

WAVE

TEXT ONLY FORMAT

Ezine of Arizona Regional Multiple Listing Service, Inc.

December / January 2011

ARMLS TECHNOPALOOZA - April 7, 2011

Make Magic Happen

in this issue

- 05** Subscriber Confidence Index announced
- 08** Pet Food Drive - Feed abandoned pets
- 12** Getting the Most Out of Online Video Players
- 14** FNMA Short Sale Assistance Desk Coming Soon
- 16** Data Sharing with Tucson and Rocky Point
- 18** TECHNOPALOOZA 2011 is COMING!!!

people

- 03** message from the CEO - Bob Bemis
- 04** "Like" and WIN Holiday Giveaway Winners
- 15** Title Trainer Spotlight - Cynthia Lujan, Old Republic Title

compliance

- 06** Compliance Corner - Residential Rental and Seasonal Furnished Rental property types

products

- 22** TECHNOPALOOZA 2011 hosts classes on FREE technology products - *your Member benefits are making Magic happen*

mls

- 10** PaSSw0rd5, pa55wordz, p@sswerds

training

- 21** ARMLS instructors offer CE Credit classes at TECHNOPALOOZA 2011

Editor - Chris Heagerty

Publisher / Graphics and Design - Lynn Boyd

communication@armls.com

WAVE is a bimonthly publication of ARMLS® dedicated to communication and outreach to its stakeholders.

message from the CEO

A Conundrum and a Solution

In my first 2011 PULSE Agent presentation at SEVRAR, I discussed rules violations and the habitual, bad behavior of some Subscribers who publish their listings without photos (our #1 violation). Savvy Agents, of course, publish *many* interior photos, highlighting prominent amenities. While the word count in Remarks is limited, a picture is worth a thousand words, and a portfolio of photos is as good as a novel.

It remains a conundrum why some Agents refuse to include pictures, and even *argue* against the photo requirement. As a house-hunting veteran, I flatly refuse to be shown a house that is picture-less. Is the Agent hiding something?

Bob Bemis
ARMLS CEO

But even more perplexing are Agents who publish absolutely horrid pictures. You can see a few samples at (believe it or not) www.badmlsphotos.com.

Below is a foolproof solution for Agents, who cannot tell a Hasselblad (best German camera made) from the Hindenburg (famous WWII blimp), which addresses the no-photo /horrid photo dilemma, courtesy of Teresa Boardman and Inman News. All you need is your camera, a phone, a bath towel, a sturdy work surface, and a brick. Just follow these easy steps:

- **Remove camera from case; remove battery and place it in your pocket**
- **Place towel on flat surface and wrap the camera in the towel**
- **Pick up the brick and pulverize the camera**
- **Carefully discard towel and its contents in the trash**
- **Remove battery from your pocket and take it to a recycling center**
- **Use the phone to CALL A PHOTOGRAPHER**

Photo conundrum solved. Frustrations vented. More productive showing appointments. More sold signs. Happy Sellers. No more photo violations. It doesn't get any better than that!

ARMLS “Like” and Win Holiday Giveaway

Winners Announced

The holidays became a little merrier for three lucky ARMLS Facebook fans who took home a free Supra Lockbox each for winning the ARMLS Holiday “Like” and Win Giveaway. The lucky winners are:

Karen Berg - United Brokers Group

Natalie Pinkerton - Diamondback Realty LLC

Emmy McLeish - John Hall & Associates

Next time it could be you! Keep checking the ARMLS Facebook and Twitter pages for upcoming contests.

[Facebook.com/ARMLS](https://www.facebook.com/ARMLS)

[Twitter.com/ARMLS](https://twitter.com/ARMLS)

Subscriber Confidence Index Image

Residential Rental and Seasonal Furnished Rental Property Types

Compliance and Enforcement of Existing Rules [Begins on May 1, 2011](#)

On May 19, 2010, at the request of ARMLS Subscribers who work in the seasonal rental market, ARMLS released a new property type in the flexmls system titled “Seasonal Furnished Rentals.” This property type is designed to greatly enhance searching for seasonal furnished properties in the exact time frames for which they are available. This is achieved through accurate updating of the calendar feature within each Seasonal Furnished Rental listing.

