



# Intro to the MLS

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## INTRODUCTION TO THE MLS GUIDE

**Distributed By**

**Multiple Listing Service**

North Campus	South Campus
5605 Valley Belt Rd	7110 Whipple Ave NW D-102
Independence, Ohio 44131	North Canton, Ohio 44720

**(216) 485-4100**

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## Phone Numbers

216-485-4100

888-266-7657

## Help Desk

- 216-485-4100 x 1480 available Mon-Fri from 8:30am – 5:00pm  
[help@MLSNow.com](mailto:help@MLSNow.com)
- AnswerLink is after hours support for Matrix questions only  
888-549-5003 available Mon-Fri from 5:30pm – 8:30pm,  
weekends from 8:30am – 3:30pm

## Web Sites

- **www.MLSNow.com**
  - *General Information, Membership options, and Schedule of Classes*
- **now.mlsmatrix.com**
  - *Corelogic Matrix MLS system*
- **www.realtor.com**
  - *Listing information and open houses shared with the public*
  - *New agents should claim their profile*
- **www.showingtime.com**
  - *Showing Time*
- **<https://elicense3-secure.com.ohio.gov/Lookup/LicenseLookup.aspx>**
  - *State site to check your deadlines for renewing your license, post-licensing, & CEU*

## Hardware & System Requirements

CoreLogic Listing Management Platform (CLLMP) is compatible with the latest browser versions supported by mainstream operating systems.

CLLMP supports the most recent versions of:

- Chrome
- Edge
- Firefox
- Safari
  
- Android Browser
- Chrome Mobile
- Safari Mobile

### CLLMP Mobile Compatibility

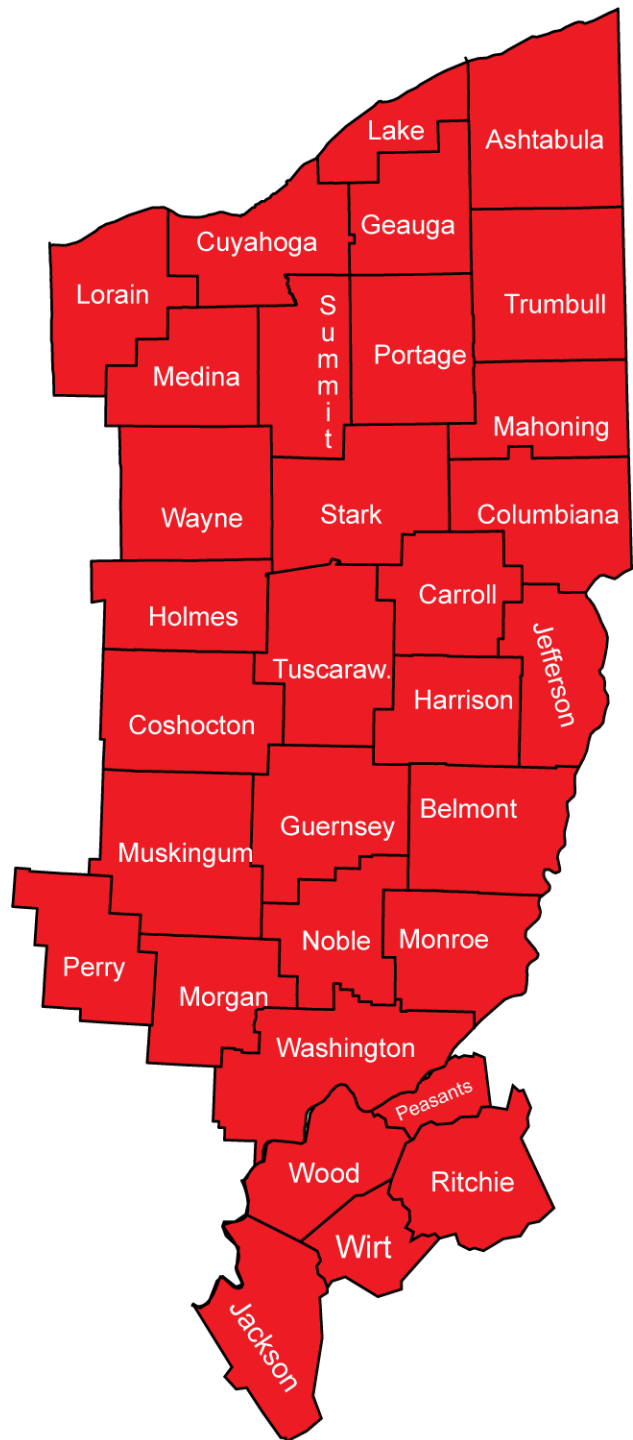
iPad and Android tablet users should install the most recent version of their browser. CLLMP Mobile supports the following browsers:

- iOS Safari
- iOS Chrome
- Android Browser
- Android Chrome

# MLS Now Service Area – 32 counties

## OHIO Counties

- 1 Ashtabula
- 2 Belmont
- 3 Carroll
- 4 Columbiana
- 5 Coshocton
- 6 Cuyahoga
- 7 Geauga
- 8 Guernsey
- 9 Harrison
- 10 Holmes
- 11 Jefferson
- 12 Lake
- 13 Lorain
- 14 Mahoning
- 15 Medina
- 16 Monroe
- 17 Morgan
- 18 Muskingum
- 19 Noble
- 20 Perry
- 21 Portage
- 22 Stark
- 23 Summit
- 24 Trumbull
- 25 Tuscarawas
- 26 Washington
- 27 Wayne



## WEST VIRGINIA Counties

- 1 Jackson
- 2 Pleasants
- 3 Ritchie
- 4 Wirt
- 5 Wood

## MLS Rules & Regulations

MLS Rules & Regulations cover a variety of topics from entering new listings to penalties and fines for noncompliance. The most important rules are outlined below. For a complete listing, see a copy of our Rules & Regulations in Matrix (click Links).

*Properties should be entered **once** in Matrix based on the zoning. A property can only be entered more than once if it is zoned more than one way, if it is both for sale and for lease/rent, or if there are different price options for combinations of parcels.*

**The following Property Types can be entered in Matrix after the seller(s) have signed the Listing Agreement:**

- **Residential\*** - Single Family & Condominiums
  - **Residential Income\*** - (Multi-Family) Two, Three or Four Units
  - **Land - Zoned Residential/Farm/Agriculture\***, Industrial, etc
- 
- **Commercial Sale** - Five or more units, Industrial, Retail, etc
  - **Commercial Lease** – Industrial, Retail, etc space to rent for a business
  - **Residential Lease** – (Rental) space to lease to live

### \*Entry Rule

- New listings for Residential (Single Family and Condominiums), Residential Income (Multi-Family), and Land (zoned residential/farm/agriculture only) located within any of the service area must be entered in the MLS within **one business day** if property is publicly advertised (NAR CLEAR COOPERATION) or **two business days** of the effective date if not publicly advertised yet. Saturday, Sunday and postal holidays are not considered working days (*Rule 2.1*).
- Any change that affects the status of a listing (including price) must be entered in the MLS within two business days of the date of the change (effective date). However, **Sold** listings must be marked Closed within **14 days** of the Recording date (change to *Rule 2.8* effective 2-1-19).

EFFECTIVE DATE	One Business Day	Two Business Days
Monday	Tuesday	Wednesday
Tuesday	Wednesday	Thursday
Wednesday	Thursday	Friday
Thursday	Friday	Monday
Friday	Monday	Tuesday
Saturday	Monday	Tuesday
Sunday	Monday	Tuesday

## Photos

- A primary photo (position #1) must be added to every Residential and/or Residential Income (Multi-Family) listing within 2 business days of listing entry (*Rule 3.6*).
- Photos are copyrighted to the person taking the photos and cannot be copied without permission from photo owner.

## Exceptions

Examples of exceptions to the 2-business day rule include if you are waiting for court approval or an out-of-town seller's signature; however, all copies of the supporting documentation (envelope with postmark date, etc.) must be submitted to the MLS (*Rule 2.7*).

## Office Exclusive

- The seller can opt out of the MLS. The opt-out period is for the life of the contract. The Office Exclusive authorization form must be submitted to the MLS (with a copy of the listing agreement) within 2 business days of the signed contract. By signing the Office Exclusive form, the seller acknowledges that the property will not be entered into the MLS, nor will it be included in any IDX or MLS listing syndication feeds during the period of the listing (*Rule 2.7*).
- Photo Opt-Out – the seller can choose to opt out of photos for their listing. The opt out form must be signed and the Seller Opt-Out image must be uploaded in place of the primary photo of the property (*Rule 3.6*). The image is located under the Links menu in Matrix.

## Temporarily Off Market (TOMK)

A TOMK listing is one that is either unavailable for showing at the beginning of a listing contract, or during the listing term of the contract. Seller's written authorization is required and must be submitted to the MLS upon request. The listing's Broker Remarks section must disclose the date (formatted as **BOM mm/dd/yyyy**) on which the property will become available for showing again, or that it will not be returning to an active status. No showings are permitted during the TOMK time period. Any Participant that shows or permits showings of properties that are in the TOMK status will be assessed a \$500 fine. When the TOMK time period has expired, the listing must be returned to an Active status (*Rule 2.9*).

## Photo Rules and Entry

How many: 50 maximum photos

Format: JPG only

- You may enter up to **50** photos at a time for a total of 50 photos maximum per listing. For optimal quality, photos should be at least **1024 x 768 pixels** (dimensions) but no larger than **6mb**, in the horizontal (landscape) orientation (turn mobile device sideways). (# of photos increased 12/5/23)
- Primary (first) photo must be entered on all residential and multi-family listings within 48 hours of listing entry). It must be the **front** exterior view of the property. In the event of a home having 2 front views, the listing agent may choose which of the two views to use as the primary. If you choose that alternate view as the primary, the photo of the front view must be set in the second position.
- No for sale **signs** can be in your photos.
- The seller can choose **not** to have a photo displayed in the MLS. The brokerage firm will upload the standard “sellers opt-out” placard (located in LINKS) within the required timeframe. Seller is required to complete the Seller Opt-Out of Photo portion of the Seller Opt-Out of MLS form and submit to the MLS within 2 business days of the listing date.
- To change the order of photos, click (on the words Slot: #), hold and drag to preferred location. (NOTE: It may take up to 60 minutes for any additions and/or changes to be viewable by the current user. All additions and/or changes are immediately viewable by all other users.
- Virtual Staging is permitted for interior photos only (must be disclosed in the photo description). Suggested use would be to remove existing furniture from a photo and replace it with digital images, or to furnish a vacant property. No permanent fixtures shall be removed or altered. No exterior property shall be virtually staged. (*Rule 3.7*)
- Photos are **copyrighted** to the person taking the photos and cannot be copied without permission from photo owner.
- After adding 3 photos to a listing, a Property Panorama virtual tour link will automatically be created & added to the listing in Matrix.
- Before a listing goes off market (Sold, Withdrawn, or Expired), you may remove any photos (other than the primary) that you or the seller do not want to be maintained in the MLS property history. Once the status changes, you will no longer be able to edit anything on the listing. MLS staff are not permitted to remove any photos from off-market listings.

