REALTOR®

MULTIPLE LISTING SERVICE

MLS®

Greater Northwoods

REALTOR®

Add a New Listing with

MLS® Autoload

MLS® Autoload

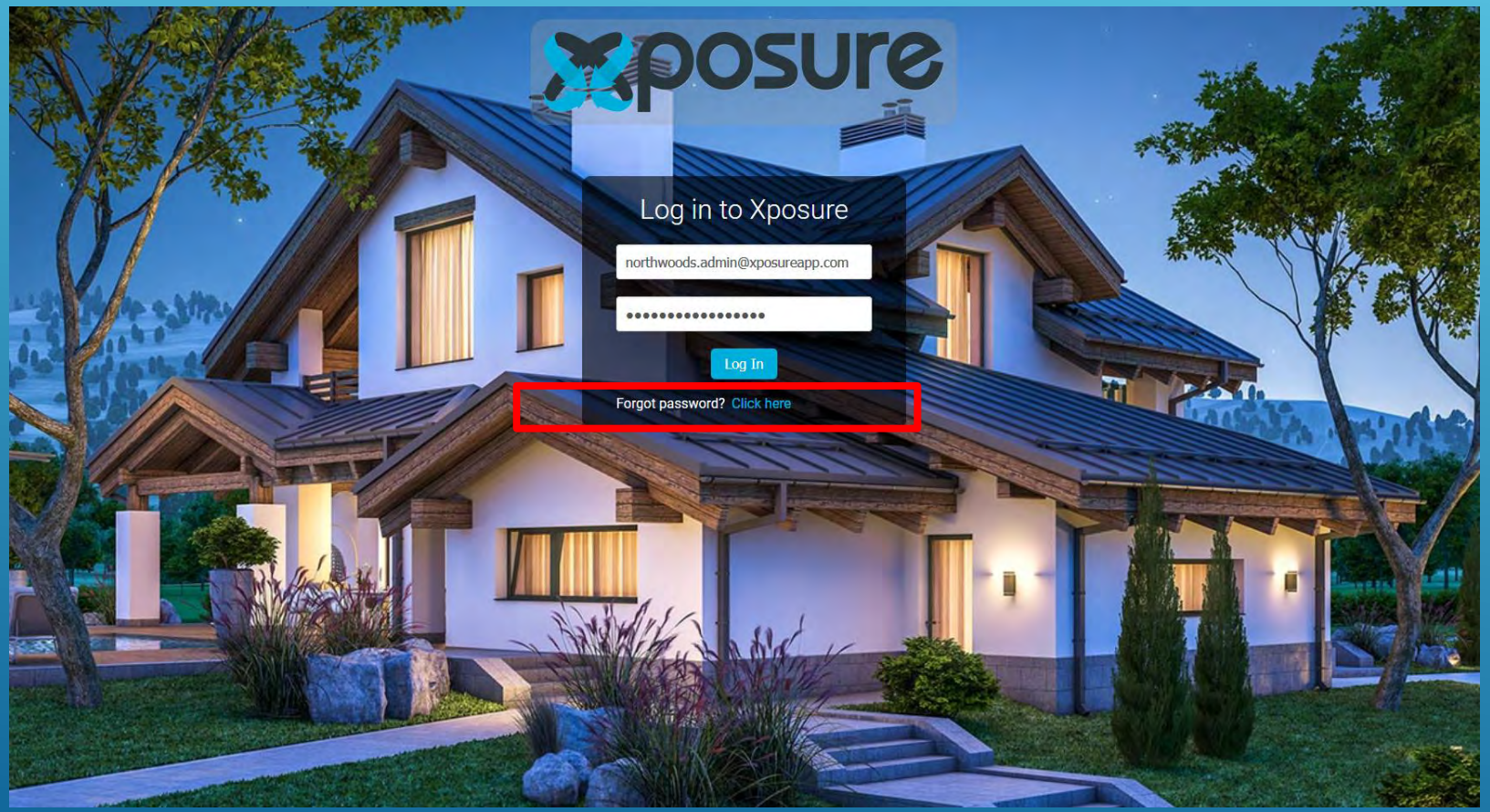
posure

by RealtyServer Systems Inc.

posure
by RealtyServer Systems Inc.

Access

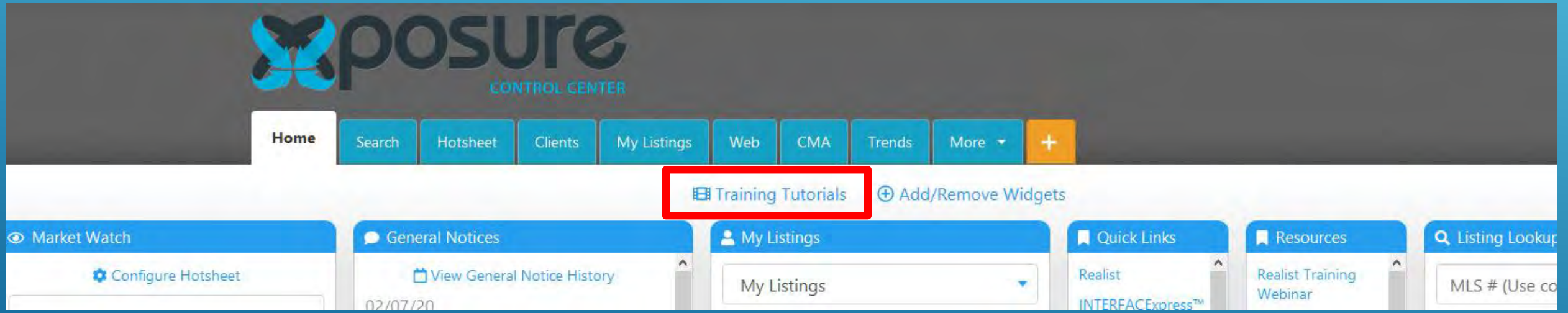
Visit: http://xposureapp.com/ for samples and videos



- Desktop
- Tablet
- Phone

https://admin.xposureapp.com/Login - Your email is your Username

Learn More – short videos of features



AGENTS Need to Know

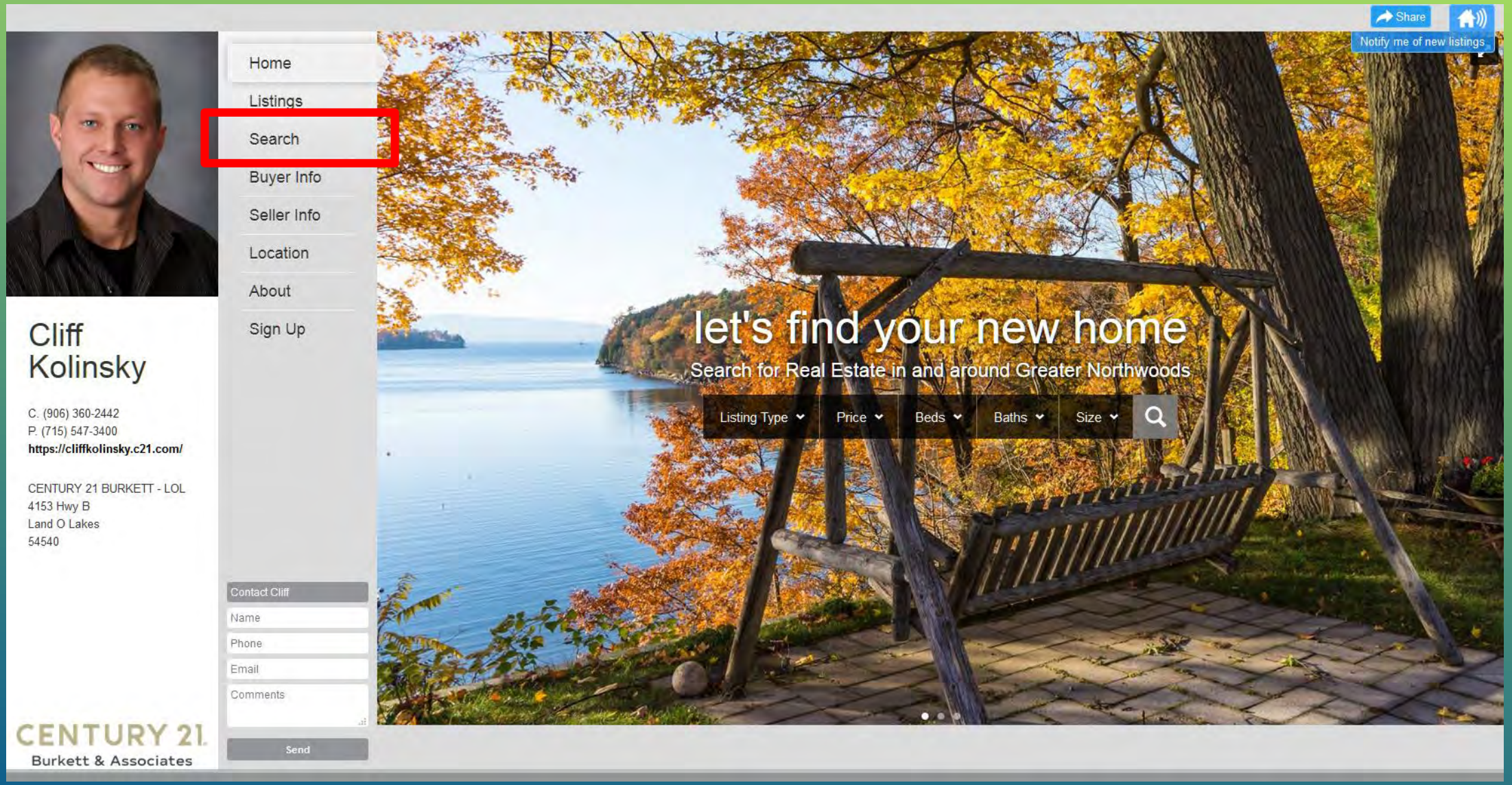
- Is an evolution of the MLS system
- Express and Interface will not be provided in 2021

- Provides each agent a FREE business page to share their listings and promote their expertise to consumers

Public view and how you use it to promote your own brand

Promote your own page so any searches come through YOU

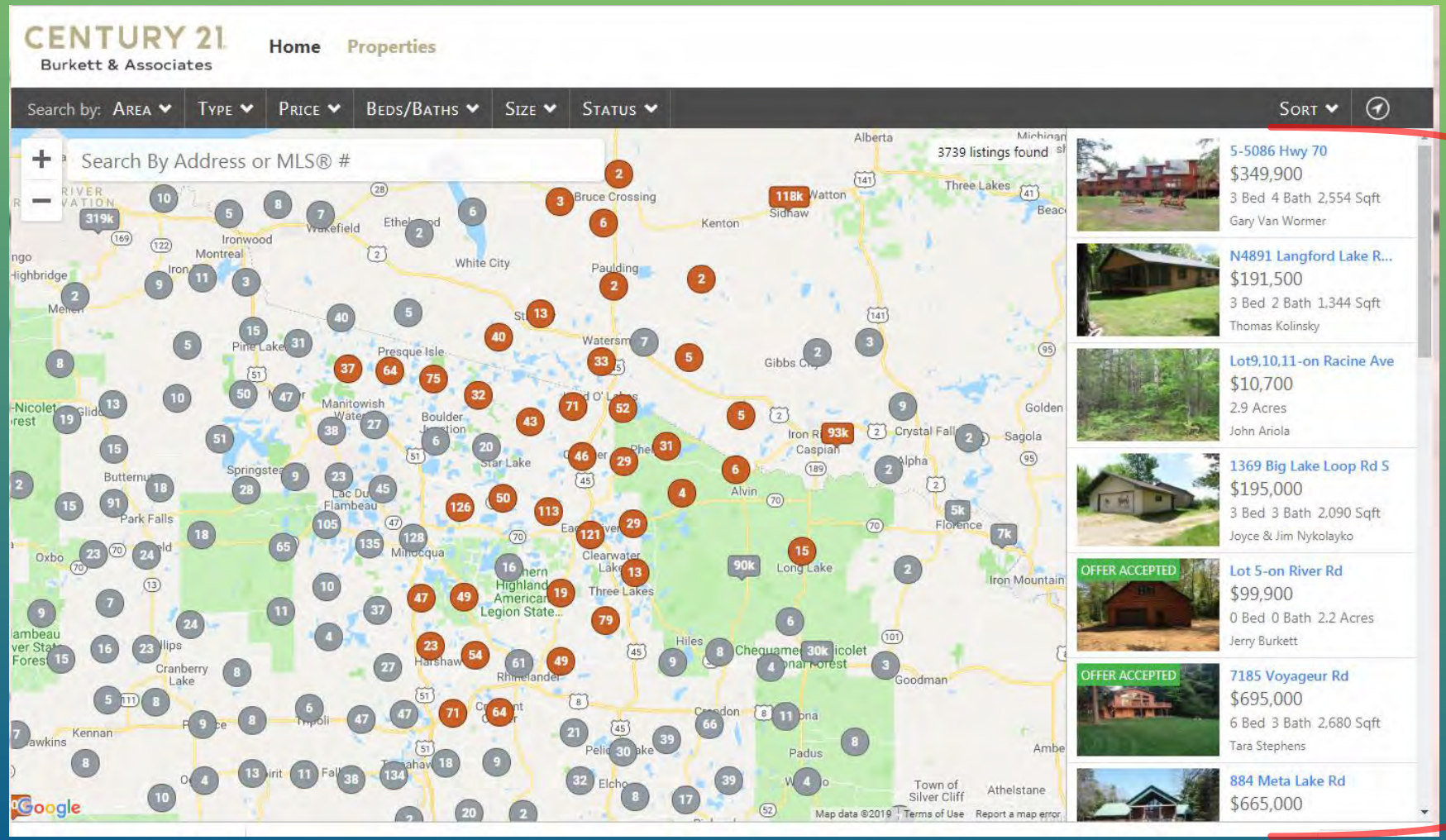
http://cliffkolinsky.realtyhd.com/



OPTIONAL Xposure Brokerage Page

https://listings.burkettrealty.com

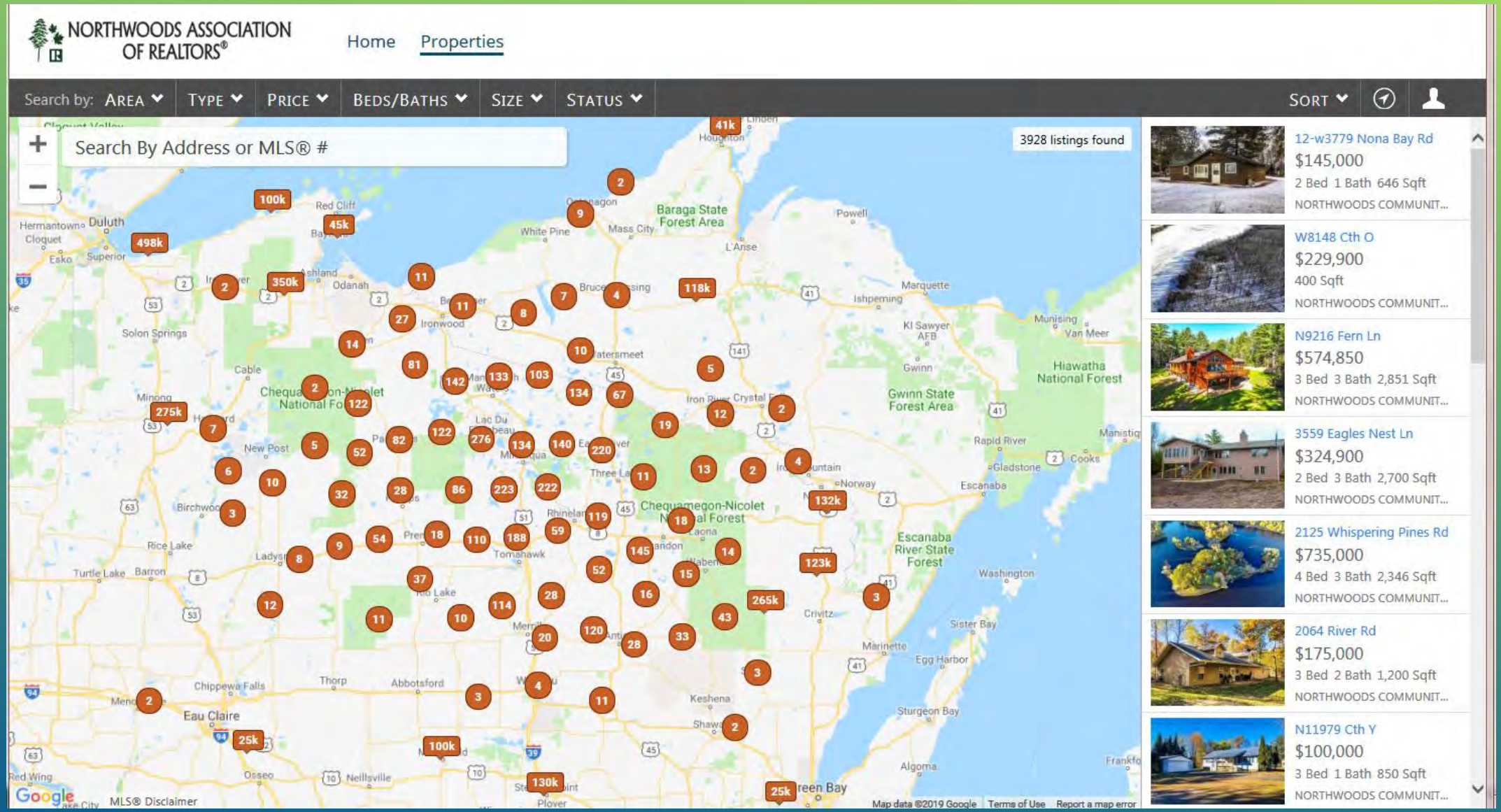
Listings is a subdomain of Burkettrealty.com



Any clicks on these listings increase the **SEO for the firm's** website

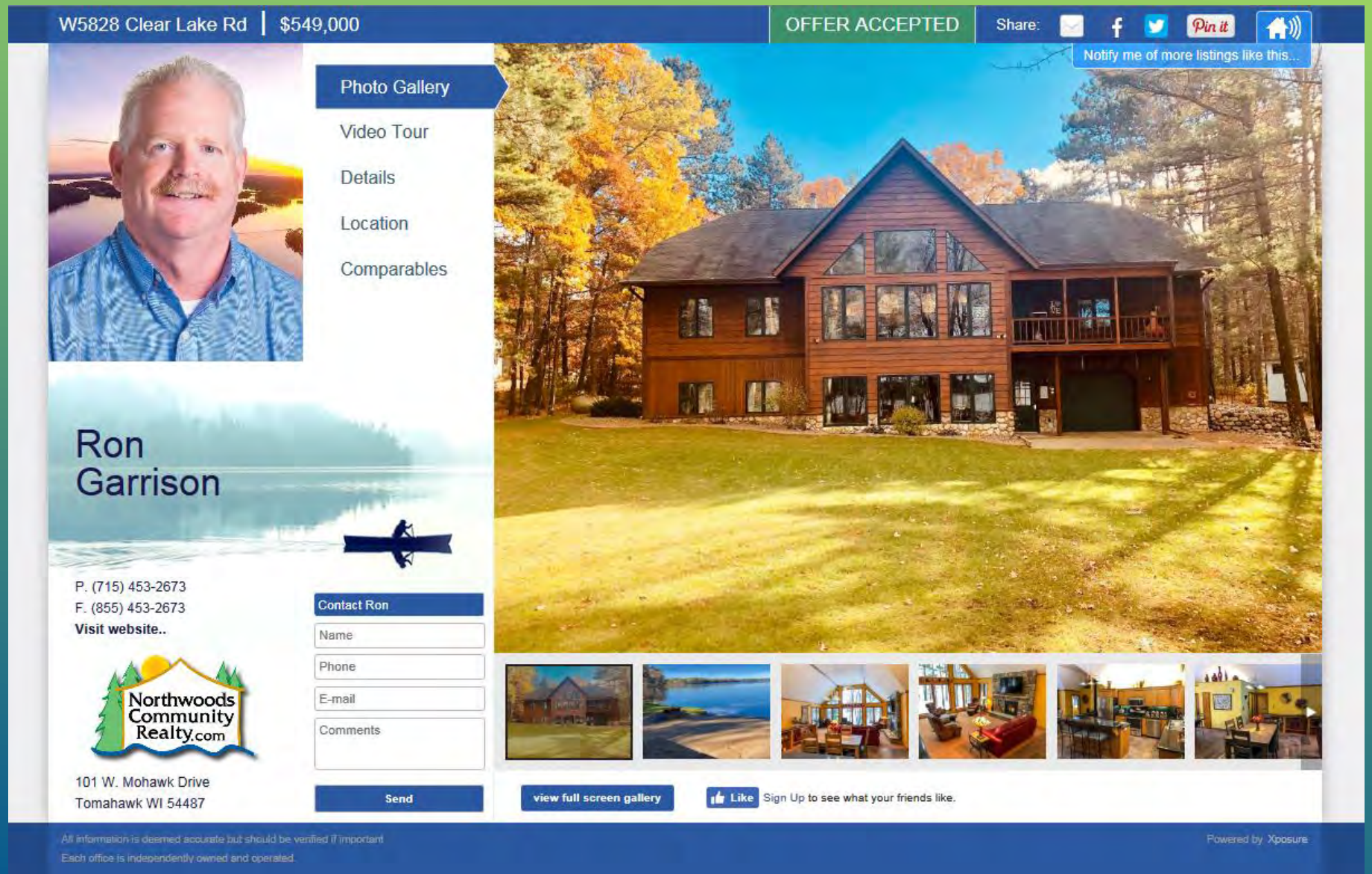
In-House listings are Highlighted and shown at the top of the list

