

NEW PARTICIPANT ORIENTATION



ARMLS[®]



New Participant Orientation Package

Within this packet you will find the following documents:

- Opt-in/Opt-out Services
- MLS Searches on Broker Websites
- Your ARMLS® Resource Guide
- Penalty Policy Quick Guide
- Administrative Personnel Policy Quick Guide
- Administrative Personnel Policy
- Resources for Your New Agents
- Lockbox and Key Rules Quick Guide

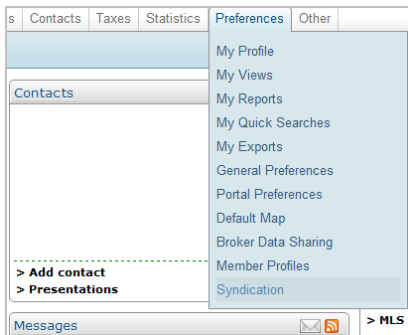


Opt-In / Opt-Out Services and Syndication

In general, **Opt-In** services require that the Broker take some **affirmative action to access** a service. **Opt-Out** requires the Broker to take some **affirmative action to disable** access to all or part of the service. Opt-In and Opt-Out are general terms adopted by MLSs to describe the Participants'/Designated Brokers' ability to decide where their company listings will be distributed. Vendors through an agreement with ARMLS® offer **Designated Brokers** the ability to send listing information simultaneously to many Websites. This simultaneous publication is called **syndication**. ARMLS offers syndications on an Opt-In basis.

Designated Brokers may opt-in to syndicate their listings through flexmls® Web. If a Broker later decides to disable sending listings to a particular vendor, he can opt-out through flexmls as well. In addition, once a Broker opts-in, he may also choose to allow his Agents to override. Thus, an Agent may then opt-out individual listings at Edit.

After log-in, go to *Preferences* on the main Menu bar, and then *Syndication*.



In *Syndication Preferences* Brokers can opt-in by checking the box under *Send Listings* associated with each vendor in the *Name* list. Additional selected syndication vendors not represented in the *Name* list can be accessed below the *Name* list by clicking the ListHub registration page link. ListHub is ARMLS's preferred syndication vendor allowing Brokers greater control of their listings' destination on the Internet. ListHub allows the Brokers, once opted-in, to opt-out of sending their listings to specific individual Websites by opting-out of those sites.

Syndication Preferences

Save Changes

Name	Send Listings	Terms of Service	When my agents or staff enter listings, I want the export tab to appear as follows:	Order
Realtor.COM	<input checked="" type="checkbox"/>	view	<input checked="" type="checkbox"/> Realtor.COM (Agent can override: <input style="width: 50px;" type="text" value="No"/>)	
IDX	<input checked="" type="checkbox"/>	none	<input checked="" type="checkbox"/> IDX (Agent can override: <input style="width: 50px;" type="text" value="No"/>)	
AZ Central/HomeFinder.com	<input checked="" type="checkbox"/>	view	<input checked="" type="checkbox"/> AZ Central/HomeFinder.com (Agent can override: <input style="width: 50px;" type="text" value="No"/>)	
Homes.com	<input checked="" type="checkbox"/>	none	<input checked="" type="checkbox"/> Homes.com (Agent can override: <input style="width: 50px;" type="text" value="No"/>)	
Trulia	<input checked="" type="checkbox"/>	none	<input checked="" type="checkbox"/> Trulia (Agent can override: <input style="width: 50px;" type="text" value="No"/>)	


MLS Searches on Broker Websites

Internet Data Exchange (IDX) vs. Virtual Office Website (VOW)




Participant/Designated Brokers have choices regarding the MLS search on their website. The following information will help you decide which is the better choice for your business model. Rev 10/19/2015