## Quality Assurance of MLS Information

MLS staff uses Random Auditing, Email Messages, Courtesy Phone Calls and Penalties to help ensure that the information contained in the MLS is reliable and timely. An automated system called Listing Data Checker (LDC) is also used to check certain fields for errors.

**Random Auditing:** Every 150th listing on our MLS internal reports is reviewed. If your listing is selected, your office will be contacted via email. Your office will have **2 business days** to submit supporting documentation such as listing agreements, status change forms, etc. A follow-up phone call will be made if the office does not comply within 2 business days. (*Rule 2.6*)

**Email Notification:** With the exception of Automatic Penalties, MLS staff will notify offices of any listing entry errors, as well as audit requests, via email.

**Penalties:** A penalty may be assessed if you enter information that is not in compliance with MLS Rules & Regulations.

### AUTOMATIC PENALTIES

- Automatic penalties incur a \$100 fine.
- Automatic penalties do not require an email message, or courtesy phone call, before issuing the penalty.

*Example: Failure to enter listing(s) in the MLS system within 48 hours of the list date/effective date.*

### ONE WARNING PENALTIES

- One warning penalties incur either a \$25, \$100 or a \$250 fine, as noted.
- One email message is sent prior to issuing the following penalties.
  - *Example(s): Failure to reflect correct selling broker (\$100). Extending or withdrawing a listing without proper authorization from seller (\$250).*
- One email message is sent AND one courtesy call is made prior to issuing the following penalty.
  - *Example(s): Improper entry of required field(s) (\$25 per entry field reflecting incorrect information.)*

## **APPEALING PENALTIES**

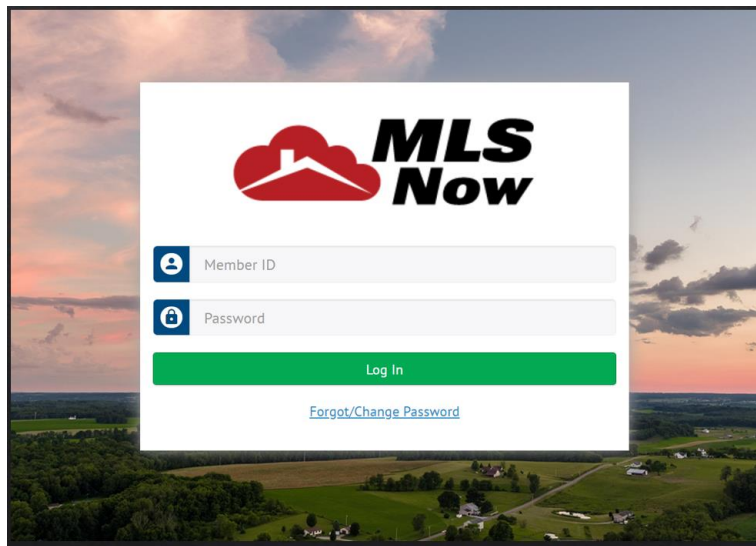
All members have the right to appeal certain penalties pursuant to Sections 9.1 and 9.2 to the MLS' Board of Directors, provided such appeal is received within 20 days of receipt of the penalty notice. All appeals are forwarded to the MLS' Board of Directors for final evaluation. Members may also waive certain penalties by attending the Rules & Regulations class within 30 days of the date on the penalty notice OR passing (100% is required) an online skills test after viewing an online video.

**The following penalties cannot be waived:**

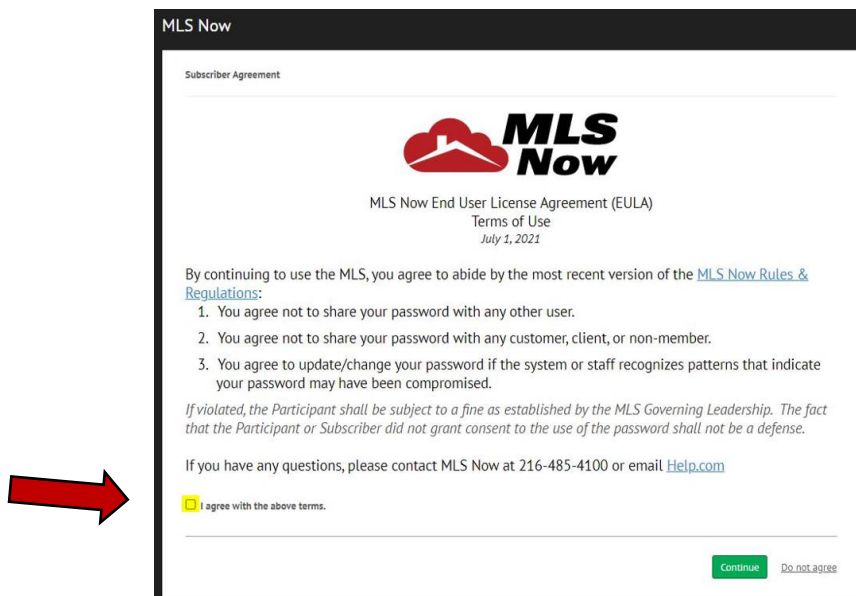
- 1. Sharing of passwords (\$1000 penalty)**
- 2. Participant abuse of the penalty notification process (\$500/1000 penalty)**
- 3. Showing or permitting showings of Temp Off Market listings (\$500 penalty)**
- 4. Non-compliance with Clear Cooperation Policy (\$1000/2500 penalty)**

## Logging Onto Matrix

1. Connect to the Internet via your Internet Service Provider (i.e. SBC Yahoo, MSN, etc.)
2. If your ISP does not automatically open your browser, minimize the window(s) you are in until your desktop is fully visible.
3. Open **Google Chrome, Microsoft Edge, Mozilla Firefox, or Safari.**
4. Type **now.mlsmatrix.com** in the address bar, then press the **Enter** key.
5. Enter your **Member ID** (your real estate license file# or your support staff id, not case sensitive). Enter your **Password** (Case Sensitive).
6. Click the **Log In** button.



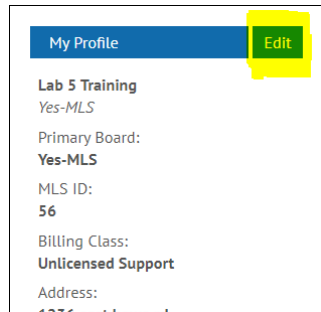
7. Read the End User License Agreement and accept the terms. Click **I agree** and **Continue.**



# Personal Settings

To change your agent profile information (e.g. email address, phone number, photo and password,) you will need to do the following:

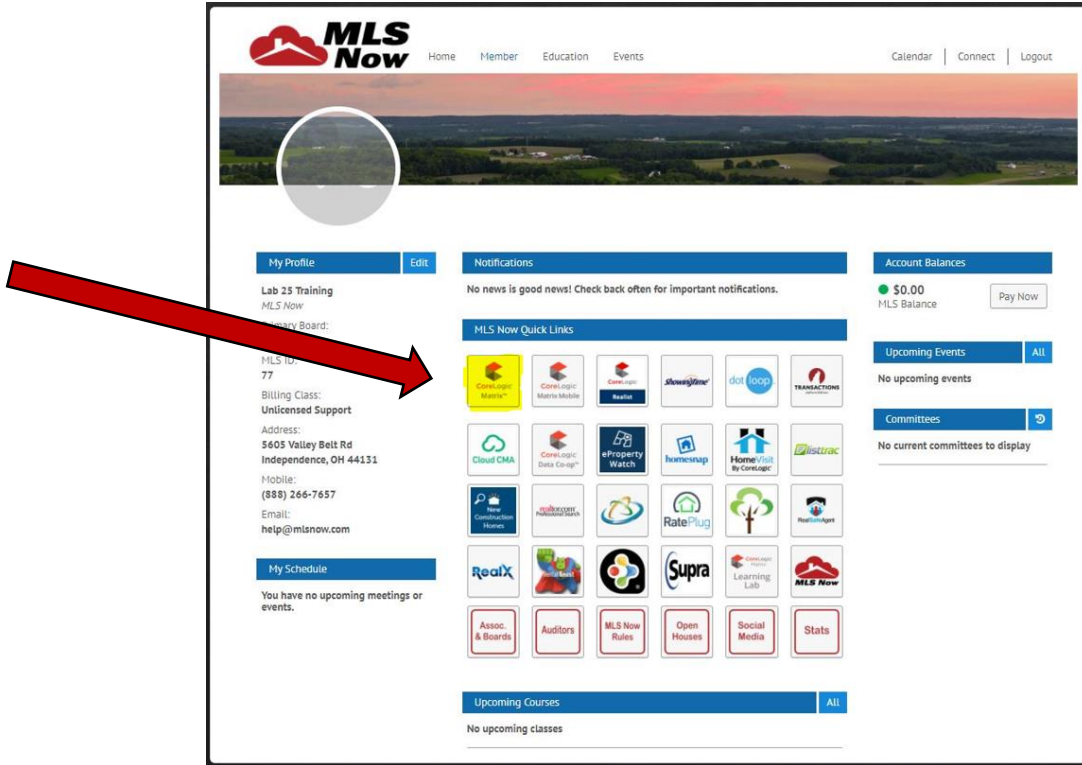
1. From the Dashboard, click **Edit next to My Profile**



2. Enter or change your profile information. When you are done, click the **Update** button at the bottom of the screen. Please allow 30 minutes for the changes to take effect.

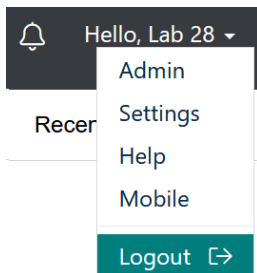
A screenshot of the "My Profile" form. The form has a red header bar with the title "My Profile". Below the header, there are three tabs: "Personal", "Photo", and "Password". The "Personal" tab is selected. The form is divided into three sections: "Personal Information", "Contact Information", and "Other Information".  
**Personal Information:** Address (1236 East Howe Rd), Address 2, City (Tallmadge), State (OH), Zip (44278).  
**Contact Information:** Matrix Primary Phone \* (216-485-4100), Mobile Phone, Matrix Personal Fax (216-485-4158), Office Extension (0).  
**Other Information:** Web Page (www.mlsnow.com), Email \* (help@mlsnow.com).  
At the bottom of the form, there are "Cancel" and "Update" buttons. The "Update" button is green. At the very bottom, there is a copyright notice: "© 2021 MMSI, All rights reserved." and a "Privacy Policy" link.

