

# GRAND COUNTY BOARD OF REALTORS NEWSLETTER

April 2016

## MLS UPDATES

LISTING PROPERTY TYPES: Why do we have so many?

Single Family Residential, Condominium, Vacant Land/Acreage, Inc/Comm/Ranch, PUD/Commercial Land, Townhome/Duplex/Multi Family, and Rental

When I first started working for GCBOR the list was smaller. With the exception of Condominiums, all other “residential type” properties were entered under the “Residential” property type. On this card format we sub categorized properties by their realtor.com type. For the most part, this worked fairly well for search purposes on the MLS—as long as the member entered the correct realtor.com type.

Then along came syndication and the entire world changed regarding searching for listings. Listhub, Zillow and Trulia have separate categories for each property type. Because of this, some of our members felt that townhome and duplex listings were “getting lost” in cyber-world. After much discussion it was decided to split single family residential listings from townhome/duplex/multi family listings.

Has this decision created issues within house—??? Regarding CMAs, statistics and searching purposes, auto emails and portals —this has been a good decision.

Unfortunately GCBOR has received many calls regarding concerns that townhomes and duplexes are no longer being seen. They are concerned that this separation is not necessarily in the best interest of their client. The question then becomes “Are your clients getting the best possible exposure for their townhome or duplex?” The answer is yes when you consider the internet and the MLS itself. The better question is: Are members remembering to include these types of properties when talking with clients?

That being said “when possible” please try to remember to include all property types on the MLS to your buyers so they become aware of what is out there and may open their minds to all possibilities.

Thanks for your understanding on this.

Krys Boy, MLS Administrator

## LOCKBOXES INVENTORY

GCBOR is working on the lockbox inventory to determine the location of all our lockboxes.

I have sent a list to each office to verify the location of their lockboxes.

Please check all your lockboxes to see if they match the list provided. If you have a lockbox that does not appear on the list, please let the Board office know as it may belong to another office.

The list you received are the lockboxes assigned to your office. Since the boxes are owned by the Board, it is really important that you know the location of each box. If for some unknown reason a lockbox seems to have walked off and left your office, there is a charge to replace any lost or stolen lockboxes. The replacement cost in 2016 will remain at \$85.00 per lockbox. In 2017 we will increase this cost to \$100.00 as we can no longer replace them at the lower cost.

The best way to keep track of your lockboxes is to set up a folder/notebook that includes a page for each lockbox serial number. Whenever a lockbox is given to an agent to be placed on a property—make a note that includes the date, the agent's name and MLS number or property address on the particular lockbox's page in your folder. You can also note the date in which the lockbox is returned to the office.

Encourage your agents to assign every lockbox they use to a listing. The best way to assign the lockbox is at the box when you put the lockbox on the property. Hit Function 2 and the house number or MLS number to assign the lockbox (Easy directions on your pocket reference guides). You can also assign the lockbox to a listing on either the MLS or the Sentrilock website. If you are not sure how to do this, please call the Board office.

Please complete your inventories by May 31. Thanks

## SYNDICATION

Regarding syndication, GCBOR has adopted the philosophy that we should provide the tools in which you as members can make your own decisions regarding the syndication of your listings. What does this mean? The MLS will provide the export options on the MLS to the various sites such as Zillow, Listhub, etc that members indicate they want listings to appear on. We then give each office the ability to opt in or out of sending their listings to each site. We feel that it is important that you as members have the ability to choose where you want your listings to appear on the internet.

With that in mind our current syndication options on the MLS export tab are: Realtor.com, Listhub, Zillow/Trulia and REColorado.com. The default setting on the MLS sends your listings to these sites. We are not sending any sold information to the syndicated websites.

Keep in mind that since we have one feed that goes to both Zillow and Trulia, there is no way to send your listing to just Zillow or Trulia. If you send to one—it will automatically go to the other as well.

To make sure that the information is correct on these website we recommend that you check your listings. If the information is incorrect please let the Board office know so we can contact the vendor to make the corrections. An example of this would be an expired listing appearing active. Please remember that when you find mistakes please check the source of the listing. If it is Grand County Board of Realtors—we can look into it. If the source is your franchise you will need to talk with them directly to get the listing corrected.

With the exception of Listhub—we are using an “opt out” format. This means that your listings are going to realtor.com, Zillow/Trulia and REColorado.com unless you opt out on the MLS. Listhub is on an “opt in” format which means that the listings are going to Listhub, but are not being sent to their publishers unless you have created an account and have designated where you wish your listing to appear.

**Non-Member Listings:** If you have sold a non-member listing and would like to enter it on the MLS for statistics you can do so by calling the Board office for the non-member login and password. We do ask that you make every effort to try to enter the nonmember listing within 7 days of the closing date so that the different MLS reports appear more accurate.

## CALENDAR OF EVENTS

May 4 – GCBOR Shop Off – Safeway in Fraser 9:00 am

May 12 - MLS Committee meeting - 8:30am Board office

May 25 - Board of Director's meeting - 8:30 Board office

May 30 - Board office closed - Memorial Day

May MLS Property Tours: May 3—Granby, All others Grand Lake

June 3 - Scott Peterson classes in the afternoon Watch for registration forms

June 9 - MLS Committee meeting - 8:30am Board Office

Candidate Discussion Forum - 7:00 more info to come

June 23 - Summer Solstice Party - Winter Park Music in the Park

June 29 - Board of Director's meeting - 8:30am Board Office

July 4 - Board Office closed for Independence Day

## New Member

Please welcome the following new members to GCBOR

### Realtors

Geoff Berens, Coldwell Banker Mountain Properties

J. Tucker Zimmerman, Coldwell Banker Mountain Properties

Ehren Samuelson, Gingery & Associates

Joseph Kelley, Mountain Realty Group, LLC

Brian Hogle, The Simple Life Real Estate

### MLS Participants

Julie George, 8Z Real Estate

Lane Hornung, 8Z Real Estate

Jennifer L Morgan, Keller Williams Integrity

Derik Lis, Nexstep Real Estate

Ran Soundrup, Nexstep Real Estate

William James Simpson, SQFTX, Inc

### Affiliates

Kori Satterfield, Arnie Butler & Company

Rich Flanery, Envoy Mortgage

Thad Scholl, Town and County Insurance

## GCBOR Facebook Page

If you are a facebook “junkie” check out our Grand County Board of Realtor page.

**2016 GCBOR Shop Off:** Get your teams ready for the annual GCBOR shop off. This is a 7 minute run thru the Safeway isles to gather as much food and staples listed on the Mountain Family shopping list to match the funds you have gathered for this event. Join us on May 4 at 9:00am at Safeway in Fraser.

## OUTSTANDING RPAC PERFORMANCE AWARD

GCBOR received this award for collecting our fair share of the Colorado RPAC funds for 2015.

Way to go members.