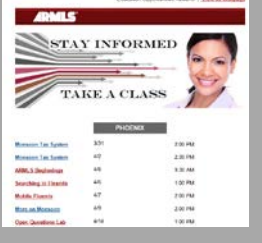
Need to Know	IDX	VOW
What is it?	MLS program for displaying listing data on Broker and Agent IDX websites	A website, or portion of a website, that is capable of providing brokerage services similar to those provided by a brick and mortar or traditional brokerage operation.
Type of Information Which May be Displayed	MLS information approved by the ARMLS® IDX Policy	All non-confidential property data information
Data includes Pending/Sold listings?	3 year rolling period of Sold listings	All Pending and Sold listings
Data Access	Three options: 1 - FREE IDX frame 2 - Via Real Estate Transaction Standard (RETS) data access 3 - Purchase from an ARMLS IDX licensed vendor	Via Real Estate Transaction Standard (RETS) data access. Agent must have his Designated Broker's approval and supervision.
Cost for Data	1 - IDX frame from Diverse Solutions or Success Web Systems is free 2 - Up to five (5) RETS accesses with public information available for no charge (Designated Brokers Only) 3 - Purchase an IDX website from an ARMLS licensed vendor - cost varies	\$150 set up fee and \$150/mo for a RETS access Listingbook was in place prior to the VOW policy. They operate a "client service application". Purchase a VOW website from an ARMLS licensed vendor - cost varies.
Business Relationship	Business relationship with consumer is optional	Business relationship must be established with Registrant
Registration Requirements	No registration required	"Closed loop" registration which verifies an email address by sending a password to registrant
Record Keeping	No record keeping requirement	VOW operator must maintain records for all Registrants up to 180 days after the password expires
Terms of Use Requirement	No	Yes
Advantages	Consumer can search MLS data with no commitment or registration.	Richer more comprehensive data for the Registrant; registration tends to result in a more serious Buyer
Disadvantages	Less data is available to the consumer.	Registration may eliminate many Buyers who object to registering; Greater compliance and record keeping burden; Greater cost is likely.
Automated Valuation Model	Optional feature but Sellers have the right to opt-out	Optional feature but Sellers have the right to opt-out
Blogging about Listings Consumer Comment Section	Optional feature but Sellers have the right to opt-out	Optional feature but Sellers have the right to opt-out

Watch For	Resource
	ARMLS.com Your source for all things ARMLS BLOG LEARNING options STATISTICS reports

Watch For	Resource
	Online Training Master Flexmls on your schedule through live and recorded webinars – for NEW and seasoned agents ARMLS.com/learning/webinars

Watch For	Resource
	Social Media Become part of the ARMLS Community facebook.com/ARMLS twitter.com/ARMLS youtube.com/ARMLS

Watch For	Resource
	Statistical News STAT and RENT Check are delivered to your Inbox monthly, or go to ARMLS.com/statistics

Watch For	Resource
	ARMLS Education Offered at no cost ARMLS.com/learning/classes Boot Camp events are recommended for NEW agents

ARMLS Support Centers

SC@ARMLS.com

Phone: 480-303-7249

M - F: 8:30 a.m. - 5:00 p.m.

Saturday (Tempe only) 8:30 a.m. - 5:00 p.m.

Phoenix

5033 N. 19th Avenue

Suite 113

Phoenix, AZ 85015

SE Valley

1363 S. Vineyard

Mesa, AZ 85210

Peoria

9001 W. Union Hills Drive

Suite 5

Peoria, AZ 85382

Scottsdale

7600 E. Redfield Dr.

Suite 170

Scottsdale, AZ 85260

Tempe

130 S. Priest Drive

Suite 101

Tempe, AZ 85281

Corporate Office

130 S. Priest Drive, Suite 101

Tempe, AZ 85281-2593

Main Phone: 480-921-7777

M - S: 8:30am - 5:00pm

Helpdesk Support

Information@ARMLS.com

Phone: 480-303-7020

M - F: 8:00 a.m. - 6:00 p.m.

Data Integrity – Rules and Regulations

DI@ARMLS.com

Phone: 480-303-7021

M - F: 8:00 a.m. - 4:30 p.m.

