etc.

Please select the compass direction that the main entrance of the property faces.

Tip: iPhone's have a built-in digital compass via the Compass app. To determine the home's front exposure, stand in the front doorway facing the outside and open the app.



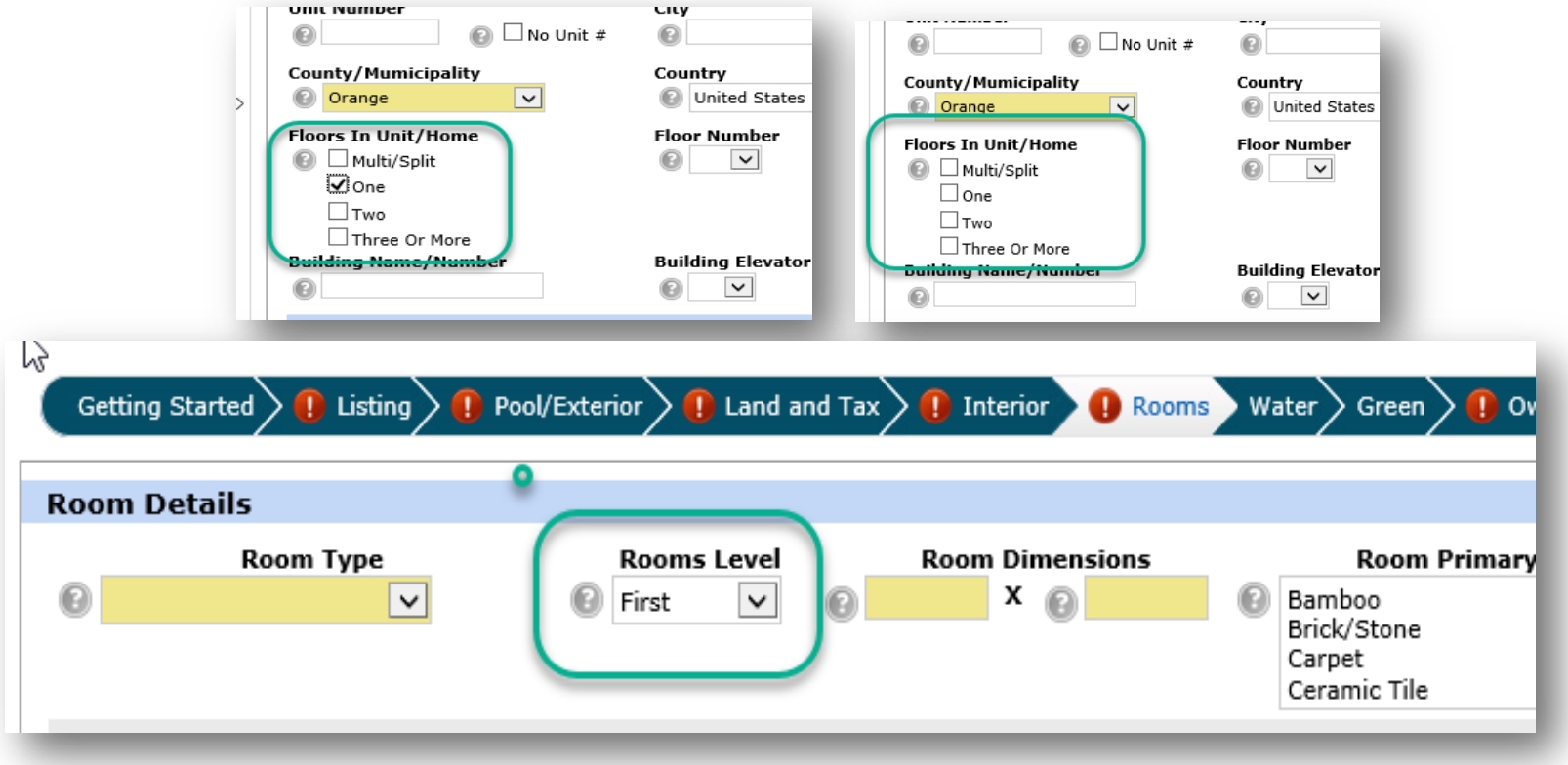
Updated Fields

Floors In Unit/Home

When Floors in Unit/Home has ‘One’ checked, ’Room Level’ on the ‘Rooms’ tab will not be required.