From the Dashboard, click **CoreLogic Matrix**.



## Logging Out of Matrix

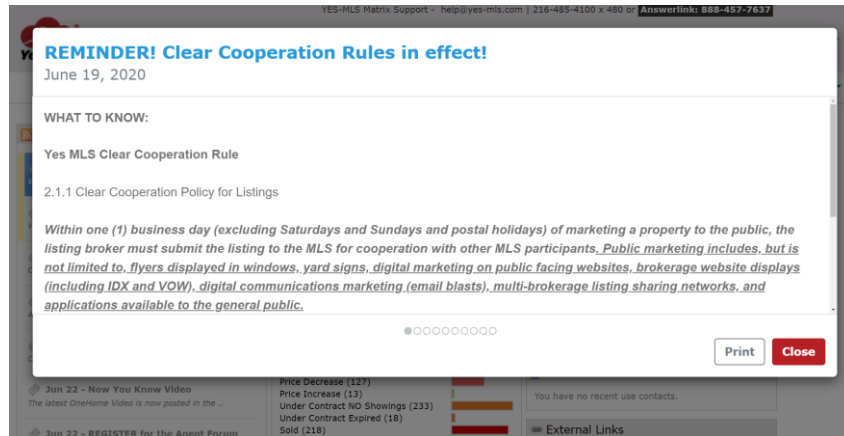
To log out of Matrix simply click on “Logout” below your name in the upper right corner of the screen.






**Note:** Matrix times out within 4 hours if no actions have been performed.

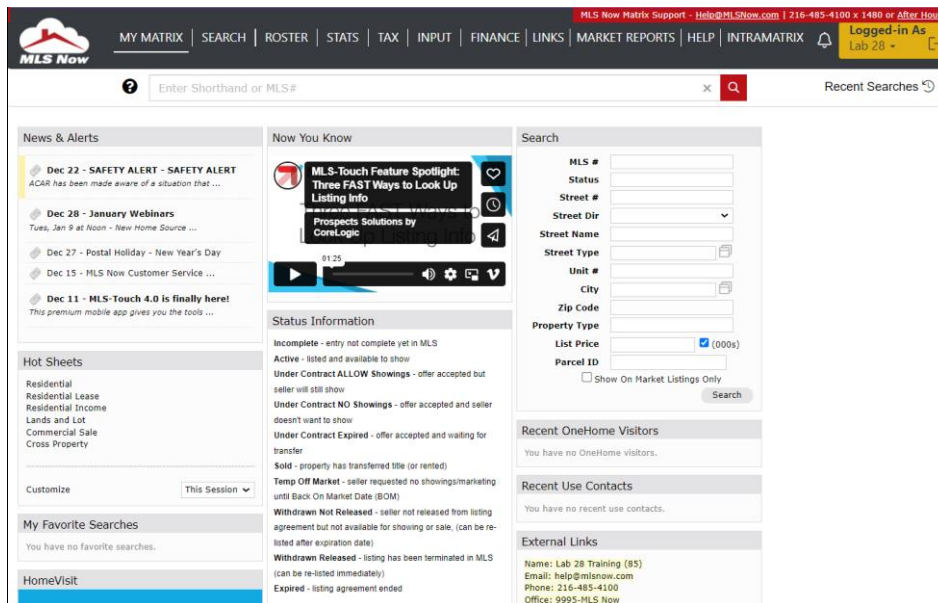
## The Matrix Home Page

The Home Page is comprised of a series of panels called “widgets.” All widgets, with the exception of the News widget, can be **repositioned** by dragging and dropping the widget header. The MLS frequently sends communications via Alerts (Clear Cooperation Rules in example below). You must click **Read Later** or **I’ve Read This** before you can proceed.



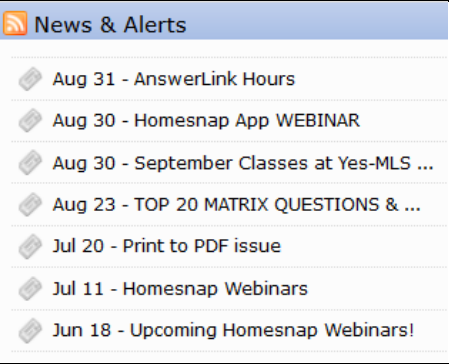

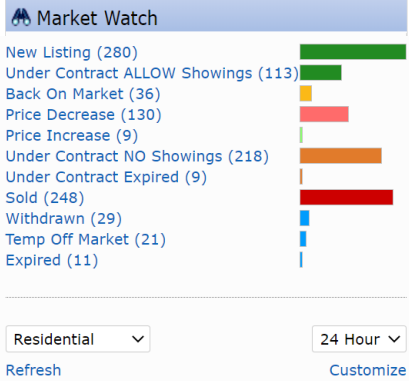

Widgets can be **collapsed** or **expanded** by clicking the up  or down  arrow icon on the widget header.



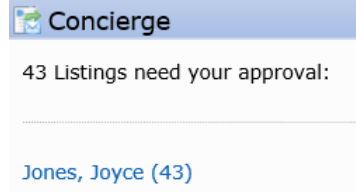


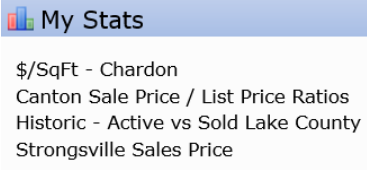
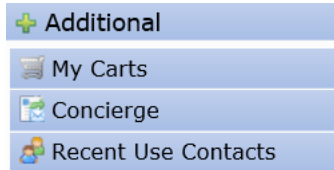
Widgets can be **closed** by click the  icon in the upper right corner of the widget header. Closed widgets are automatically sent to the “Additional” widget and can be restored by dragging the widget header out of the Additional widget.



**Note:** To open multiple sessions of Matrix, you may right-click on the **MLS Logo** and click **Open in New Tab** or **Open in New Window**.

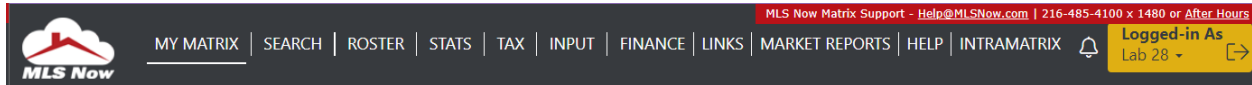
## Home Page Widgets

 <p><b>News &amp; Alerts</b></p> <ul style="list-style-type: none"> <li>Aug 31 - AnswerLink Hours</li> <li>Aug 30 - Homesnap App WEBINAR</li> <li>Aug 30 - September Classes at Yes-MLS ...</li> <li>Aug 23 - TOP 20 MATRIX QUESTIONS &amp; ...</li> <li>Jul 20 - Print to PDF issue</li> <li>Jul 11 - Homesnap Webinars</li> <li>Jun 18 - Upcoming Homesnap Webinars!</li> </ul>	<p>Click an item from the list to display news content.</p> <p><b>Note:</b> upon login, each important news alert will open automatically and display an “exclamation mark” icon beside the news item in the list.</p> <p><b>Note:</b> close an important news alert by choosing to either read the item immediately or at a later time.</p>
 <p><b>Search</b></p> <p>MLS # <input type="text"/></p> <p>Status <input type="text"/></p> <p>Click for list</p> <p>Street # <input type="text"/></p> <p>Street Dir <input type="text"/></p> <p>Street Name <input type="text"/></p> <p>Street Suffix <input type="text"/></p> <p>Unit # <input type="text"/></p> <p>City <input type="text"/></p> <p>Zip Code <input type="text"/></p> <p>Parcel ID <input type="text"/></p> <p><input type="button" value="Search"/></p>	<p>Use this widget to search by a listing number or specific address or PIN#</p> <p>Use the asterisk (*) as a wildcard.</p> <p>Example: enter Street Name as *hay*market* to find any combination of direction street name as one or two words and suffix.</p>
 <p><b>Market Watch</b></p> <ul style="list-style-type: none"> <li>New Listing (280)</li> <li>Under Contract ALLOW Showings (113)</li> <li>Back On Market (36)</li> <li>Price Decrease (130)</li> <li>Price Increase (9)</li> <li>Under Contract NO Showings (218)</li> <li>Under Contract Expired (9)</li> <li>Sold (248)</li> <li>Withdrawn (29)</li> <li>Temp Off Market (21)</li> <li>Expired (11)</li> </ul> <p>Residential <input type="text"/></p> <p>24 Hour <input type="text"/></p> <p><input type="button" value="Refresh"/> <input type="button" value="Customize"/></p>	<p>This widget supplies a graphical representation of Activity counts. You can specify the Property Type and choose from a time period of 24 Hours, Today, 3 Days or 7 Days.</p> <p><b>Note:</b> Click <b>Customize</b> to select search criteria for this widget.</p> <p>Example: choose Cross Property and 24 Hour</p>
 <p><b>Recent Portal Visitors</b></p> <ul style="list-style-type: none"> <li>Jones, Joyce 4:33 PM  2  1 </li> <li>Patterson, Pete yesterday </li> </ul>	<p>This widget shows the 10 most recent Portal visitors within the last 30 days. The most recent visitor is at the top of the list. It will show you when your client has classified listings as Favorites or Possibilities and how many listings were affected.</p>