Upnorthmls.com – PUBLIC VIEW



Listing agent is displayed

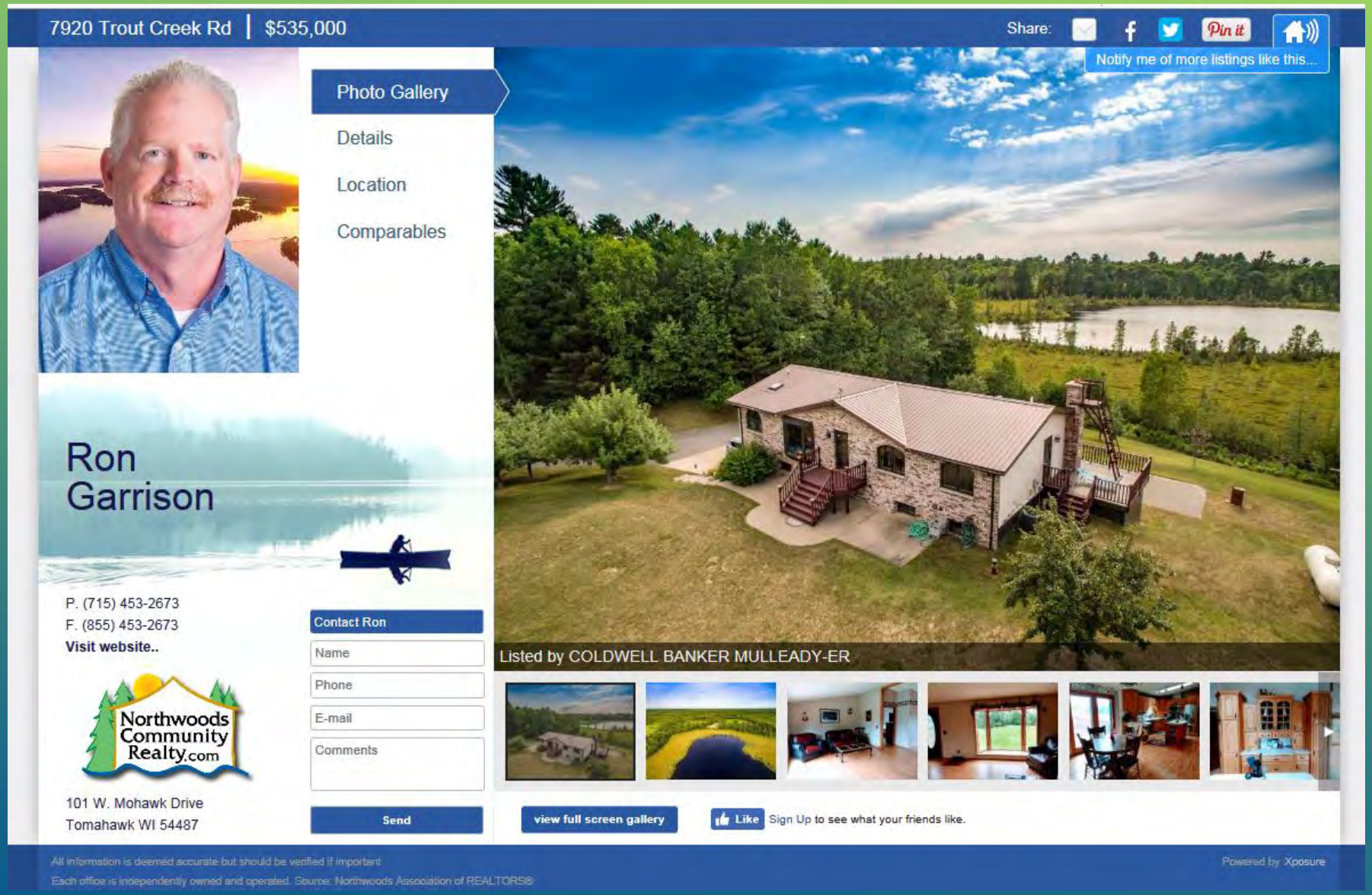
Listing may be shared by email or on social media



Note option to signup for PCS

Shared listings will display in **this agent's** page.

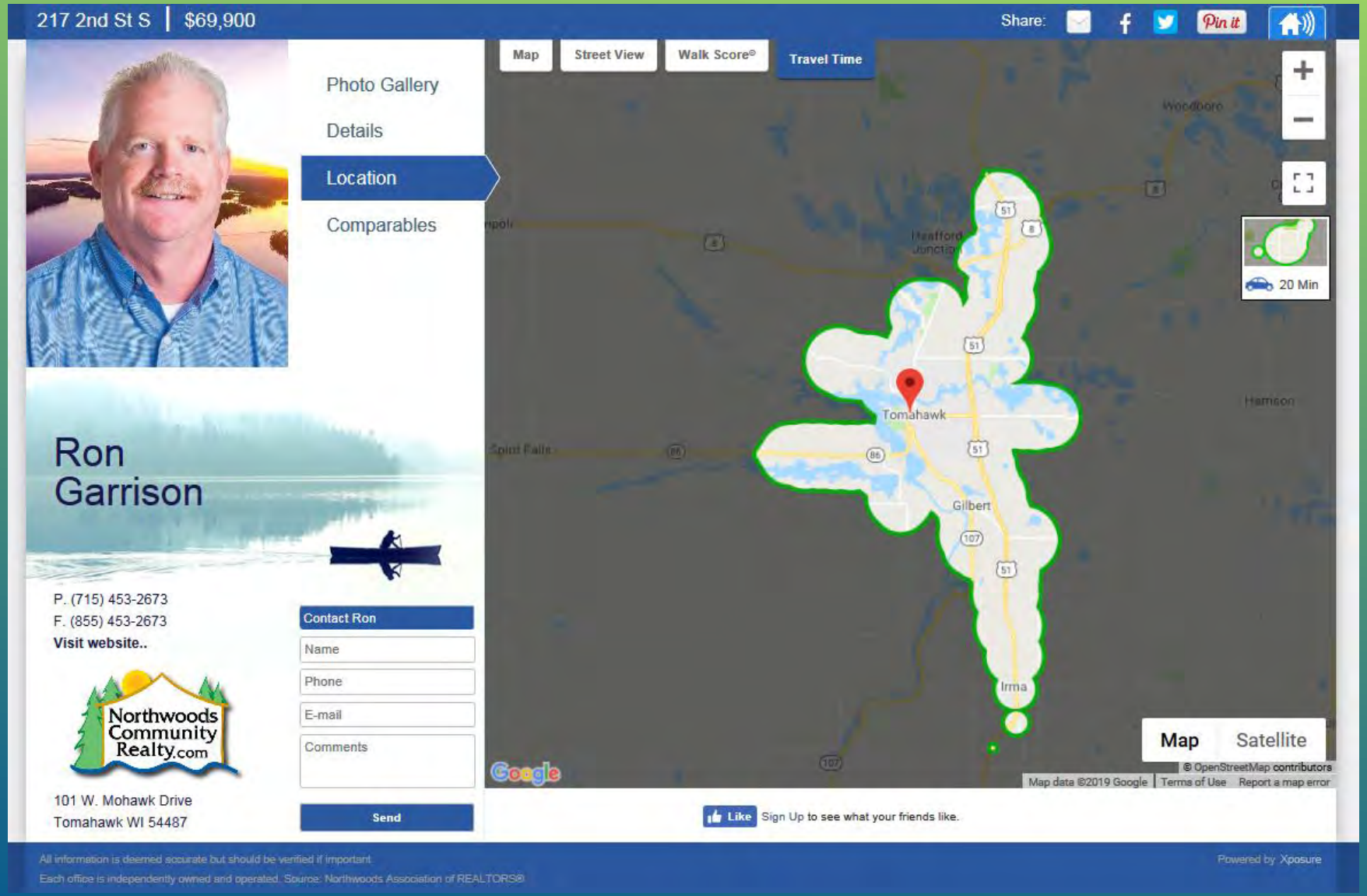
Agent is displayed



Finding a Comparable – they see the listing firm, still framed to Ron

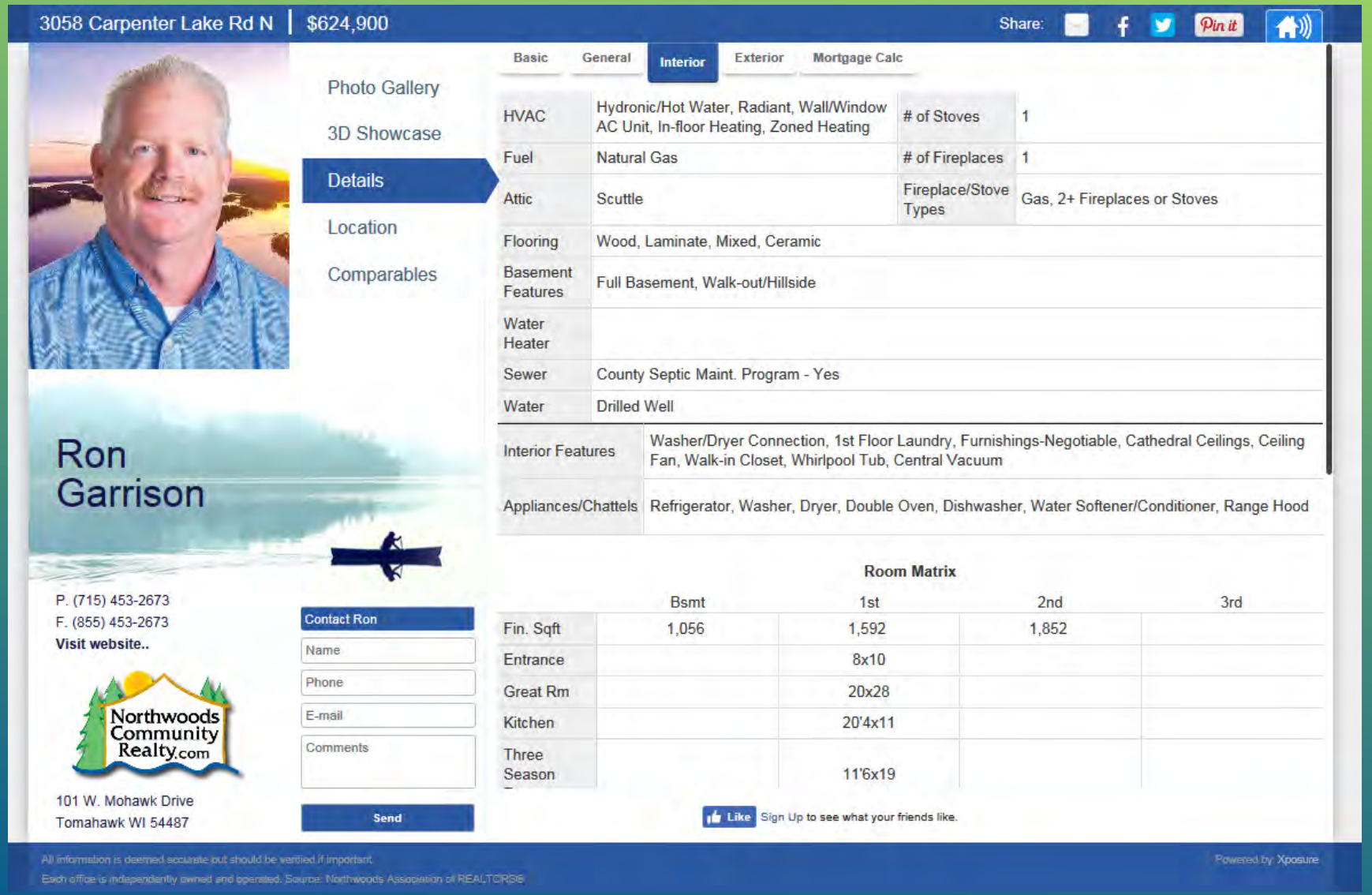
You can remove the Comparable link from the listing if you wish

Agent is displayed



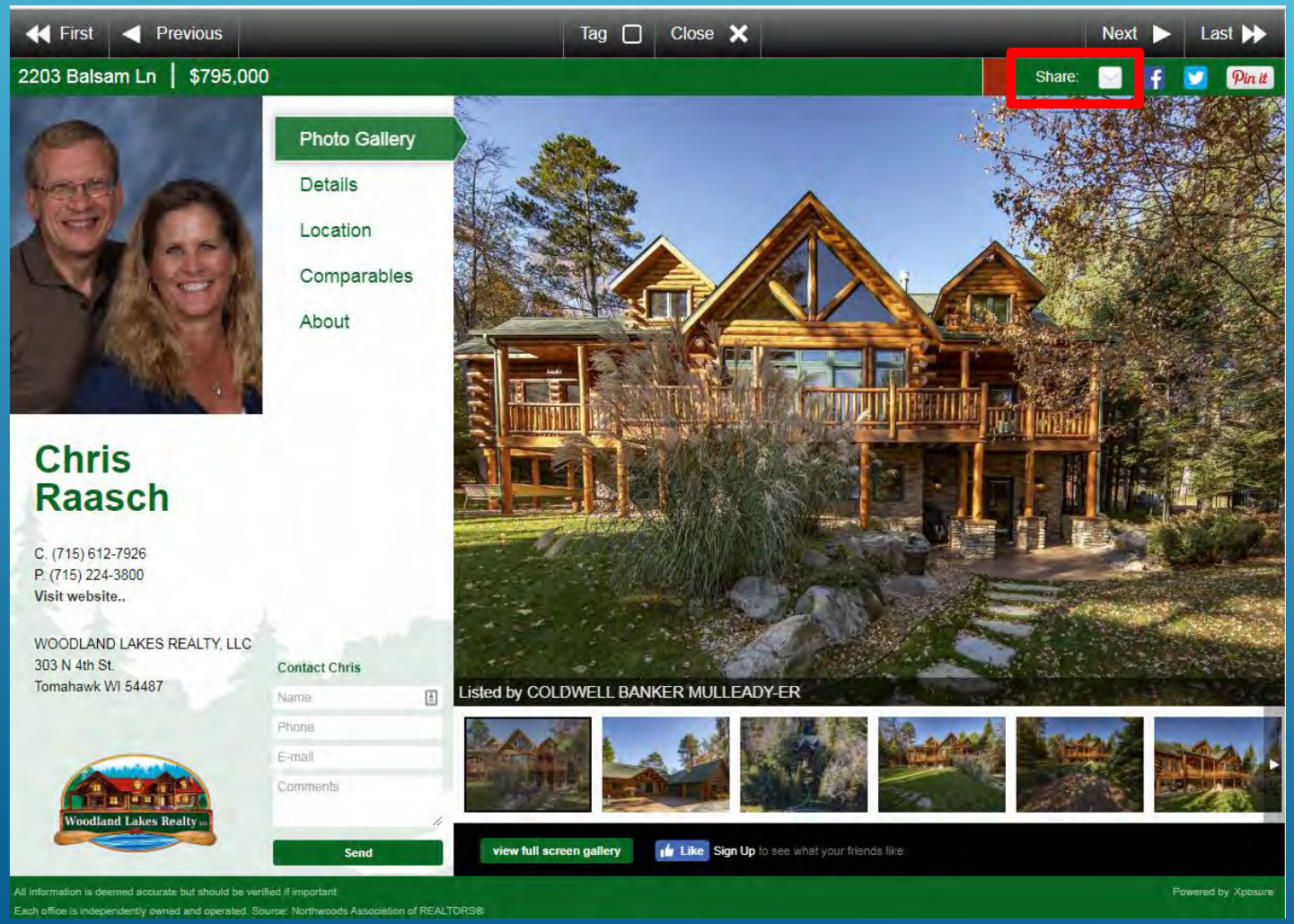
Where Google has data travel time and Street View may be available along with Walk Score

This Agent shared a listing from another firm



Note the additional tabs of information available when shared or viewed via PCS

With the Xposure page displayed you can share it with a customer



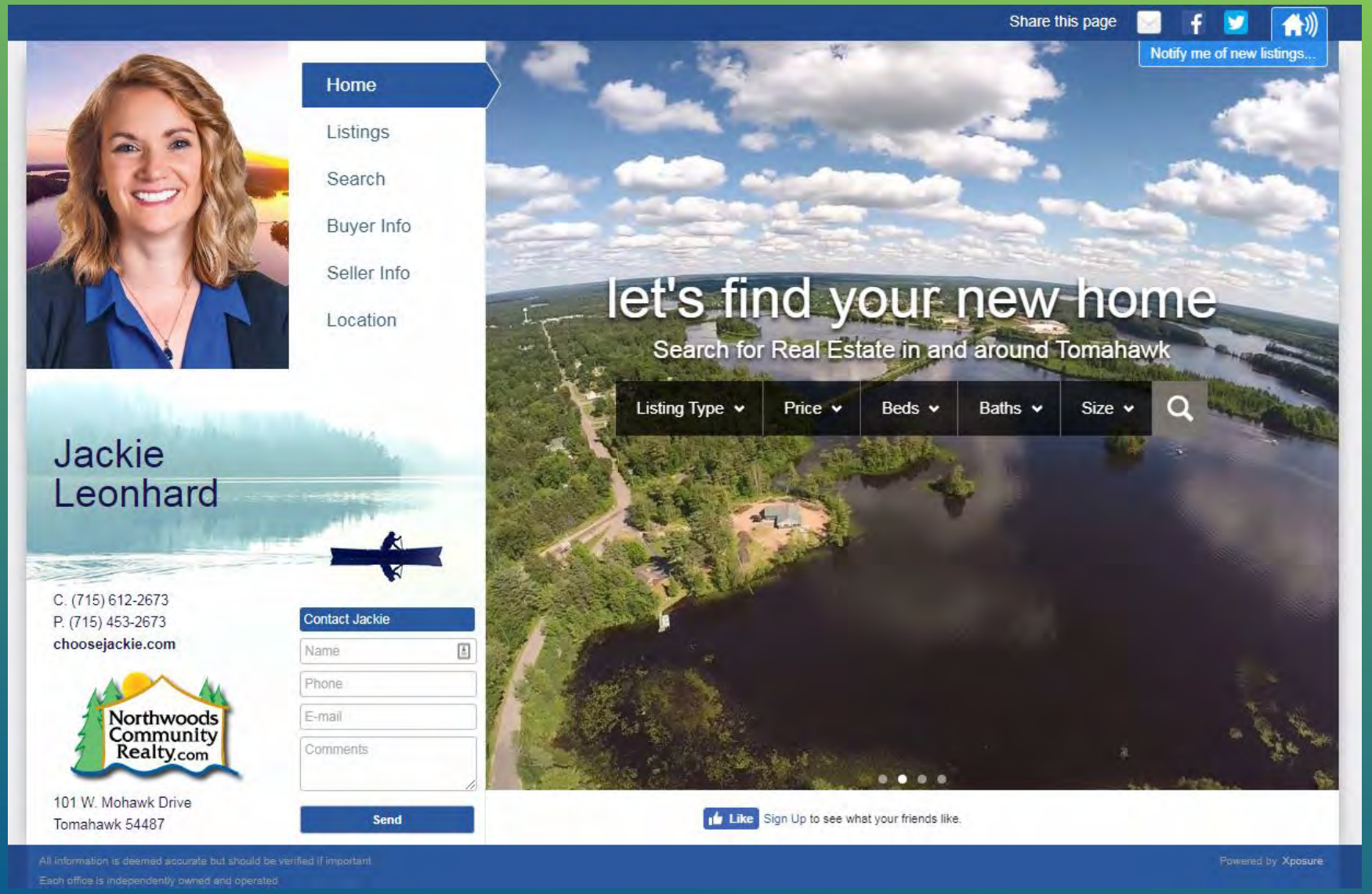
You may share by email to any customer.

