

MLS Adding and Editing Listings Course Notes

Access to Entering Listings

To gain the ability to enter listings into Matrix, two things must occur:

- 1) The Adding and Editing Listings class must be completed, and attendance must be reported. *Allow 2 business days.*
- 2) The broker must complete an authorization form. This can be done from the STELLAR MLS Login page by clicking “Broker Authorization”. Brokers will be notified once attendance is processed. **NOTE:** Some brokers have a blanket authorization form on file for the entire office. They will receive an email that you have completed the class and now have listing access. Brokers who do not have blanket authorization set up, will receive an email that you have completed the course but DO NOT have listing access. The broker will then have to go into the broker’s account and turn it on for you.

Please allow 2 FULL business days for attendance to be processed and listing access to be granted. If your access to enter a listing has not been granted within 2 full business days of taking this class, please check with your broker to make sure they have authorized you before contacting the STELLAR MLS Support Center.

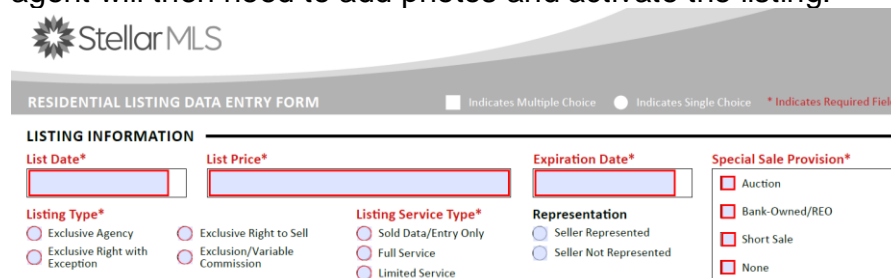
Collecting Listing Data

Prior to entering a listing into the MLS, an agent must have a signed listing agreement. To assist in collecting comprehensive listing data, STELLAR MLS also requires agents to complete a Listing Data Entry Form (signed by their sellers) as well. This form can be found in two places:

- 1) External Links widget on the home page of Matrix – under Listing Forms
- 2) Resources tab on StellarMLS.com in the Document Library
- 3) Through Transaction Desk – see next section for details. To learn more about this and other features of Transaction Desk, check out our Intro to Transaction Desk course, either live at your local Realtor® Board or online at stellaruniversity.com.

Transaction Desk Auto Upload Option

If the Listing Data Entry form is completed through Transaction Desk, agents now have the option of automatically uploading the listing data from the form from Transaction Desk into Matrix. Data from this form will be uploaded in an incomplete listing. The agent will then need to add photos and activate the listing.