Will have conditional system population:

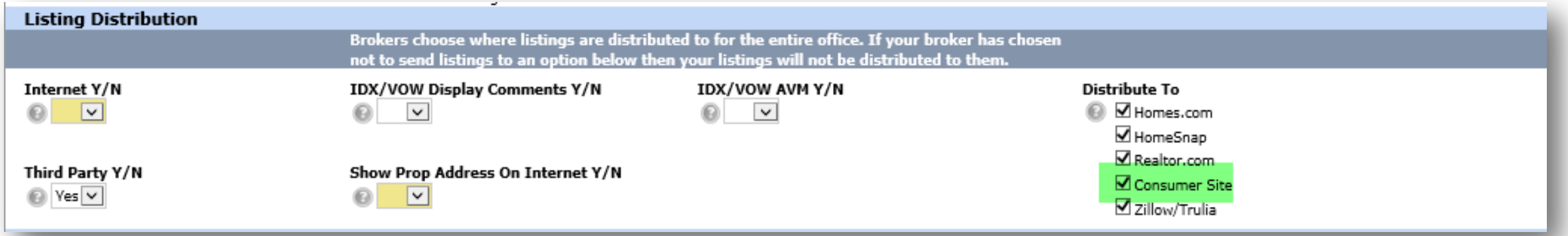
If Floors in Unit/Home = null (left blank), Matrix will auto-fill the field with the value ‘First’ once the listing has been saved as Incomplete or submitted as Active.



Updated Fields

Listing Distribution

State27homes.com label has been updated to ‘Consumer Site.’



New Lookup Values

Exterior Construction

- Cement Siding
- Metal Siding
- Vinyl Siding
- Wood Siding

Roof

- Cement

Lookup Values Removed

Utilities:

- Gas has been removed. The following values will remain as the gas options:
  - Natural Gas Connected
  - Natural Gas Available
  - Propane

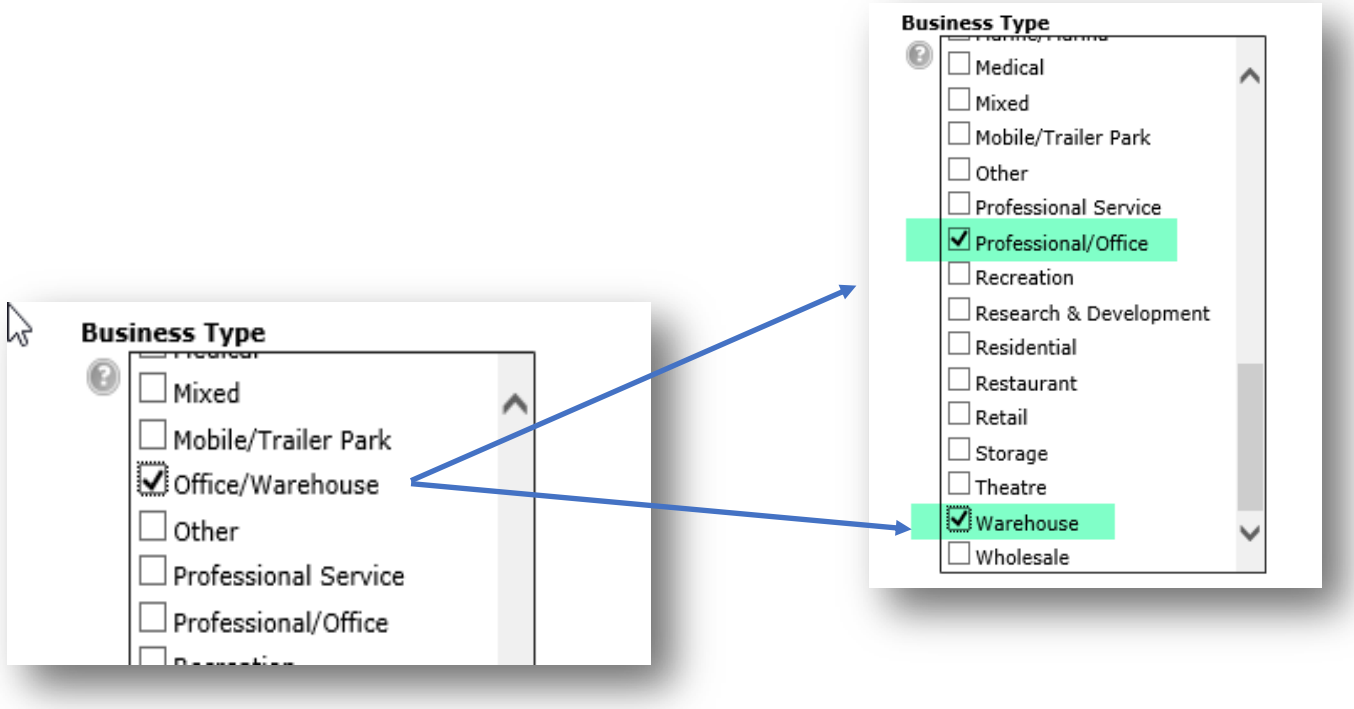
Exterior Construction:

- Siding will be removed

Business Type:

- Office/Warehouse (Commercial Business type) has been removed. Listings will be mapped to both:
  - Professional Office
  - Warehouse

Both lookup values will be chosen for the customer if Office/Warehouse was the previous selection.



Lookup Values Removed

Window Features:

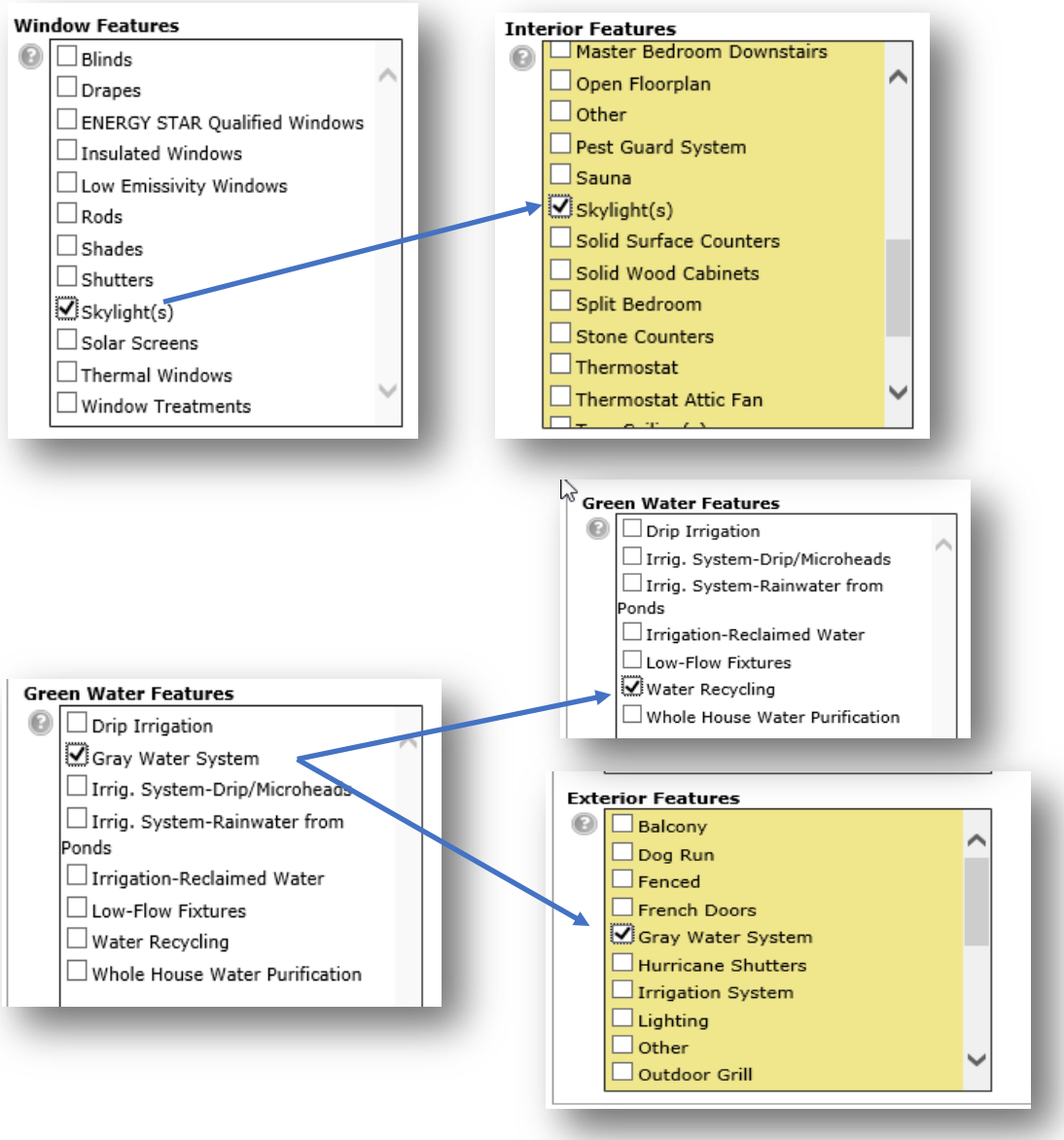
- Skylight(s) has been removed. These listings will be mapped to Interior Features = Skylight(s)