DO NOT Share on Social Media unless you have the Listing Contract.
Only REALTORS® (firms) with active contracts may advertise unless you have specific consent.

See Wis stat 452.136

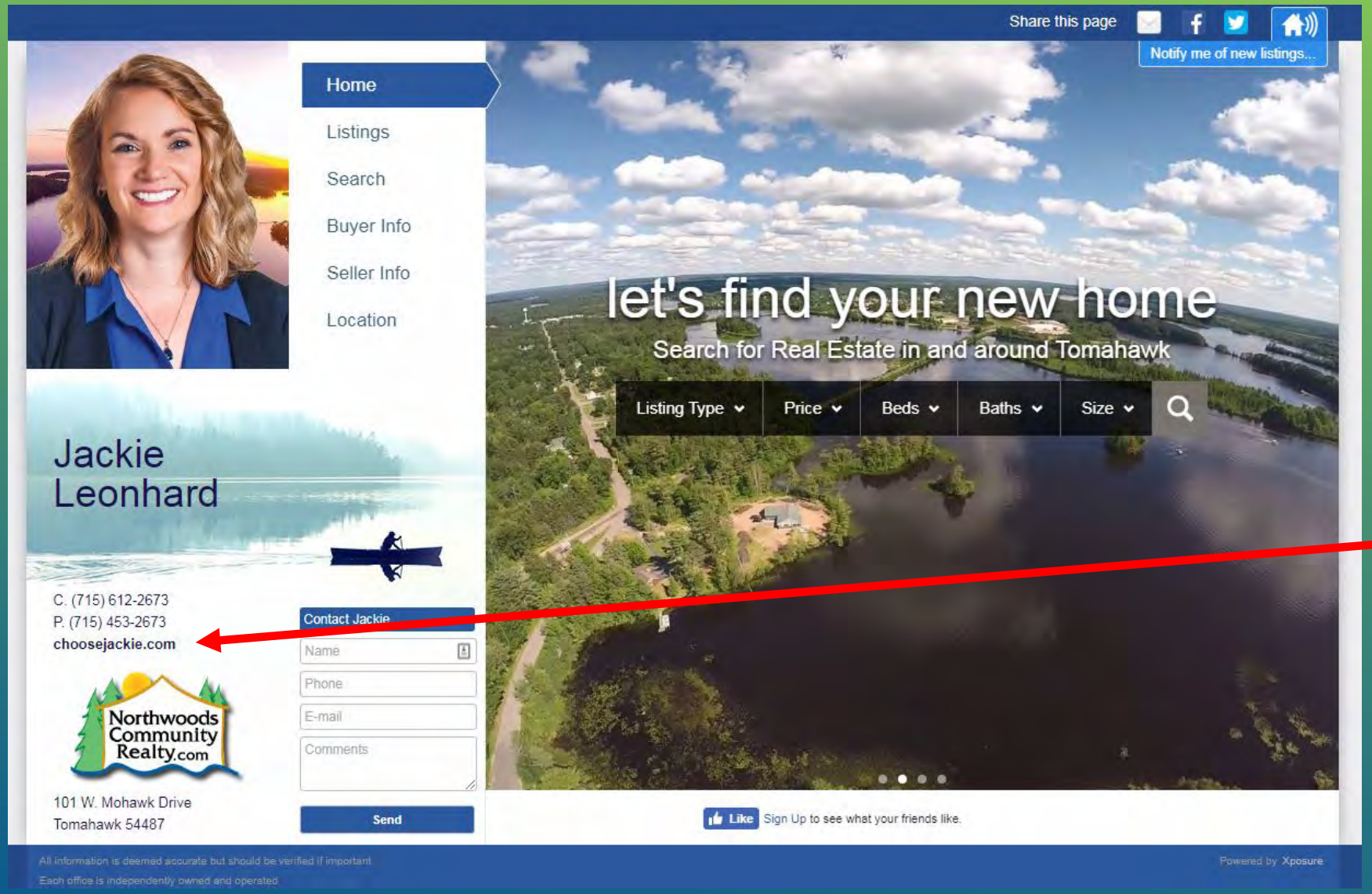
Each GNMLS Agent and Broker gets a FREE personal Xposure Business Page

FREE Xposure Business Page



Use the Web tab to be sure you have your FREE business page set up for the public to view

FREE Xposure Business Page

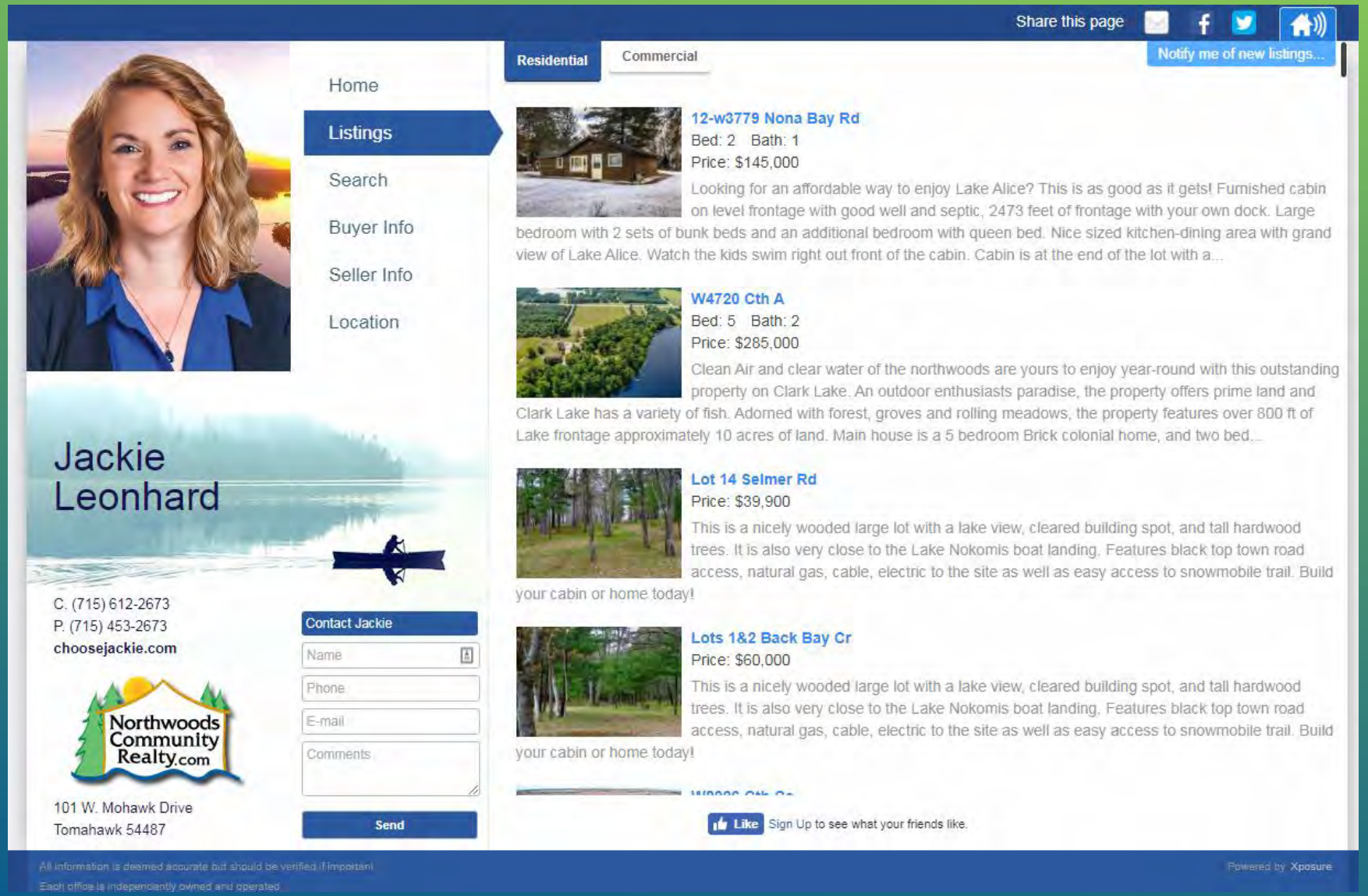


Make sure people can use this link from upnorthmls.com listings to access your page

http://janesmith.realtyhd.com

Share your link in PCS and other communications

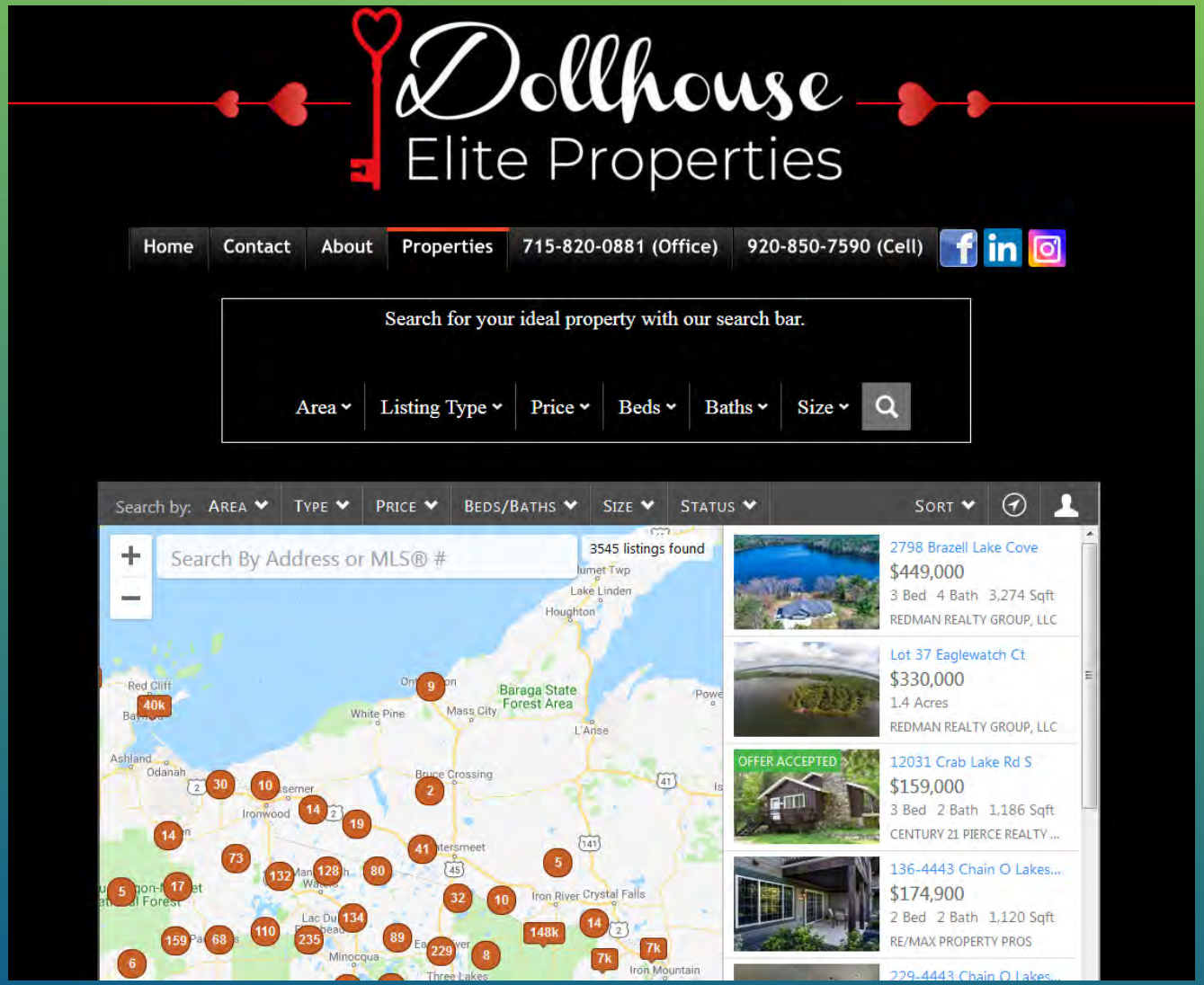
FREE Xposure Business Page



Public can view all of your listings

FREE Xposure Business Page

https://www.dollhouseeliteproperties.com/properties.html

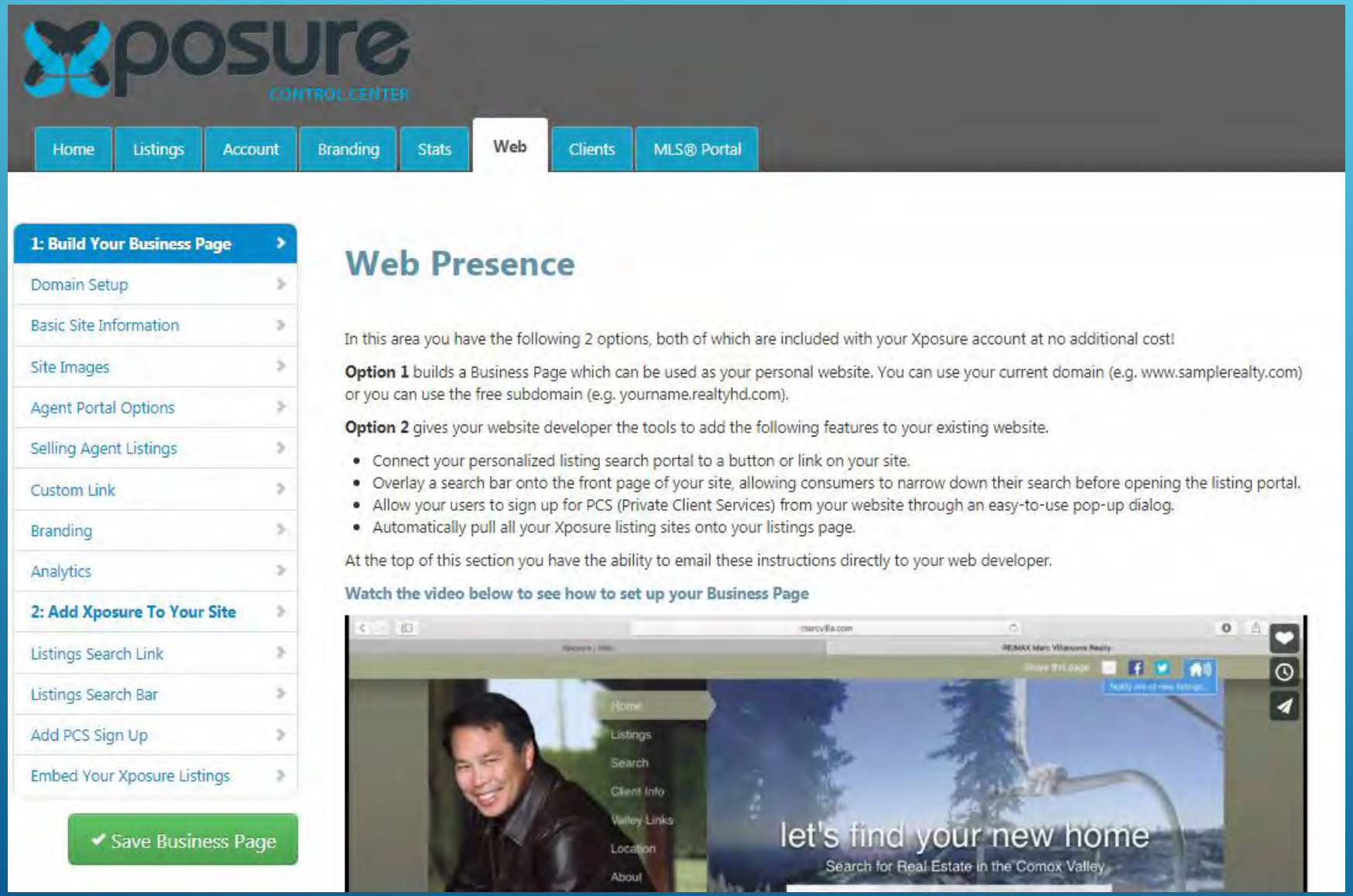


If you have an agent website, you could also integrate the personal webpage with your current website.