 <p><b>My Favorite Searches</b></p> <ul style="list-style-type: none"> <li>Macedonia <span>Manage</span></li> <li>Strongsville Rentals <span>Manage</span></li> <li>Tremont \$100-300k <span>Manage</span></li> <li>Wadsworth Multifam <span>Manage</span></li> <li>Westlake homes <span>Manage</span></li> </ul>	<p>You can designate up to 10 Auto Emails or Saved Searches as favorites for them to appear here on the Home page in this widget. Click on a favorite search name to run that search. Click on a Manage link to jump to that favorite's management buttons in My Matrix, where you can adjust its settings, revise its search criteria, run a Full Search, Date Since Search or a Market Update.</p>
 <p><b>Hot Sheets</b></p> <ul style="list-style-type: none"> <li>Residential</li> <li>Rental</li> <li>Multi-Family</li> <li>Lot/Land</li> <li>Commercial</li> <li>Cross Property</li> </ul> <p>Customize <span>This Session</span></p>	<p>Click Customize to create up to 10 Hot Sheets. Use this function to view new listings and/or status changes that match specific criteria.</p>
 <p><b>Concierge</b></p> <p>43 Listings need your approval:</p> <p><a href="#">Jones, Joyce (43)</a></p>	<p>Click a concierge client's name to display all of the listings waiting on your approval.</p>
 <p><b>Recent Use Contacts</b></p> <ul style="list-style-type: none"> <li>Mouse, Mickey &amp; Minnie</li> <li>Patterson, Pete</li> <li>Jones, Joyce</li> <li>Baker, Billy &amp; Bonnie</li> </ul>	<p>Click on a name to display details of a recently used (by agent) contact record.</p>
 <p><b>My Listings</b></p> <ul style="list-style-type: none"> <li><a href="#">My OnMarket Listings (1)</a></li> <li><a href="#">My Own Sold Listings (2 Yrs) (5)</a></li> <li><a href="#">My Office OnMarket Listings (3)</a></li> <li><a href="#">My Hit Counters (1)</a></li> </ul>	<p>Click a link to display your listings based upon status.</p>
 <p><b>My Stats</b></p> <ul style="list-style-type: none"> <li>\$/SqFt - Chardon</li> <li>Canton Sale Price / List Price Ratios</li> <li>Historic - Active vs Sold Lake County</li> <li>Strongsville Sales Price</li> </ul>	<p>Provides access to presets (i.e. saved search criteria) you created within the Stats function.</p>
 <p><b>Additional</b></p> <ul style="list-style-type: none"> <li><a href="#">My Carts</a></li> <li><a href="#">Concierge</a></li> <li><a href="#">Recent Use Contacts</a></li> </ul>	<p>Drag and drop other widgets to and from this area to help manage the layout of your home page.</p>

## Home Page Menu Tabs

The Home Page tabs give you access to numerous menu items within Matrix:



<b>Logo</b>	Return to Home Screen
○ <b>My Matrix</b>	Click to view your Contacts, Carts, Listings, Settings, Sent Emails, Auto Emails, Saved Searches, and CMAs.
○ <b>Search</b>	Click to run a property search, open house search, agent, office search, or public record search.
○ <b>Roster</b>	Click to run a member or office search.
○ <b>Stats</b>	Click to quickly generate commonly used stats and charts or create your own.
○ <b>Tax</b>	Click to access public record data from Realist (all 88 counties in OH, 55 in WV and 3 in PA)
○ <b>Input</b>	Click to enter new listings or edit existing listings (if you have permissions). You can also add open houses, virtual tours, manage photos and upload supplements.
○ <b>Finance</b>	Click to use the Financial Calculators, Seller's Estimated Net Proceeds and the Buyer's Closing Costs.
○ <b>Links</b>	Click to access links to other commonly used sites, and miscellaneous resources.
○ <b>Market Reports</b>	Click to display a list of the available On Demand reports. You can also set the criteria for any On Demand report by just clicking on the report name.
○ <b>Help</b>	Search for system information, tip sheets, training and webinar videos.
○ <b>IntraMatrix</b>	Click to search listings in the Dayton or NORIS (Toledo) MLS. Available since 2021.
<b>Name</b>	Click to view Settings, Help, Mobile Version and Logout.

## Searches

### Speed Bar Search

Matrix Speed Bar search is a fast and easy way to run a search for basic MLS criteria. You can also use it to search by MLS #, Address or even to look up an agent or office.

The Speed Bar accepts two types of input:

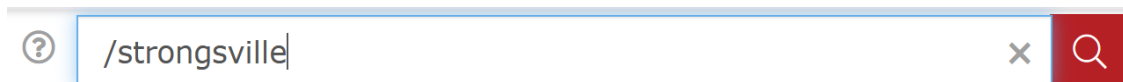
- **Speed Bar Shorthand:** a series of simple codes you enter into the Speed Bar. Matrix translates your entries into search criteria and runs the corresponding search. {Hint: Use spaces to separate the codes, not commas.}

#### Examples:

- **Status:** **a** for active; **s** for sold
- **Street Name:** **rockside** for Rockside Road
- **Street Number and Name:** **600 Crestview** for 600 Crestview Dr
- **MLS Numbers:** **4399231** or **4410346 4374854**
- **List Price (In Thousands):** **\$500-550** or **\$500+** or **\$500-**
- **Combine several criteria:** **a condo 44107 \$120-190**



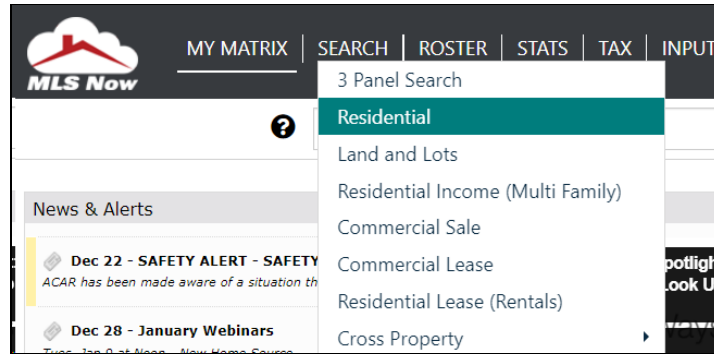
- **Speed Bar Shortcuts:** consists of any Matrix search that you've saved as a New Speed Bar Shortcut. Enter its name in the Speed Bar and Matrix runs that saved search. {Hint: You must type a /forward slash mark in front of the shortcut name, see below.}



Click the ? (question mark) icon at the left end of the speed bar for additional search tips & tricks.

## Detailed Search

1. Hover over the **Search** tab. From the drop-down menu, click the desired **Property Type**.  
**[Note:** Cross Property allows you to search across multiple property types at the same time.]

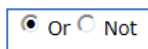


2. Enter your search criteria within the **Criteria Tab**.

### Selecting/Deselecting Multiple Items in a List

- To Select      Hold down the CTRL key on the keyboard and click on the item.  
 To Deselect    Hold down the CTRL key again and re-click the same item.

### Or/Not Options



- Or      Locates listings that match ANY of the items selected  
 Not     Locates listings that DO NOT have the item(s) selected

### List Selections

- Click Once to Select and check items. **Change AND to OR to search for any of the items.**  
 Click Twice to change the check to an X and NOT search for the items with an X.  
 Click Three times to erase the check/X.

### Text Box Data Entry

The text input box accepts both letters and numbers. Street Name, Zip Code etc., are examples of text box data entry fields.

- (\*) Use the asterisk as a wildcard to substitute any portion of the name of which you are unsure (e.g. Str\*binger will find Streibinger, S\*Clair will find either spelling of Saint Clair or St. Clair).
- (,) Use a comma to separate multiple items in a list (e.g. 5005065,5005080).  
**Note:** Do not use (,) commas for the number fields like price, square feet, etc.

### Numeric Field Entry

800 to find exactly \$800,000  
800- to find \$800,000 or less  
800+ to find \$800,000 or more  
800-900 to find a range from \$800,000 to \$900,000

### Date Field Entry

4/20/2023 to find April 20, 2023  
4/20/2023-4/27/2023 to find a date range from April 20<sup>th</sup> to April 27<sup>th</sup>, 2023  
4/20/2023+ to find dates equal to or greater than April 20<sup>th</sup>, 2023  
0-10 to find dates between 0 to 10 days back from the current date.

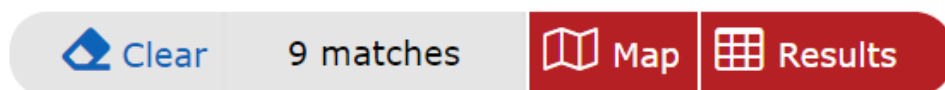
**Note:** Do not use the List Date and the Status Date at the same time. List Date cancels out Status Date.

### Negative Search

To exclude a specific item from your search, put an exclamation mark (!) before it. For example, if you want to exclude Street Rockside from your search, type **!Rockside** in the Street Name field. Separate multiple items with commas. For multiple negative items, be sure to put the exclamation mark before each field.

### Count on the Fly

When in a search screen, Matrix will calculate the number of matching listings **as you enter and change search criteria**. The **Count on the Fly** is located at the bottom left-hand side of the screen. When you hover over the count, it becomes a link you can click to see the Search Criteria chosen.



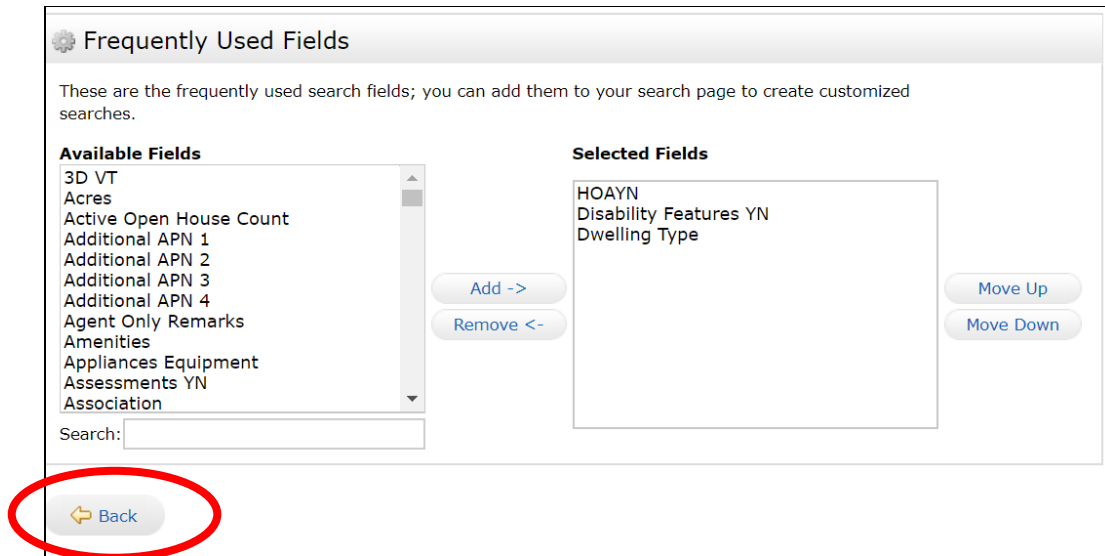
3. [OPTIONAL] Click on the “Add/Remove” link next to “Additional Fields”, near the bottom of the search screen.

 Additional Fields [Add/Remove](#)

In the Available Fields box, select the field(s) that you want to add to your search.

Double click the field name or Click on the “Add” button in between the boxes. This will move the highlighted field to the Selected Fields box. [Note: To select more than one field at time, hold down the CTRL Key while selecting the fields.]

