

MLS of Greater Cincinnati Rollout FAQs

To answer any questions you may have about syndication (listing distribution) and Point2 please see the following:

Introduction

What is Point2 Agent?

Point2 Agent is a complete listing syndication solution for REALTORS® that includes a network of over 35 online partners - including Zillow, Trulia, Homescape, Point2 Homes and more - the largest syndication network available in the industry today.

What are the benefits to me as the broker or agent?

The partnership between Point2 and your MLS will provide every broker and agent within the MLS with the ability to syndicate property listings to over 35 online consumer search sites through Point2's syndication network and tools. The websites will be updated automatically every 24 hours.

Previously most brokers and agents had to update their listings in the Point2 network individually and manually - a tedious and time-consuming task. Through this new partnership, your MLS will provide Point2 with all the listings from the MLS database so brokers and agents will be able to syndicate listings automatically, eliminating the need to perform manual updates. This will save you time and effort.

Additionally, and most importantly, all brokers and agents will receive reports and leads from the internet traffic that your listings generate.

How does it actually work?

Each member of your MLS will receive a free Syndication Dashboard. Within your own Syndication Dashboard you can configure your syndication partner preferences, access prospect information and reports from syndication traffic, all for free. You must have at least one active listing to receive your Syndication Dashboard.

You can also create your own Point2 Agent account through your free Syndication Dashboard, which will give you more in-depth prospecting and reporting tools and comprehensive analytics. The Point2 Agent account is completely optional, come with a free 3 month trial, and is available for you to set up at any time right through your Syndication Dashboard.

How much work is this going to take?

Simply put - no work at all. Your MLS is working with Point2 to take care of everything. All you will need to do is keep an eye on your email inbox for a specific invitation email with a link to activate your Syndication Dashboard. Don't worry, we'll send out email reminders in advance.

What do I need to do in order to start?

Absolutely nothing! Your MLS will take care of everything. We'll keep you informed of the progress of this integration with regular emails to all MLS members. **Do not sign up for a Point2 Agent account.** We will help you with this at a later point in the rollout. You do not need to sign up for anything.

Is Point2 the same as IDX? Does Point2 provide IDX?

No - Point2 is a syndication aggregator, giving your listings massive exposure. Point2 takes the listing from your MLS and automatically syndicates them to the partners of your choice. Then they provide all the leads and traffic reports directly back to you. The partnership your MLS has with Point2 provides members with an added advertising and exposure opportunity for your listings. **This is not an IDX solution.**

Syndication Dashboard (No cost Service)

What is the cost of a Syndication Dashboard?

Syndication Dashboards are provided to each and every agent of your MLS at absolutely no cost. You can access your syndication preferences, prospects, and listing stats right in the Syndication Dashboard, free of charge.

What is considered a 'view' when looking at reports in the Dashboard?

Within the Syndication Dashboard a 'view' is recorded any time a prospect looks at your listing at one of the syndication partners.

Is the Syndication Dashboard different if I am a broker or an agent?

Yes. The Syndication Dashboard for Brokers includes the tools to set the overriding syndication preferences for all the listings in the entire office. This allows brokers to set which syndication partners receive their office listings. The Syndication Dashboard for Agents allows agents to view the syndication partners that have been selected by their broker. If the agent, at his or her option, wants to further limit their broker's choices (choose less) they may do so on a per listing basis.

What if I am a broker who is also actively selling property (a broker and an agent)? Which version of the Dashboard do I receive?

You will have access to the features of both Syndication Dashboards within one Dashboard account. This means you will have the ability to set the syndication partner preferences for your office as well as your own personal listings, within one account.

Other brokers and agents have received their Syndication Dashboard but I haven't. Why?

If you currently do not have any active listings you will not be sent a Syndication Dashboard yet. Once you have a listing you will be sent the invitation email to activate your own Syndication Dashboard. If you do currently have listings and still have not received your Syndication Dashboard invitation, please check your Junk Mail folder. The Syndication Dashboard invitation email is sent to the email address your MLS has on file for you. Please ensure this is the email address you are checking.