This is a solo Broker's page

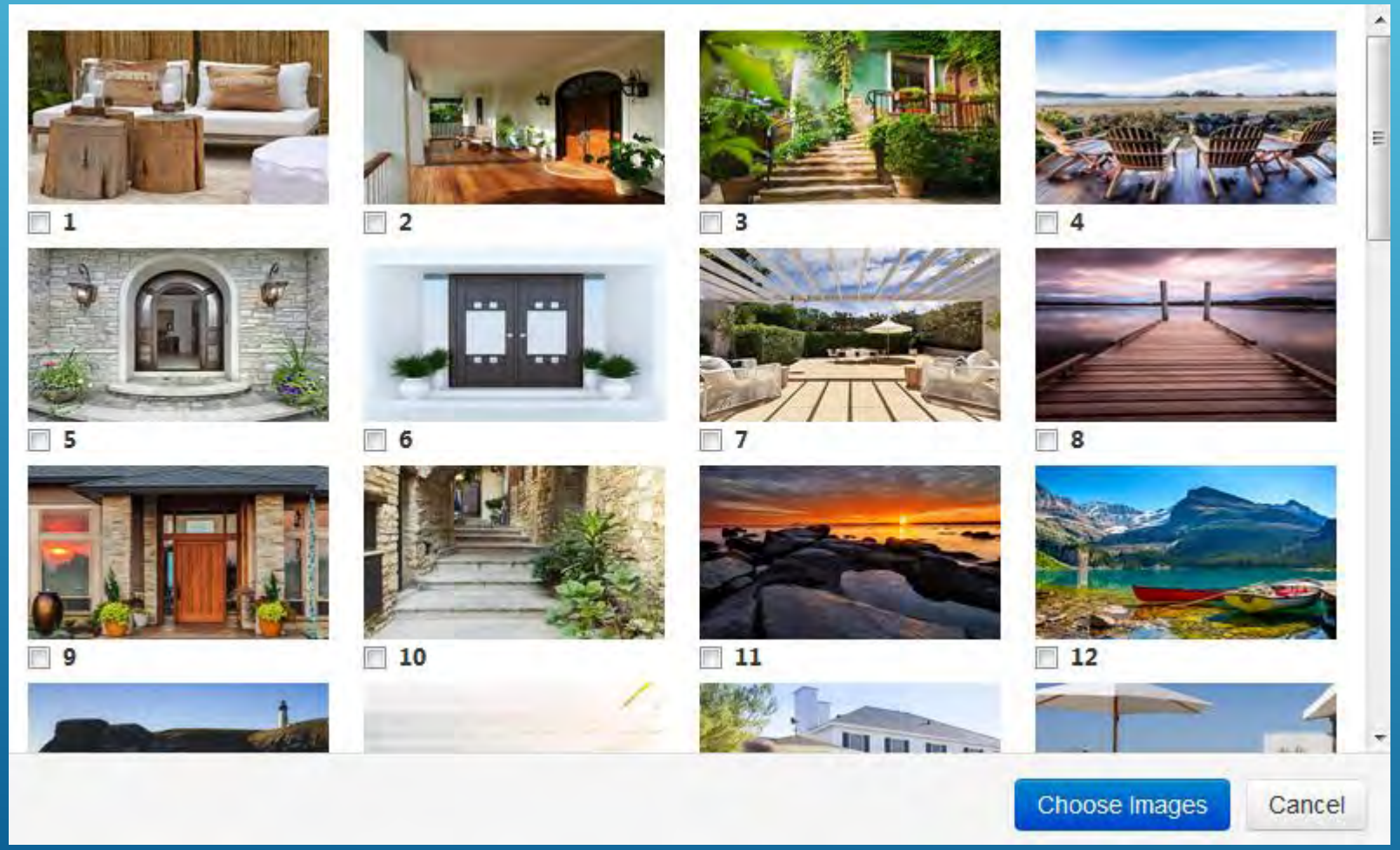
Your Xposure Webpage

Xposure Control – Your Web page



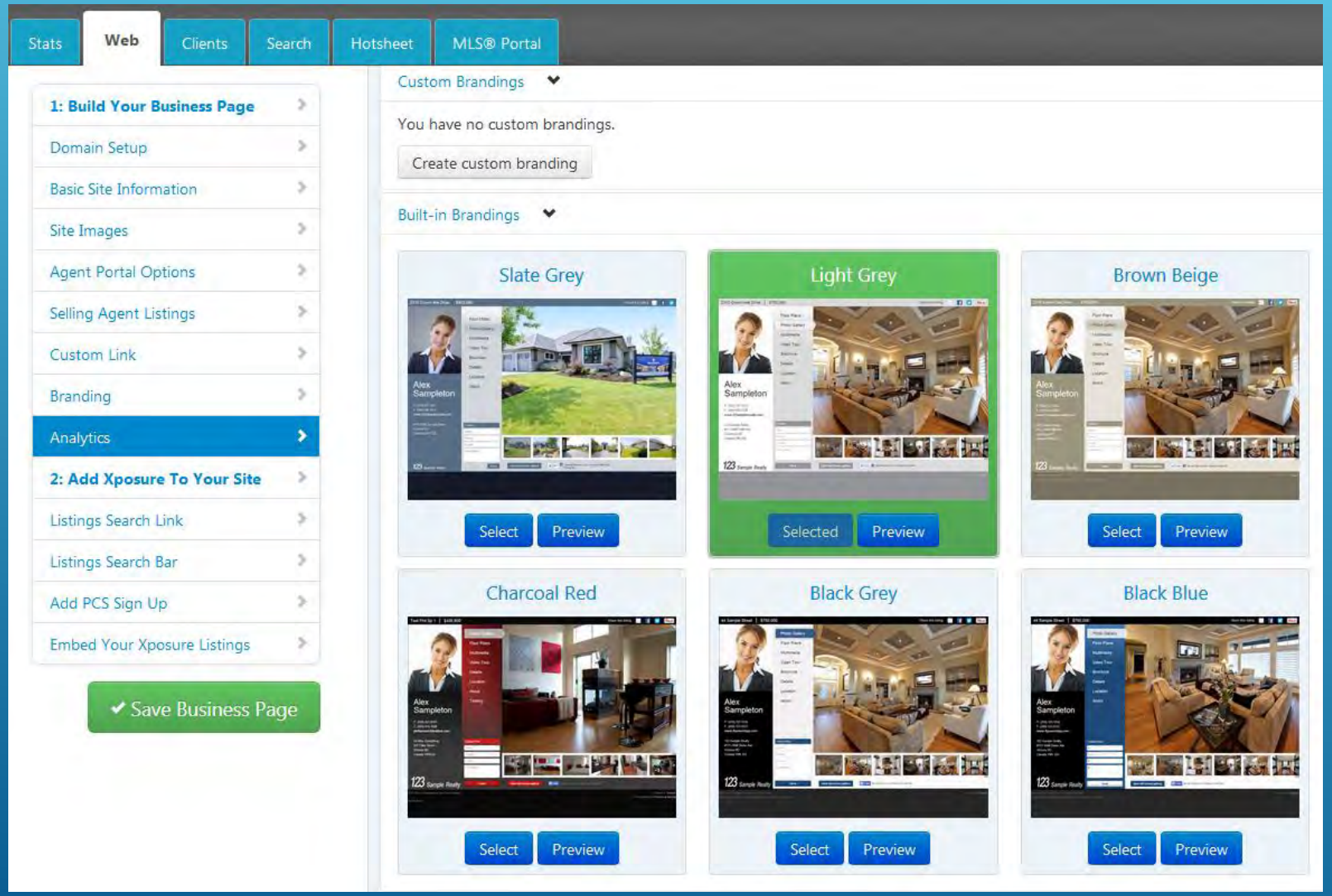
Use the Web tab to be sure you have your FREE business page set up for the public to view

Xposure Control – Your Web page



Choose 1 to 4 background images or upload your own

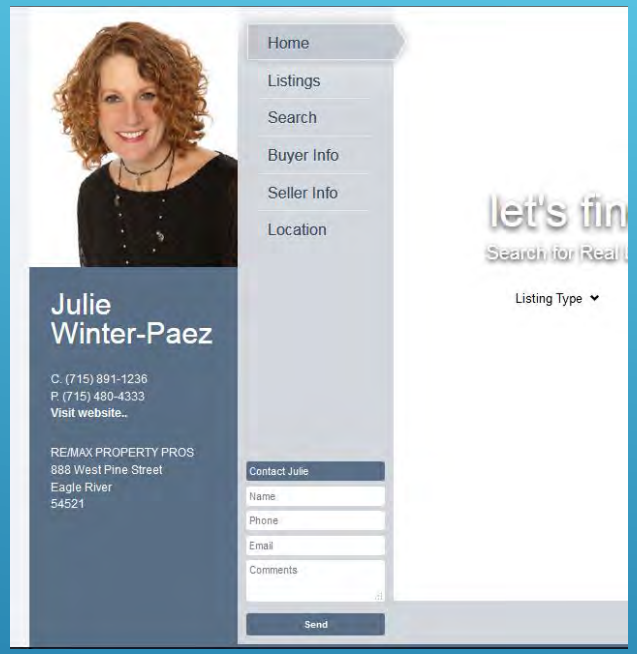
Xposure Control – Your Web page

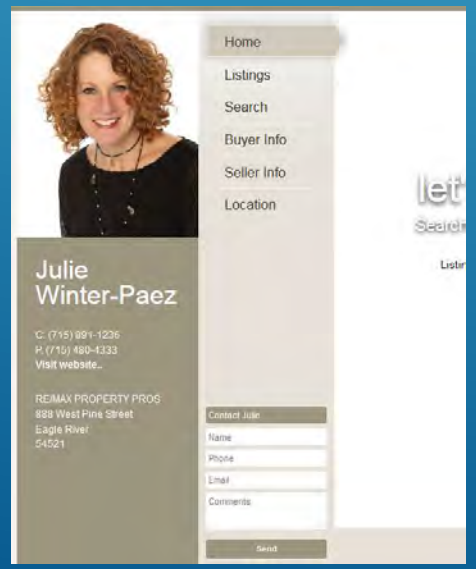


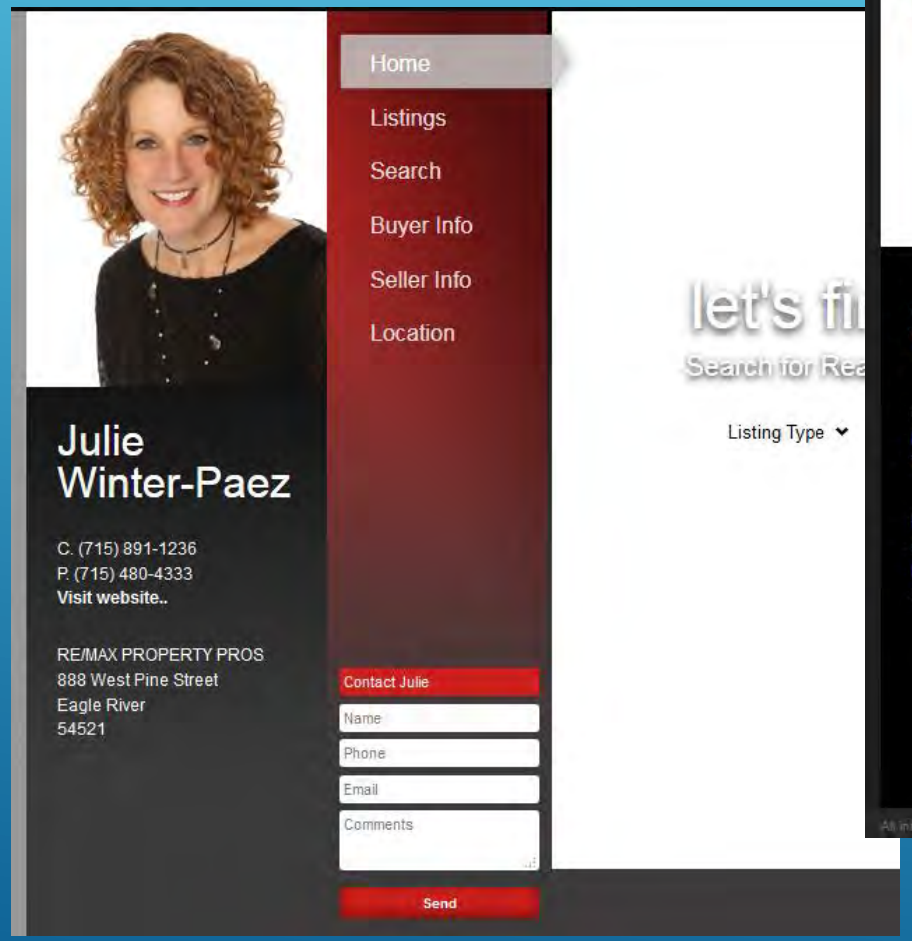
Select the color **scheme you'd like** for your profile