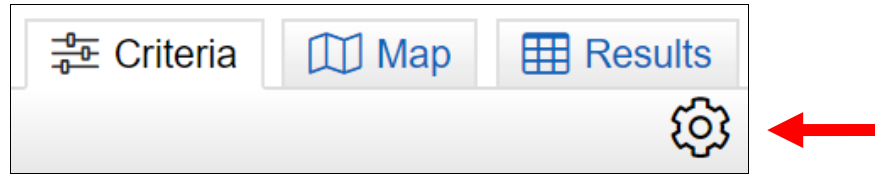
When completed, select the “Back” button. The changes are automatically saved.



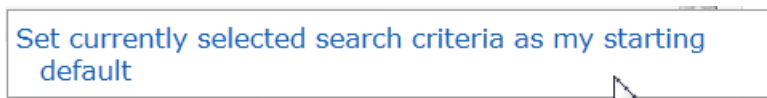
Follow the same steps to remove a field(s), clicking the **Remove** button instead of the **Add** button.

4. [OPTIONAL] Set your current search criteria as your default (i.e. whatever you've entered into each search field will appear each time you begin a new search).

Click the **gear/cog** icon in the upper right corner of the screen.



Click the following message:




5. Plot your search results on a Map. [SKIP TO STEP 6 TO GO DIRECTLY TO A LIST OF YOUR SEARCH RESULTS.]


Click the **Map** tab. A push pin will indicate each listing's location.

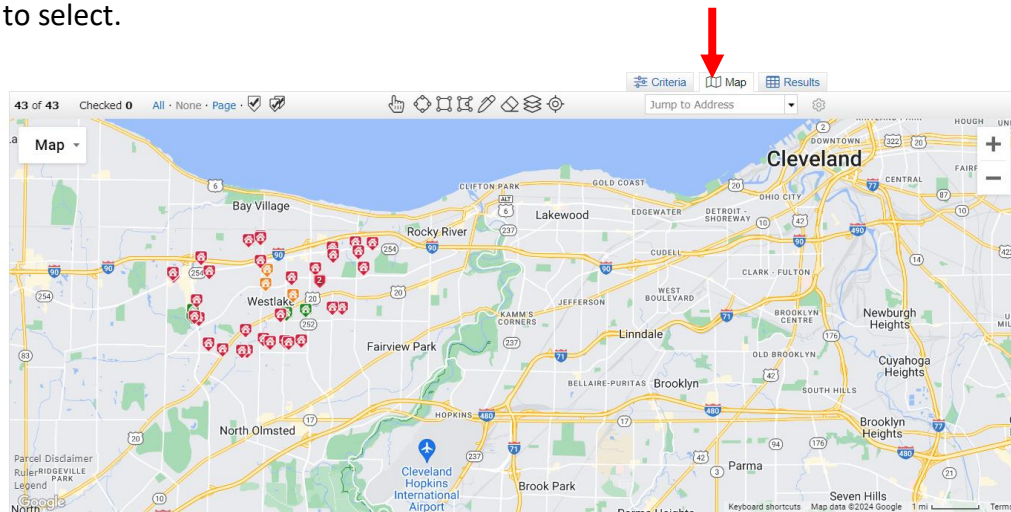
Click **All** to select all search results.

Click **None** to deselect all search results.

Click **Page** to select all currently visible results.

Click the **Click-Select Mode** button  to be able to click on a listing's pin to select it.

Click the **Drag-Select Mode** button  to be able to drag a rectangle over the listings you wish to select.



6. Click the **Results** tab to view your search results in a list format.



														Criteria	Map	Results
Previous	Next	1-23 of 23		Checked 0	All · None · Page	Display Agent Single Line		at 25	per page							
	#	Listing #	Subtype	Status	Status Date	Price	Chg	DOM/CDOM	Address	City	Zip Code	BR	BA	SqFt		
<input type="checkbox"/>	1	<a href="#">4505260</a>	SING	A	11/18/2023	\$319,900		47/47	2618 Columbia Rd	Westlake	44145	3	2 (1/1)	1,335		
<input type="checkbox"/>	2	<a href="#">4502125</a>	SING	A	11/18/2023	\$339,900		56/56	26205 Westwood	Westlake	44145	4	2 (2/0)	2,188		
<input type="checkbox"/>	3	<a href="#">4503767</a>	CONDO	UCAS	12/20/2023	\$339,000		54/54	2782 Wyndgate Ct #4	Westlake	44145	2	3 (2/1)	1,820		
<input type="checkbox"/>	4	<a href="#">4469780</a>	SING	S	07/31/2023	\$300,000		2/2	27616 Hollywood Dr	Westlake	44145	3	2 (2/0)	1,160		
<input type="checkbox"/>	5	<a href="#">4461928</a>	CONDO	S	07/14/2023	\$302,000		5/5	1892 Savannah Pky #189	Westlake	44145	2	2 (1/1)	1,460		
<input type="checkbox"/>	6	<a href="#">4466344</a>	CONDO	S	08/10/2023	\$305,000		4/4	1900 Savannah Pky #190	Westlake	44145	2	2 (1/1)	1,460		
<input type="checkbox"/>	7	<a href="#">4482387</a>	CONDO	S	09/28/2023	\$306,000		3/3	1940 Savannah Pky	Westlake	44145	2	3 (2/1)	1,694		
<input type="checkbox"/>	8	<a href="#">4491264</a>	SING	S	12/01/2023	\$308,000		13/13	23773 Detroit Rd	Westlake	44145	3	2 (2/0)	1,648		
<input type="checkbox"/>	9	<a href="#">4497949</a>	CONDO	S	11/30/2023	\$310,000		18/18	2790 Wilks Ln #3	Westlake	44145	2	2 (2/0)	1,611		

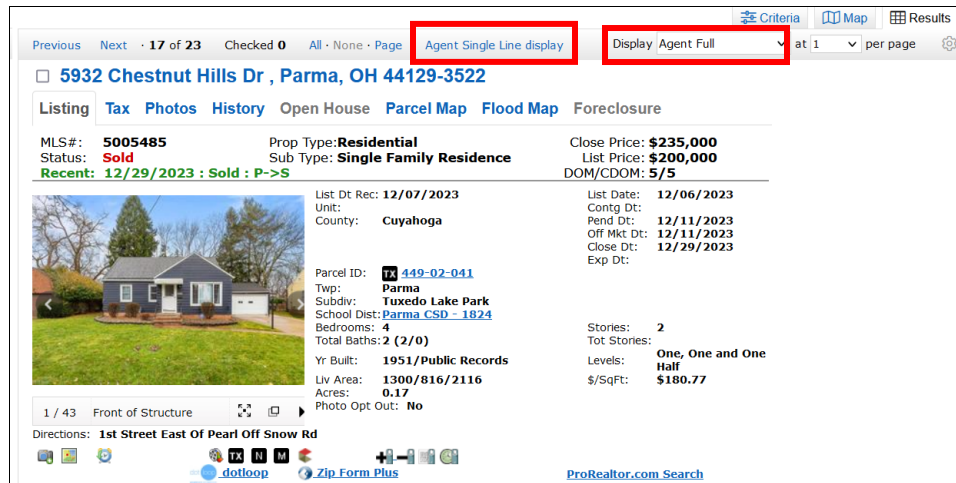
Actions Refine Save Carts

Criteria Email Print Share Link CMA Directions Stats Export Quick CMA ShowingTime Cloud CMA

## Viewing Full Screen Displays

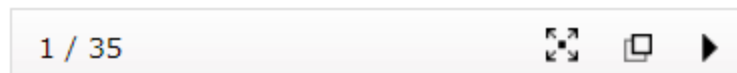
You can view the full detail screen for any listing by clicking the listing number from the one-line grid OR you can select from any of the choices within the **Display drop-down menu**.

Click the **Single Line display** link to quickly return back to the one-line grid.














## Additional Photos

To view additional photos, hover over the photo and click on the arrows. You can also click on the four-arrow icon for a larger view, click on the multiple pages to open all or click on the arrow for the slideshow.



## Miscellaneous Icons/Tabs

	Click to view property <b>photos</b> .		Click to view <b>Open House</b> details.
	Click to plot the property on a <b>map</b> , and access Google Street View.		Click to access <b>Data Co-op</b> reports.
	Click to view property <b>history</b> .		Click to <b>report</b> a data error to the MLS Procedures Dept.
	Click to view a <b>virtual tour</b> . Click to view a 3D virtual tour.		Click to access public data via <b>Realist</b> .
	Click to view <b>supplements</b> (i.e attached .pdf files)		Click <b>Schedule</b> a Showing to do so online (icon appears when made available by listing office.)
	Click Property Details or Community to access data via the <b>realtor.com</b> Professional Search program		

## The Button Bar

### Actions

Click on the **Actions** button to access the functions to:

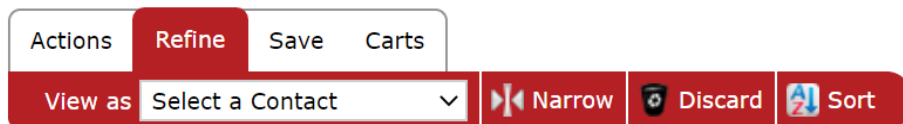
- return to your search **Criteria** to revise your choices
- **Email** or **Print** selected listings
- **Share Link** to include in your own text or email
- generate a full **CMA** presentation
- generate driving **Directions**
- generate **Stats**
- **Export** selected listings
- generate a **Quick CMA** (one page report)
- **ShowingTime** to schedule appointment times for selected listings



### Refine

Click on the **Refine** button to access the functions to:

- **View** the search results through the eyes of one of your clients to see which listings may have been sent to the client's Portal. You'll see the date emailed and whether your client has classified any listings as favorites, possibilities or rejects.
- **Narrow** the results to only those selected
- **Discard** the selected listings (or "**Un-Discard**" to reverse a Discard operation)
- **Sort** the results in a particular order (Results view only; not Map view)



### Save

Click on the **Save** button to access the functions to save your search as a:

- **New Saved Search**
- **New Auto Email** for auto-prospecting
- **New Speed Bar Shortcut**



## Carts

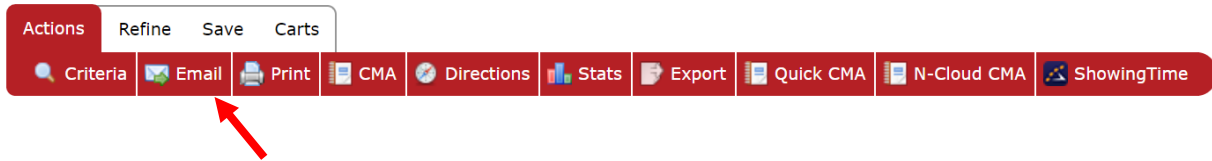
Click on the **Carts** button in order to:

- Select different carts from the drop down in order to add to or view its contents
- **Add** selected listings to the Cart currently displayed in the bar
- **View** the contents of the Cart currently displayed in the bar
- **New Cart** gives option of multiple carts for each contact



## Emailing Listings

1. Run a search. Check off the listings you wish to email (max 500) from either the Map tab or the Results tab.
2. From the button bar at the bottom of the screen, select **Actions** and click **Email**.



