MIAMI MLS

Year-to-Date 10.31.2020

January
MLS Fine Schedule Updated for 2020
MLS Work Groups: Clear Cooperation
Prepare & begin promos for February Open House Showcase
Dynamic Message of the Day (MOD) format created – Graphics and Click-thru to full information

February
Residential & Broward Board of Governors MLS Updates
Locked SqFt Fields to iMapp auto pop
Temp Off Market returns to Active within 30 days
Corrected Waterfront Style codes to remove duplication
Planning implementation of our New International Areas we added input logic to include County to Area and County to City for our 5 County Region
Created a new User Class for Commercial Agents with Incomplete Input.
Began evaluation process of splitting Improved Commercial into two separate property types: Commercial For Sale and Commercial For lease
Open House Showcase Feb 13-23 (Miami International Boat Show, Coconut Grove Arts Festival and South Beach Wine and Food Festival) – 4,649 Open Houses – 1,200+ Showcase in Broward – 200 Showcased by JTHS-MIAMI – Visitors: 51,959 Page Views: 268,572 NOTE: ALL IN-PERSON OPEN HOUSES
MOD: Open House Showcase
Work Group discussed bringing back Ok to Advertise
GoMLS Miami receiving Major upgrade, scheduled for Early April
Work Group discusses NAR Clear Cooperation – MLS Policy Statement 8, resulting in updated Rules and Regs, MLS Progressive Fines, and form to ensure understanding by Sellers
Work Group discussion also resulted in development of a new Coming Soon status after implementation of Clear Cooperation.

March
MIAMI MLS 2020 Policies & Procedures submitted to NAR for Approval – March 09
Clear Cooperation Broker/Manager Office Toolkit created and made available
Added to Commercial For Lease a new field - Lease Price Description with $/Month or $/SqFt/Yr
Evaluate and Reduce the number of required fields for Business Opportunity
Public & Broker Open House websites temporarily shut down due to COVID-19 – March 22
MOD: Temporary Suspension of Open House & Broker Open House Websites
Created a Daily Pandemic Key Stats Tracker for historical reference
MLS Newsletter Special Series #1 1st Quarter
MLS Temporary Guidelines Effective March 27 – TOM – Virtual Tours/Showings – URLs in Remarks Field Virtual Public & Broker Open Houses
MOD: Temporary Guidelines

April
Updated MLS Fine Schedule to include Clear Cooperation Violations
Updated every single MIAMI MLS form
Updated Policies & Procedures to include Clear Cooperation
Broker Manager MLS Newsletter
MLS Newsletter Special Series #2
Ok to Advertise Returns as a Broker Option
MOD: OK to Advertise Instructions

COVID-19 restrictions created new Virtual Open Houses and temporary adjustments to rules regarding Active and Active with Contract listings April 28 relaunched

MOD: Virtual Open Houses

Effective April 20, 2020 Clear Cooperation policy implemented, Flyers, Webinars, Office Meeting Toolkit and FAQ's were created

MOD: Clear Cooperation in Effect

Temp Off Market TOM) listings Temporarily extended from 30 to 90 days

MOD: Temporarily Off Market - new rules

Virtual Open House Guidelines created and distributed

Development of RIGHT RESOURSES – RIGHT NOW: Products/Services – Best Practices – Guides – Tips - Videos

Ok to Advertise implemented as a Broker option, listings approved can select Yes, No or with written Broker Approval

Webpage for Clear Cooperation Policy Launched

GoMLS Major upgrade identified issues no other account had yet experienced. Trainers put in direct contact with GoMLS Product Manager

Message of the day countdown to launch of Clear Cooperation

eMail Campaign – Countdown to launch of Clear Cooperation

Broadcast email and MLS message of the day announces Remine PRO, Zoom classes scheduled

Clear Cooperation goes into effect April 20, 2020

Email campaign begins introduction of the New Coming Soon status.

