GETTING THE MOST OUT OF THE GNMLS

Want to spend less time chasing updates — and more time actually serving clients?

This handy guide highlights practical GNMLS tools that help you look more professional, improve client communication, strengthen pricing conversations, and streamline your daily workflow.

Inside, you'll learn how to:

- **Create a SellerHUB** to share listing activity, showings, feedback, comps, and stats in one clean, easy-to-view link
- **Use Prospecting** to show sellers how a price adjustment could increase exposure (by matching more PCS searches)
- **Build targeted mailing lists in Realist** so your marketing is focused and intentional — not random
- **Save common buyer searches** to quickly pull new matches without rebuilding criteria every time
- **Use the PCS Activity widget** to see when clients are active and what they're looking at (hello, better follow-up timing)
- **Find quick market stats using Trends** so your pricing and conversations are backed by data
- **Troubleshoot PCS email issues** so clients don't miss listings (and you don't miss opportunities)

If you're already in the MLS every day, these are simple upgrades that can save time, reduce back-and-forth, and help you deliver a better client experience — without adding more work.

SELLER HUB

Do you find yourself taking multiple screenshots of the Listing stats, Prospecting widget, and copying/pasting updates to your sellers on a regular basis? If so, the **SellerHUB** will be a feature that you'll want to utilize on a regular basis! [SellerHUB TUTORIAL]

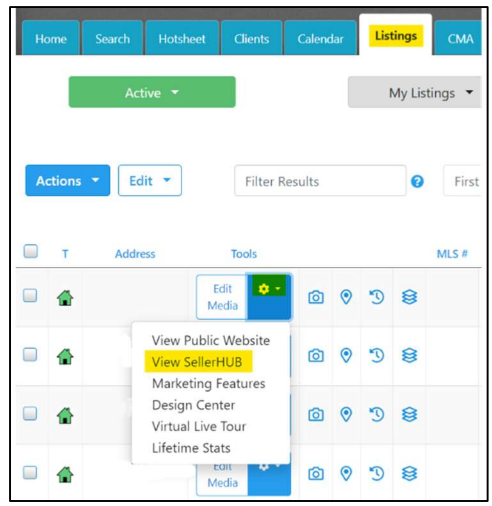
The **SellerHUB** is an interactive gateway created to encompass all the marketing efforts and activity of your listing into a custom, easy-to-navigate website for your Seller(s). This hub allows agents to send an email to their Seller as needed (it's not automated) to update them about listing activity.

The **SellerHUB** is unique for EACH of an agent's listings and the data contained in most of the tabs on the SellerHUB will stay up to date with the latest stats & comps.

1. Accessing the SellerHUB

From your Listings tab, find the listing address in the grid layout.

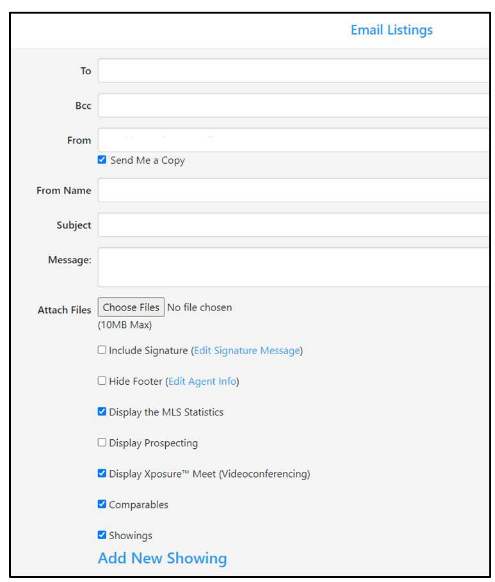
In the dropdown menu next to the gear box, click *'View SellerHUB'.* A new tab will open (will look very similar to a CMA Gateway or when you email a listing).