3. An Email dialogue box will appear. The number of listings that you have selected to email will appear at the top of the box. Fill in the fields. Click **Send** when done.

*Click **Edit Your Signature** to personalize the tag line for all your Matrix email correspondence. You can also hover over the **My Matrix** tab, click **Settings, Email Signature**, edit your signature, then click **Save**.*

*You may enter up to 5 email addresses separated by semi-colons.*

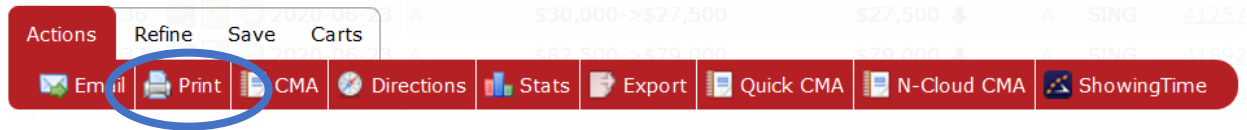
*Click **Create a New Contact** to enter and save your client's contact info in Matrix.*

The screenshot shows an 'Email 1 Listing' dialog box. At the top, it says 'Email 1 Listing' and 'Prev 1 of 1 Next'. Below that is a light blue box with an information icon and the text: 'You can't send this by text message until test@gmail.com opts in.' with a 'Send Opt-in' button. The 'From:' field is 'Lab65 Training' <Help@MLSNow.com>. The 'To:' field contains 'test@gmail.com;'. The 'CC:' field is empty. Below the 'CC:' field is a 'Create a New Contact' link. There are two checked options: 'Bcc me a copy of this message.' and 'Also send link via SMS text message'. The 'Subject:' field contains 'Property in Independence'. The 'Email Body:' field contains 'Please let me know if you have any questions.' Below the body field is 'Characters Remaining: 3955'. The 'Signature:' field contains 'Rita Roberts', 'ABC Realty', and '216-555-1234'. At the bottom of the dialog box are 'Cancel' and 'Send' buttons. The 'Send' button is circled in red. Red arrows point from the annotations to the 'To:' field, 'Create a New Contact' link, and 'Edit Your Signature' link.

**[Note:** Matrix keeps track of all emails you send through the system for 90 days. To view your email history, click on the **My Matrix** tab, then click the **My Sent Email** link.]

## Printing Listings

1. Run a search. Check off the listings you wish to print from either the Map tab or the Results tab.
2. From the button bar at the bottom of the screen, select **Actions** and click **Print**.

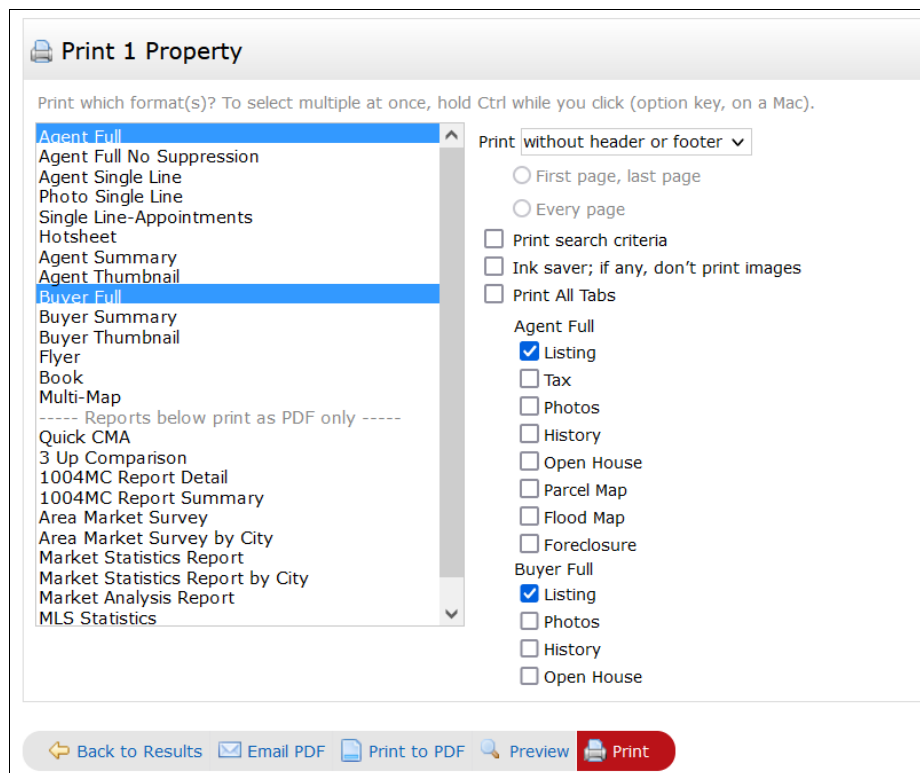


3. A multi-purpose report selection screen will appear. Click the desired report format. Ctrl+click to select multiple formats.

**Print agent header & footer:** If you'd like to include your personal header, click the "Print agent header & footer" checkbox. [NOTE: Selecting this option will include the Matrix Presentation Header you created in My Matrix > Settings > Header & Footer.]

**Print search criteria:** If you'd like your report to include the search criteria you used to arrive at this set of listings, check the "Print search criteria" checkbox.

**Exclude Listing Photos:** If you'd like to save ink by excluding listing photos from your report(s), check the "Ink Saver..." checkbox.

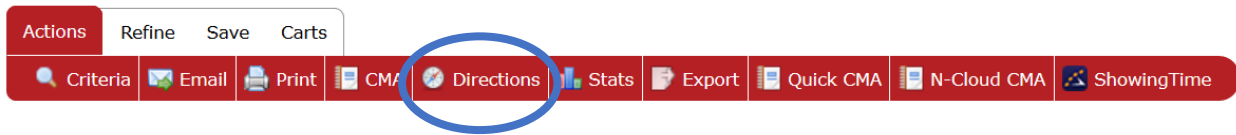


4. From the Button Bar at the bottom, choose from the following:

- **Email PDF:** Sends an email with a link to a PDF of the report(s) you selected. Use this option when emailing *Expired and/or Withdrawn* listings.
- **Print to PDF:** Generates the same PDF as an email recipient would receive but displays it on the screen for you to view, print or save.
- **Preview:** Use this button in advance of the Print button to see what your report will look like.
- **Print:** Use this button to send your report(s) directly to paper.

## Driving Directions

Check up to 20 listings, click **Directions** at the bottom of the screen to obtain a suggested route with directions, estimated miles and time from one listing to the next.



You can then change the order in which the homes will be mapped, and add a start or stop if desired. If you've made any changes, click **Directions** at the bottom of the map to recalculate, you can either print or email the driving directions. When finished, click on **Back to Results** to go back to the listing results screen.

The screenshot shows a map interface with a blue route connecting four properties. On the right, a list of properties is shown with their details:

- 1** 1786 Bur Oak Westlake, OH 44145  
MLS#: 5009285  
Status: A  
Price: \$1,499,000  
SqFt: 5680/1860/7540  
Beds: 5  
Bath: 6 (5 1)
- 2** 31615 Detroit RD Westlake, OH 44145  
MLS#: 4498817  
Status: A  
Price: \$995,000  
SqFt: 5431//5431  
Beds: 3  
Bath: 4 (3 1)
- 3** 3243 Merion CT Westlake, OH 44145  
MLS#: 4486541  
Status: A  
Price: \$1,500,000  
SqFt: 3880/1400/5280  
Beds: 6  
Bath: 5 (5 0)
- 4** 4488 Hope CT Westlake, OH 44145  
MLS#: 4498530  
Status: A  
Price: \$692,000  
SqFt: 2392/975/3367  
Beds: 4  
Bath: 4 (3 1)

Below the map, a navigation bar contains buttons for 'Back to Results', 'Directions', 'Email', and 'Print'. To the right are 'Add Start' and 'Add Stop' buttons. Below this is a 'Turn-by-Turn Directions' section with the following information:

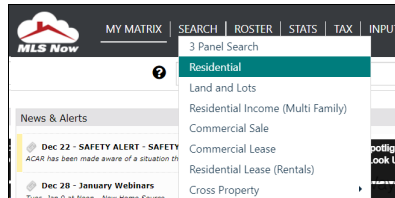
**Turn-by-Turn Directions**  
Total distance: 4.5 mi. Estimated drive time: 11 mins.

**1** 1786 Bur Oak Westlake, OH 44145  
MLS#: 5009285  
Status: A  
Price: \$1,499,000  
SqFt: 5680/1860/7540  
Beds: 5  
Bath: 6 (5 1)

Start Head south on Bur Oak Dr toward Kilgour Dr (0.4 mi / 1 min)  
1 Turn right onto Detroit Rd (0.2 mi / 1 min)

## Map Search

1. Hover over the **Search** tab. From the drop-down menu, click the desired **Property Type**.  
**[Note:** Cross Property allows you to search across multiple property types at the same time.]



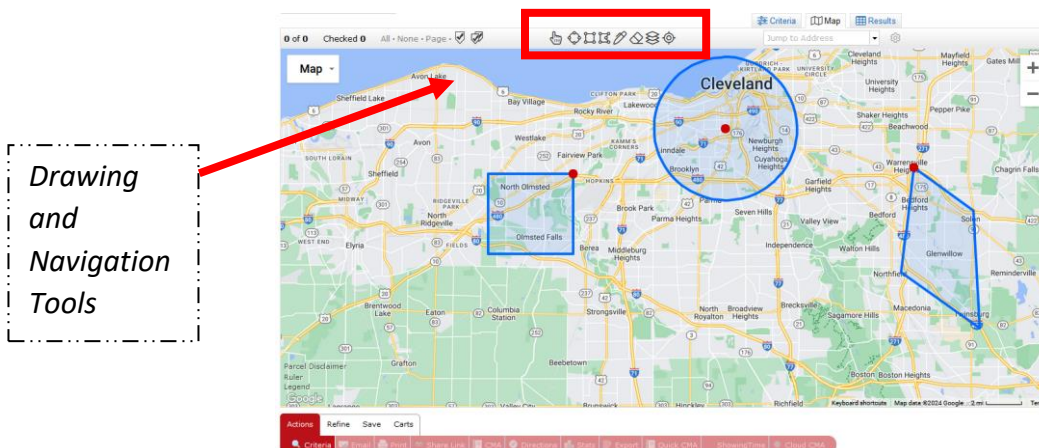
2. Fill in your search criteria (e.g. Price, Bedrooms, etc. – however, it is not necessary to enter a City).
3. You may either select a radius of .25 to 25 miles around an address or MLS# **OR** you may click the **Map Search** link to manually draw a shape on a map.