Why do some agents not appear in my Syndication Dashboard (for brokers)?

The Syndication Dashboard for brokers only displays agents with active data. Agents without active listing data are not displayed to keep the information appearing in the Syndication Dashboard tidy and organized. The Syndication Dashboard is not designed to allow or require brokers to 'manage their agents'; it is designed to give brokers the power to syndicate their active listing data. Managing a current up-to-date list of agents is possible using a Point2 Agent account and the Broker Roster feature.

I am an office manager, why didn't I receive a Syndication Dashboard?

The Syndication Dashboard invitation email is sent to the designated listing broker. It is their responsibility to review and approve the syndication partner settings within the Syndication Dashboard. If you wish to obtain the login information to access their Syndication Dashboard, please consult with your broker.

The list of Syndication Partners shown in my Dashboard is different than what was shown in our training session with Point2. Why?

Some syndication partners may have been suspended or have dropped off completely since the training session was completed. Also, some partners may not be available in all areas. You may notice that some partners won't appear in your Syndication Dashboard list at all, but will be available within the optional Point2 Agent account, if you've decided to.

Point2 Websites/Accounts (Services for a monthly fee)

What are the differences between a Syndication Dashboard and a Point2 Agent account?

Your Syndication Dashboard shows general information and reports compared to what the Point2 Agent account provides. Your Syndication Dashboard will include:

- A list of all syndication partners and the ability to manage which ones you syndicate to - and this will determine where your listings appear
- Statistics for each listing
- Reports of all prospects generated from syndication sites

The Point2 Agent account will provide you with even more flexibility and options for:

- Detailed statistics on listing activity on a per partner basis and comprehensive website activity stats
- Advanced prospect management and CRM tools
- A fully functional website (optional), a suite of broker tools, drip email campaigns, predictive marketing, and much more

The ability to create your own Point2 Agent account will be available within your Syndication Dashboard. Creating a Point2 Agent account is completely optional.

Once I create a Point2 Agent account, what are the benefits?

With your Syndication Dashboard all prospect information is emailed to you and some details are included within the Dashboard. Once you create your Point2 Agent account, not only will the prospect information still be emailed to you, but also the information and statistics are pulled directly into your account. Within your Point2 Agent account you can access additional prospect management tools, more detailed stats, and more in-depth analytics.

After you create your Point2 Agent account all prospects who view specific listings at various syndication partner sites will actually be taken directly to your listing on your own Point2 Agent website, if you've selected to include an optional website with your account.

Will I still be able to access my Syndication Dashboard once I create a Point2 Agent account?

Yes, you will be able to access both your Syndication Dashboard and Point2 Agent account seamlessly with the same login information.

Why do I have to manually set up a Roster in my Point2 Agent brokerage account?

The Point2 Syndication Dashboard is a relatively limited interface, while the Point2 Agent account has a full suite of many valuable features. The Roster feature allows the broker to easily create a network of accounts for each agent in their office. This allows the broker to route prospects more effectively and to have more oversight in their conversion process. The Roster will also distribute brokerage listings across the network to everyone's website, with no re-entry necessary! Because each agent would need to have an individual Point2 Agent account and incur related package fees, this is not an automated process.

Existing Members with Point2 Agent Accounts

I already have a Point2 Agent account, does this affect me?

Your MLS is providing all members with the ability to syndicate listings using the Point2 Agent network. For the members who do not currently use Point2 Agent they require an area to manage their syndication preferences and track the stats and leads generated from syndication. The Syndication Dashboard provides this ability and is being sent completely free of charge to all members of your MLS. ***Any members who already have a Point2 Agent account will also receive a Syndication Dashboard.***

How does this benefit me?

With this partnership between your MLS and Point2, you will only ever have to enter your listings once at your MLS. Your listings will automatically be imported to your Point2 Agent account. You will never have to enter your listings into your Point2 Agent account ever again.