No saved searches will be changed for the customer to reflect this change.

Green Water Features:

- Gray Water System has been removed and will map to both:
  - Green Water Features = Recycled Water
  - Exterior Features = Gray Water System

Both lookups in two separate fields will be chosen for the customer if **Green Water Features =** Gray Water System was the previous selection.

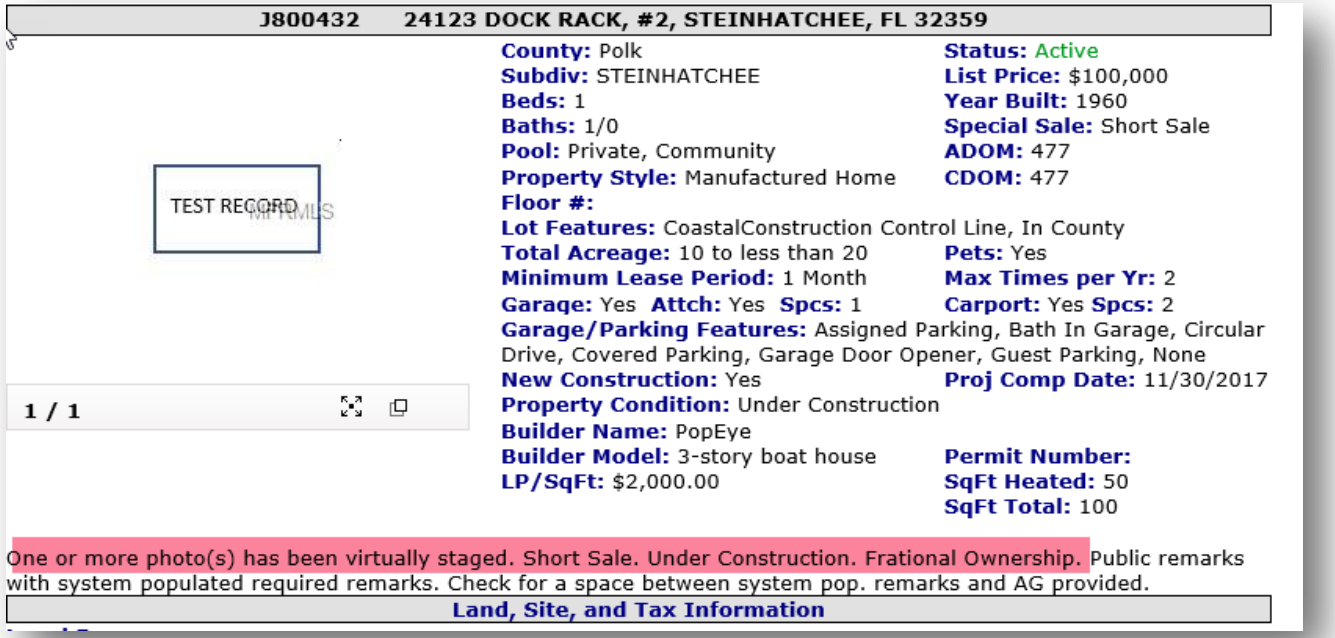


Public Remarks Auto Populated Verbiage

If a listing is marked as a **Short Sale, Pre-Construction** or **Under Construction,** the Public Remarks of the listing will automatically be populated with the required wording from the MLS Rules and Regulations.

If a listing is marked as **Fractional Ownership**, the Public Remarks of the listing will automatically be populated with the required wording from the MLS Rules and Regulations. However, for these listings you will still need to enter the number of shares included/total shares in the first line of the remarks to remain in compliance.