Flexmls Web Login Website <https://armls.flexmls.com/>

Flexmls **Mobile** Login Website <https://m.flexmls.com>

Flexmls Web **Backup** Login Website (*this is a read-only site, no changes can be made here*)

<http://backup.armls.flexmls.com/>

Corporate Office

130 S. Priest Drive, Suite 101
 Tempe, AZ 85281-2593
 Main Phone: 480-921-7777
 Fax: 480-303-7220
 8:30am - 5:00pm Monday through Friday

Data Integrity

DI@ARMLS.com
 Phone: 480-303-7021
 Fax: 480-303-7193
 8:00am - 4:30pm Monday through Friday

Flexmls Web Login Website

<https://armls.flexmls.com/>

Flexmls Web Backup Login Website *(this is a read-only site, no changes can be made here)*

<http://backup.armls.flexmls.com/>

Helpdesk

Information@ARMLS.com
 Phone: 480-303-7020
 Fax: 480-303-7220
 8:00am - 6:00pm Monday through Friday
 8:30am - 5:00pm Saturday

Education

Training@ARMLS.com
 480-303-7223

Flexmls Mobile Login Website

<https://m.flexmls.com>

ARMLS Support Centers

SC@ARMLS.com
 Phone - 480-303-7249
 8:30am - 5:00pm Monday through Friday
 8:30am - 5:00pm Saturday (Tempe only)

Meet all of your lockbox, key, support and training needs at the ARMLS® Support Center near you, including lease and service of ActiveKEYs and eKEYs.

Please allow **30 minutes to process a first-time key** and **15 minutes for a replacement key**. Mornings are less busy than afternoons and centers close promptly at 5:00pm.

Support Center Addresses**Phoenix**

5033 N. 19th Avenue, Suite 113
 Phoenix, AZ 85015

SE Valley

1363 S. Vineyard
 Mesa, AZ 85210

Peoria

9001 W. Union Hills Drive, Suite 5
 Peoria, AZ 85382

Scottsdale

7600 E. Redfield Road, Suite 170
 Scottsdale, AZ 85260

Tempe

130 S. Priest Drive, Suite 101
 Tempe, AZ 85281



ARMLS® Administrative Personnel Policy Quick Guide

Your Role	Job Description	Form Click to access	# of Accesses	Fee	Special Conditions
Licensed Broker / MLS Participant or Appraiser	Broker or certified Appraiser responsible for an office	Subscriber Agreement	1	Full	None
Licensed Subscriber, either Real Estate or Appraiser	Practicing Agent, Team leader or Appraiser	Subscriber Agreement	1	Full	None
Licensed Team Member	Performs some or all of the functions of Team leader	Subscriber Agreement	1	Full	None
Licensed Admin for an Agent, Broker, Team or Appraiser	Supports Subscribers but does not perform duties on a regular basis that require a license	Application Form for Administrative Support Personnel Access to ARMLS	1	50% of Full Fee	Requires certification on form by Admin Support person and Participant
Unlicensed Admin for an Agent, Broker, Team or Appraiser	Supports Subscribers but does not perform any duties that require a license	Application Form for Administrative Support Personnel Access to ARMLS	1	50% of Full Fee	Requires certification on form by Admin Support person and Participant
Administrative Personnel (licensed or unlicensed) supporting an office or company, either Brokerage or Appraiser	Supports all Subscribers in the office but does not perform any duties that require a license	Application Form for Administrative Support Personnel Access to ARMLS	Up to 3 per office based on 1 per every 30 agents	No Fee	Requires certification on form by Admin Support person and Participant
		Application Form for Administrative Support Personnel Access to ARMLS	Unlimited above the allotment of 3 per office	50% of Full Fee for each	Requires certification on form by Admin Support person and Participant

Under the ARMLS Rules and Regulations, Administrative Personnel credentials are available as follows:

7.4 LICENSED OR UNLICENSED SUPPORT PERSONNEL. Administrative, personal assistants, or secretarial personnel, whether or not they hold a real estate license, shall be allowed access to the system to the extent necessary for them to perform their duties with and for the Participant and the Participant's Subscribers. The Participant shall make application for and pay the appropriate annual fee(s) for administrative access in the manner and amounts established by the BOD.