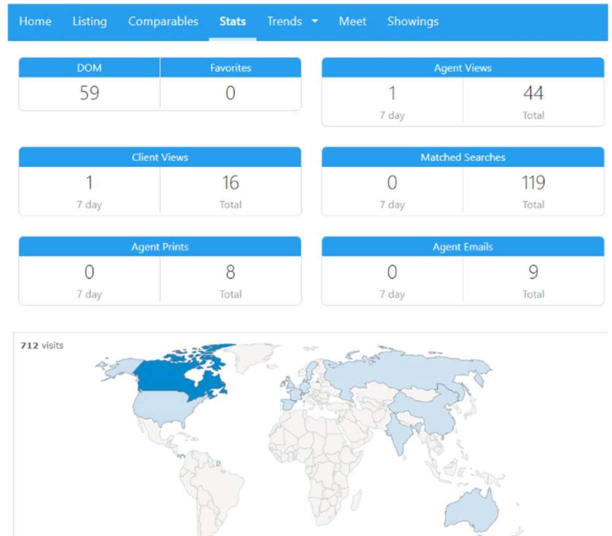
2. Customizing the SellerHUB

Once the page loads, you will see all the fields to email the seller's PCS profile, fill out the subject line, and enter an email message.

- *'Display Prospecting'* will load Prospecting information that allows the Sellers to see if they were to make a price adjustment, how many new PCS searches the listing would match to.
  - This option is not selected by default; good to add if/when agents need to start having discussions about the list price.
- *'Display Xposure [Meet]'* is our built-in video conferencing service that allows you to video conference with Sellers.
- *'Comparables'* will automatically find comparable properties that the Seller can review.
- *'Showings'* allows you to keep a history of all the showings that have taken place – as well as any feedback you have collected from the showing agent. NOTE: this info is not synced from a showing platform, but showings can be quickly entered!

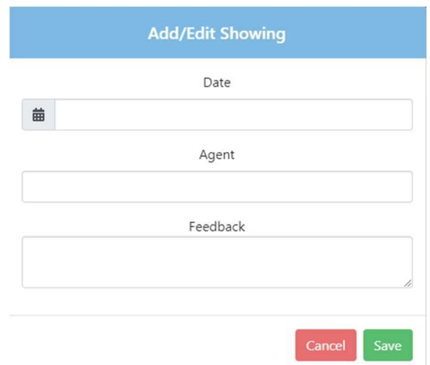


- *'Display the MLS Statistics'* will load a tab on the SellerHUB called *'Stats'* that highlights the listings PCS matches, listing website activity, and an interactive map that shows where the buyers are located when they viewed the listing.



3. Adding Showings & Feedback

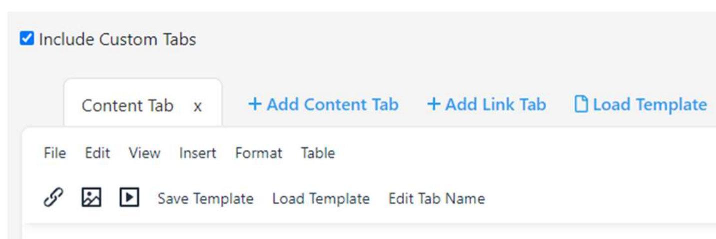
- To add a showing (and the showing feedback), click *'Add New Showing'*
- A pop-up box will open for you to enter the showing details.
    - If you've received feedback for the showing, you can type or paste it into the Feedback field.
    - If you didn't get feedback yet, you could leave it blank or add a comment like "Feedback not received" and come back to edit the showing feedback later.
- Once you've entered the showing info, click the green *'Save'* button to have the showing visible to the Seller.