Unfortunately, the Seasonal Furnished Rental property class has thus far been underutilized, with many Listing Agents continuing to put these types of properties into the regular Residential Rental property class. This has caused our Subscribers who represent prospective lessees to search across two categories in order to find all of their client’s potential matches. [The time is approaching when these listings must be listed in their proper class.](#)

[Since the property types release, the ARMLS Board of Directors has allowed these listings to temporarily remain in the regular Residential Rental property class penalty free, affording everyone the opportunity and necessary time to relist the properties into the proper class. The Board decided this past autumn to wait until after the busy season had slowed to start enforcing the existing rules that apply to both the Seasonal Furnished and Residential Rental property classes.](#)

[Beginning May 1, 2011 ARMLS will be enforcing violations that have been reported on the rules that were previously temporarily unenforced.](#)

Below is an overview of those rules with a link to the ARMLS Rules and Regulations so that you may read these and all the rules in their entirety.

Rule 8.1 Types of Properties

Fully furnished rentals that are listed for a period of less than one year will no longer be allowed to exist in the Residential Rental property type.

What is a fully furnished rental? They are vacation rentals where tenants need only their luggage when they show up to move in.

New listings that fit that description must go into the Seasonal Furnished Property Type.

Current listings fitting the description that are in Active, Active With Contingency (AWC), Temporarily Off Market (TOM), and Pending status must be canceled and then entered into the Seasonal Furnished Rental property type if you wish to continue to market the property on the MLS.

Rule 8.6 Dual Listings

Subscribers will no longer be able to list their property twice in Residential Rental to accommodate that the property can be leased for a year or longer or as a seasonal (less than one year) furnished rental. If your property fits both classes, it can be entered once in each class. If the property can also be sold, you may list it in the Residential for Sale as well.

All Active, AWC, TOM, and Pending short term furnished rental listings will need to be cancelled or closed. Those listings should then be put into the Seasonal Furnished Rental property class, provided they are for lease for terms of less than a year and are furnished properties.

Rule 8.6.1 also is pertinent: Subscribers may not create multiple active Listings for a property except under one of the exceptions listed above.

Rule 10.7 Reporting the Sale/Lease of a Listed Property

Residential Rental Listings status will now be enforced. When a property is leased, it must be updated to Closed (Leased) in the MLS.

The requirement of this Section 10.7 shall not apply to listings in the Seasonal Furnished Rentals property type, which listings shall have only the following statuses applied: Active, Temporarily Off Market, Expired, or Cancelled.

Please click [here](#) to view the flexAlert communication from May 19, 2010 that explains the property type in detail.

Click [here](#) to view the ARMLS Rules and Regulations.

If you have any questions about the rule or rule enforcement, please contact the Compliance department at (480) 303-7021.

A shocking number of dogs and cats have been rescued from local properties where their owners have abandoned them, leaving them to starve to death.

Your donation of food and supplies will help to save the lives of these homeless pets who are currently being sheltered and fostered by Lost Our Home Pet Foundation.

PET FOOD DRIVE DONATION LOCATIONS

ARMLS Support Center: **Phoenix**

5033 N. 19th Ave. Suite 113
Phoenix, AZ 85015
Mon – Friday 8:30 – 5:00

ARMLS Main Office : **Tempe**

130 S. Priest Dr. Suite 101
Tempe, AZ 85281
Mon – Friday 8:30 – 5:00

ARMLS Support Center: **SE Valley**

1363 S. Vineyard
Mesa, AZ 85210
Mon – Friday 8:30 – 5:00

ARMLS Support Center: **Glendale**

17235 N. 75th Ave. Suite E-160
Glendale, AZ 85308
Mon – Friday 8:30 – 5:00

- **Wet or dry dog and cat food of any type**
- **Pet toys**
- **Cat Litter/litter pans**
- **Water or food dishes**

Scottsdale Area Association of REALTORS®

4221 N. Scottsdale Rd.
Scottsdale, AZ 85251
Phone: 480-945-2651
Mon – Friday 8:00 -5:00 EXCEPT Tuesday
which is 9:00 – 5:00

Phoenix Association of REALTORS®

5033 N. 19th Ave. Ste 119
Phoenix, AZ 85015
Phone: 602-246-1012
Mon – Friday 8:30 – 5:00

To learn how you can help, go to <http://www.lostourhome.org/how-you-can-help/>
or call 602-230-HELP(4357).