- 7.4.1 Participants shall be allowed up to three administrative personnel Access Credentials per office code (at no charge). The exact number shall be a quantity equal to the number of Subscribers in the Participant's office/branch divided by 30 and including fractions. Each office/branch shall be entitled to at least one administrative access regardless of office size.
- 7.4.2 Offices may purchase additional administrative credentials, over and above those allocated in 7.4.1, for the fee specified by the BOD in the current fee schedule. The Participant shall be responsible for paying all fees associated with licensed or unlicensed support personnel's credentials.
- 7.4.3 Subscriber(s) who employ licensed or unlicensed support personnel may apply for an individual administrative credential under the Participant's allocation formula in 7.4.1, only with the written permission of the Participant.
- 7.4.4 Any person with an administrative credential may not under any circumstances be designated as a listing or selling agent on a property.
- 7.4.5 Any change in the assignment of the administrative credentials, or any change in the license status of an administrative person, **MUST** be reported within Ten (10) Days to ARMLS by the Participant.

FEE STRUCTURE AND POLICY FOR ADMINISTRATIVE PERSONNEL:

By recommendation of the Finance Committee and action of the ARMLS Board of Directors at their meeting of March 30, 2009, the following policies are adopted as interpretations of the rules of Section 7.4

1. Administrative Personnel Fees shall be set at an amount equal to 50% of the then current ARMLS Subscriber Fee.
2. Fees shall be payable in advance through the end of the current billing cycle (year) and shall be prorated by the half-month for portions of any remaining term in the billing cycle (treated same as agent subscriber fee proration).
3. Participant may designate person responsible for billing for administrative personnel.

- a. Participant may assume responsibility for all company administrative personnel and be billed for same.
 - b. Participant may designate a Team Leader as the designated responsible party for such fees for personnel assigned to that Team Leader's team.
 - c. Participant may direct that administrative personnel pay their own subscription fees individually.
4. Where brokerages aggregate administrative duties for multiple offices in a central location or administrative office, ARMLS may adjust the formula by which free administrative credentials are allocated to accommodate such models. For example, a firm with 10 branches and 1,000 agents could receive as many as 30 free administrative logins (three for each of the ten offices, each with an average of 100 agents) to accommodate their model.
5. Virtual administrative personnel shall be treated the same as physical administrative personnel for the purpose of this policy. Administrative personnel need not be located in the office or in the administrative center, but the same formula would apply as if they were physically located in the office.
6. Virtual administrative personnel and/or licensees may be employed by more than one firm. Such personnel shall be treated as if each instance of employment (each firm) were a separate person and would require a separate login credential for each firm. Administrative access levels may be set individually for each firm at the direction of the Participant. (This would allow Firm A to use the virtual assistant on a companywide level, Firm B on a Team level, and Firm C on an individual level. This would also allow a licensee to be a salesperson with Firm D and a licensed administrative assistant with Firm E, provided any required disclosures were made and consent of the Participants received.)
7. For changes in administrative personnel, ARMLS will issue a new ID/Password to the replacement person and deactivate the ID/Password of the person who is being replaced. Any fees paid for the latter (person being replaced) will be credited to the former (replacement) for the balance of the current billing period.
8. For the initial implementation of this policy all administrative personnel authorized by ARMLS and active in the MLS system as of September 15, 2009 shall retain their existing ID/Password assignments and none of the existing personnel shall be subject to the fees established by this policy. As personnel change, the formula for calculating authorized free administrative credentials shall be applied and if the firm requests new credentials that exceed the allocation then these shall be subject to the administrative credential charge.

ADMINISTRATIVE PERSONNEL OR TEAM MEMBER?

The implementation of this policy necessitates an examination of the difference between an Administrative Person and a Team Member. Many brokers have teams within their firm that function as a single selling unit for the purposes of taking and managing listings or sales. Often the members of the team are licensed agents with full authority to perform all the functions permitted by their licensure.