Note: You will only see the auto-popped verbiage after the listing has been submitted.



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New MyListings Queries

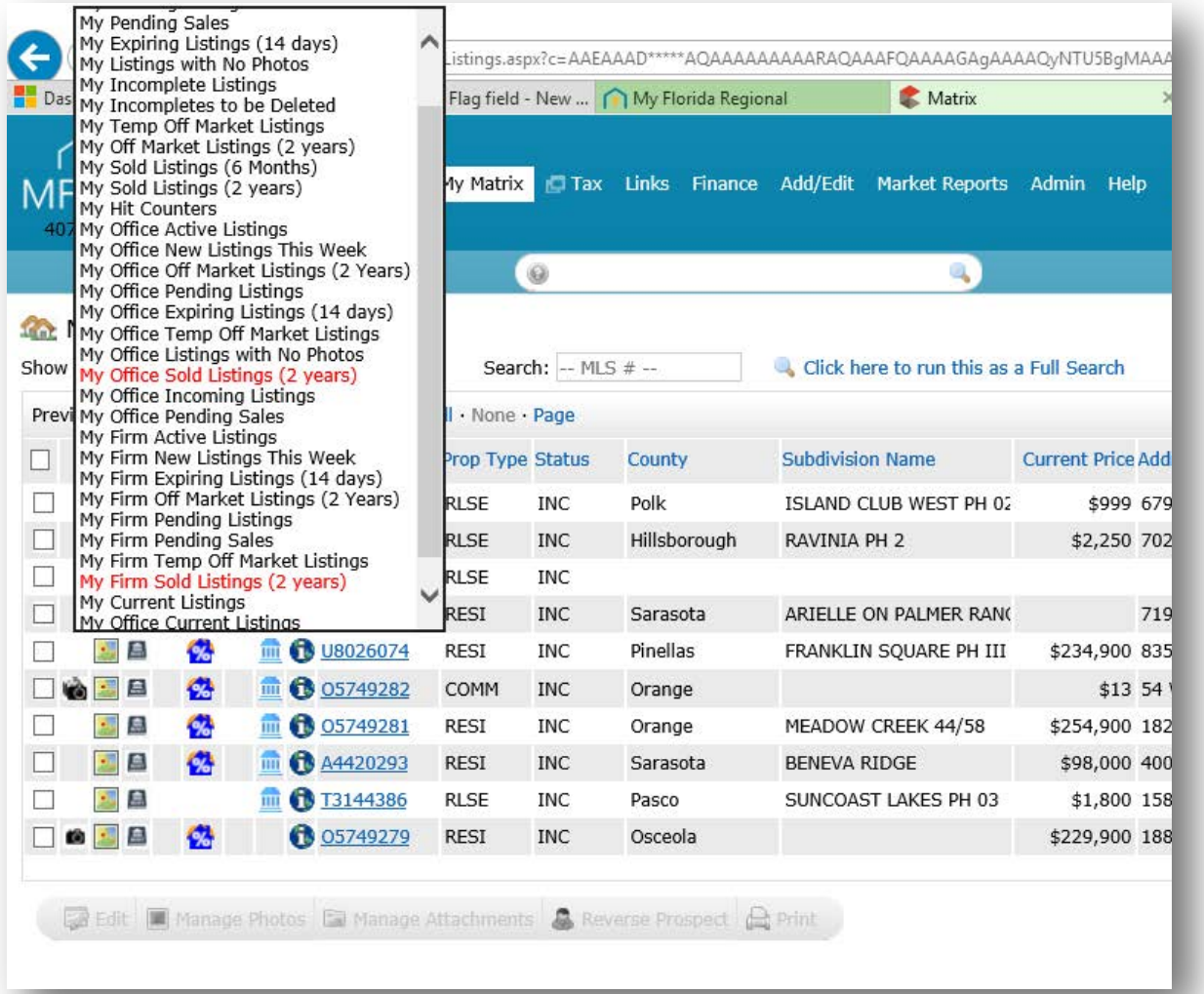
Under the MyListings widget on the Matrix home page, there will be two new queries displayed for the following:

My Sold Listings Past 12-Months

This will display listings that have a sold date within the last 365 days, with the status of Sold or Leased, and where you were either the List Agent, Co-List Agent, Selling Agent or Co-Selling Agent.