If I already have a Point2 Agent account, do I have to access/use the Syndication Dashboard?

Yes. You must access your Syndication Dashboard at least once in order to connect your Dashboard to your existing Point2 Agent account. Completing this very important step will allow your listings to be imported directly into your Point2 Agent account. Instructions will be provided to you. You do not need to continue to use the Syndication Dashboard once you've connected it to your Point2 Agent account.

Should I keep my Point2 website?

Absolutely! We will allow you to link your Syndication Dashboard with your Point2 Agent account. The reports and features within your Syndication Dashboard consist of a very small subset in comparison to the powerful features within your existing Point2 Agent account.

Is there any additional cost as an existing Point2 member?

No. You keep your existing Point2 Agent account with no additional costs over and above what you are already paying. We provide the Syndication Dashboard to all members in your MLS free of charge, should you choose to use it.

How is the Syndication Dashboard different than my Point2 Agent account?

Your Syndication Dashboard shows general information and reports compared to what the Point2 Agent account provides. Your Syndication Dashboard includes:

- A list of all syndication partners and the ability to manage which ones you syndicate to - and this will determine where your listings appear
- Statistics for each listing
- Reports of all prospects generated from syndication sites

As you may already know, your Point2 Agent account provides you with even more flexibility and options for:

- Detailed statistics on listing activity on a per partner basis and comprehensive website activity stats
- Advanced prospect management and CRM tools
- A fully functional website (optional), a suite of broker tools, drip email campaigns, predictive marketing, and much more

How does the Syndication Dashboard affect me and my existing Point2 Agent account? Do I need different login information to access my Syndication Dashboard?

When you receive your Syndication Dashboard invitation and click the link to activate your own Dashboard you will be required to choose a username and password. This login information must be different than what you normally use for your Point2 Agent account login. Once you've activated your Syndication Dashboard you can immediately click on the link to connect your Syndication Dashboard to your Point2 Agent account. You will be able to choose your Point2 Agent account to link to, then select which login information you want to set to use for both your Point2 Agent account and your Syndication Dashboard.

Listings (Existing Point2 Members)

I already entered listings into my Point2 Agent account, how will this affect listings already in my Point2 account?

As an existing member you will see two of the same listings when you first access your Point2 Agent account from your Syndication Dashboard. First will be the one imported from your MLS and the other would be the one you manually entered directly into your Point2 Agent account. The MLS listing will be clearly identified in the Manage Listings area of your Point2 Agent account.

Will I have duplicate listings (one from my MLS and one that I entered) in my Point2 account?

Yes, you will see duplicate listings in your Point2 Agent account. We suggest archiving your manually entered listings. Visit the User Manual_for instructions to do so.

If both of my listings appear in my account, which one will be syndicated out?

Both of your listings will be syndicated out, however only one listing will be accepted by the various syndication partners. Each individual partner determines which listing they choose to accept. If you archive your manually entered listings, only the listings imported from your MLS will be syndicated.

Note: Listings that are imported from your MLS which are later marked as Sold will no longer be syndicated. However, manually entered listings in your Point2 Agent account that have not been archived and are later sold must be marked as such manually within your Point2 Agent account or they will continue to syndicate. We strongly recommend archiving all your manually entered listings once connecting your Syndication Dashboard with your Point2 Agent account to prevent any confusion.

Listings (New Point2 Members)

I am a broker who set up a Point2 Agent account through the link in the Syndication Dashboard. Why are none of my office listings imported?

Listings within the Syndication Dashboard are imported directly into the Point2 Agent account of the assigned listing agent. This means that the broker will only import listings for which they were also the assigned agent. To have all the office listings appear on the Point2 Agent brokerage account, every agent in the brokerage must have a Point2 Agent account and all accounts must be linked together using the Broker Roster feature.

Support and Education

Where can I find more information about Point2? Go to the Point2 website, www.Point2Agent.com.

For general information about the integration your MLS has planned with Point2 Agent, please refer to information supplied from your local MLS.