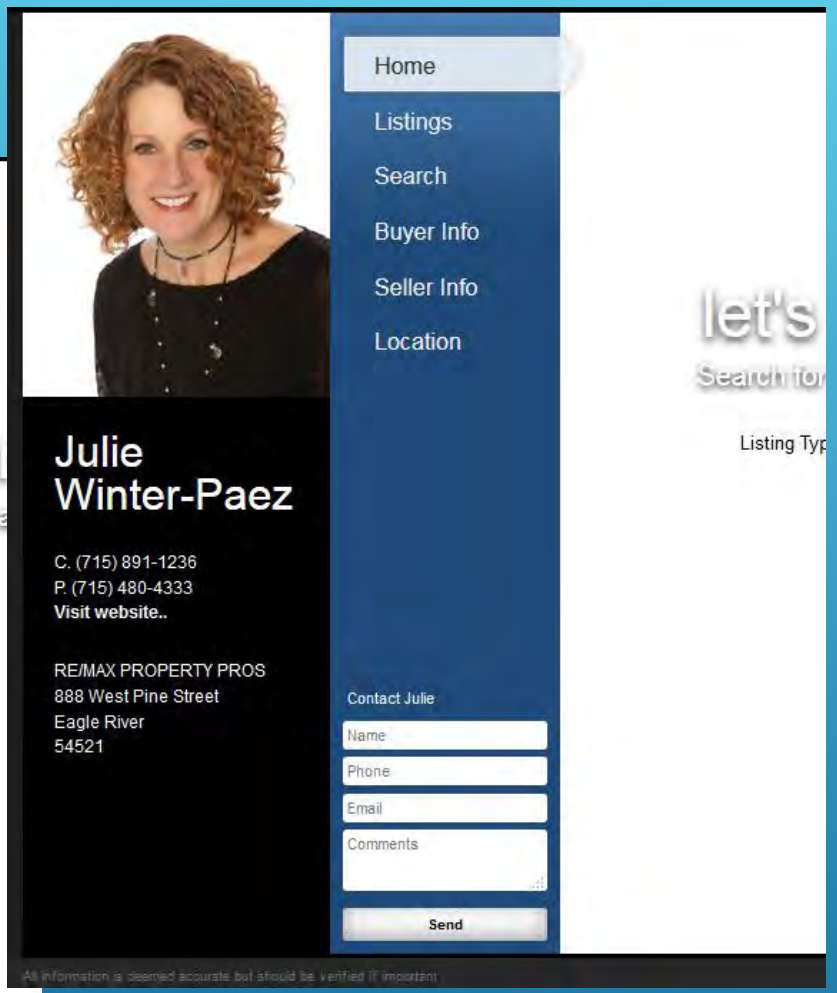
Xposure Control – Your Web page

Samples



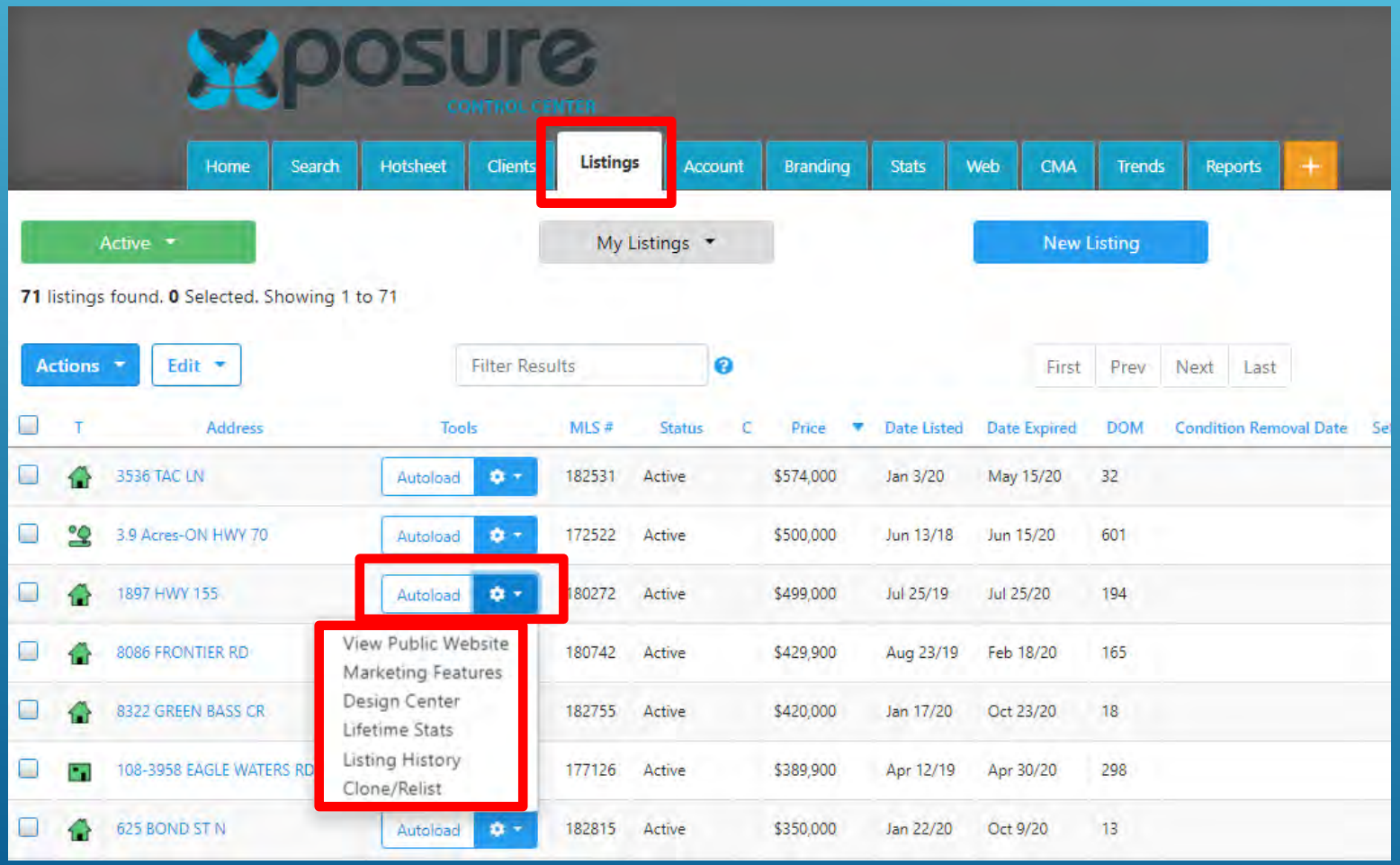






Marketing YOUR Brand

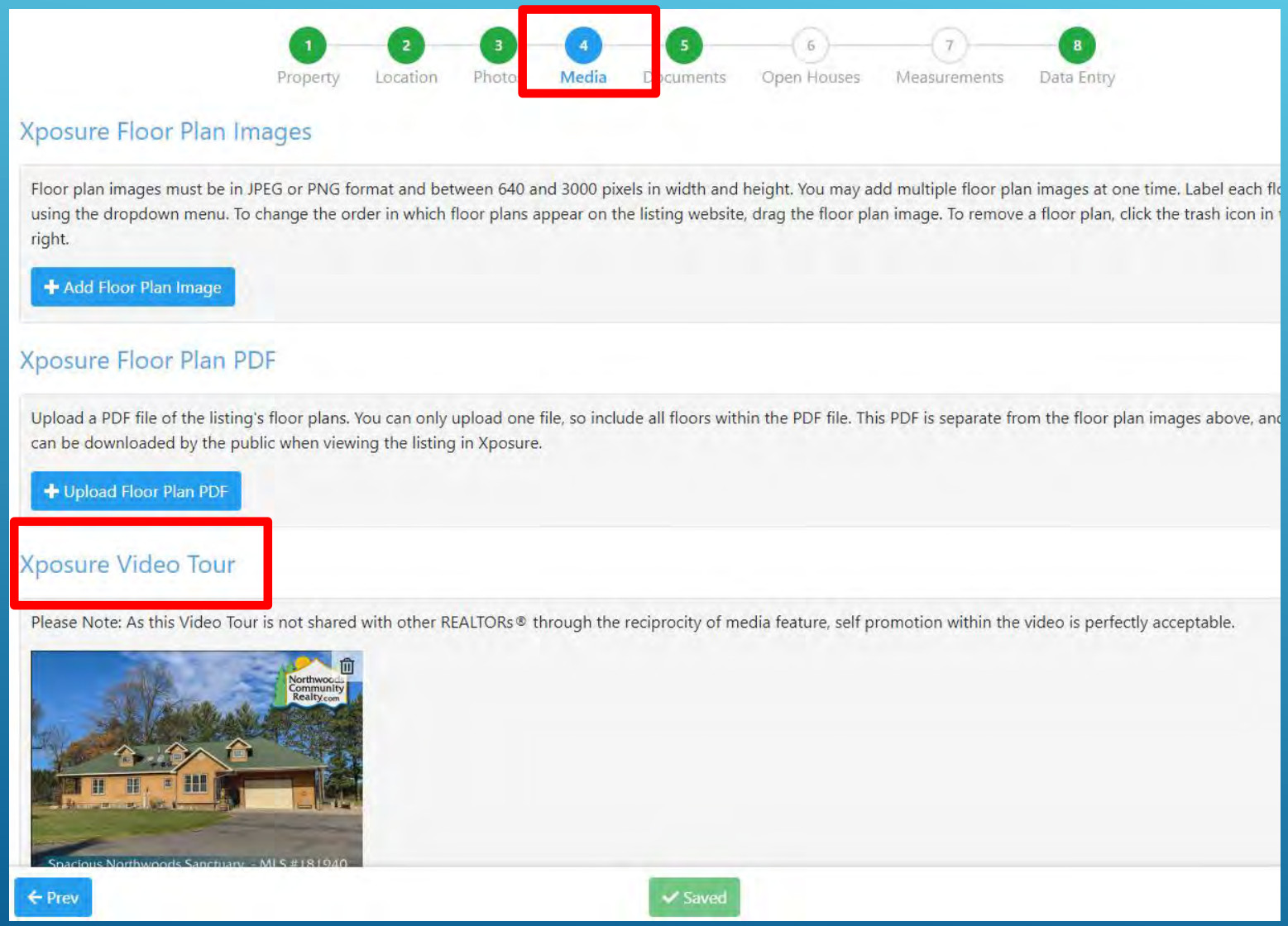
Marketing



These may be branded as they are NOT shown when shared by another REALTOR®

1) Video
2) Brochure
3) Custom Link

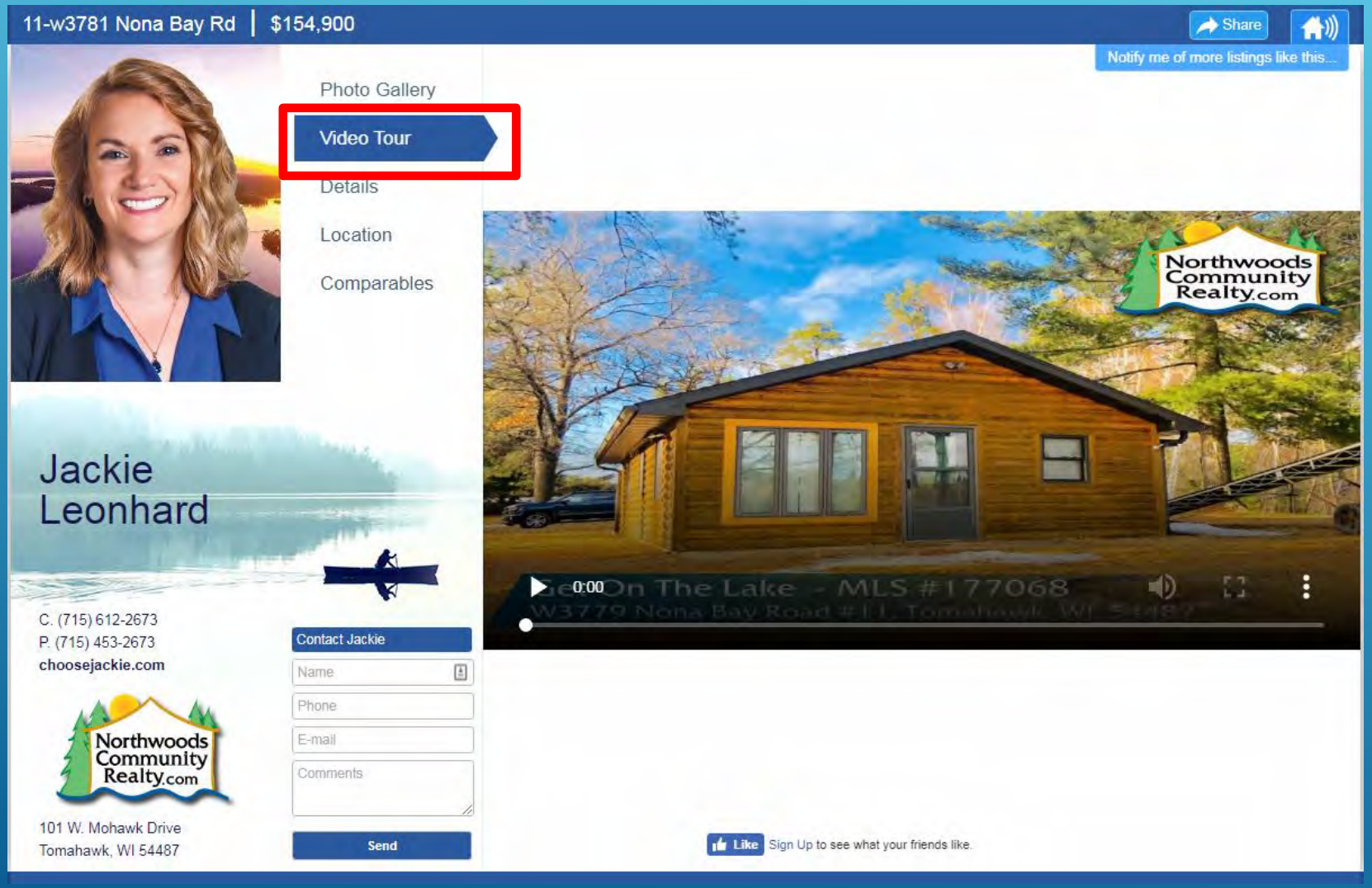
Adding a Video



Autoload step 4 for a BRANDED Video

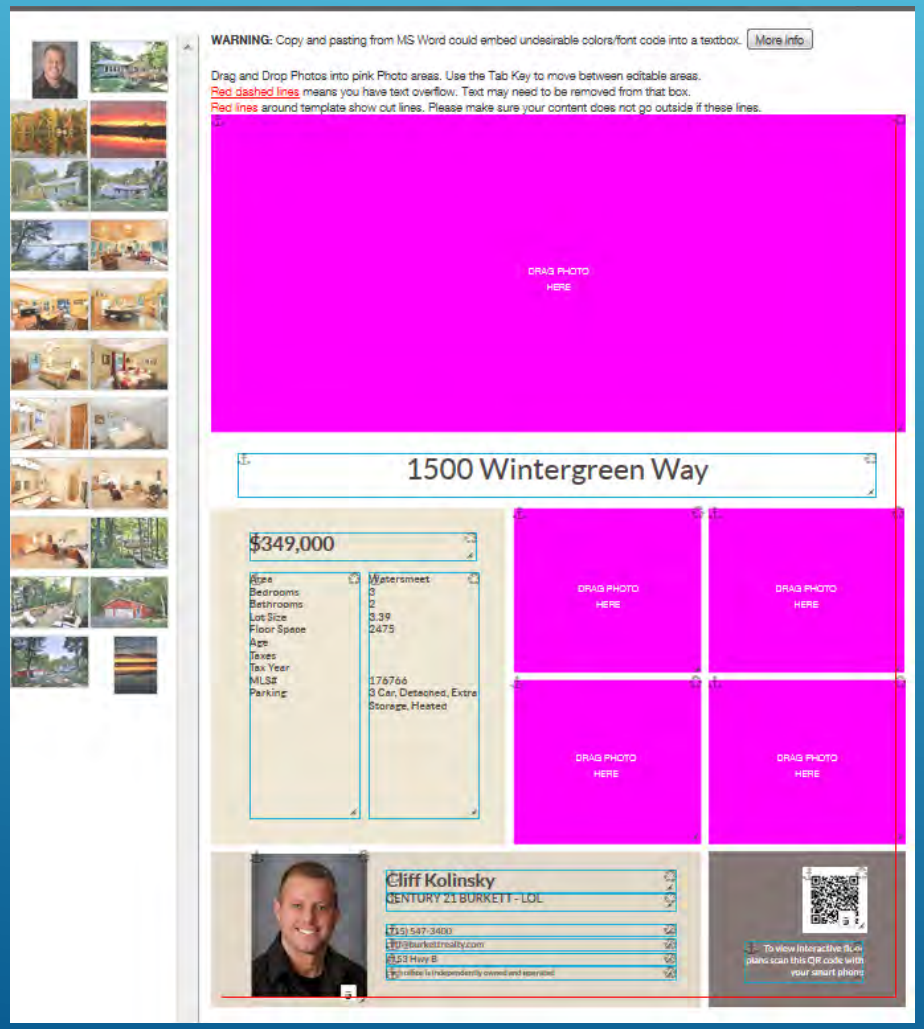
Links to UNBRANDED videos - dropbox, etc. can be put in step 8

Adding a Video

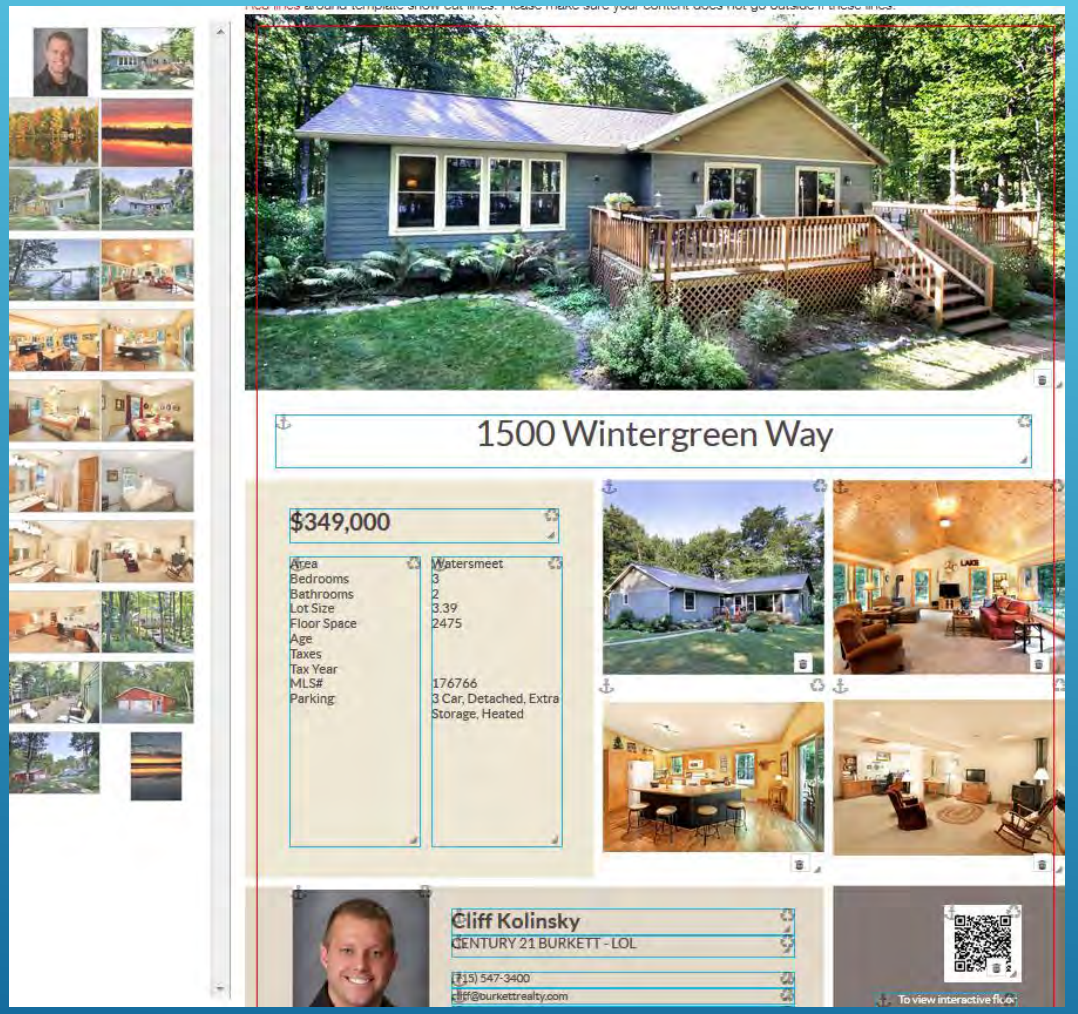


You can add a branded video as these are not shared

Brochures



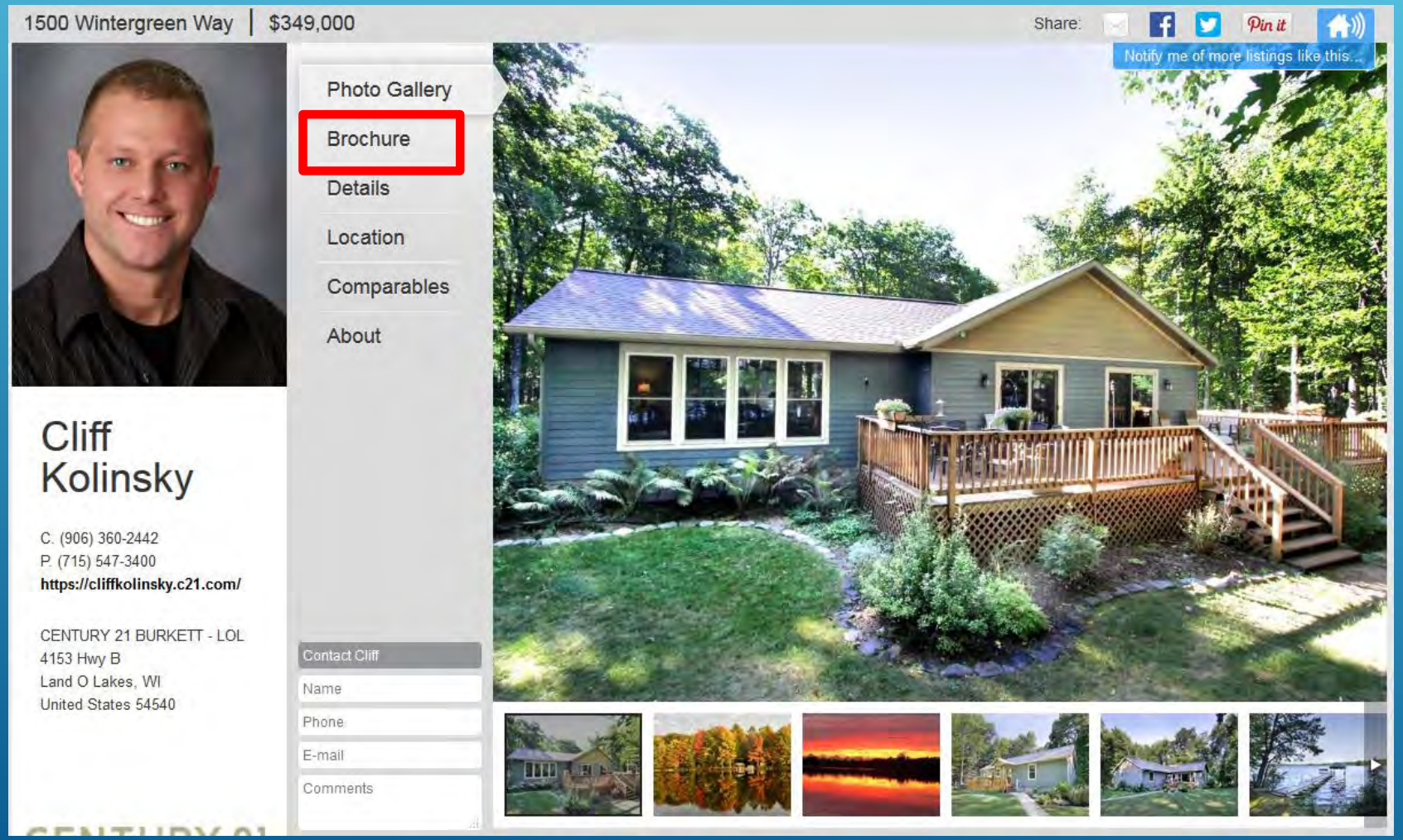
Insert photos and layout the sheet



Brochures

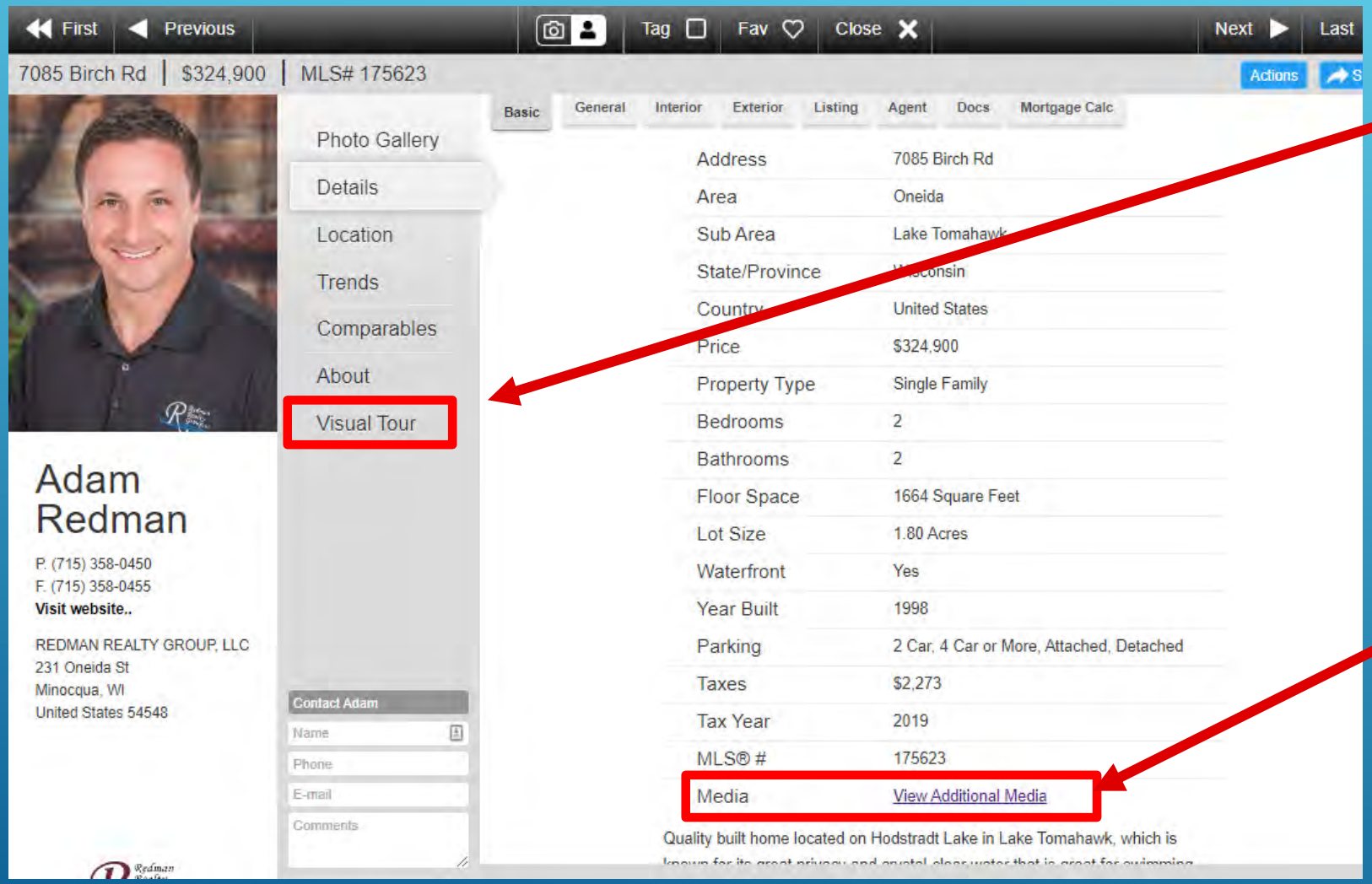
A couple of examples of available templates

Brochures



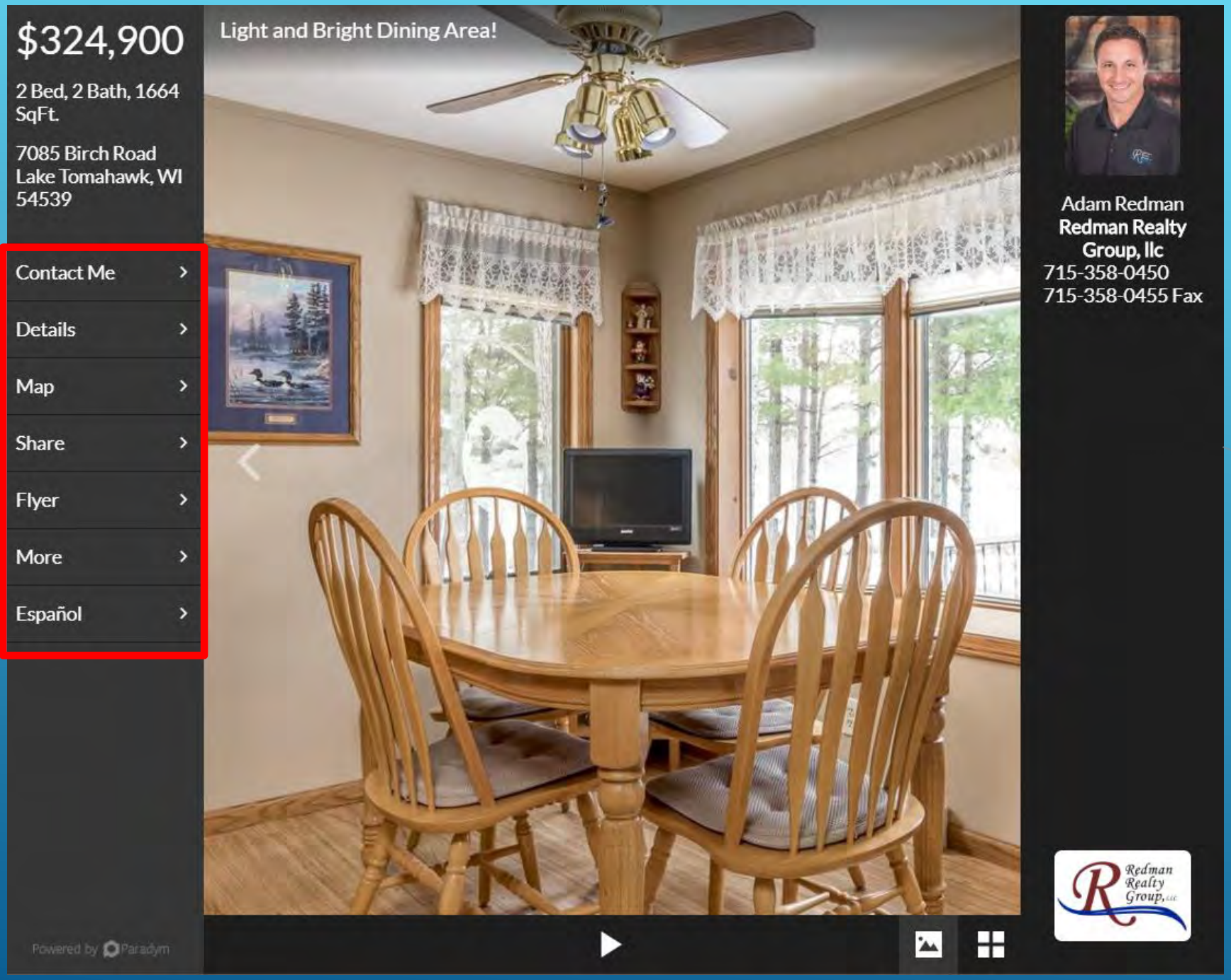
Create custom Brochures for your listing for people to view or print out