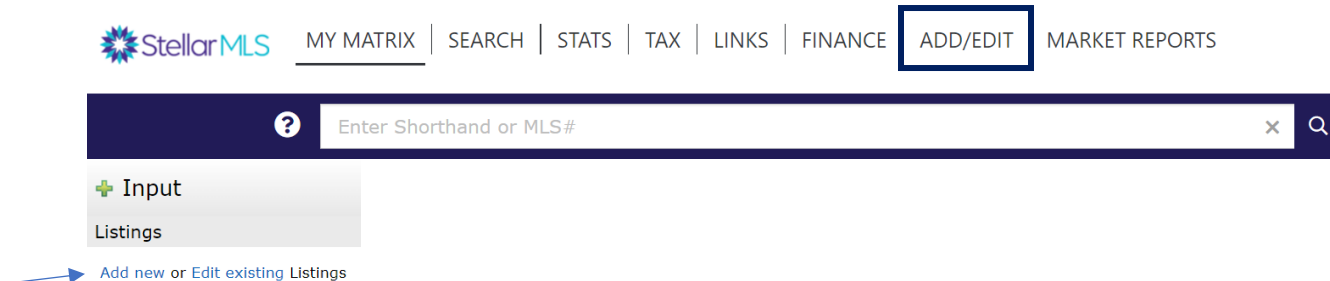


The screenshot shows the 'RESIDENTIAL LISTING DATA ENTRY FORM' with the StellarMLS logo at the top left. A legend at the top right indicates: a square for 'Indicates Multiple Choice', a circle for 'Indicates Single Choice', and an asterisk for 'Indicates Required Field'. The form is divided into sections: 'LISTING INFORMATION' with fields for 'List Date*', 'List Price*', and 'Expiration Date*'; 'Listing Type*' with radio buttons for 'Exclusive Agency', 'Exclusive Right to Sell', 'Exclusive Right with Exception', and 'Exclusion/Variable Commission'; 'Listing Service Type*' with radio buttons for 'Sold Data/Entry Only', 'Full Service', and 'Limited Service'; 'Representation' with radio buttons for 'Seller Represented' and 'Seller Not Represented'; and 'Special Sale Provision*' with checkboxes for 'Auction', 'Bank-Owned/REO', 'Short Sale', and 'None'.

- 1) Launch Transaction Desk from either the Stellar Central Products and Services tab or from the External Links in Matrix.
- 2) Create a new Form directly or create a Transaction and add in the MLS Data Entry Form (or apply a template that has this form). This form can be found under the My Florida Regional MLS folder.
- 3) Optional: Import data from public records to autofill some fields on this form. Under the File menu, there is an option to “Import Tax Record”.
- 4) After completing the form, click “Upload Listing”.
- 5) Add photos into listing and activate it in Matrix.

Entering Listings Directly into Matrix


- 1) Go to the Add/Edit tab and select “Add new” under the Listings section.



The screenshot shows the StellarMLS navigation bar with the following items: MY MATRIX | SEARCH | STATS | TAX | LINKS | FINANCE | **ADD/EDIT** | MARKET REPORTS. Below the navigation bar is a search bar with the placeholder text "Enter Shorthand or MLS#". A dropdown menu is open under the "ADD/EDIT" tab, showing a "+ Input" button and a "Listings" button. A blue arrow points to the "Listings" button, and below it, the text "Add new or Edit existing Listings" is visible.

- 2) Select the listing classification: Residential, Commercial, Income, Vacant Land, or Rental.
- 3) Select how you would like to autofill the listing
 - a. Fill from Realist Tax – certain fields will be populated from public records (recommended)
 - b. Fill from Cross Property – certain fields will be populated from a former (or other) MLS listing for this property
 - c. Start with a blank Listing
 - d. Fill from Public Records – Matrix 360 integrated public records
- 4) Progress through the tabs
- 5) Submit Listing as Incomplete
- 6) Add Photos and Attachments
- 7) Activate Listing

Note: When entering a listing, required fields are shaded yellow. However, just because a field is not required, agents should still fill out as much information as possible. The more information entered into a listing, the better the chances of the listing being found in a search.

Definitions or elaboration on a field can be found by clicking the help bubble. 

The following sections go through the various tabs of entering a Residential listing. The same concepts apply for other types of listings.

Listing Tab

Several fields may already be auto filled from the public records. Under the map, click “Get Lat/Long from Address” to map the property. Ensure the property is mapped properly. Switching to the satellite view and zooming in will enable you to see if the market is placed correctly. If not, say “Set Lat/Long Manually.” In some locations, you may also set the Google Street View.

Talk to your broker about the office’s policy for entering zoned schools in a listing. Auction section only applies if Special Sales provision selected as Auction.

Pool/Exterior Tab

This tab contains several fields about exterior features of a property. Use your MLS Data Entry Form to collect data and check off every characteristic that describes the property in each field. You will see how many characteristics you can check off for each field. The pool field only refers to private pools. Community pools are specified under the Community tab. For fields such as Foundation, Exterior Construction, Roof, etc., you can usually find information in Realist, iMapp, or the county property appraiser’s site. For new construction, there are fields for the builder’s information and permit.