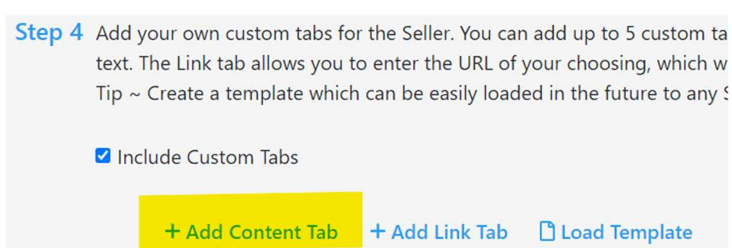


4. Custom Tabs

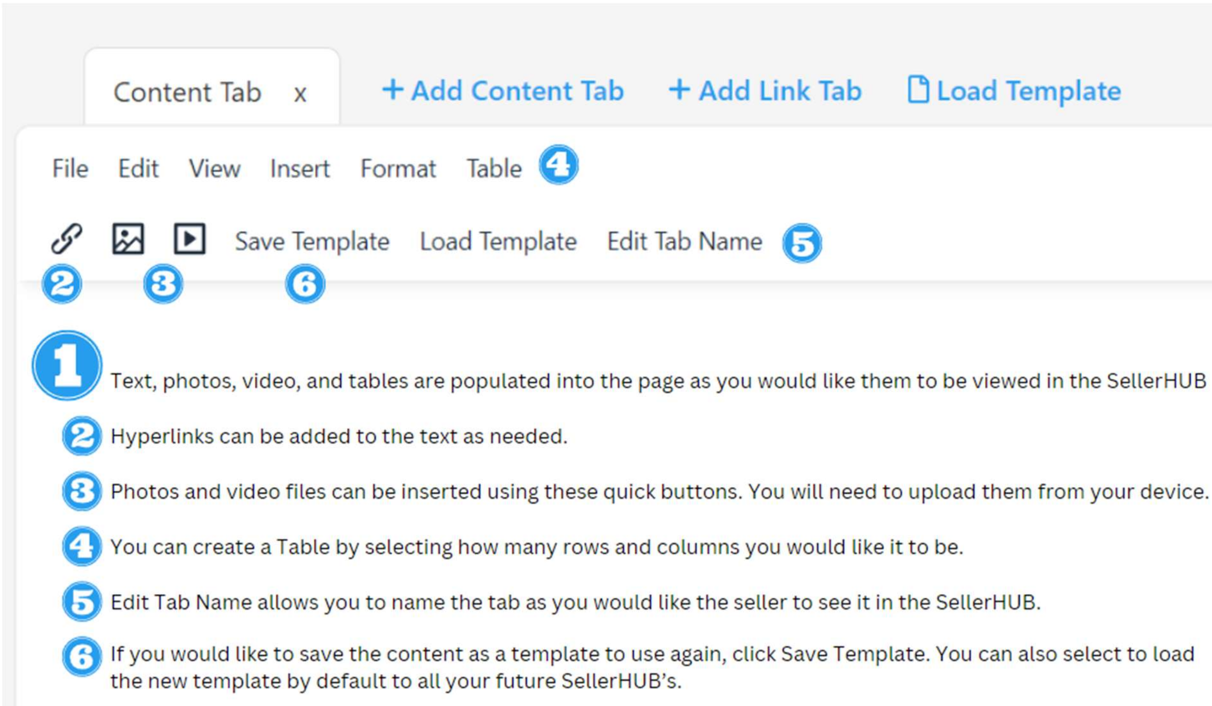
You can add optional custom tabs and create templates to save information for quick reuse. Click *'Include Custom Tabs'* to compile these optional additions.

- *'Link'* tab allows you to add a URL to the SellerHUB. When clicked, the seller would have a new tab open to the URL you have entered.
- *'Content'* tab allows you to add text, images, videos, and tables to create a page for your own needs.
- *'Load Template'* is where your saved page templates for the SellerHUB can be found.





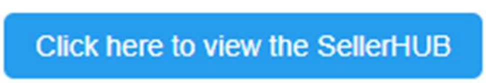
CREATING A CONTENT TAB



5. Emailing the SellerHUB

The final step will be to click the green *'Send'* button to email the SellerHUB.

From the seller's side of things, they will receive the email with the message you have entered. Then they can the *'Click here to view the SellerHUB'* button that will be at the bottom of the email.



NOTE: it's highly recommended that agents review their *'Branding'* and *'Web'* settings, which can be found under the 'More' tab of the 'Home' page. These settings should help you custom features like your SellerHUB.

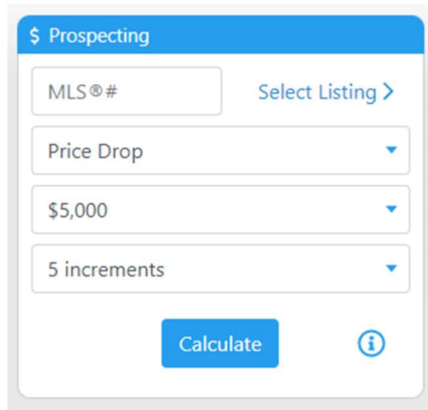
Xposure is now integrated with the Canva Design Center!

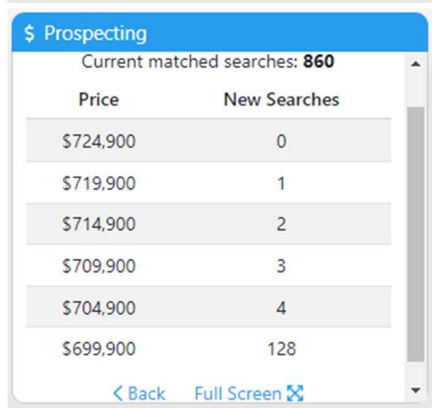
Follow this step-by-step guide

HOW DO I?