The screenshot shows the 'Residential Detail' search form. The 'Map Search' section is circled in red and contains the text 'Map Search: No Map Selected'. Below this, there are fields for 'Within 0.25 miles of' and 'My Location'. The form also includes fields for 'MLS #', 'PRICE', 'BEDROOMS', 'TOTAL BATHS', 'Full Baths', 'Half Baths', and 'Acres'. A 'More' button is visible at the bottom right of the form.

*When entering an address, separate the street name and city with a comma (e.g. 600 Crestview, Bay Village).*

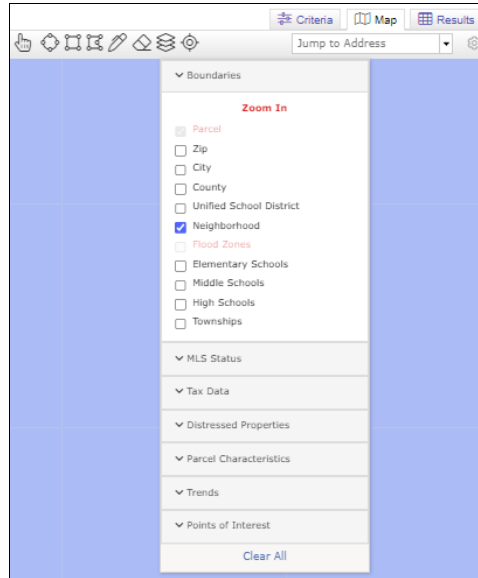
4. All of the matches for the criteria you entered will automatically be displayed on the map. Use the **Zoom In** tool (plus sign) to zoom into a specific area of the map. Drag the map to move it in any direction. You may also use the **Jump to Address** drop down menu to navigate to specific area in the list or your current location.

To select an area, use the **drawing tools** (circle, rectangle, polygon) in the upper right corner. [Note: You can draw up to 20 shapes at the same time. You can also overlap shapes, left-click the red dot and then exclude the overlapped area.]



*Drawing and Navigation Tools*

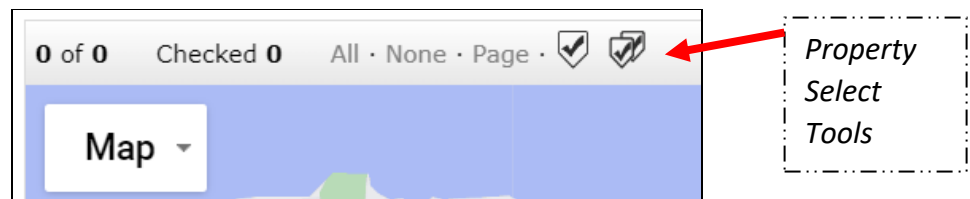
5. [OPTIONAL] Choose the **Layers** icon and check a box to view the selected outlines.



6. Choose the **Select Layer as Shape** (hand) icon then click inside an outlined shape to highlight and use that criteria in the search.



7. Click the **Results** tab to view the properties on the one-line grid **OR** use the **property select tools**, and then use any of the buttons on the **Button Bar** at the bottom of the screen.



## Quick CMA

1. Run a search. Within the **Results tab**, check off the listings you wish to use as comps.
2. Click the **Quick CMA** button on the Actions Button Bar.

**Narrowed Search run 2:19 PM**

Previous Next · 1-6 of 6 Checked 6 All · None · Page Display Single Line at 300 per page

#	Listing #	Sub Type	Status	Status Date	List/Sell \$	Chg	DOM/CDOM	Address	City	BR	BA	Sqft	Acres	Year
1	4293964	SING	A	07/01/21	\$895,000		34/34	29318 Lake Rd	Bay Village	4	2 (1 1)	2,181	0.68	1880
2	4263750	SING	A	03/19/21	\$899,000		138/138	SL 3 Red Oak Ln	Bay Village	4	4 (4 0)	4,200		2021
3	4283711	SING	A	07/30/21	\$1,190,000	N	5/5	26922 Lake Rd	Bay Village	5	3 (2 1)	3,175	0.50	1956
4	4284529	SING	A	06/10/21	\$1,199,900		60/60	30648 Wolf Rd	Bay Village	5	3 (3 0)	4,000	1.05	1962
5	4291371	SING	UCAS	07/09/21	\$385,000		39/39	423 Bates Dr	Bay Village	4	3 (2 1)	2,367	0.34	1962
6	4287671	SING	UCAS	06/21/21	\$394,900		47/47	28031 Lincoln Rd	Bay Village	5	4 (3 1)	2,485	0.34	1963

Actions Refine Save Carts

Criteria Email Print CMA Directions Stats Exp Quick CMA N-Cloud CMA ShowingTime

This search was narrowed to a specific set of Residential. Status is one of 'Active', 'C-Under Contract ALLOW Showings' Property Subtype is 'Single Family' City is 'Bay Village' Current Price is 380000+ Ordered by Status, Area, Current Price Found 6 results in 0.16 seconds.

3. A one-line comparative market analysis will be produced as a PDF file:

Property Type is 'Residential' Current Price is 350000 to 450000 MLS Status is 'Sold' Status Contractual Search Date is 01/04/2024 to 07/08/2023 Architectural Style is one of 'Colonial', 'Ranch' Postal Code is '44145'

### Market Analysis Summary | Residential

Listings as of 1/4/2024 at 7:25 am, Page 1 of 1

#	MLS#	Address	City	Bds	Bths	Grg	Yr Blt	SqFt	Acres	Date	\$ SqFt	DOM	CDOM	Orig Price	List Price	Close Price	CP/LP	
<b>Listings: Sold</b>																		
1	4488843	27502 Hollywood Dr	Westlake	3	2 (2/0)	2	1958	1,160	0.34	10/24/23	301.72	2	2	\$348,900	\$348,900	\$350,000	100%	
2	4475818	26020 Rustic Ln	Westlake	4	3 (2/1)	2	1983	2,176	0.34	08/23/23	167.74	5	5	\$365,000	\$365,000	\$365,000	100%	
3	4498373	27087 Hilliard Blvd	Westlake	3	3 (2/1)	2	1957	1,961	0.53	11/13/23	187.66	9	9	\$375,000	\$375,000	\$368,000	98%	
<b>Sold Total: 3</b>				<b>Min</b>	<b>3</b>	<b>2.00</b>	<b>2</b>	<b>1957</b>	<b>1,160</b>	<b>0.34</b>	<b>167.74</b>	<b>2</b>	<b>2</b>	<b>\$348,900</b>	<b>\$348,900</b>	<b>\$350,000</b>	<b>98%</b>	
				<b>Max</b>	<b>4</b>	<b>3.00</b>	<b>2</b>	<b>1983</b>	<b>2,176</b>	<b>0.53</b>	<b>301.72</b>	<b>9</b>	<b>9</b>	<b>\$375,000</b>	<b>\$375,000</b>	<b>\$368,000</b>	<b>100%</b>	
				<b>Avg</b>	<b>3</b>	<b>2.67</b>	<b>2</b>	<b>1966</b>	<b>1,766</b>	<b>0.40</b>	<b>219.04</b>	<b>5</b>	<b>5</b>	<b>\$362,967</b>	<b>\$362,967</b>	<b>\$361,000</b>	<b>99%</b>	
				<b>Med</b>	<b>3</b>	<b>3.00</b>	<b>2</b>	<b>1958</b>	<b>1,961</b>	<b>0.34</b>	<b>187.66</b>	<b>5</b>	<b>5</b>	<b>\$365,000</b>	<b>\$365,000</b>	<b>\$365,000</b>	<b>100%</b>	
<b>3</b>	<b>Total Listings</b>	<b>Average for all:</b>		<b>3</b>	<b>2.67</b>	<b>2</b>	<b>1966</b>	<b>1,766</b>	<b>0.40</b>		<b>\$219.04</b>	<b>5</b>	<b>5</b>	<b>\$362,967</b>	<b>\$362,967</b>	<b>\$361,000</b>	<b>99%</b>	
		<b>Median for all:</b>		<b>3</b>	<b>3.00</b>	<b>2</b>	<b>1958</b>	<b>1,961</b>	<b>0.34</b>		<b>\$187.66</b>	<b>5</b>	<b>5</b>	<b>\$365,000</b>	<b>\$365,000</b>	<b>\$365,000</b>	<b>100%</b>	
<b>Quick Statistics</b>				<b>Min</b>				<b>Max</b>						<b>Avg</b>			<b>Med</b>	
				<b>List Price</b>				<b>\$348,900</b>						<b>\$375,000</b>			<b>\$362,967</b>	<b>\$365,000</b>
				<b>Sale Price</b>				<b>\$350,000</b>						<b>\$368,000</b>			<b>\$361,000</b>	<b>\$365,000</b>
				<b>Sale / List</b>				<b>98%</b>						<b>100%</b>			<b>99%</b>	<b>100%</b>

4. Use the toolbar Save, Print or Email the report.

## Recent Searches

Matrix automatically saves the 50 most recent searches that you've run in the last 7 days. Any properties that were checked will remain checked when the search is re-run.

The **Recent Searches drop-down menu** is located in the upper right corner of the Matrix homepage.

The searches appear in chronological order with the most recent ones at the top.

The number in the last column shows the number of properties found the last time you ran the search. If you choose to run one of the searches again, it will return the current number of matches, taking into account newly listed properties or any property that may have changed in status since the last time you ran the search.

Recent Searches ↻

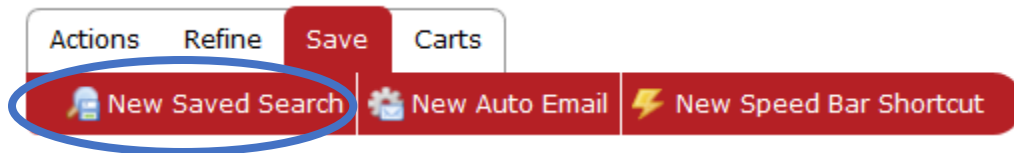
Recent Searches	
<b>Sold Akron Current Price is 70000 to 90000 Status Contractua...</b> Cross Property   2:56 PM	25
<b>Street Number is '1497'; Street Name is 'stone'</b> Public   2:55 PM	1
<b>Owner 1 Last Name is like '*hammer*'; Owner 2 Last Name is like '...</b> Public   2:54 PM	4
<b>Owner 1 Last Name is like '*hammer*'; Owner 2 Last Name is lik...</b> Public   2:53 PM	598
<b>Cuyahoga Street Name is 'mozart'</b> Public   2:53 PM	30
<b>Active Beds Total is 3+ Baths Total is 2+ Acres is 0.5+ Zip Code is '...</b> Residential   2:53 PM	3
<b>Street Number Numeric is 1789</b> Cross Property   2:52 PM	118
<b>Street Name is like '*hay*market'</b> Cross Property   2:52 PM	267
<b>MLS Number is one of 4399231, 4410346, 4374854 Residential</b> Cross Property   2:51 PM	3
<b>Active Current Price is 200000 to 400000 Zip Code is '44131'</b> Residential   2:50 PM	5
<b>Sold Zip Code is '44131'; Status Contractual Search Date is 04/17...</b> Residential   2:19 PM	13
<b>Sold Zip Code is '44131'</b> Residential   2:19 PM	5000+

## Saved Searches

Saved searches are a quick way to rerun frequent searches.