Land and Tax Tab

If you autofill from Realist, several fields here will be auto-populated. Unless you can verify that the auto-populated information is incorrect, we do not recommend changing it. This may affect search results. Go through and fill in the blanks. A required field that does not auto-populate is Additional Parcel Y/N. This field is Used to indicate if an additional parcel is included in the sale of the property.

Interior Tab

Under this tab, some fields regarding bedrooms, bathrooms, and square footage may auto-populate from public records. If there are no half bathrooms, enter 0 in that field. For one half bath, enter 1, etc. Select all the features that apply from the picklists for the other fields.

Rooms Tab

Enter the rooms and dimensions here. At bare minimum, you will need to enter the dimensions and levels of the Living Room/Great Room, Kitchen, and Master Bedroom, but additional rooms may be added along with features of each room. Dimensions are entered in whole numbers. Click “More” to enter additional rooms. You may enter up to 26 rooms.

Water Tab

The Water Tab choices default to “No.” If the property is not on the water and/or has no water view, you may skip this tab.

There are four main water fields: Water Access, Water View, Water Extras, and Water Frontage. See the help bubbles for additional guidance.

- **Water Access:** Is there deeded water access from this property? If so, what type(s) of water can be accessed? If a HOA has water access, that will be entered under the Community Features field, not under this tab.
- **Water View:** Can you see water from this property?
- **Water Extras:** Includes deeded extras such as docks, boathouses, etc., but also has several options for water restrictions (fixed bridges, no wake zone, etc.)
- **Water Frontage:** Does the property touch water? If so, indicate the feet of water frontage in the appropriate field.

For example, you may be listing a home on a canal, and that canal feeds into the bay. Under Water Access, both canal and bay may be selected. However, under water frontage and water view, only canal will be selected. As another example, a home across the street from the Intracoastal Waterway would not have water frontage or access but would likely have a water view.

Be careful not to mislead. For example, a drainage ditch is not a pond. If in doubt, disclose additional information in the remarks.

Green Tab

When entering listings, the “Green” tab has several fields regarding environmentally friendly features of a property. As Florida is the third largest state for Green homes, it is important to understand these fields, and use these to market your listings with “Green Features”.

The “Green Verification” table allows you can choose a Green verification/certification from a pulldown menu and then complete various subfields to describe that verification.

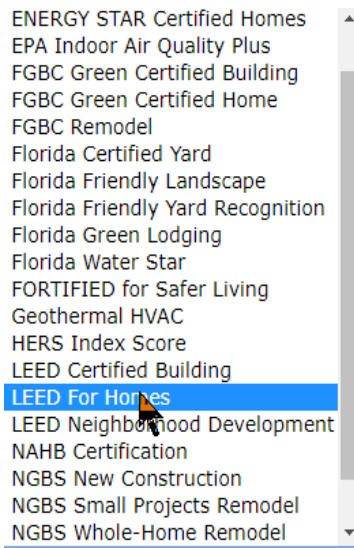
By clicking the “More” button, you can add up to 5 Verifications. Status, Year, and Source are required fields if a verification is selected.

Green Certifications/Verifications are an extensive process, so **documentation of the verification must be attached to the listing!**

In addition to the Green Verification table, there are also fields for Green Energy, Green Water, Green Sustainability, Green Landscaping, Disaster Mitigation, and more. These are all components of a Green Certification, and some properties without a certification may still have some of these other features.

Below is an overview of the Green Verification Table:

Green Information		MLS Number: J901389			
Green Verification					
Building Verification ?	Status ?	Year ?	Version ?	Body ?	Delete
Metric ?	Rating ?	Source ?	Green Verification URL ?		
					More



Field Descriptions

Building Verification: Certification/Verification Type
Status: Complete or In Progress (i.e. Under Construction Home going through approval process)
Year: Year Certification was Awarded
Version: If applicable, some certifications have different versions.
Body: For example, LEED for Homes is from the US Green Building Council (USGBC)
Metric: Specific Number such as HERS, RESNET, Home Energy Scores
Rating: For example, LEED has Silver, Gold, and Platinum Ratings
Source: See pulldown menu for sources of verification.
URL: Specific URL to this property's certification, if applicable

Owner Tab

The owner name usually populates from public records. This only appears on broker reports and can be removed. Owner or tenant contact information can also be added, along with the Association Manager Contact Information for condos or HOAs. The Ownership field is required – indicate the type of ownership (fee simple, condo, co-op, land lease, etc.) here. Under this tab you will also indicate if there is an existing lease on the property, and the details of that lease.