Create and Print double-sided Postcards for New Listings or Solds



Branded Visual Tour Custom Link

UNbranded Visual Tour from Step 8

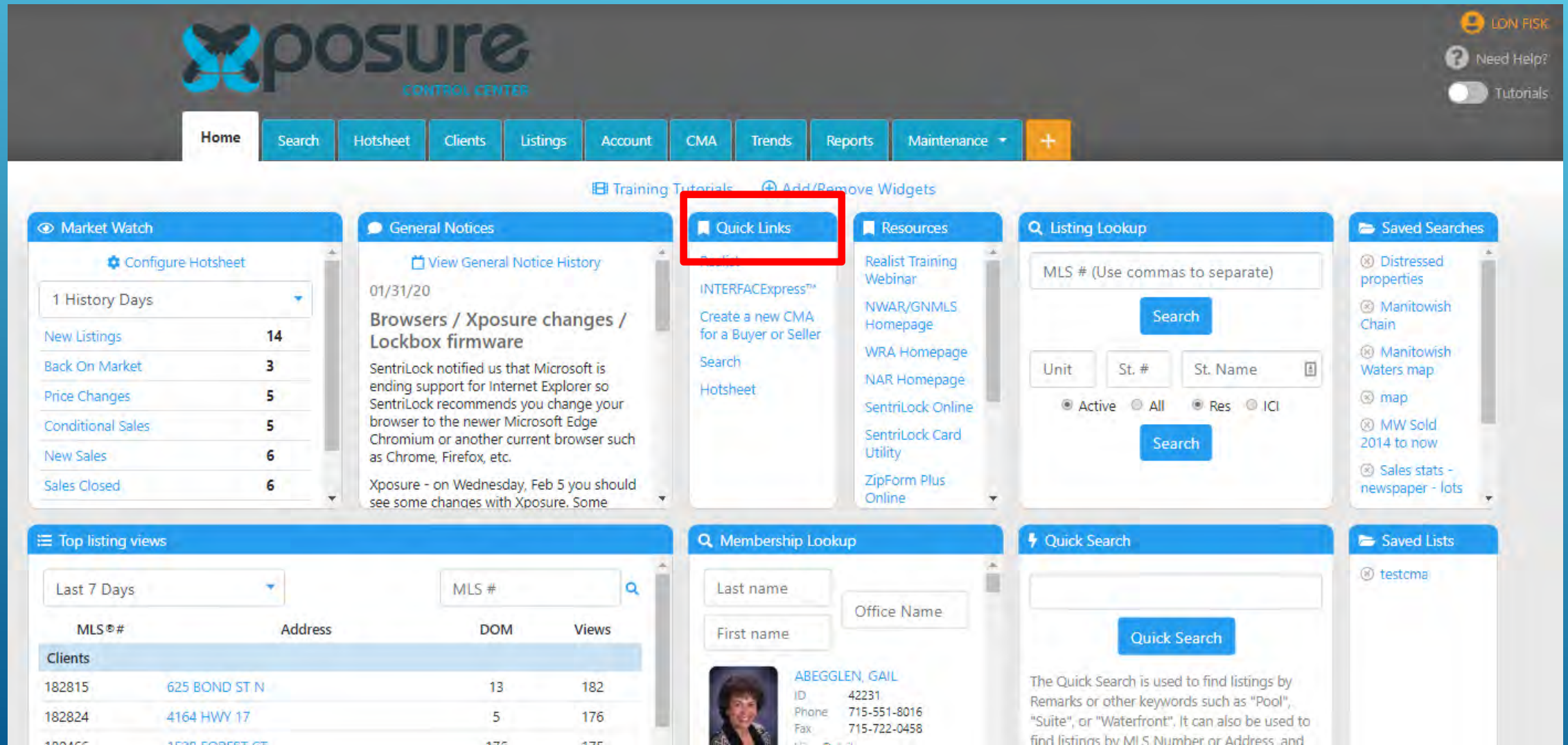


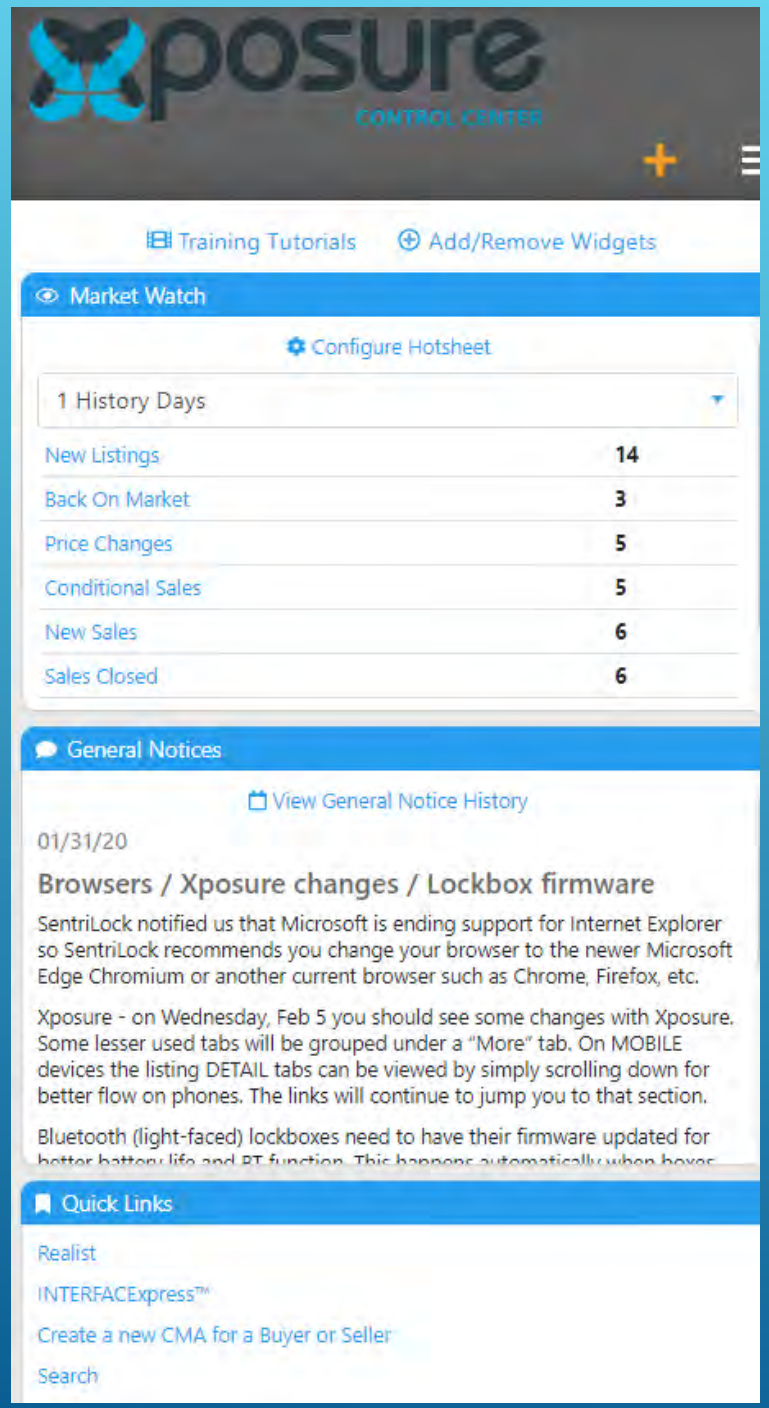
Branded Visual Tour Custom Link

Xposure
The MLS System

Home Tab

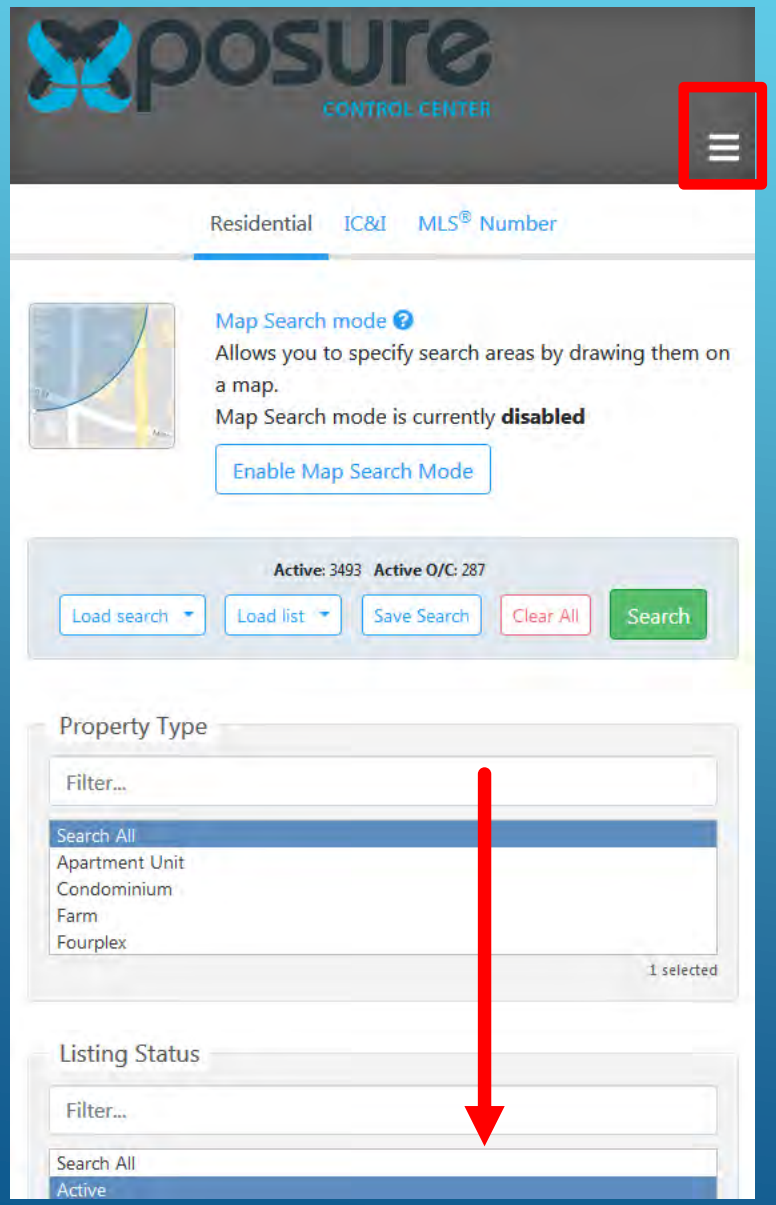
You can add/remove these Widgets or move them around – be careful scrolling on your phone




Xposure
CONTROL CENTER
Training Tutorials
Add/Remove Widgets
Market Watch
Configure Hotsheet
1 History Days
New Listings 14
Back On Market 3
Price Changes 5
Conditional Sales 5
New Sales 6
Sales Closed 6
General Notices
View General Notice History
01/31/20
Browsers / Xposure changes / Lockbox firmware
SentriLock notified us that Microsoft is ending support for Internet Explorer so SentriLock recommends you change your browser to the newer Microsoft Edge Chromium or another current browser such as Chrome, Firefox, etc.
Xposure - on Wednesday, Feb 5 you should see some changes with Xposure. Some lesser used tabs will be grouped under a "More" tab. On MOBILE devices the listing DETAIL tabs can be viewed by simply scrolling down for better flow on phones. The links will continue to jump you to that section.
Bluetooth (light-faced) lockboxes need to have their firmware updated for
Quick Links
Realist
INTERFACExpress™
Create a new CMA for a Buyer or Seller
Search

Phone view

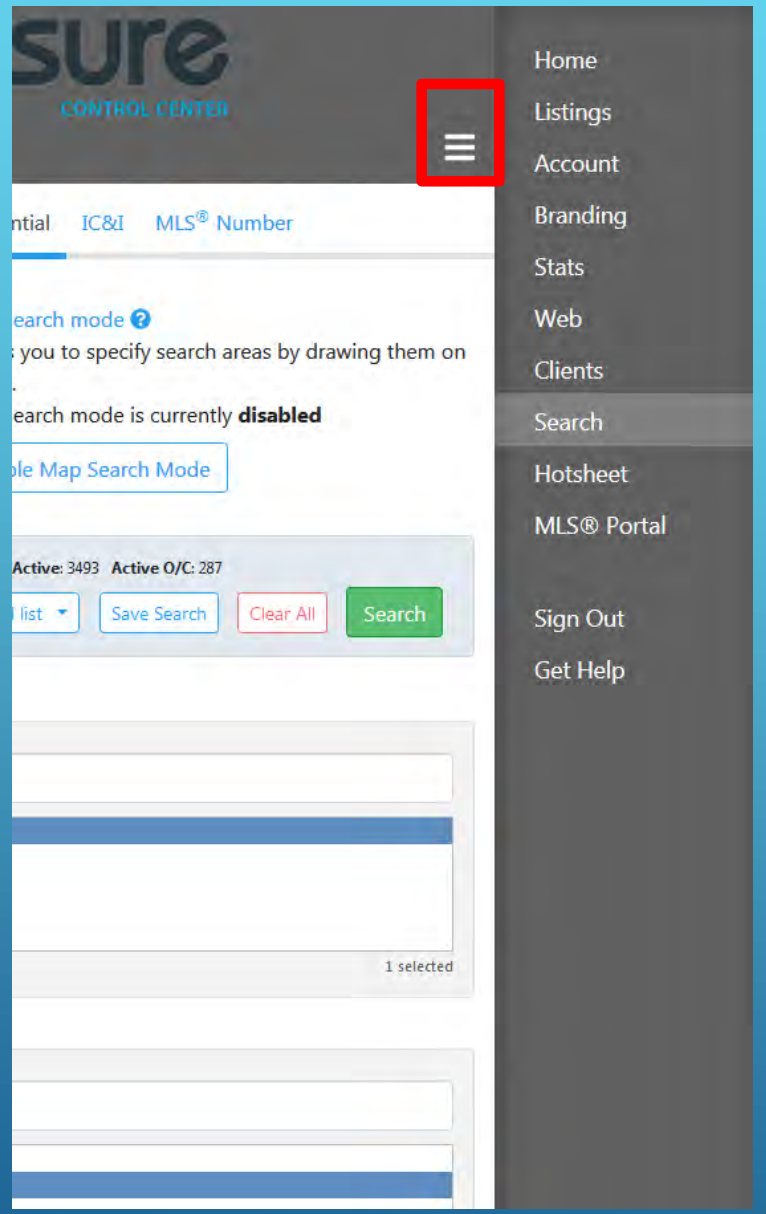
Xposure Search tab



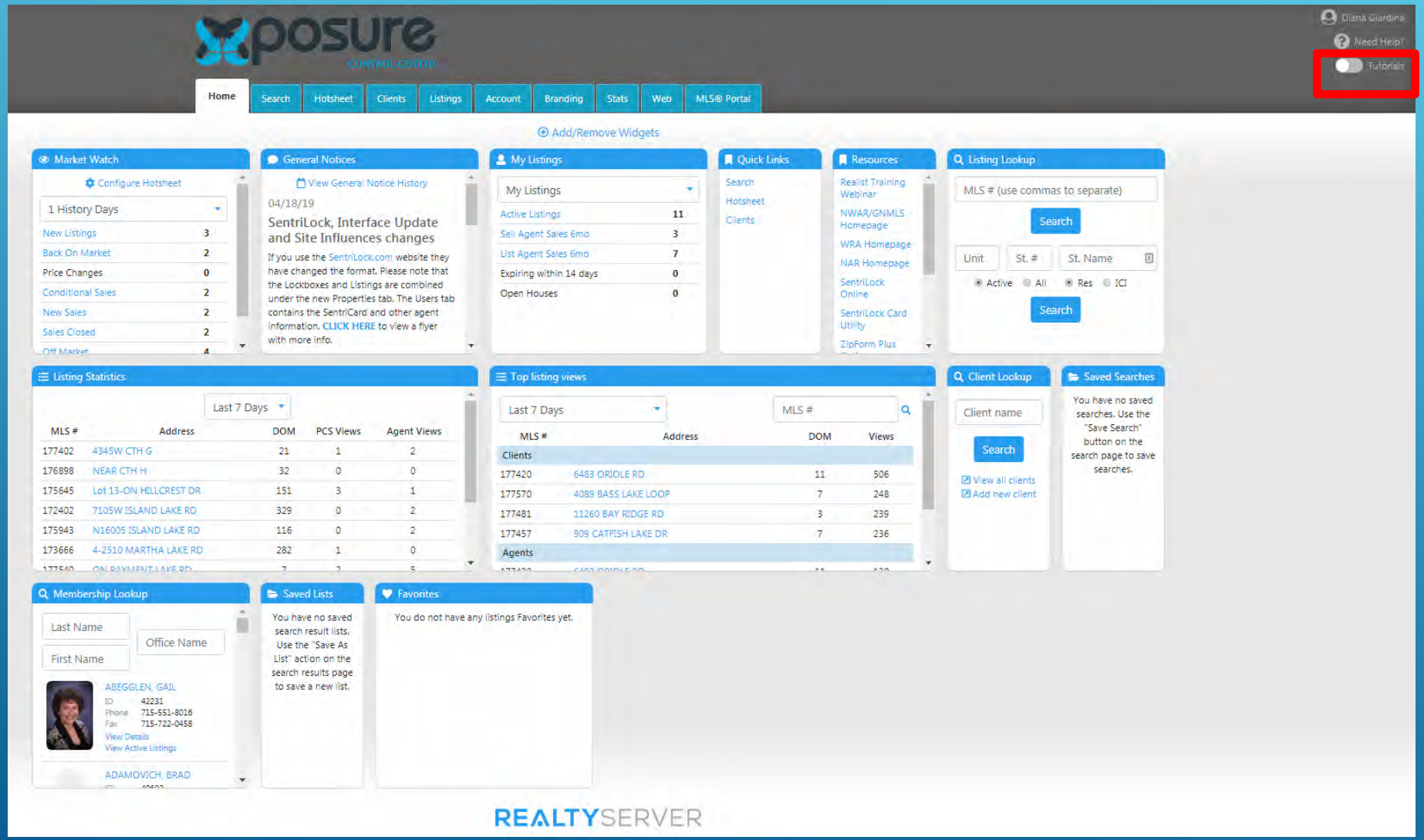
Xposure resizes to your phone.

