

# RatePlug Coming Soon to RMLS™ Subscribers



RMLS™ subscribers will have free access to RatePlug starting in mid-June!

RatePlug is a service that allows homebuyers to view real-time mortgage products, payments, and other mortgage details specific to each property they view on RMLSweb. The information is provided by lenders you currently work with and trust. Your customers can interact with the information to zero in on the mortgage program that fits their unique financing needs.

RatePlug also lets your lender prepare detailed, co-branded marketing flyers in seconds that contain property details, property images, your photo, your company logo, as well as mortgage details for your open house events.

The program will be available to RMLS™ subscribers at no additional cost. Lenders are required to pay a license fee to participate.

## Features:

- No additional cost for RMLS™ subscribers
- Principal broker or broker selects up to three lenders they want displayed
- Principal brokers can promote in-house lending companies
- Provides customers with valuable mortgage product and payment information while they view each listing (keeping them engaged with your listing rather than searching elsewhere for rates)
- Customers can customize the display to fit their

personal financing needs

- Strengthens your referral relationship with your trusted lending partners
- 100% FTC-MAP compliant for recordkeeping and disclosure
- Learning new technology unnecessary—once you enroll, you are done
- Your lender can create detailed, co-branded marketing materials in a matter of seconds

A study of 49,000 purchase transactions in MLS markets across the country showed that properties that featured RatePlug went from listed to contracted 23% faster. Currently, over 50,000 real estate professionals have access to RatePlug, and utilize it on over 500,000 properties per month, seen by 120,000 homebuyers.

Enroll in RatePlug by visiting their website!

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## July Real Estate Events and Education



Here's a quick rundown of upcoming Realtor® events & education in our service areas for July. If you have an event that is not listed here, please let us know by commenting below. For future events, please send an e-mail to communications (at) rmls (dot) com.

– **July 16:** OAR (Oregon Association of Realtors) hosts Dealing with Foreclosure Consultants – webinar

- **July 23:** PMAR (Portland Metropolitan Association of Realtors) hosts Short Sales and Foreclosure: An Accredited Buyer Representative (ABR) Course
- **July 23:** CCAR (Clark Co. Association of Realtors) hosts its 28th Annual Golf Tournament
- **July 23:** EAR (Eugene Association of Realtors) hosts Membership Luncheon, featured speaker is Lennox Scott, CEO John L. Scott
- **July 23:** SAR (Salem Association of Realtors) – SAR Night at Volconoes Baseball
- **July 24:** CCAR hosts Realtor Foundation Texas Hold'em Tournament & Casino Night
- **July 29:** OAR hosts Internet Marketing Skills – webinar (free)
- **July 30:** OAR hosts Dealing with REO Properties – webinar
- **July 30:** EAR hosts Stock the Pantry, a benefit for Food for Lane County

Also, if you're an RMLS subscriber, we have lots of FREE opportunities for continuing education credit at a location near you, click the link for your area to view the July Training Calendar:

- Coos County
- Eastern Oregon
- Eugene
- Gresham
- Hood River
- Portland
- Roseburg
- Salem
- Vancouver

*Image courtesy of Ayhan Yildiz*