Community Tab

The community tab contains information about the HOA or Condo Association, if applicable. Under the Association Information section, indicate if association membership is required or optional, along with HOA and condo fees. Be sure to classify HOA and condo fees properly. Some properties may belong to both a master HOA and a condo board. Fees can be recorded on annual, semi-annual, quarterly, or monthly terms. Along with the Association/Manager, Contact Name - Association Email, Association Website Address or Association Phone must be filled in to successfully submit the listing.

Up to 25 community features can be selected (this is the field where community pools and water features would be indicated). There is a field to indicate what is included with association fees, and if there are amenities with additional fees, there is a text field where these can be described.

The Housing for Older Persons section is where age-restricted communities would be indicated. This must be verified in one of two ways: by entering a valid, future renewal date from the 55+ Directory on the Florida Commission for Human Relations web site or by uploading a Housing for Older Persons Affidavit signed and notarized by a board member or association manager. The 55+ Directory can be found under the External Links in Matrix, and the Affidavit can be found with the Listing Forms. The final sections on this tab ask about pet and lease restrictions.

Realtor Tab

The Realtor tab contains the information that appears on the Realtor Information section of a broker report, along with the remarks, showing instructions, and marketing preferences.

Items to note: for most types of property, under the Compensation section, you would enter the cooperating compensation being offered to a Single Agent, Non Rep, or Transaction Broker that brings a buyer. Compensation can be offered as a percentage, dollar amount, or percentage minus a dollar amount, but must match what is on the listing agreement. Use the % and \$ symbols. There is also a field for bonus amount, which is a flat dollar amount. For rentals, the compensation options are a Referral Fee or Leased Fee. If there is a Dual/Variable compensation arrangement, disclose this in the appropriate field.

In the Showing Instructions section, there is a field to enter a call center number if your office uses a centralized call center to schedule showings. The “ShowingTime Secure Remarks” box is for the actual showing instructions. This is the only place you can put gate codes, alarm codes, etc. These instructions will carry over into ShowingTime. There is also a field for Showing Instructions, where up to 16 canned Showing Instructions may be selected. There is an option under the Showing Instructions field for “Use ShowingTime Button.” ShowingTime can automate the process of agents scheduling showings for your listing. As this is a secure tool and only licensed real estate agents have access to it ShowingTime, this is the only place where you are allowed to give access codes.

ShowingTime can be further configured once the listing is submitted.

Under the Listing Distribution section, indicate the seller’s preferences for how this listing will be distributed to various Internet sites. Note: Many of these items are covered in the listing agreement.

Listing Distribution			
Brokers choose where listings are distributed to for the entire office. If your broker has chosen not to send listings to an option below then your listings will not be distributed to them.			
Internet Y/N Yes	IDX/VOW Display Comments Y/N Yes	IDX/VOW AVM Y/N Yes	Distribute To <input checked="" type="checkbox"/> Homes.com <input checked="" type="checkbox"/> HomeSnap <input checked="" type="checkbox"/> International MLS <input checked="" type="checkbox"/> Realtor.com
Third Party Y/N Yes	Show Prop Address On Internet Y/N Yes		

Definitions: Items marked with an **asterisks** would be indicated in the Florida Realtors® listing agreements.

**Internet Y/N* — The decision made here identifies whether the listing can be displayed on the Internet. If “yes” is selected, other options in this section can be specified, listing will be sent to IDX sites (search forms on other brokerages’ web sites), and listing will be sent to other third party/consumer sites selected by brokerage. If “no” is selected, the property will be in the MLS only and not distributed to any external sites.