ARMLS Support Center: **Scottsdale**

7600 E. Redfield Rd. Suite 170
Scottsdale, AZ 85260
Mon – Friday 8:30 – 5:00

**This is an ongoing project
with no end date.**

LEARNaTHON vs. TECHNOPALOOZA

What is the difference between your LEARNaTHON event that you had last October and the upcoming April 7 TECHNOPA-LOOZA event? L.W., Gilbert

Thanks for asking! Both events are annual but they most definitely each have a different focus.

LEARNaTHON, as you might deduce from its title, **focuses on LEARNING**, and therefore the day revolves around a hectic schedule of classes. Vendor participation is minimal.

TECHNOPALOOZA focuses on the newest **TECHNOLOGIES** in the form of products and services pertaining to the real estate industry. **Vendor participation is the focal point** and classes are an added benefit.

GOOGLE MAPS™ INSTEAD OF A PHOTOGRAPH - BAD IDEA

ARMLS has a rule that Agents must post an exterior front photo of a new listing within 48 hours of entering the listing into the MLS. My professional photographer just can't get out to all my new listings fast enough. Can I use the Google Maps™ Street View of my listing as the photo in ARMLS until I get my real photos?

L. S., Tempe

While using a photo from Google Maps™ sounds like a good idea, and you might think it's perfectly legal since the Street View scenes are part of the map display in flexmls, but you would be wrong. The license that Google has granted to FBS for its flexmls product, our MLS system, is for the display of the images, maps, aerial views, and overlays **ONLY within the context of the MLS system itself**. The license does not permit an Agent to copy any of the mapping imagery for use elsewhere. When you add a photo to the ARMLS system, unless you specify "Do Not Display on Internet" in the listing maintenance export tab, your listing and associated photographs will be distributed to many destinations, such as Realtor.com or your Broker's IDX website. **This use creates a copyright infringement problem for which both you and your Broker, as well as ARMLS, could be found liable for damages.** In the high speed world of the Internet, a photo that is attached to a listing could be distributed out to other websites within minutes of being added to the ARMLS database. So it's important that Agents understand this, and not use Google images at anytime in a listing or outside of the context of the ARMLS system.

GOOGLE MAPS™ IN BROCHURES

I would like to use maps in my property brochures, but wasn't certain that the flexmls Terms of Use allows it. Can we use either the satellite or the street maps in brochures that we hand out to clients? A.D. Tempe

The Google license prohibits redisplay of the Google Maps™ or Street View images outside of the flexmls application. If you use these images in your listing, or in presentations or brochures promoting the listing, you run the risk of being accused of a copyright violation by Google. ARMLS would take no action against such a practice, unless it were brought to our attention by the copyright holder (Google), in which case we would be required to ask you to stop using the images.

Pa\$\$w0rd5, pa55wordz, p@sswerds

ARMLS receives a lot of calls from our users about passwords, and I mean a lot. Passwords and login issues continue to be the most common inquiries the ARMLS HelpDesk receives. Often those calls include a discussion of why ARMLS is so strict on passwords, why Subscribers are required to change their passwords so often, and why any of that should matter to you. Well, let's see if we can shed some light on all of that.

Why is ARMLS so concerned with Passwords and who gets into flexmls? ARMLS values the data found in our system. Others value it too, as evidenced by outside parties who are constantly requesting access to our data to fuel the new product of the day. By restricting who can access our data, we can ensure its proper use which should always benefit our Subscribers.

Why do I have to change my password every 90 days? Forcing a password change on a regular interval increases the security of the MLS system. In the event a password is shared (which should never happen), stolen, or accidentally saved on someone else's computer, at least it will have a limited life-span. Once the password is changed, any prior accidental or malicious indiscretions are remedied.

One complaint about these forced changes is that they happen at inopportune times, thus a quick decision is made when selecting a new password, and not remembered later.

In an effort to help out with that, flexmls now warns you of a forced password change beginning five days prior to the mandatory change date. The warning will give you the option to change your password then, or defer until later.

Why should you care about all this?