### Saving Search Criteria

1. Run a search. Go to the **Map tab** OR the **Results tab**.
2. Click on **Save** on the Button Bar. Then click **New Saved Search**.



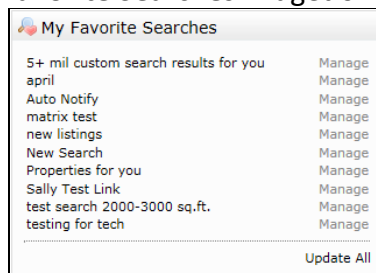
3. Fill in a **Search Name**, then click **Save**. [**Note**: Attaching the search to a prospect is optional. However, you can attach the search to a prospect and convert it into an auto-email at a later time.]

If you wish to have the saved search appear in the **My Favorite Searches** widget on the homepage, check the **Enable as Favorite Search on Home tab box**. You can enable up to 10 saved searches to appear on the homepage.

A screenshot of a web form titled 'Save a New Saved Search'. The form has a search icon and a magnifying glass icon in the top left. It contains a 'Search Name' text input field, a 'Contact' dropdown menu with a 'Create a New Contact' link, and a checkbox labeled 'Enable as Favorite Search on Home tab (10 maximum)'. Below this is a 'Criteria' section with a list of search criteria: 'Status is one of 'Coming Soon', 'Active', 'C-Under Contract ALLOW Showings'', 'Area is '1413 - Solon'', and 'Current Price is 225000 to 300000'. At the bottom, there are 'Cancel' and 'Save' buttons, with the 'Save' button circled in blue.

### Running a Saved Search

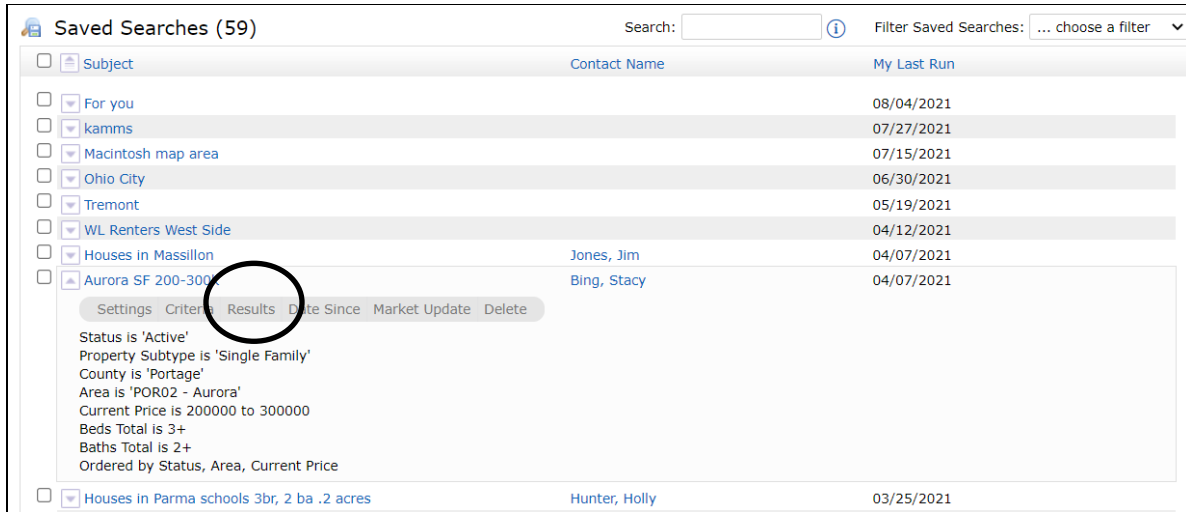
If your search appears in the **My Favorite Searches** widget on the homepage, click the search name.



OR

Hover over the **My Matrix** tab and click **Saved Searches**.

From within the list, click the **saved search name**, then click **Results**.



## Working with Saved Searches

1. If your search is within the **My Favorite Searches** widget, click the **Manage** link next to its name.

OR

2. Hover over the **My Matrix** tab and click on **Saved Searches**. Then click the **search name**.
3. Use the following buttons to affect the saved search:

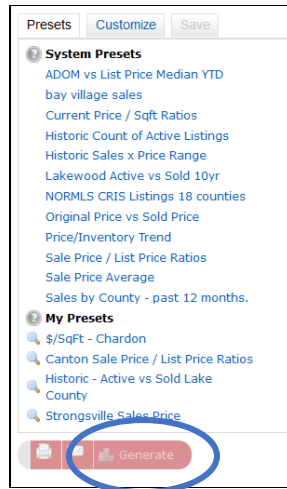


<b>Settings</b>	Takes you to the Save Search screen, where you can type a new search name/description, attach the search to a prospect or enable the search to show in your My Favorite Searches widget.
<b>Criteria</b>	Allows you to make changes to your search parameters.
<b>Results</b>	Allows you to run a search based on your current parameters.
<b>Date Since</b>	Produces search results since that last time you ran the search.
<b>Market Update</b>	Allows you to view new and updated listings for one to ten saved searches at one time. Use the most recent timestamp or set your own date.
<b>Delete</b>	Deletes the saved search.

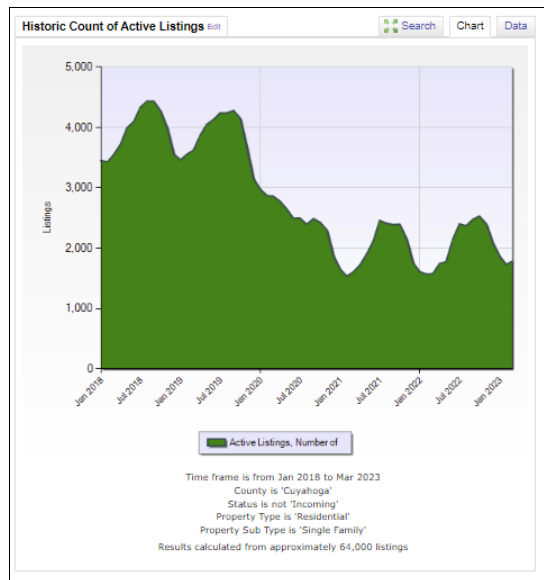
# STATS

In **STATS**, a "Preset" is a template you can use to quickly generate a chart based on a predetermined series of settings. **STATS** recognizes two types of Presets: 1) **System Presets** which are available to all Matrix Users, and 2) **My Presets** which are those you create yourself for your personal use. You can create, copy, modify and delete your own Presets.

1. Click the **Stats** menu option.
2. Enter criteria (e.g. County, City or Zip Code, etc.). Choose a **System Preset**, then click **Generate**.



3. In the example below, a column chart is displayed for Historic Count of Active Listings.



4. [OPTIONAL] Click on the **Customize** tab. Try out the different settings, along with **Show Advanced Options** and **Show Style Options**. When done, click the **Generate** button once again.

5. Print or Email your chart:

- **Print Your Chart:**

Click the **Printer** button at the bottom left to open the Print window. At the bottom of the Print window, use the **Hide Chart** or **Hide Tabular Data** buttons if you only wish to print one or the other. Then click **Print** to send your Chart and/or its table to the printer. Then click the **Close Window** button to return to **STATS**.

- **Email Your Chart:**

Click the **Envelope** button at the bottom left and email this chart to yourself. Decide if you'd like to send the chart only or if you wish to include the underlying data. Adjust the email subject and add a message, then click the **Send** button in the upper right. After the message is sent; click the **OK** button to return to **STATS**.

6. [OPTIONAL] Click the **Save tab** to save your customized preset. Give your preset a name. Decide whether you wish to save any selected search criteria with your preset. Decide whether you wish for the preset to appear in the My Stats widget on your homepage.

If you customized a System Preset, you will need to click **Save a Copy**.

OR

If you did not select a System Preset and went directly to the Customize tab to create your chart, click **Save**.

## Matrix Mobile Access

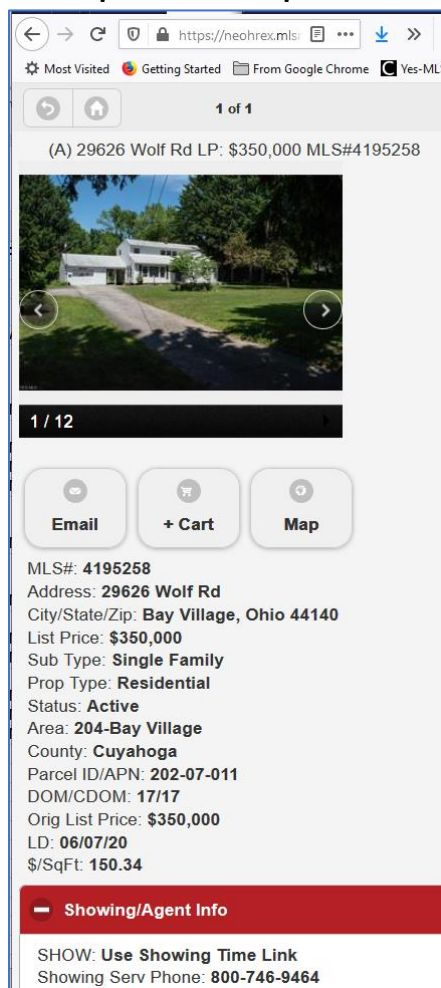
There are 3 ways to obtain mobile access to Matrix via your tablet or smartphone:

- Download the free “**MLS Touch**” app from your device’s app store. *(Available June 2023)*

OR

- Type [now.mlsmatrix.com](https://now.mlsmatrix.com) in the address bar of your mobile device’s Internet browser (Chrome or Safari). Login and choose **Matrix Mobile** from the Quick Links.
- After logging into the mobile view, click the **Full Site** link at the bottom of the main menu to switch to the full desktop view of Matrix, which has complete functionality.

### Sample Mobile Report View



## NOTES