Distribute to – For each listing, agent and seller can determine if listing should appear on The Stellar MLS Consumer Site (Powered by Homesnap), Homes.com, HomeSnap, Realtor.com. Note: For listing to appear on a consumer site, broker must syndicate to that site.

**Show Prop Address on Internet Y/N* — Choosing NO means that the property address will NOT be displayed on the Internet, just the city, state and zip.

**IDX/VOW Display Comments Y/N*: This field identifies whether the seller will allow commentary/blogging/reviews, etc. on their property inside IDX and VOW sites

**IDX/VOW AVM Y/N*: This field identifies whether the seller will allow for any type of automated property valuation to be displayed on an Internet Data Exchange (IDX) or Virtual Office Website (VOW). This option does not control Automated Valuation Models on third party consumer sites or a bank site.

**Third Party Y/N*: Grants permission for 3rd parties to use this listing's data for comparable and derivative work. This DOES NOT control syndication to third party sites.

The final section is for Marketing Links and Information.

If “yes” is selected under “Create Free Automatic Virtual Tour Y/N”, through Property Panorama, a free virtual tour will be created with the first 5 photos from the listing. Up to two external virtual tour links can be included in this section. Keep in mind that virtual tours entered in the MLS show up on customer reports and cannot contain any agent branding or contact information. The Web Links, on the other hand, only show up on broker reports and can include property web sites, etc. If you are going to add your own virtual tour, you may want to say “no” to the free tour and add your unbranded full tour when it is available.

Public Remarks are viewable on public sites and on customer reports. This is a great place to share exciting characteristics about the property but stick to facts! The public remarks cannot contain agent/company information, web sites, vendor recommendations, showing information, open house information, etc.

Be careful to not misrepresent property or use overly vague terms (i.e. Close to the beach.). Avoid financing terms that may trigger required disclosure under the Truth-In-Lending Act. Be careful not to “steer” buyers (Fair Housing).

There is a box to indicate whether Virtual Staging was used. If you will be including any virtually staged photo, this box needs to be checked. If so, the first words of the Public Remarks will be auto-populated with a disclosure.

The Realtor Only Remarks are only viewable on broker reports. This section allows you to communicate information to other agents, such as offer instructions, bonus information, additional information about the property, etc. Showing/Access codes cannot be entered here.

Under the Driving Directions field, turn-by-turn Directions are required from a major intersection. The first turn must be a compass direction (North, East, South, West), and then “rights” and “lefts” can be used. There can be no references to a GPS or electronic map, and no URLs or contact information in this field.

Submitting a Listing

On the bottom of the screen, there is a ribbon with four options.



Save As Incomplete - Will save the data as an unfinished record but will not display the listing as Active. Use this function to retain data entry from your current input session. **In order to add photos and attachments, you must first Save as Incomplete.** You will not be able to Submit Listing as Active until photos are added.

Validate – Clicking on the Validate button will start the system check to ensure all required fields are populated. Any requirements missing for the listing to be made Active will be displayed with a red exclamation icon on the affected tab and in front of the missing required field within that tab. Click on the exclamation icon for additional information on how to populate a specific field.

Cancel Input – Shows a pop-up window asking for cancellation confirmation. If "Yes" is selected to confirm cancellation, all data from that session will be lost. If "No" is selected, the user will be returned to the current session without data loss.

Submit Listing - Retains current field data, runs field requirements and format checks, and if listing complete, makes listing Active and viewable by others.


Adding Photos

Once the Incomplete listing is submitted, select the option to “Add/Edit Photos”. Click “Browse” and select the images you wish to add.

At least one photo must be added before a listing can be activated. Remember, the first photo must be a front exterior shot (no broker signage), a water view (from the subject property), or an aerial shot (not from a copyrighted source). If the water view or aerial shot is in the first slot, the front exterior must be the second slot. If you plan to use the free virtual tour from Property Panorama with 5 photos, make sure that the first 5 slots contain the pictures you want in your virtual tour.