- Limiting the number of days in the Coming Soon status to up to 14 days.
- No Showings allowed during Coming Soon status
- Offers can be submitted during Coming Soon status but not accepted until Go Live date.
- No Sign, No Syndication, No IDX and No Days on Market will accrue during Coming Soon status

Webpage created and promoted /ComingSoon

Four new tutorials and Guides – MLS page

MLS Newsletter Special Series #3

Keeping Members In-The-Know MLS Webinar 4.23 – Temporary Guidelines - over 1000 registered – 873 attended

Keeping Members In-The-Know MLS Webinar 4.28 – Virtual Open House Website – 10 Days in May Showcase

MOD: Open House Showcase – Ten Days in May

May

Residential & Broward Board of Governors MLS Updates

Miami Virtual Open House Showcase May 1- 10 visit SouthFloridaOpenHouseSearch.com – 2,303 Open Houses – 40,515 Visitors – Page Views: 178,809

Since April 21st only 4 reports of Clear Cooperation received, one forwarded to BPSL

Changed our Coming Soon status to match BPSL increased to allow up to 21 Days

MOD: Virtual Open House Showcase – Memorial Day 4-Day Weekend

Virtual Open House Showcase (Memorial Day 4-Day Weekend) – 1,566 Open Houses – 25,516 Visitors – Page Views: 71,019

MLS Newsletter Special Series #4 – In-Person Open Houses Return to Matrix

Coming Soon launched May 27

June

Broker/Manager Newsletter 2Q – Dues – Clear Cooperation Update – Coming Soon Update

Agent Newsletter 2Q

90-Day Update – Virtual Tools & Services – Open House website expanded to International Market

MOD: Immoviewer Announcement & instructions

Launched Immoviewer 6/22 - Switched Virtual Tour provider from Property Panorama to Immoviewer to provide video quality tours

MOD: July 4th 4-Day Virtual Open House Showcase

July

4-Day July 4th Weekend Virtual Open House Showcase – 1,420 Open Houses – 34,420 Visitors Page Views: 121,984

MLS Newsletter Series #5 – July 27 – Temporary Guidelines – Clear Cooperation – OK to Advertise – Virtual Open Houses
Pending MLS changes on hold for Matrix X system upgrade
MOD: Matrix X Coming Soon & Features
New Commercial syndication configured for partnerships under development

August
Residential & Broward Board of Governors MLS Updates
Broker/Manager Newsletter 3Q – August 28
Agent Newsletter
Created and Implemented changes to Business Opportunity creating a short list of fields under a new Required tab
Added a new Grid for Residential Income called "Units Total Monthly Income"
Coming Soon listings included in the Data Exchange
Matrix X released in Miami promotes Easier Navigation, Great Looking Emails, New Map Functionality and Quick CMA
MOD: Matrix X Features
International Areas implemented, New Global / Regional Area for Global Region and Country outside US or US Region and State
Requested new capability for Brokers wanting to restrict their Agents ability to Cancel listings

September
MOD: Updated MLS Temporary Guidelines
Reinitiated Rules for Temp Off the Market listings back to 30 days and for Remarks (no longer allowing Virtual Tour links)
Broker/Manager Newsletter 4Q – September 30
MOD: In-Person Open House Guidelines
New Guidelines for In-Person Open Houses, Virtual Streaming Open Houses continue
Finalize Commercial syndication for Brevitas, Beacon Council, CREXI
New input rule makes Building Area SqFt required if not auto popped from iMapp

October
MLS Webinar - Reach More Consumers – OK to Advertise
Added the ability to modify a Coming Soon listing to Temp off Market
Added Dup check to the Coming Soon status
Builders Source icon added for Staff testing – prior to launch – Training beginning Nov. 4th
New cross property search "Quick - Other Florida" for Area 5940
MOD: Homesnap/Matrix to FB Marketplace/Rentals
Activated for Brokers Homesnap FB Marketplace/Rentals
Added Contiguous Available SqFt to Commercial For Lease on required tab, new field not required
On Market Date added to Data Exchange
Improved Commercial Split available for testing
New task created Multi field search, to search across SqFt fields
Created new Broker option to restrict their Agents from Cancelling listings Y/N