Aside from the obvious, making sure you can get information from flexmls when you need it, keeping ARMLS passwords secure is important to you as well. We do not allow just anyone to gain entry to our system. Given the standards you must meet and the dues you pay for your access, you should be concerned with keeping out those who do not meet those standards and do not pay dues, not to mention protecting sensitive listing information like property access codes or private information about a Seller or property. If the MLS system is not considered secure, Listing Agents and Sellers may not include this information, which could make showing (and selling) properties more difficult.

So, how does all of that help you when you cannot get into flexmls? Well, I guess at that moment thinking about all of this is not going to be very comforting, so what should you do? If you have password troubles, click the giant *Password Not Working* button on the login page and follow the instructions. If you do that and continue to have trouble, then give the friendly folks at the ARMLS Helpdesk a call at 480-303-7020.

Getting the most out of online video players

Online video players have revolutionized Internet entertainment and learning, but did you know most people don't use these players to their full capabilities? Get the most out of your online video player with these helpful video player tips:

SAMPLE does not play

Use Full-Screen Mode for a Cinema Experience

Common Full Screen icons

Grab a bag of popcorn and select the "full-screen" option on your favorite video player. This feature will expand the video to fill your entire computer screen. Since most video players are often embedded on websites at a smaller size than the true size of the video, viewing a video in full-screen mode often reveals more detail and provides a cinema experience right on your monitor. To return to normal viewing hit the "ESC" key.

Watch in High Definition (HD)

Take your cinema experience to the next level with High Definition video. Thanks to widespread adoption of high-speed Internet connections, viewing content at HDTV or Blu-Ray quality is possible and commonplace online. High definition video is crisp, vibrant, and noticeably clearer than standard definition. Not all videos will be available in High Definition and the HD icon will be removed when High Definition viewing is not available. Keep in mind, watching videos in high-definition requires a high-speed Internet connection.

Common HD logos

Just like diamonds, there are levels of quality.

By default, most video players will choose the quality based on your connection speed, but won't choose high definition unless you select it yourself. A video must have a resolution of 720p or greater to be considered High-Definition. Sometimes a video won't have a high definition option, but you may still be able to select a quality. Higher quality tends to have longer download times, therefore pre-loading is recommended.

Let it Load! (Pre-loading or Buffering)

Common Progress Bar

Video playback on online video players can be choppy or downright poor. This is because online video players allow you to watch a video before it has been completely downloaded, this is called streaming. The solution to this problem is to let the video "buffer" or "pre-load" before you start watching. To do this press "Play", then "Pause" and wait for a larger portion of the video to download before proceeding. The amount of time to let the video buffer depends on your Internet connection, watch the video player progress bar to gauge how long to wait.

1080p: High Definition – Blu-Ray quality

720p: High Definition – HDTV quality

480p: Standard Definition – DVD quality

360p: Standard Definition - VHS quality

240p : Standard Definition - Cell phone/MMS quality

Explore Menus and Icons

Not all video players are created equal, some have less obvious features that can change your whole viewing experience, but you'd never know it without clicking around. Hulu.com has a great feature that lets you "Lower the lights", which darkens the background around the video, this makes the video stand out and the background becomes less distracting. Vimeo, another video sharing website, also has a little known feature that allows you to set reminders for videos you didn't have time to watch. Whichever video player you run across, exploring can have its benefits....so stay sharp!

With these hot video tips, you'll be a productive chair-potato in no time. Grab a bag of popcorn, but skip the remote, and go out onto the Internet and explore these great video websites with your new tips:

YouTube.com/ARMLS

Hulu.com

Vimeo.com

FNMA Short Sale Assistance Desk (SSAD)

COMING Target February, 2011

ARMLS in conjunction with FNMA is launching the Fannie Mae Short Sale Assistance Desk (SSAD) to assist Subscribers in cases where the normal approval channel has bogged down, and where FNMA's intervention may serve as a catalyst for progress toward a resolution.

SSAD is NOT intended to replace normal approval channels or serve a compliance or enforcement function.

ELIGIBILITY CRITERIA

Eligibility Criteria

- Property must have a FNMA owned 1st Lien
- Servicer must have a valid offer on the property
- Subscriber must be the Listing Agent (non-Subscribers or Selling Agents cannot apply)
- Subscriber must have a signed Borrower Authorization Form (BAF) from Seller

Listing Agent must first make reasonable effort to resolve the issue through the servicer and address ALL actionable items before submitting to the SSAD.