SHOW MY SELLER THAT IT MIGHT BE TIME TO LOWER THE LISTING PRICE

The **Prospecting** widget allows you to determine the number of new PCS searches a listing will match if the price is changed. This feature enables you to maximize exposure in the PCS by targeting the highest number of searches possible within your price range.

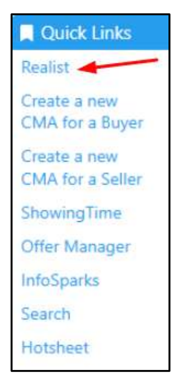




- Enter an MLS number or click *'Select Listing'* and a list will populate with addresses of your listings. Select the listing you would like to perform the prospecting on.
- Choose either *'Price Drop'* or *'Price Increase'*
- The default price increment is $5,000, but you can choose any value from the drop-down menu.
- Finally, choose how many increments you would like to see populated (default is set to 5 or choose from drop-down).
- Click *'Calculate'*. You will see a rotating circle as it calculates.
- Once it finishes calculating, you will see a list of the price point increments that were requested and a column of *'New Searches'* with numbers.
- At the top, you will see the *'Current Matched Searches'*. This is how many PCS searches your selected listing matched to at the current price point.
- As you move down the list of price increments, you will see how many new PCS searches the listing would potentially match.
- In the example at the right, there aren't many for the first 4 increments, however, at the $699,900 price point, there would be a significant match.

HOW DO I?

CREATE A MAILING LIST TO TARGET ADVERTISING & MARKETING EFFORTS



Did you know that **Realist** has an option that allows you to create a mailing list from tax records?

This helpful feature allows you to draw a map around an area that you'd like to target. Then it pulls the tax records for properties in the searched area and pulls the Owner or Property Address.

1. Start by logging into Xposure and find the *'Quick Links'* widget – then choose **Realist**.
2. Once there, follow the steps outlined in this TUTORIAL to find **owner** or **property addresses** in your chosen search area.

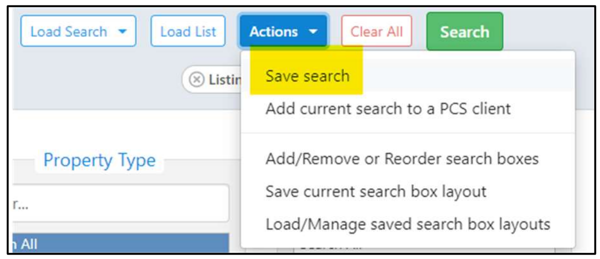
HOW DO I?

QUICKLY SET UP A SEARCH FOR A BUYER

Change your *'Default'* search to a <u>custom search</u> that has the search criteria you use over & over again!

How many times have you used the same search criteria over & over again: Single Family home, 3 bedrooms. 2 baths, on water?

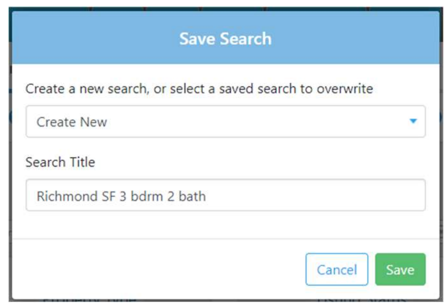
If you save your common search criteria as its own custom search, you can easily select the custom search and quickly generate the newest listings that match.



<u>TO CREATE A CUSTOM SEARCH</u>

1. First, add the search criteria that you would like to use for the custom search.

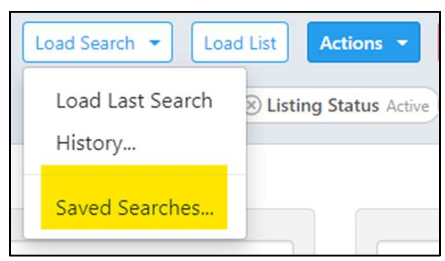
2. Once you have all the criteria selected, click the blue *'Actions'* button and then choose *'Save Search'*.



3. Name the search. You can create a new search by giving it a new name or you can override an existing search by selecting a search from the dropdown menu.

