

## On Becoming an e-Agent-Electronic Listings Part III

---

By Jo Becker, GRI, BA

With this article, I'd like to shift gears from generic internet use and electronic mail to a topic at the heart of our industry—listings. At 29 I may lower the average Realtor® age in our market, especially considering I licensed in 1996 just out of college, but I do recall the phonebook-sized MLS books we used to use. Published every couple weeks, the MLS book was quickly outdated in a hot market. It was, however, the technology of the day (only so many days ago...)

With today's technology we have so much more information available to us. By now, any practicing Realtor® in the greater Portland area will have a working knowledge of RMLS' relatively new internet-based MLS system dubbed RMLSWEB.com. At a minimum you've got to be able to search for listings and input new listings in order to carry out your business of representing buyers and sellers.

If you have web-savvy clients and you aren't yet familiar with sending your clients electronic listings via the RMLSWEB.com site, it's time to learn—and the good news is that RMLS made it quite simple! By sending listings to buyers to peruse, or to sellers as a means of comparison, you empower your clients with access to the market. Believe me, if they don't get the market data from you, they'll get it from somewhere (or someone) else. The public has limited access to RMLS data via the public site RMLS.com as well as REALTOR.com. These sites do not provide private information, such as property addresses, or sold listing data for comparison purposes, but there are other sites that offer some variation of this information.

By sending listings to your clients yourself, you can control the extent of the MLS data you share with them by opting to send them "Client Short," "Client Medium," or "Client Full" reports, and you remain their primary conduit of market information.

The task is really as simple as picking the listings you want to forward via any search method (ML#, Street Address, Advanced Search, etc.) and choosing one of the available "Client Reports." Once all the listings have loaded on your screen, you will find a tool for e-mailing the listings to your clients at the bottom of the last listing. Here it asks for your e-mail address (as the sender) and your client's address. Note that you can enter more than one address, in case your clients have "his and hers" addresses or want listings sent to work as well as to home. There is also a text box that allows you to enter a brief message to your client. Click on the "Send E-mail" button and you're done!

You know, I still hear buyers and sellers refer to those old phonebook-sized MLS publications, inherently appreciating the opportunity to see as much market data (and pictures!) as possible. Today, rather than the one grainy black and white photo that was once available in the MLS book, by sending your clients listings electronically, they can now view up to eight pictures per listing in living color online.

Yes, technological change does involve new ways of doing things and sometimes there are glitches or inconveniences, but these advances really do provide our clients and us with much greater efficiency and utility. As with anything new, if this seems overwhelming, ask for help, but keep trying! Before long you will get the hang of it. In the meantime, *hang it there!*



---

Jo Becker, GRI, BA, is an Associate Broker with Oregon Realty Company's Portland West Branch. As a fellow agent, she knows how important, and sometimes scary, technology can be. After being approached by fellow agents for assistance, Jo has begun to offer technical and marketing assistance to interested agents. Jo can be reached at: 503/493-6918 Ext. 3 (voicemail/pager); or Letters@TheBeckersOnline.com