My Sold Listings YTD

This will display sold listings that have a sold date on or after January 1 of the current year, with the status of Sold or Leased, where you were either the List Agent, Co-List Agent, Selling Agent, or the Co-Selling Agent.



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4 New Email Troller Messages

(System Generated Emails)

System generated emails will be sent to you informing you if a customer did NOT disable an auto email or direct email, or marked an auto email or direct email as SPAM.

1.Client Marked as Spam/Junk

New Message

English - NEW message

AutoEmail flagged as spam and disabled

Subject

Issue with Matrix Auto Email to - Auto Email (disabled):

Body

An issue was encountered with the Auto Email __ you sent from Matrix __ . Future emails to this recipient will not be delivered because either

The email address is invalid; or __ has marked one of your emails as junk/spam; or __ has flagged one of your emails as junk/spam or otherwise rejected the message.

Due to compliance with anti-spam policy the Auto Email ___ has been disabled. If the email address was incorrect then simply correct the email address for this contact in Matrix and re-enable the Auto Email.

If that was not the issue, then __ must send an email to __ from __ if they wish to allow future Matrix emails. You will need to re-enable the Auto Email after they have done so.

Old Message

OLD MESSAGE

Client Marked as Spam/Junk:

Body

This is an automatic notification from Matrix.
 [IsEmpty({Name}) ? {Address} : {Name}] **has marked a previous Matrix email as Junk/Spam.**
 To prevent further spam reports the Auto Email "[Subject]" **has been disabled.**

4 New Email Troller Messages

(Failed Emails)

2. AutoEmail flagged as spam and not disabled

New Message

English - NEW
AutoEmail flagged as spam and not disabled
Subject
Issue with Matrix Auto Email to
Body
Future emails to this recipient will not be delivered because either: The email address is invalid; or has marked one of your emails as junk/spam; or Their email provider has flagged one of your emails as junk/spam or otherwise rejected the message. If the email address was incorrect then simply correcting the address in Matrix will fix the issue. If that was not the issue, then due to compliance with anti-spam policy no further emails will be sent from Matrix to this recipient, but other recipients of the Auto Email will continue to receive emails. If wishes to allow future Matrix emails, they must send an email to from .

Old Message

OLD MESSAGE
AutoEmail flagged as spam and not disabled
Subject
Client Marked as Spam/Junk: [Address] Auto Email (not disabled): [Subject]
Body
This is an automatic notification from Matrix. [Address] **has marked a previous Matrix email as Junk/Spam.** **They have been removed from the recipient list.** **The Auto Email** "[Subject]" **has not been disabled and will continue to notify other recipients.**

4 New Email Troller Messages

(Failed Emails)

3. Direct Email flagged as spam

New Message

English - NEW MESSAGE

Direct Email flagged as spam

Subject

Issue with Matrix email sent to

Body

This is an automatic notification from Matrix. An issue was encountered with an email you sent from Matrix to ____ .
Future emails to this recipient will not be delivered because either:
The email address is invalid; or ____ has marked one of your emails as junk/spam; or Their email provider ____ has flagged one of your emails as junk/spam or otherwise rejected the message.
If the email address was incorrect then simply correcting the address in Matrix and resending the email will suffice. If that was not the issue, then due to compliance with anti-spam policy it is not possible to email ____. If wishes to allow future Matrix emails, they must send an email to from .

Old Message

OLD Direct Email flagged as spam

Subject

Client Marked as Spam/Junk: [IsEmpty({Name}) ? {Address} : ({Name} & " <" & {Address} & ">")].