Submission Guidelines

If the servicer has not provided one of the following:

- Initial response in 20 days
- Final property valuation within 30 days
- Final decision or a direction to facilitate a decision within 60 days from original submission date
- Approval from the servicer is received, but mortgage insurer or second lienholder has imposed a closing condition that is NOT possible for the borrower to meet

SUBMISSION GUIDELINES

Watch for coming instructions on how to verify if the loan is FNMA's, where to get the BAF and how to submit to the SSAD!

TITLE REP CERTIFIED TRAINER SPOTLIGHT

Cynthia Lujan

ARMLS® values the partnerships we have with a select group of title company representatives who are certified to train Subscribers on flexmls® Web .

Cynthia Lujan, Business Development Manager with Old Republic Title (Paradise Valley Office), describes her twenty-two years in the title business as the “longest summer job ever.” At age 16, her father, C. David McVay, helped her land a job as a file clerk with a Tucson title company. She continued working in title all through high school and college.

After graduating from Arizona State University with a bachelor’s degree in Organizational Communication, she remained in the title business where she assisted in the creation of training programs. Later when she moved into sales, Cynthia’s penchant for training followed her. Her role as an ARMLS Certified Title Trainer is a perfect marriage of her passion for training and her work in sales. *“I love how I am able to show my Agent clients how they can add value to their clientele through flexmls by tapping into its vast potential.”*

Cynthia lives an active lifestyle and is an accomplished runner. She participates regularly in half marathons and marathons, and is now in training with her coach for a triathlon. She also participates in Girls on the Run (GOTR), a non-profit that encourages preteen girls to develop self-respect through running. In December she was the “running buddy” of a nine year old girl on her first 5K run.

Over the last two years, Cynthia raised over \$8,500 to benefit The Leukemia and Lymphoma Society through Team in Training (TNT). This year she will be coaching with the Central TNT to help participants realize their dream of competing in a marathon, while raising money to help find a cure for cancer.

ARMLS is proud of Cynthia’s work as a Certified Title Trainer. We thank her for the professionalism and dedication that she brings to educating Subscribers. You can reach Cynthia at her office at 602-996-4301, on her mobile 602-882-2870 or at CLujan@ortc.com.

Your MLS World

is About to Get **W I D E R.**

Data Sharing with Tucson and Rocky Point is right around the corner!

The Boards of Directors of both the Tucson Association of REALTORS® and the AMPI Puerto Penasco Chapter 51 (Rocky Point) recently approved data sharing with ARMLS through the flexmls system. Their decisions follow a national MLS trend to share data with a wider group of Subscribers outside of the effective service area of the primary MLS. While there will not be a unilateral offer of compensation associated with the sharing at this time, an elevated level of service capability to clients and customers is the natural result.

Data sharing is NOT intended to encourage Agents to offer their real estate services in areas where they are unfamiliar, not fully competent or not licensed. Article 11 of the Realtor Code of Ethics specifically discourages Realtors from providing specialized professional services that are outside their field or area of competence.

You will be able to select the specific MLS in both the Full Search and the Quick Search.

Quick Search

The properties returned in the search will be labeled with the appropriate MLS if the results are not from ARMLS. Fields shown for non-ARMLS (not your primary MLS) will be limited.

Watch for a flexAlert coming soon announcing that the data sharing switch has been flipped to ON!

ARMLS Blog

Coming Soon!

The blogosphere is about to get a little bigger, as ARMLS is set to deliver **ARMLSBLOG.com**.

**The due date is
February 14, 2011.**

Consider our new blog like the offspring of ARMLS.com and your favorite social networking website. Subscribers will have the opportunity to weigh-in on real estate news, upcoming technology, and all things ARMLS.

Watch for our blessed event and let the real conversation begin!

TECHNOPALOOZA 2011

Main flyer image

See PDF Version

TECHNOPALOOZA 2011 Class flyer images

See PDF Version

April 7, 2011, SAVE THE DATE

COMING

In the April / May 2011 issue of *WAVE*

Local REALTOR® Association Helping Hands

What's the Value of a Fan?

Introducing STAT Plus