A maximum of 100 photos can be uploaded and the recommended size is 1600 X 1200 pixels.

To rearrange the order of the photos, hover over the header until you get the crosshairs, and then drag the photo to a new slot.

To add captions, click the Photo Details icon.  Click “Enter Description”, type in your description, click “Done”, and then click “Save”.

For any photo that was virtually staged, a caption stating “Virtually Staged” must be added.

Adding Supplements/Attachments

When a listing is submitted as incomplete, up to 15 MB of attachments can also be added. There are some incidences where attachments are required, such as Green Certification documentation or for certain cases when listing 55+ communities, a Housing for Older Persons Affidavit. Many listing agents also attach items such as disclosures, condo/HOA documents, floor plans, surveys, etc. Attachments are only viewable on broker reports, not on customer reports.

To add an attachment, click “Add Supplement”. Upload the file, and from the “Attachment Type” pulldown menu, indicate what type of document this is. If you would like to provide an additional description, that can go in the “Attachment Description” field.

Configuring Showing Time

If you plan to have cooperating agents use the ShowingTime button to view instructions or request showings for the listing, there is also a link to “Configure ShowingTime.” While you entered the basics of how you want the cooperating agent to use Showing Time under the Realtor tab, here you can set additional restrictions on appointment times, allow the sellers to receive notifications, etc.

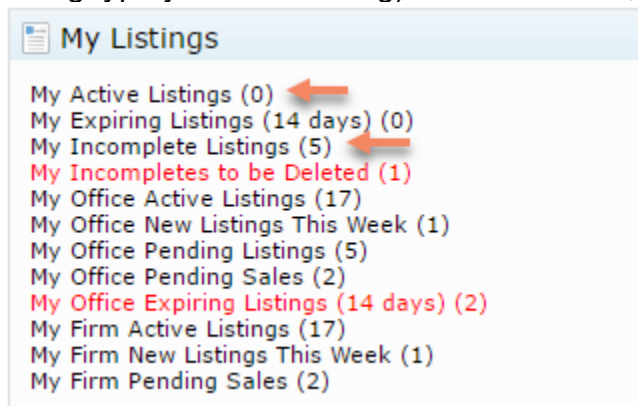
Activating Listings

At this point, even though we have completed the listing, it is still in incomplete status and not viewable in the MLS system. The final and most critical step is to activate the listing.

From this screen, simply click “Continue Editing” and you would then have the option to submit the listing as Active.



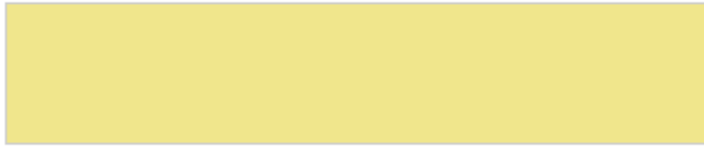
If you need to enter additional information prior to activating the listing, both Active and Incomplete listings can be accessed from the My Listings widget on the Matrix home page. If the listing is still incomplete, go into “My Incomplete Listings”. Select the listing you want to activate and click “Edit”. Click on the “Residential – Add/Edit Listing Fields” link to access the Residential entry form (or the form for the listing type you are entering). Once finished, click the “Submit Listing” button.



When you submit a listing, if there are any missing fields, you will see a red exclamation mark by both the tab and the field with missing information. This information would need to be completed before the listing can be activated.



Showing Time Secure Remarks



Characters Remaining: 500

Also, please note that Matrix will check the Public Remarks of your listing for “restricted words” that potentially could violate the Fair Housing Act. However, Matrix only recognizes the word, not the context. Certain words could be used to describe a property feature of a protected classification. For example, saying a home has Italian marble is permissible. Saying a home is in an Italian community is not. If you receive a restricted words notification, go back to your public remarks to ensure the words are used appropriately. If yes, you can still submit the listing.

