Putting the MLS to Work for You!

(1-hour)
Presenters:
Dan Sale, CEO Capital Area REALTORS
Cathy Wagner, Director of Capital Area REALTORS Multiple Listing Service

An introduction to the Capital Area MLS including a brief overview of its copyright and data usage policies and data distribution strategy. An overview of coverage areas, data share agreements and AVM's powered by MLS data will also be covered.   Specific MLS tools and reports to be covered include use of custom displays, performing rubber band searches, Fannie Mae 1004 MC report, isolating foreclosure and short sale activity and utilizing soon to be released 10K Research statistical reports including a powerful new tool called infosparks. REALTORS Property Resource (RPR) for appraisers will also be covered. Available macro-economic metrics will also be discussed including lockbox activity reports and appointment scheduling activity reports. There will also be an update regarding the pending upgrade to the new Matrix platform.   Finally, we'll discuss current MLS merger trends.

Speaker Bios:

Daniel R. Sale, CAE, RCE, e-PRO, SPHR
Chief Executive Officer
Sale joined this 850 member organization in 1994 and as the chief staff executive is responsible for the overall management of the organization including all inquiries concerning ethics & arbitration. Prior to joining the organization Sale serving for four years on the legislative staff of the Illinois REALTORS and for 2 ½ years on the staff of the Department of Registration and Education, the forerunner to the Illinois Department of Financial and Professional Regulation. dsale@caaronline.com

Cathy Wagner, Director of Multiple Listing Service
Wagner joined the organization in 1993 and as its Director of Multiple Listing Service (MLS) coordinates the operation of the MLS which utilizes the InnoVia software platform. Cathy oversees training and support for over 650 subscribers, data quality control, transaction management, lockbox services and appointment scheduling service. Cathy serves as a resource on various technology issues.
cwagner@caaronline.com