



## NORMLS as your MLS Provider

The Northern Ohio Regional Multiple Listing Service (NORMLS) is a service organization that facilitates over 600 member real estate offices, and their 6000+ agents, in cooperatively marketing properties for sale. The Service publishes the compensation those real estate firms offer each other when completing a real estate transaction.

The computer system operated by NORMLS houses the largest database of homes in Ohio. Participating brokers from all over Ohio submit information about properties for sale.

NORMLS provides many services to its members including:

### Web-Based MLS Computer System

- NORMLS' online system name is NEOHREX.
- NEOHREX highlights include:
  - ✓ **Edit Media:** Add up to twenty-five (25) of your photos and one (1) hyperlink to a virtual tour of your listing in NEOHREX.
  - ✓ **Tax Database – Realist** is a tax program that allows you to search Ashtabula, Carroll, Columbiana, Coshocton, Cuyahoga, Geauga, Guernsey, Holmes, Lake, Lorain, Mahoning, Medina, Morgan, Muskingum, Noble, Perry, Portage, Stark, Summit, Trumbull, Tuscarawas, and Wayne counties by using a wide range of search parameters, and it allows you to export 6000 labels a month. Additionally, we have links to 38 county auditor sites.
  - ✓ **Email Listings** – Since the listings you email are live links, if your client does not delete your message, you will not have to re-email them because the listings will update any changes on their own. (*You must have your own email account in order for this function to work*).
  - ✓ **Searches/Reports** – Create CMAs, custom reports and searches to retrieve the listings you need, or maybe a hot sheet if you want to know the different types of activities during a certain period of time. If you have a listing number you can run a MLS number search.
  - ✓ **Open Houses** – Add your own open house, or search open houses. Let NORMLS members know when you are having a showing.
  - ✓ **Membership Search** – Need to find information on a specific agent or office? Then use our agent/office search to find the information you need.
  - ✓ **Listing Input** – Add your listing information into our database so all of our membership can view it.
  - ✓ **NEOHREX Client Portal** – This is a tool that enables you to create a branded personalized web page for each of your prospects, containing listings that meet their search criteria.

### Customer Support

- NORMLS has quality people who staff our Customer Service desk. They will help you troubleshoot problems with NEOHREX, register you for class, and much, much more.

## Training

- **Training Lab** - NORMLS has a state-of-the-art training facility that houses 24 PCs, and high-tech audiovisual equipment. Most classes taken onsite at NORMLS are hands-on.
- **Cost Of Classes** – Most classes are **FREE**, unless you are applying for continuing education, which would be \$20.00 for NORMLS members. Not all classes are offered for CEU.
- **Register** – Call our Education Department at 216-485-4100, ext. 480 to register for class.
- **Classes** - NORMLS offers a variety of classes to help you learn our online system.
- **Account Executives** – NORMLS members are assigned an Account Executive that is available for office visits.

## Preferred Providers Program

- **PPP** – This is a program that provides a point of contact to quality vendors for NORMLS members desiring to take advantage of special pricing structures on superior products and services including high-speed Internet connections, computer equipment, and much more.

## Communication Services

- NORMLS has a multitude of communication products and services that are available to our members to keep them informed. Some of these items include the NORMLS newsletter (*NORMLS Connection*), brochures, NEOHREX sign-on messages, and more.

## Membership Discounts

- Reciprocity and/or Secondary Membership: Brokers and affiliated licensees who are **not** located in NEOHREX's jurisdiction and pay dues to another REALTOR® owned and operated MLS, may qualify for NORMLS discounted dues. Please call NORMLS Membership Department for detailed information and eligibility requirements.

## IDX – Internet Data Exchange

- This program is better known as Broker Reciprocity. Through the IDX program, all your active listings appearing in NEOHREX will be available for download on NORMLS member's personal company websites. If you are not interested in having your listings available for this program, simply complete an "Opt Out" form and submit it to NORMLS.