Tabs become **the “hamburger”**

Scroll down



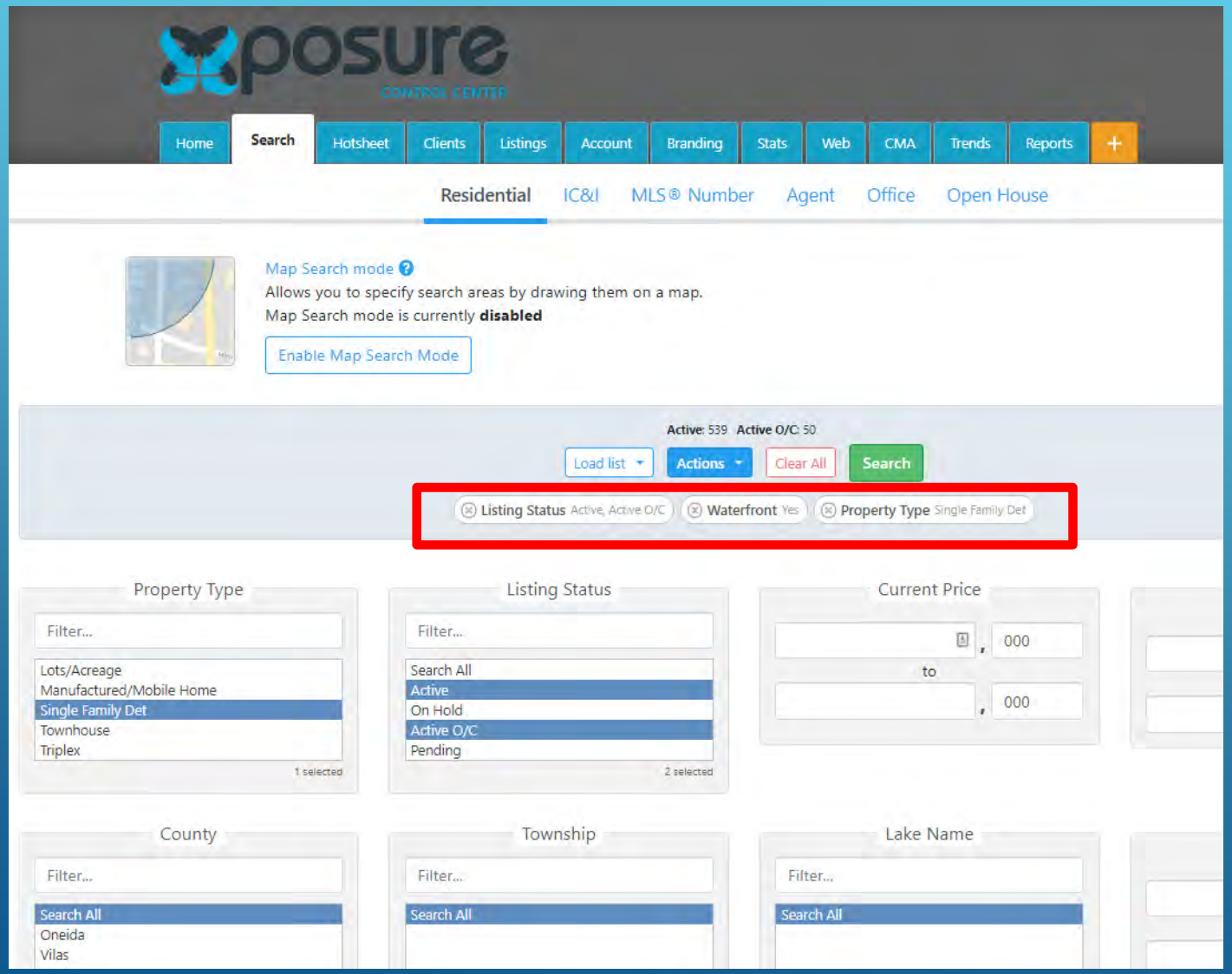
Home Tab



* Tutorial helps on/off

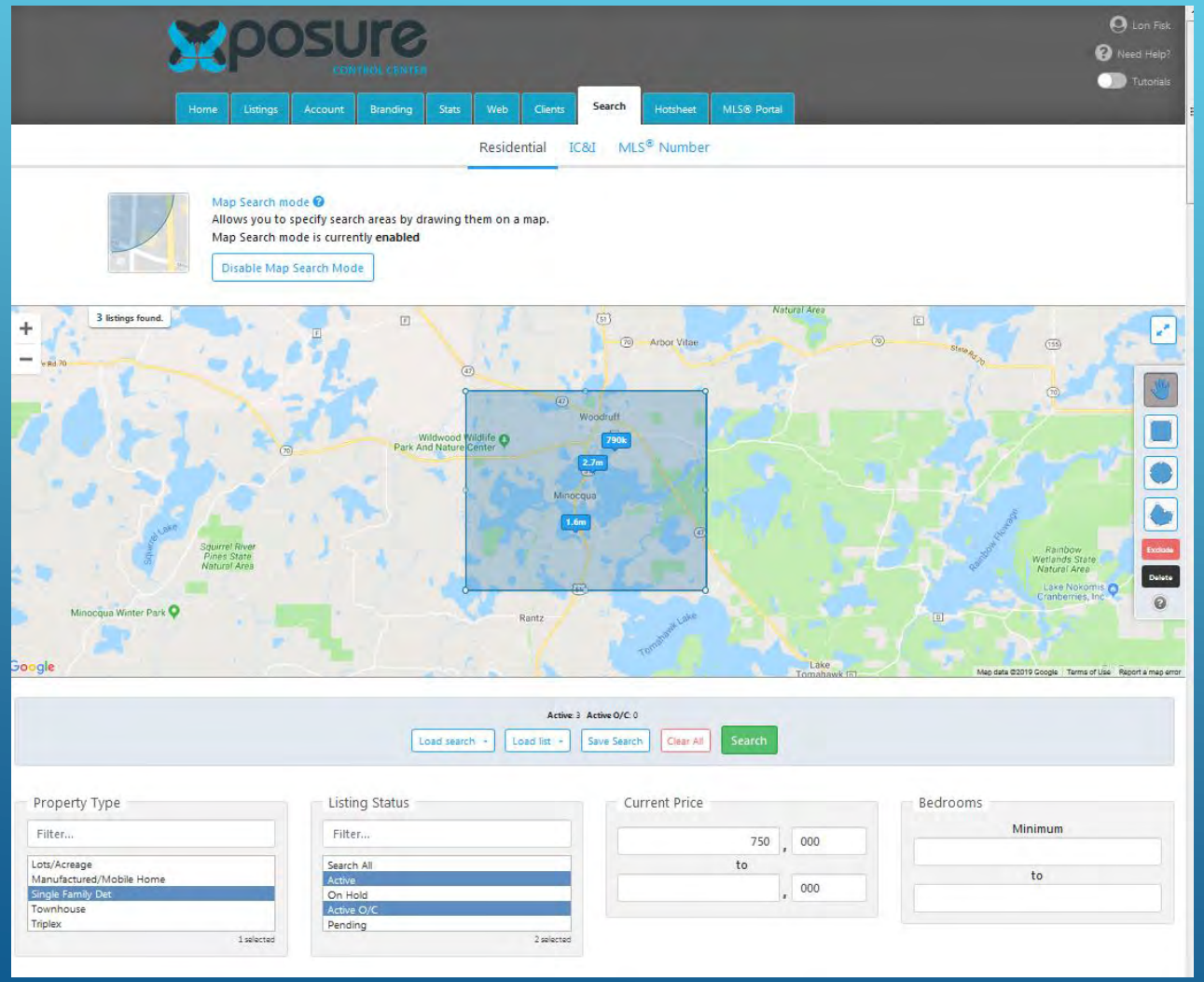
* You can remove the widget boxes **you don't use** or drag them to new positions

Xposure Search tab



- Map Search
- Move or choose search criteria boxes and save the arrangement
- Quick access to current criteria
- Save searches

Xposure Search tab

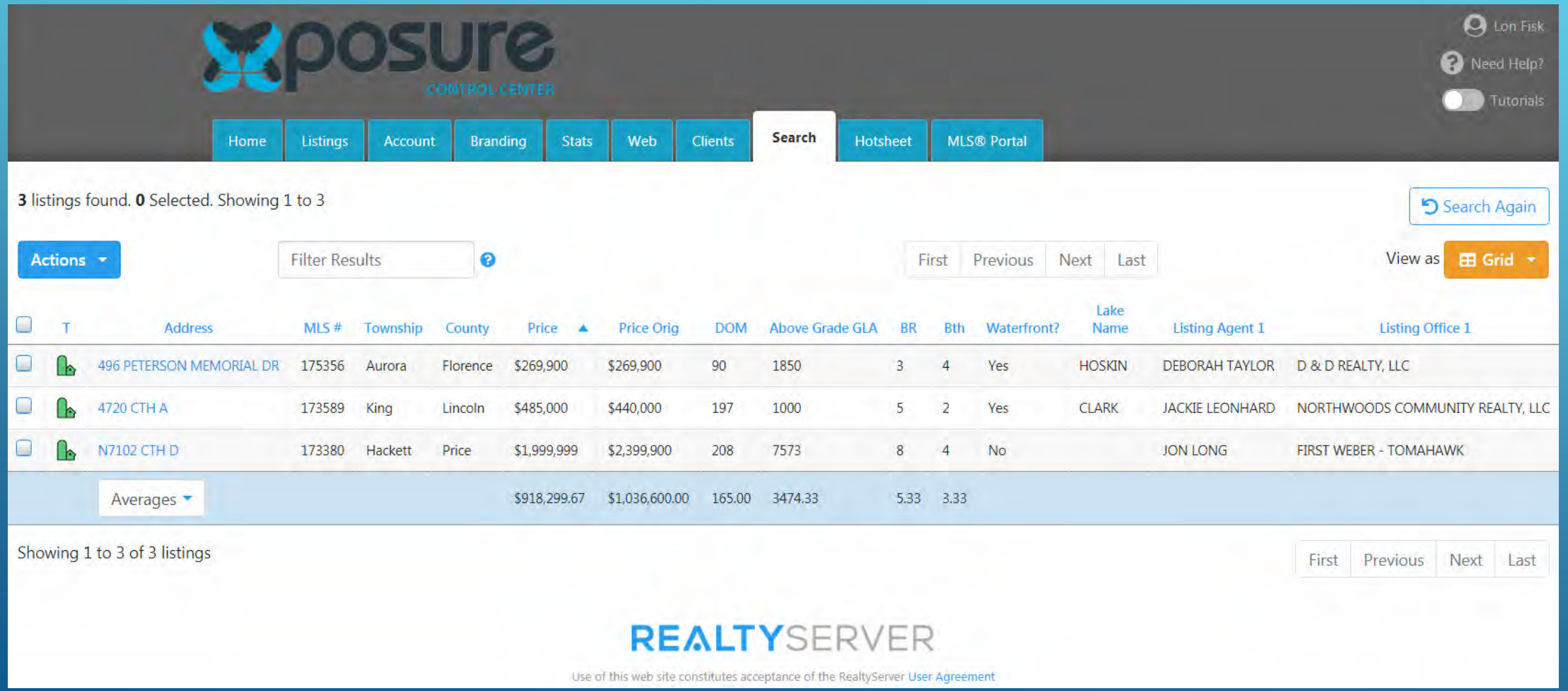


Map search option
(Available on phone)

Waterfront = Yes
Minocqua Chain
NOT Silt or Fisherman Weeds
+ 750K
Map shape includes only part of the chain
3 Listings match

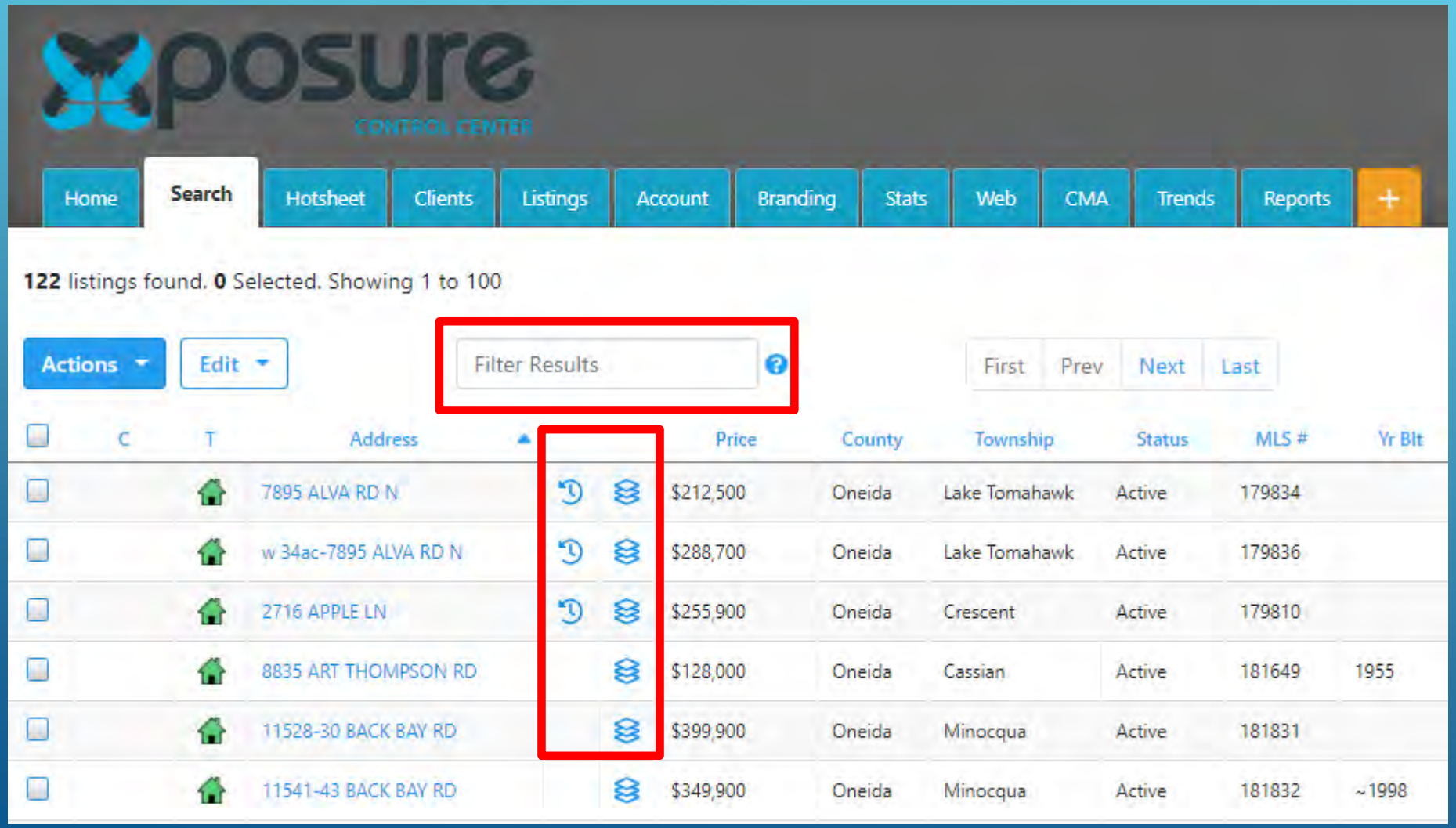
Xposure Search Results

Grid View – Save different column arrangements as needed



Xposure Search Results

Add special columns like Relist History and Realist link
Save multiple column layouts



Use the FILTER box to jump to MLS#, Address, anything in your columns except Co/Tn

8835 Art Thompson Rd, Harshaw, WI 54529, Oneida County

Owner Information

Owner Name:	**Anderson Gail**	Tax Billing Zip+4:	**4706**
Tax Billing Address:	**1014 Birchwood Dr**	Owner Occupied:	**No**
Tax Billing City & State:	**West Bend, WI**	Mailing Address:	**1014 Birchwood Dr**
Tax Billing Zip:	**53095**		

Location Information

School District Name:	**Rhinelander School Dist**	Range:	**07**
Municipality:	**Town Of Cassian**	Section:	**06**
Township #:	**37**	Township Range Sect:	**37-7-6**

Tax Information

Tax ID:	**00201-0611-0004**	% Improved:	**36%**
Alt PIN:	**2016114**		
Legal Description:	**PT G L 1 1.06CA/-SA (7 OWNERS)**		
Total Assessed Value:	**$159,800**		

Assessment & Tax

Assessment Year	2018	2017	2016
Assessed Value - Total	$159,800	$159,800	$159,800
Assessed Value - Land	$102,200	$102,200	$102,200
Assessed Value - Improved	$57,600	$57,600	$57,600
YOY Assessed Change (%)	0%	0%	
YOY Assessed Change ($)	$0	$0	

Tax Year	Total Tax	Change ($)	Change (%)
2016	$2,215		
2017	$2,012	-$203	-9.16%
2018	$2,048	$37	1.82%

Characteristics

Land Use - Corelogic:	**Residential (NEC)**	Bedrooms:	**MLS: 2**
Land Use - County:	**Residential**	Total Baths:	**MLS: 1**
Lot Acres:	**0.9404**	Building Sq Ft:	**MLS: 816**
Lot Area:	**40,963**	Basement Type:	**MLS: Slab**
Stories:	**MLS: 1**	Year Built:	**MLS: 1955**

Estimated Value

RealAVM™ (1):	**$128,000**	Confidence Score (2):	**56**
RealAVM™ Range:	**$107,520 - $148,480**	Forecast Standard Deviation (3):	**16**
Value As Of:	**01/22/2020**		

(1) RealAVM™ is a Corelogic® derived value and should not be used in lieu of an appraisal.
(2) The Confidence Score is a measure of the extent to which sales data, property information, and comparable sales support the property valuation analysis process. The confidence score range is 60 - 100. Clear and consistent quality and quantity of data drive higher confidence scores while lower confidence scores indicate diversity in data, lower quality and quantity of data, and/or limited similarity of the subject property to comparable sales.
(3) The FSD denotes confidence in an AVM estimate and uses a consistent scale and meaning to generate a standardized confidence metric. The FSD is a statistic that measures the likely range or dispersion an AVM estimate will fall within, based on the consistency of the information available to the AVM at the time of estimation. The FSD can be used to create confidence that the true value has a statistical degree of certainty.

Listing Information

MLS Listing Number:	**181649**	MLS Current List Price:	**$128,000**
MLS Status Change Date:	**01/09/2020**	MLS Orig. List Price:	**$128,000**
MLS Status:	**Active**	MLS List. Agent Name:	**42380-Mary Thompson**
MLS Listing Date:	**10/14/2019**	MLS List. Broker Name:	**RE/MAX PROPERTY PROS-MINOCQUA**

Last Market Sale & Sales History

Owner Name: **Anderson Gail**

Recording Date	01/16/2007
Nominal	Y
Buyer Name	Anderson Gail
Seller Name	Anderson Everett
Document Number	643390
Document Type	Quit Claim Deed

Courtesy of JACKIE LEONHARD, The Greater Northwoods MLS
The data within this report is compiled by Corelogic from public and private sources. If desired, the accuracy of the data contained herein can be independently verified by the recipient of the report with the applicable county or municipality.

Property Detail

Realist Page and Listing History

Relist History

MLS# 182519

MLS #	Address	Current Price	Price Sold	Listing Status	Date Entered	Date Status Changed
182519	6472 BIG LAKE LOOP RD E	$85,000		Active	Jan 3/20	
165576	6472 BIG LAKE LOOP RD E	$85,000		Expired	Jun 7/17	Jan 1/20
146921	6472 BIG LAKE LOOP RD E	$85,000	$83,000	Sold	Jan 4/15	Jul 31/15

Click a row to view listing details

Print This Information

Xposure Grid NEW columns for percent and ratio

Actions | Filter Results | First | Previous | Next | Last | View as Grid

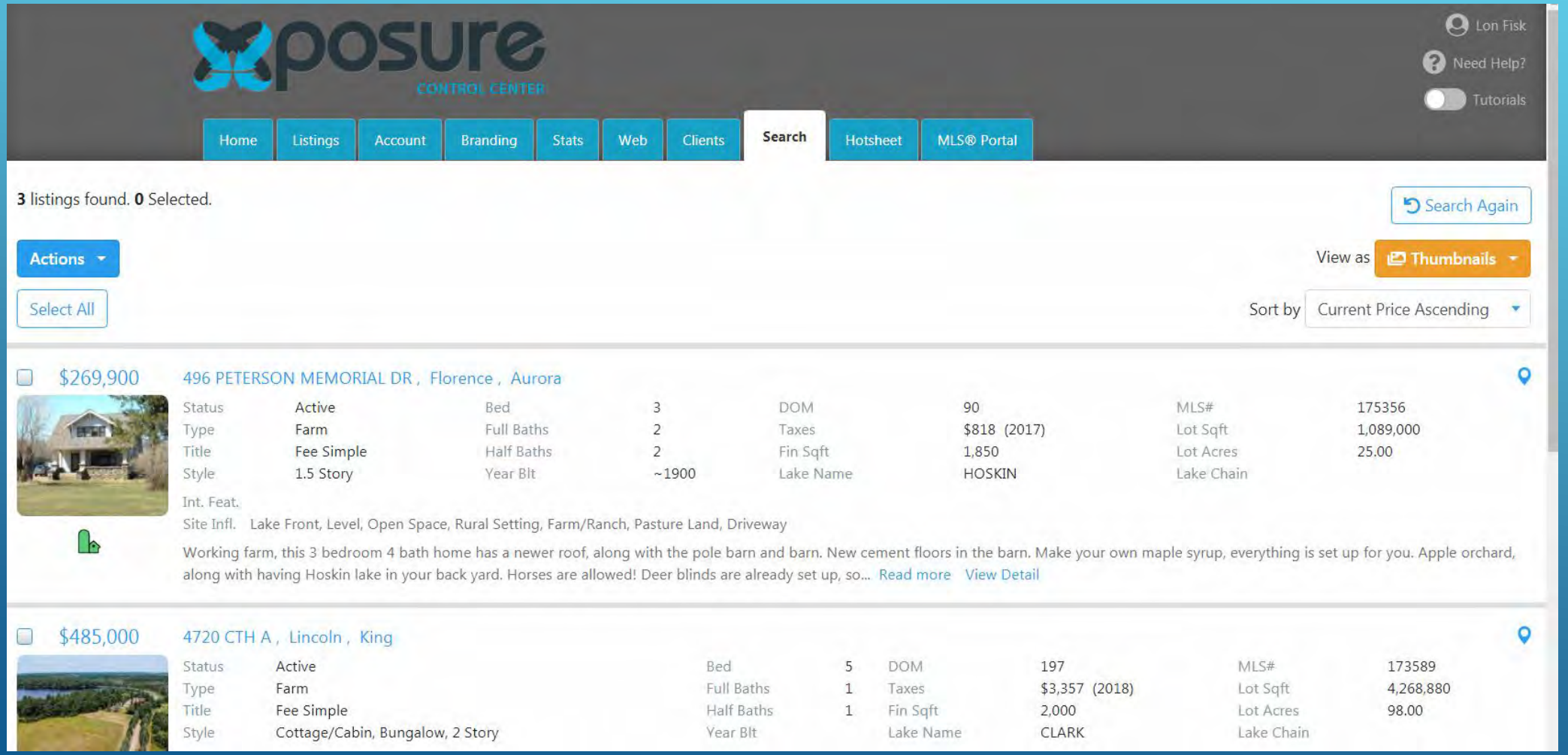
T	Address	MLS #	Township	County	Price	Price Sold	Price Orig	%	DOM	Above Grade GLA	BR	Bth	Waterfront?	Lake Name	Water Ftg	Ratio
	ON CISCO LAKE RD	63618	Watersmeet	Gogebic	$2,000,000	$1,600,000	$2,000,000	80	351		4	3	Yes	LINDSLEY	3000	
	9175 POINT DR	59560	Minocqua	Oneida	$2,200,000	$2,000,000	$2,200,000	91	10		4	3	Yes	MINOCQUA	780	
	1197 WOODED LN	74206	Washington	Vilas	$2,100,000	$1,875,000	$2,100,000	89	129		3	4	Yes	CATFISH	205	
	9615 SKY PINES RD	104796	Minocqua	Oneida	$2,150,000	$1,860,000	$2,150,000	87	122	4300	4	4	Yes	BOLGER (Bogler)	273	
	9811 SYLVAN SHORE DR	116702	Hazelhurst	Oneida	$2,250,000	$1,500,000	$2,250,000	67	211	4952	5	7	Yes	KATHERINE	104	
	10591 NORTH CREEK RD	72649	Boulder Junction	Vilas	$2,295,000	$2,100,000	$2,295,000	92	143		3	4	Yes	TROUT	250	