Body

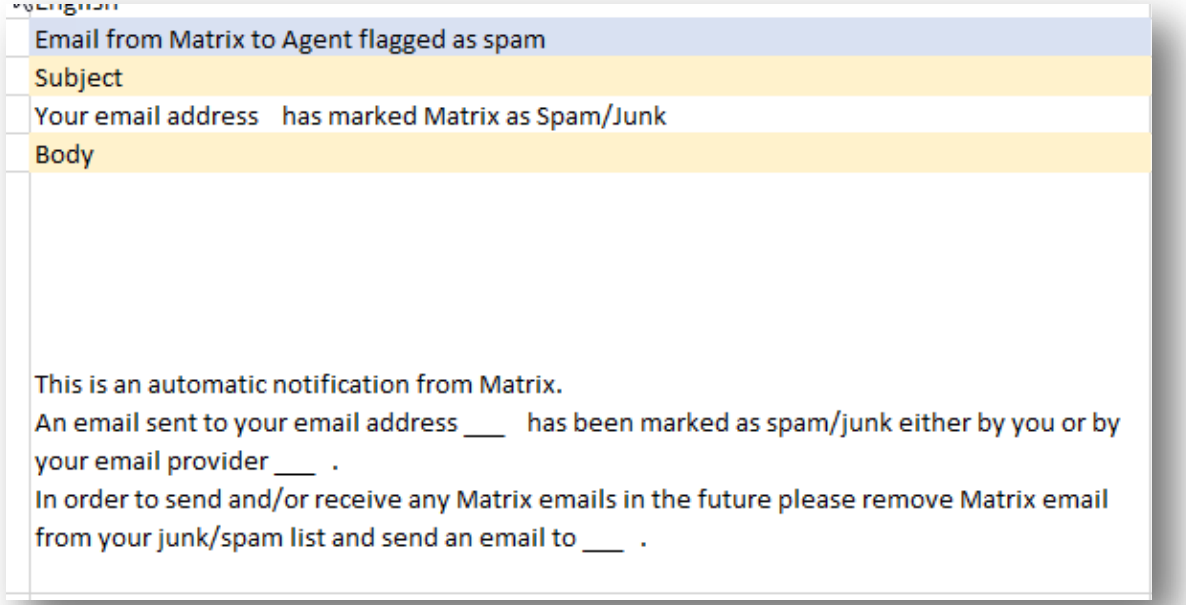
This is an automatic notification from Matrix.
 [IsEmpty({Name}) ? {Address} : ({Name} & " <" & {Address} & ">")] **has marked one of your emails as Junk/Spam.**

4 New Email Troller Messages

(Failed Emails)

4. Email from Matrix to Agent flagged as spam

New Message



Email from Matrix to Agent flagged as spam

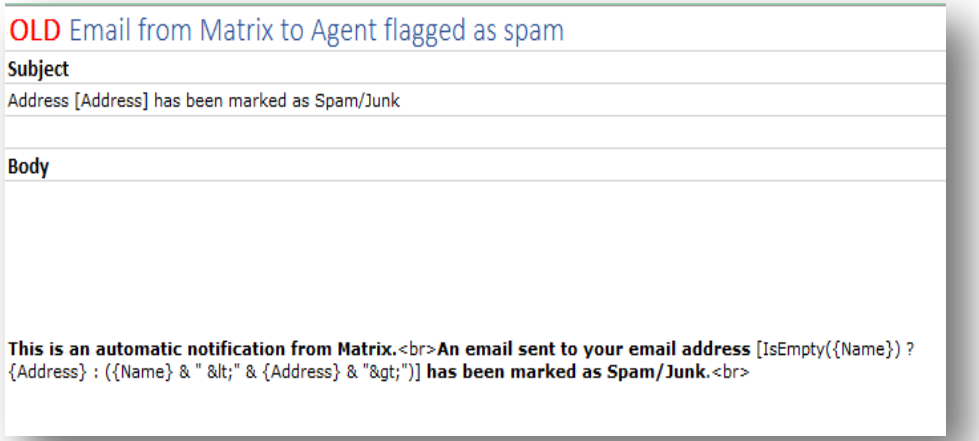
Subject

Your email address has marked Matrix as Spam/Junk

Body

This is an automatic notification from Matrix.
An email sent to your email address ___ has been marked as spam/junk either by you or by your email provider ___ .
In order to send and/or receive any Matrix emails in the future please remove Matrix email from your junk/spam list and send an email to ___ .