Input Warning

Rule Warnings:

- Contains Restricted Word

Public Remarks



Overlooks the white sandy beaches of Indian Rocks Beach.

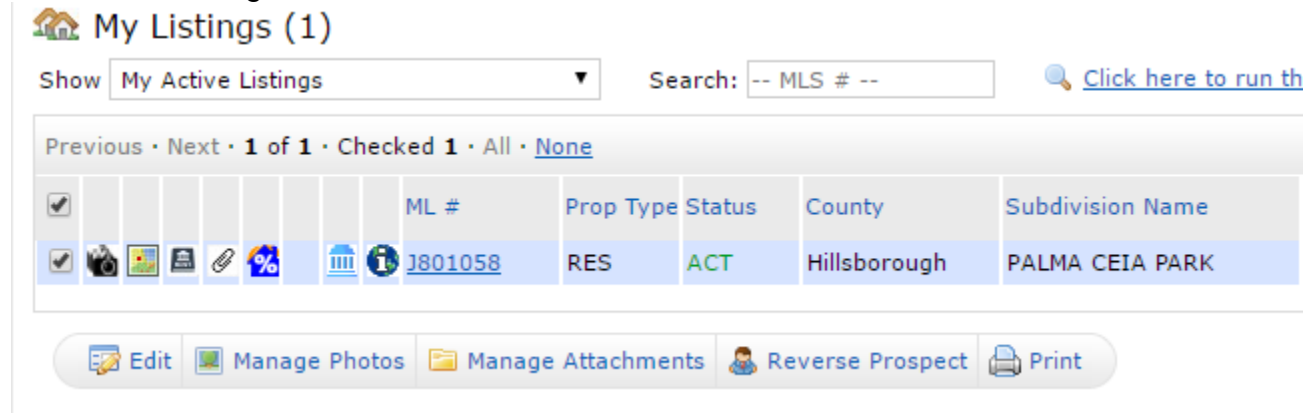
Characters Remaining: 1474

Restricted word(s) highlighted in yellow: Overlooks the white sandy beaches of Indian Rocks Beach.

**If you receive a restricted words notification, as long as the words are used in an appropriate context, the listing can still be submitted.*

Updating Listings

Once a listing is activated, the content, photos, or attachments can be modified at any time. Go to the My Listings widget on the Matrix home page and click “My Active Listings.” Select the listing you wish to modify. You then have options to Edit, Manage Photos, or Manage Attachments.



My Listings (1)

Show **My Active Listings** Search: [Click here to run th](#)

Previous · Next · **1 of 1** · Checked **1** · All · [None](#)

<input type="checkbox"/>						ML #	Prop Type	Status	County	Subdivision Name
<input checked="" type="checkbox"/>						J801058	RES	ACT	Hillsborough	PALMA CEIA PARK

[Edit](#) [Manage Photos](#) [Manage Attachments](#) [Reverse Prospect](#) [Print](#)

Changing Statuses

To change the status of a listing, go to the My Listings widget on the Matrix home page and click “My Active Listings”. Select the listing you wish to modify. Click edit. Then choose and fill out the appropriate status change form. *Remember that status changes, including price and expiration date changes, must have something in writing from the seller.*

Select Form

- [Residential - Add/Edit Listing Fields](#)
- [Change to Pending](#)
- [Change to Temporarily Off Market](#)
- [Change to Withdrawn Conditional](#)
- [Change to Canceled](#)
- [Change to Leased](#)
- [Change to Sold](#)
- [Open House](#)

Adding Open Houses

To add an open house to a listing, go to the My Listings widget on the Matrix home page and click “My Active Listings”. Select the listing to which you wish to add an open house. Click edit, then select “Open House.”

Enter the information for the open house. To enter more than one open house, click “More.” Under the Active field, you can indicate whether or not the open house is finalized and ready to be publicized. Under the Open House Type field, if you select Public, the open house is publicized on State27Homes.com, the My MLS App, and Realtor.com. If you select MLS Only, it is only searchable by agents in the MLS.