Many do perform functions such as preparing market estimates of value, showing houses, making appointments, arranging home inspections, etc. Some team members may not be licensed and do not perform such tasks. Likewise, some licensed team members do not perform such tasks on a regular basis, but have a license so that should they be called upon to do so in an emergency, they can operate without fear of engaging in unlicensed activity.

Depending on the level of activity performed by each person, these personnel could fall into one, and only one, of five categories. Descriptions which follow each should help in deciding what type of subscription to ARMLS each of these people requires.

1. **Licensed Subscriber.** This is a licensed practicing agent, team leader, the person under whose name all the listings are entered into the system. This type of individual would require a full regular ARMLS subscription.
2. **Licensed Team Member.** This is a licensed practicing agent, member of a team, who performs or may perform some or all the functions of the Licensed Subscriber on a regular basis, but whose name does not appear individually on a listing. This type of individual would require a full regular ARMLS subscription.
3. **Licensed Administrative Personnel.** This is a licensed agent, supporting a team, who does not normally perform any of the functions of a Licensed Subscriber that require licensure. Activities can include preparation of marketing materials (CMA), fielding inquiries over the phone for showing appointments or information about the listing. But this person does not show houses, host or assist in hosting open houses, does NOT possess, control or use a lockbox key to enter, view or show any property that is listed on the System, does not make listing presentations to potential Sellers, accompany buyers on tour or any other activities that would normally be handled by a Licensed Team Member or Subscriber. The key determinant for this classification is the “normal” job functions of the individual. On rare occasions (less than one time per month for the purpose of this policy), this person may step into the role of Team Member or Subscriber and fill that role but it should not be a routine part of this person’s job description. Provided all these requirements are met, this type of individual would qualify for an Administrative Personnel ARMLS Subscription.
4. **Unlicensed Administrative Personnel.** This is an unlicensed individual, supporting a team, who does not at any time perform any of the functions of a Licensed Subscriber that would require licensure, as defined by the Arizona Department of Real Estate in their Substantive Policy Statement No. 2005-04, including the requirement that the unlicensed assistant is not paid on any basis that relies on the ultimate sale of a property. The full text of the policy statement and

details as to activities that are allowed or not allowed may be found on the ADRE web site at http://www.azre.gov/LAW_BOOK/Documents/SPS_Documents/SPS_2005.04_Unlicensed_Assistants.pdf. Provided all these requirements are met, this type of individual would qualify for an Administrative Personnel ARMLS Subscription.

The application for Administrative Support Personnel access contains the same affirmation of non-practice as is contained in the Application for Waiver. If a Waived Licensee or Administrative Employee fails to continue to meet the four requirements of non-practice, then that person would be required to become a full ARMLS Subscriber.

5. **Waived Licensee** (agent or assistant). This is a licensed individual who does not engage in activities that would require subscription to ARMLS. To meet the requirements of a waiver, the individual and the licensing Participant must attest to the following four points:
 - a. Individual is NOT the listing agent for any active listing included in the ARMLS computer system (“the System”).
 - b. Individual does NOT possess, control, or use a lockbox key to enter, view, or show any property that is listed on the System.
 - c. Individual does NOT directly or indirectly access or use in any manner whatsoever the listing information stored in the System. Such access and use includes, but is not limited to, direct access to or use of the System and the use of any other devices or software, that permit access to and use of any listing information from the System.
 - d. Individual does NOT directly or indirectly use in any manner whatsoever information from the System to list properties for sale or lease, to identify or locate properties for any potential buyers or lessees and does not participate in holding open houses for any properties listed in the System.

To be granted a waiver, the individual must complete an Application for Waiver form available on the ARMLS.com website at <http://www.armls.com/pdfs/Waiver%20Form%202008.pdf>.

This policy will be enforced by ARMLS according to the guidelines outlined above and contained in the current Subscriber Agreement. Appeals to ARMLS rulings are allowed through the appeal process outlined in the ARMLS Penalty Policy.

All applications for Administrative Personnel credentials (licensed or unlicensed) are to be made directly to ARMLS.