Old Message



OLD Email from Matrix to Agent flagged as spam

Subject

Address [Address] has been marked as Spam/Junk

Body

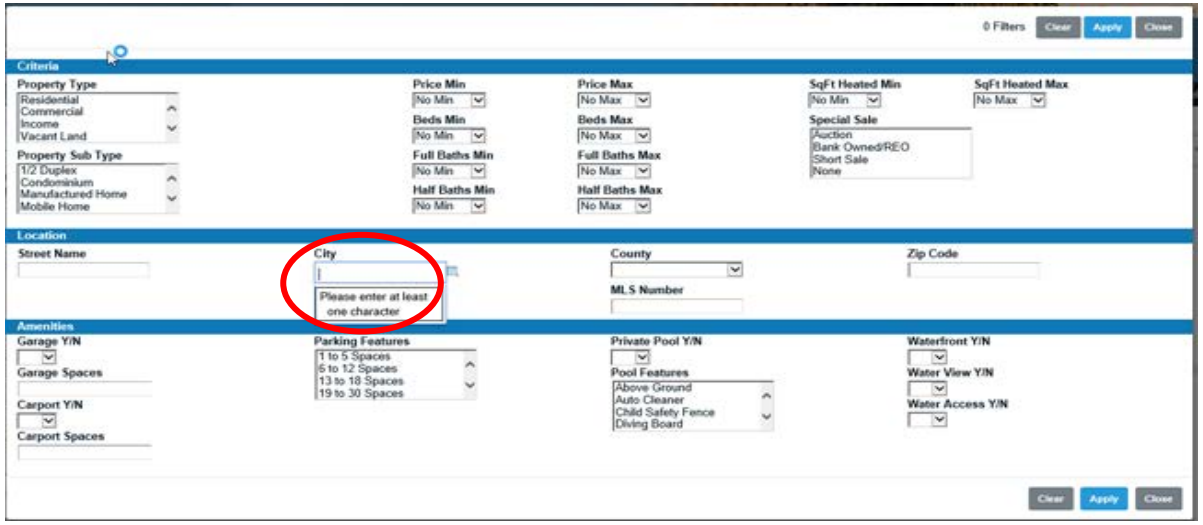
This is an automatic notification from Matrix.
An email sent to your email address [IsEmpty({Name}) ? {Address} : ({Name} & " <" & {Address} & ">")] **has been marked as Spam/Junk.**

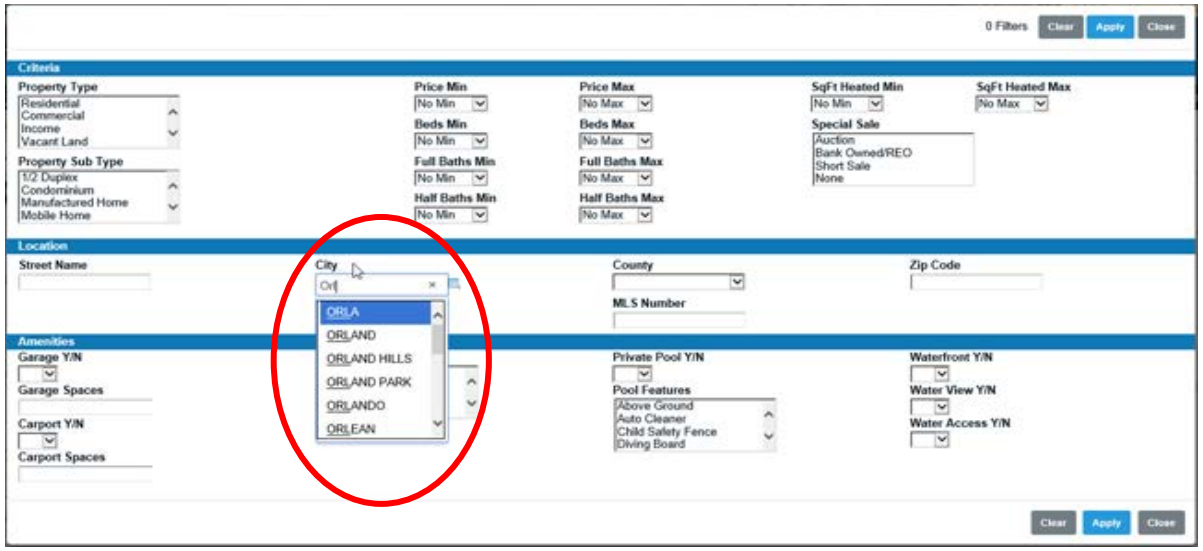
Customer Portal & Agent Web Page Search Update

City Search

Smart Search has been added to the City Text field on Customer Portal and Agent Web page.

Now, when you enter in the first few letters of a city, the city names that correspond with those letters will populate in a list for selection.





THANK YOU!

If you have any questions not addressed here please feel free to email us at support@mfrmls.com or call 800-686-7451

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MY FLORIDA REGIONAL MLS

December 11, 2018