


MLS Insight: RMLSweb Development Projects on Tap for 2015

MLS Insight is a series about how things work at RMLS™.

At their annual leadership retreat last month, the RMLS™  Board of Directors reviewed a list of potential projects and prioritized those they believe will have the best benefit for RMLS™ subscribers in 2015. Following is a brief description of the three projects that will get the attention of our software development team this year, following their completion of their work on reverse prospecting and the forms changes approved in 2014.

RMLSweb Menu Bar: This project will update the blue menu bar on RMLSweb so it always appears at the top of the screen. No matter what page you are on across the website, the menu will be locked and visible, so that you will not need to scroll up to go to a new location.

Prospecting Improvements: This project will include a variety of improvements to prospecting on RMLSweb, including the following examples:

- Options to refine the frequency of the auto-email to your clients, including days of the week and month as well as the number of times per day;
- Copying an existing profile (as a template) and creating a prospect from Advanced MLS search;
- Performing a reverse prospect search in Listing Load and CMA;
- Setting a minimum price change amount that will trigger a notification message to clients; and
- Customizing the subject line in prospect emails.

View Count Enhancements: This project will allow the listing

agent to automatically schedule and email the Listing View Counts report to their seller. The plan is also to enhance functionality by allowing searching view counts by date range. Other goals include investigating the possibility of adding additional data to the reports, such as SentiLock showings and the number of active prospects that match the property.

The next post will focus on Data Distribution services at RMLS™. If you have any questions you would like to have answered, I encourage you to post a comment.