An Application for Administrative Personnel Subscription is available at: [\(Insert website here\)](#)

A copy of this policy is available at: [\(Insert website here\)](#)

If you have questions about this policy, please contact the ARMLS Billing Department at Billing@ARMLS.com or call our main offices at 480-921-7777.



Resources for your New Agents

ARMLS® offers the Broker/Manager lots of support to get their agents started on the right foot. On ARMLS.com, under the About ARMLS tab you will find a **New Subscriber Orientation package** which is a resource for your agents. In it you will find:

1. **Flexmls Web Quick Start** – to help your Agents use flexmls immediately
2. **FlexAlert** – what's new in the MLS software
3. **New Agent Subscriber Training Quick Guide** – gives advice on which ARMLS classes to take first, why, and when
4. **New Agent Subscriber FAQ** – gives answers to typical questions a new Subscriber would ask
5. **Days on Market Calculation** - Agents learn the correct calculation right up front
6. **Your ARMLS Resource Guide** – guide to events, initiatives, publications, products, services and important phone numbers
7. **ARMLS Support Centers** – gives all locations and contact info for lockbox services and more



ARMLS® Lockbox and Key Rules Quick Guide

The table below includes **only an outline** of each rule and the corresponding penalty. For a complete description of each rule refer to [ARMLS Rules and Regulations, section 13 Lockbox and/or Access Systems](#). To review the Lockbox Penalty chart refer to the [ARMLS Penalty Policy, section 5 Lockbox and Electronic Key Violations and Fines](#).

Definitions:

Minor Violation: Five days to correct otherwise a fine is sent to the Subscriber.

Automatic Violation: The issue could not be corrected therefore a fine is automatically assessed.

Lockbox or Lockbox Key Rule	Penalty and Fine for Violation
Rule 13.1 Must have written permission from property owner to place a Lockbox on the property	Minor Violation - Failure to submit written permission <i>by the due date</i> stated in the notice will result in a fine. Fine amount depends on Subscriber’s penalty level. <i>Level 1: \$500; Level 2+: \$1000</i>
Rule 13.2 Must be the Lockbox owner or have the Lockbox owner’s permission to remove keys from the listed property	Automatic Violation <i>Level 1: \$500; Level 2+: \$1000</i>
Rule 13.3 Allowing a key to be used by a non-licensee	Automatic Violation <i>\$2000 fine AND 30 day MLS Suspension</i>
Rule 13.3 Allowing a key to be used by a licensee but a non-key Subscriber.	Automatic Violation <i>\$1000 fine AND 30 day MLS Suspension.</i>
Rule 13.3 Allowing a key to be used by a key Subscriber	Automatic violation <i>Level 1: \$500; Level 2+: \$1000</i>
Rule 13.4 Must have permission to access the Lockbox; <i>Review the listing in the MLS system and follow the instructions prior to accessing the Lockbox.</i>	Automatic violation <i>Level 1: \$500; Level 2+: \$1000</i>
Rule 13.4 Disclosing a lockbox code on a listed property to a non-ARMLS Subscriber without written permission from the Listing Agent.	Automatic violation <i>Level 1: \$500; Level 2+: \$1000</i>
Rule 13.5 Must remove a Lockbox within two days after the listing status changes to Closed, Cancelled, or Expired.	Minor Violation - Failure to remove the Lockbox by the due date stated in the notice will result in a fine. The fine amount will depend on the Subscriber’s level. <i>Level 1: \$500; Level 2+: \$1000</i>
Rule 13.6 Must be the owner of a Lockbox to remove a Lockbox from a property. Must have the Lockbox owner’s permission to remove the Lockbox from a property.	Automatic violation <i>Level 1: \$500; Level 2+: \$1000</i>

Need to report a Lockbox violation? Send all details (Lockbox #, MLS # & Address) as well as your contact information to DI@ARMLS.com.

For any additional questions regarding rules and related policies feel free to call the Data Integrity department at 480-303-7021 or email at DI@ARMLS.com.