

# ADVANCED MLS TRAINING

**InnoVia**  
Internet MLS System



Learn how to use the MLS system to the full extent. These classes are intended for Realtors and Administrators that are already familiar with the Basics of MLS and would like to utilize the more extensive features. Comprehensive CMAs, Prospect Manager, Buyer Match, Custom Display Builder, Custom Search Form Builder, overview of Reports, the Help System, and more...

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## FREE

September 23, 2010

9:00-12:00

Instructor: Ross Cassebere,  
Innovia/Marketlinx Specialist



## RSVP

352-332-8850 or <http://realtor.gacar.com>

## InnoVia Training Class Outline

### *Advanced Topics*

#### ***Comprehensive CMA***

- Robust CMA program that creates a multi-page CMA presentation in PDF format.
- Includes components like a Price Adjusted Comparables worksheet, Seller's Net Proceeds, Subject and Comparable Flyers, Cover Sheet, Cover Letter, etc.

#### ***Prospect Manager***

- Set up clients to receive automatic notifications about listings meeting their criteria.
- Prospects receive email and link to personal Listing Cart

#### ***Buyer Match***

- "Reverse Prospecting" tool
- See if your listings are being sent out to other Agents' prospects via prospecting tool

#### ***Custom Display Builder***

- Build and customize your own One-liner or Detail display that can be printed or emailed

#### ***Custom Search Form Builder***

- Build and customize your own search pages, including only the fields that you commonly use. Simplify your searches.

### *Administrative Topics*

#### ***Listing Maintenance***

- Adding/Editing Listings, Save Partial, Cloning, Manually Geo-coding the map
- Uploading Listing Photos, Documents
- Transferring Listings

#### ***Agent/Firm Maintenance***

- Agent/Firm Maintenance – Profile Changes
- Upload Agent Photo or Firm Logo

#### ***Reports***

- Firm and Agent Market Share
- Firm/Agent Sales Production

#### ***Help System***