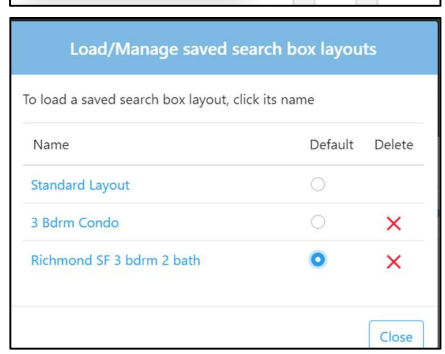
4. Click the green *'Search'* button to save the search.

<u>TO CHANGE YOUR DEFAULT SEARCH</u>



1. Click the '*Load Search'* drop down (to the left-hand side of the blue *'Actions'* button). Choose *'Saved Searches'*

2. In the pop-up, you'll see: Load/Manage Saved Search Box Layouts. This allows you to select your *'Default'* search – or just simply load/use a search.



3. You can also manage your searches on this screen. If there is a search that you're not using, click the **X** to delete it.

4. Click on the *'Close'* button to close the pop-up.

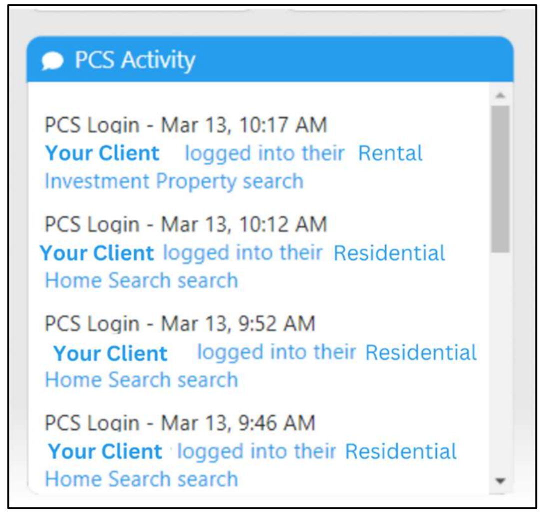
5. Click the green *'Search'* button to complete the search and load the search results.

HOW DO I?

SEE IF MY CLIENT'S HAVE LOGGED INTO THE PCS TO VIEW THE HOME SEARCH I SET UP

Set up Xposure's ***PCS Activity*** widget!

The *PCS Activity* widget updates in real time and will show you when your PCS clients log into their PCS portal and view properties you've sent.



TO SET THIS WIDGET UP:

1. The *PCS Activity* widget is a default widget on your *'Home'* tab of Xposure.
2. If you've customized your *'Home'* screen layout and the *PCS Activity* widget isn't showing, you can re-activate it in the *'Add/Remove Widgets'* link right above where the widgets are on your *'Home'* screen.
3. For more help managing your widgets, click HERE

ONCE SET UP:

If you click the client's name in the *PCS Activity* widget, you'll automatically be taken to the mirror view of your client's PCS portal.

HOW DO I?

FIND STATS THAT SHOW WHAT'S GOING ON IN THE MARKET

Use the *'Trends'* tab in Xposure! Watch this super short VIDEO to get an overview and play around with it!

HOW DO I?

TROUBLESHOOT WHEN CLIENTS AREN'T GETTING THEIR PCS EMAIL NOTIFICATIONS

If your client is not receiving their PCS email notifications, chances are they have been caught in a 'Spam' filter or 'Junk' mailbox.

1. Check the Spam/Junk folder.
   - If the client can find it in the Spam/Junk mail, they can just move the email to their 'Inbox' and **mark it as safe**. Future emails should now have the recipient flagged as safe.
   - If the client does not see the email, proceed to step 3.
2. All PCS emails are sent from no-reply@realtyserver.com and the address can be flagged as Spam by the email provider.
   - Have the client add this email address (no-reply@realtyserver.com) to their address book as a safe recipient.
   - Keep in mind: after they have marked this as a safe recipient, it can sometimes take a while for the email provider to recognize this as safe (does not happen immediately).
   - For full instructions on this process, click HERE

PRO TIP: Clients can log directly into their PCS portal anytime!

Make sure your clients have their login credentials.
Have them bookmark this website and they can manually log in: PrivateClientServices.com

To help prevent emails being blocked, agents can 'customize' the subject line of emails they send from the PCS. Email providers look at the email address and the subject line when blocking emails, so making it more personal may prevent them from being blocked.

- Instead of an email subject line that says: PCS updates
- Change it to something like: PCS updates provided by *(type agent's name here)*
- Click HERE for instructions on customizing your email templates.