Actions | Filter Results | First | Previous | Next | Last | View as Grid

T	Address	MLS #	Township	County	Price	Price Orig	%	DOM	Above Grade GLA	BR	Bth	Waterfront?	Lake Name	Price Sold	Water Ftg	Ratio
	ON CISCO LAKE RD	63618	Watersmeet	Gogebic	$2,000,000	$2,000,000	100	351		4	3	Yes	LINDSLEY	$1,600,000	3000	533.33
	9175 POINT DR	59560	Minocqua	Oneida	$2,200,000	$2,200,000	100	10		4	3	Yes	MINOCQUA	$2,000,000	780	2564.10
	1197 WOODED LN	74206	Washington	Vilas	$2,100,000	$2,100,000	100	129		3	4	Yes	CATFISH	$1,875,000	205	9146.34
	9615 SKY PINES RD	104796	Minocqua	Oneida	$2,150,000	$2,150,000	100	122	4300	4	4	Yes	BOLGER (Bogler)	$1,860,000	273	6813.19

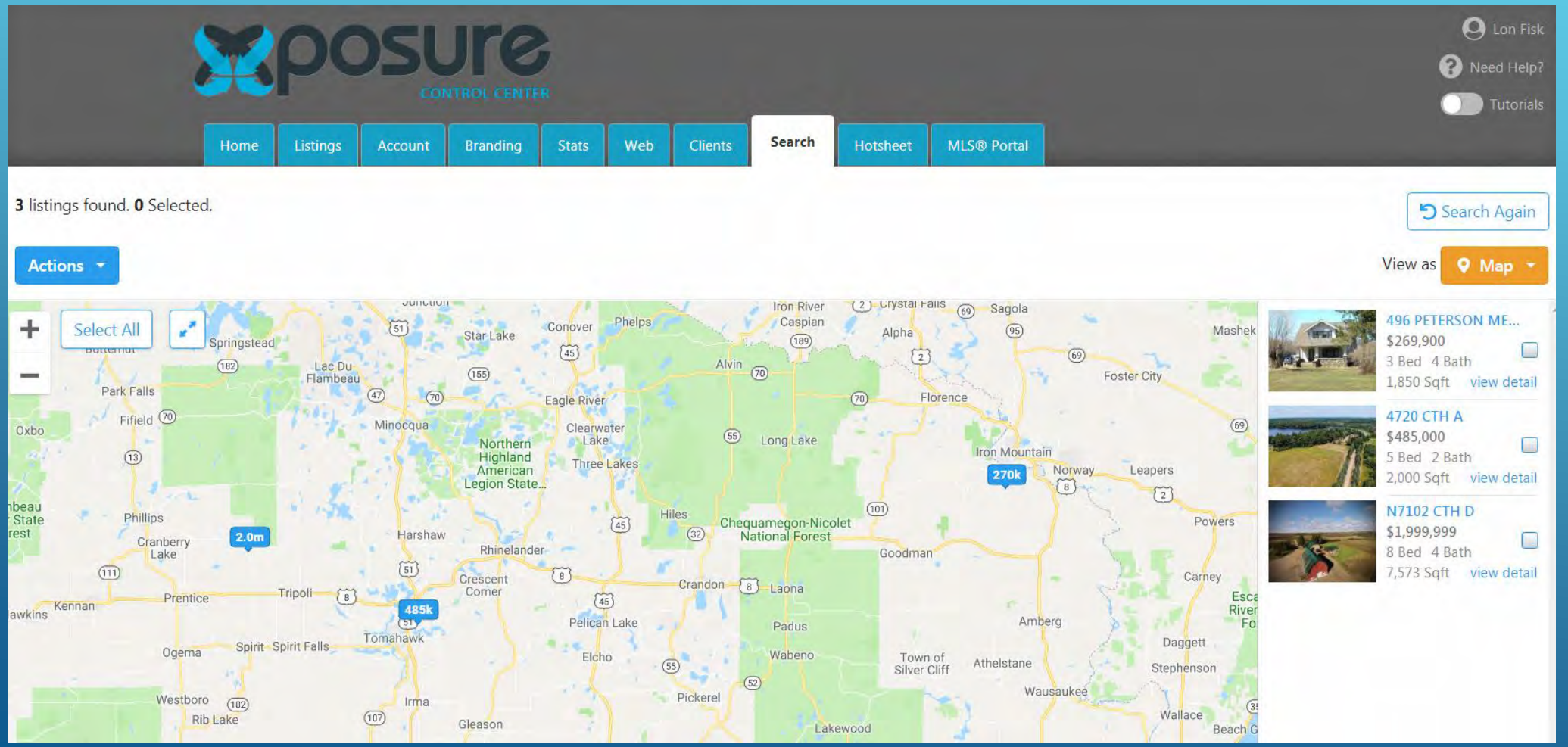
Xposure Search

Thumbnail View



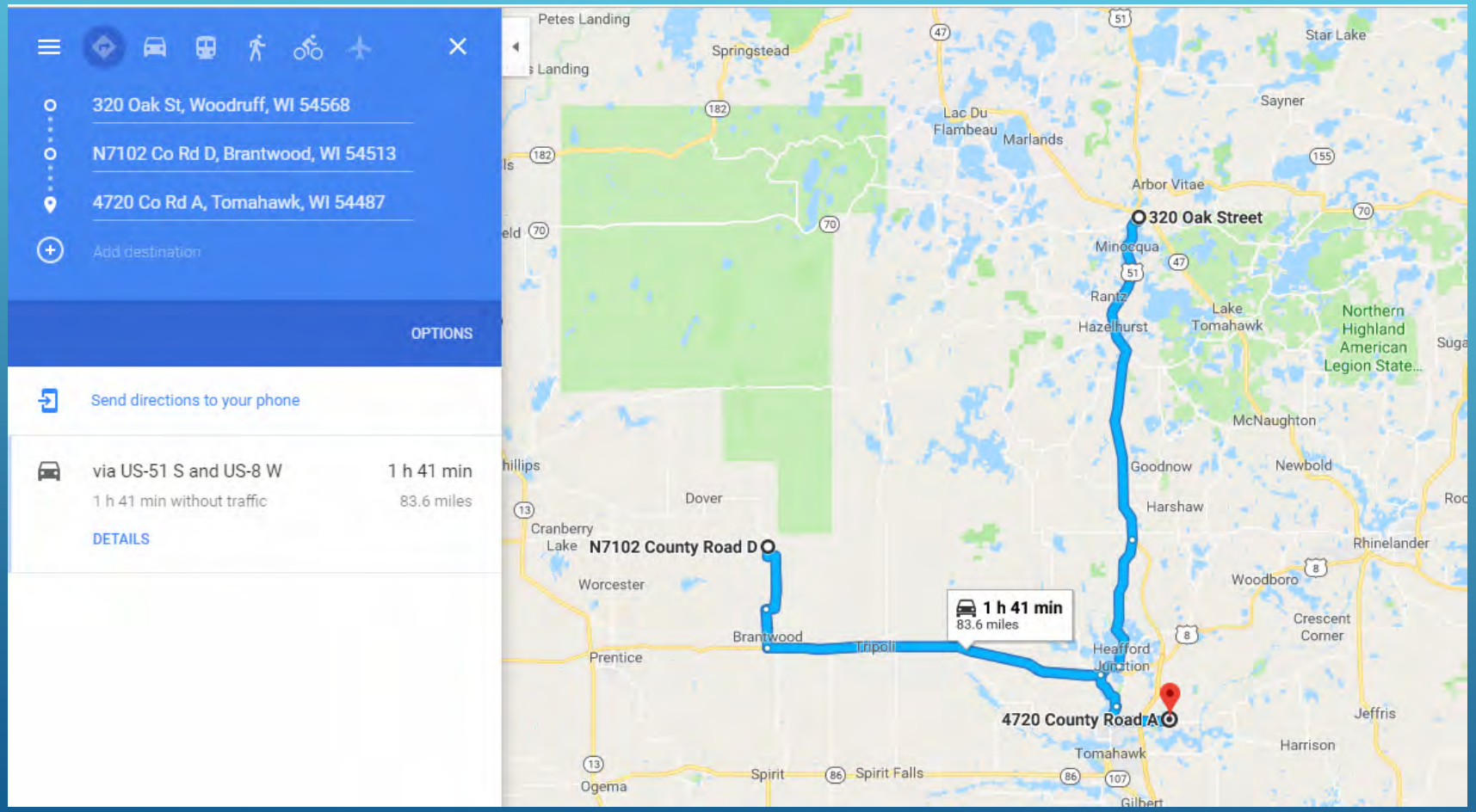
Xposure Search

Map View

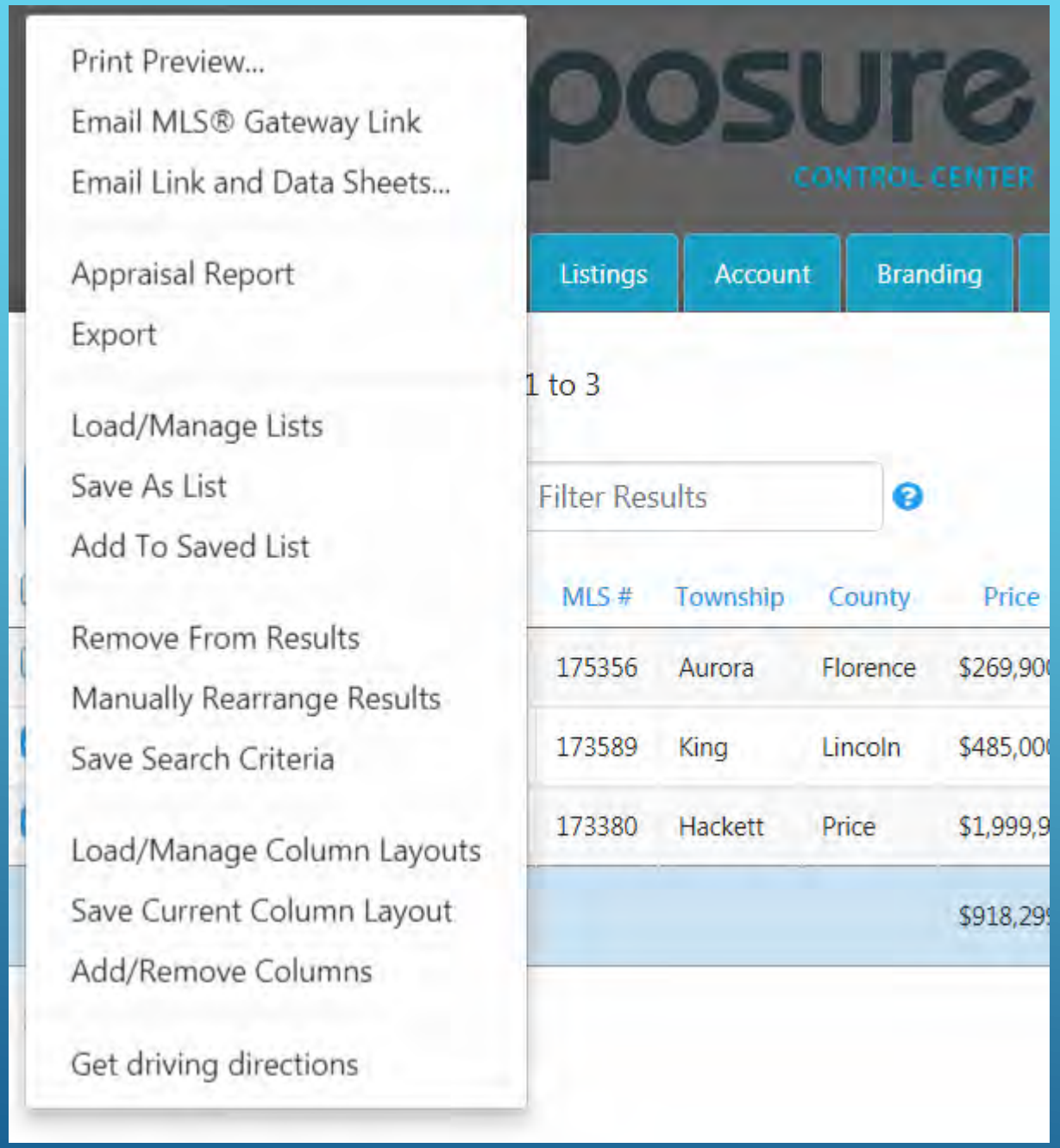


Xposure Search

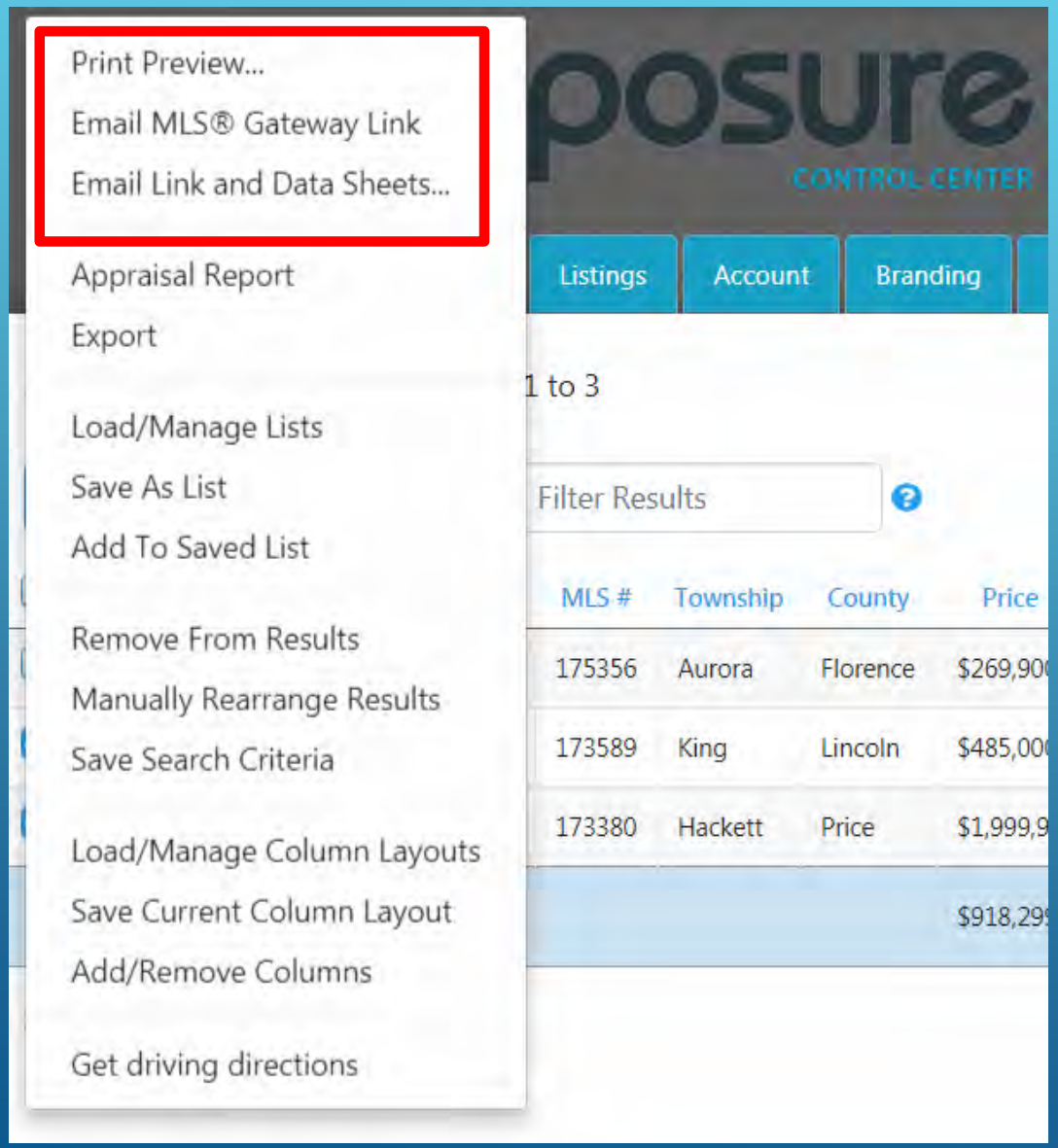
Map View – Get driving directions



Xposure Grid Actions

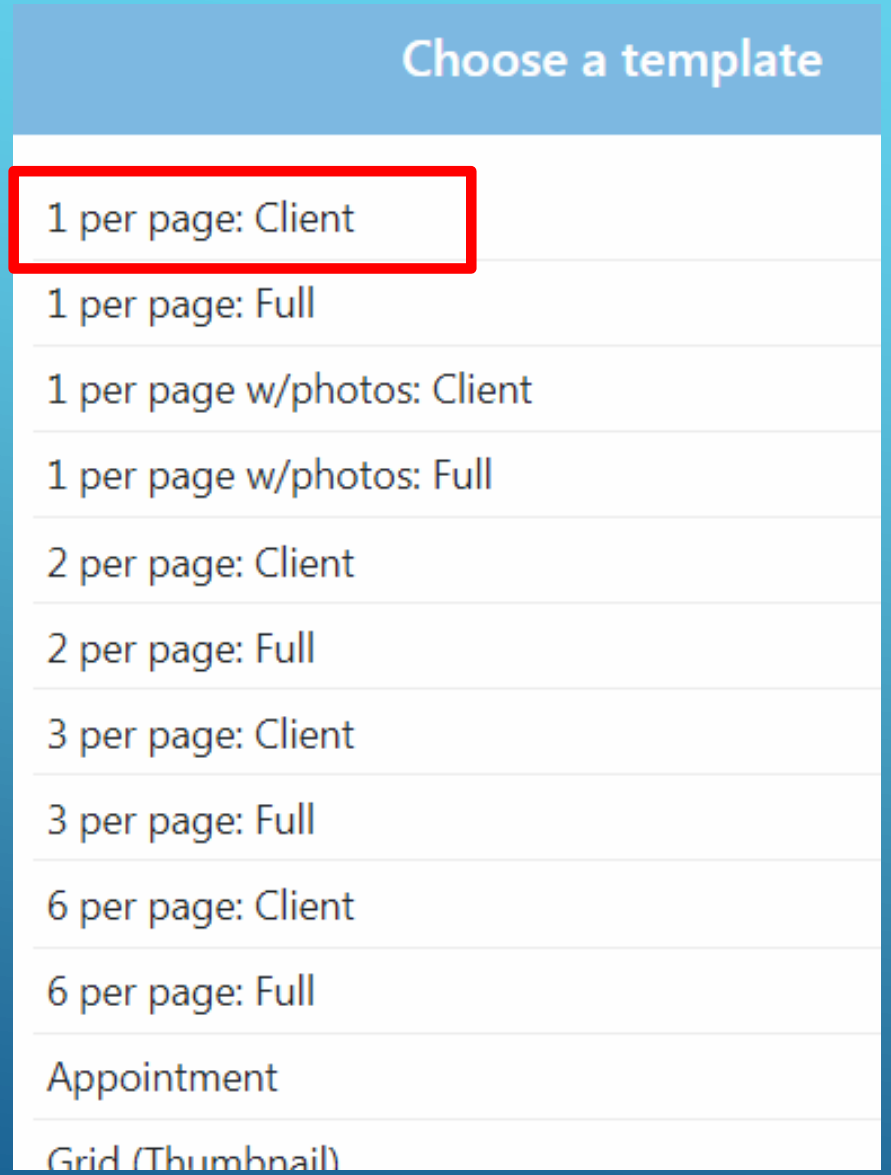


Xposure Grid Actions

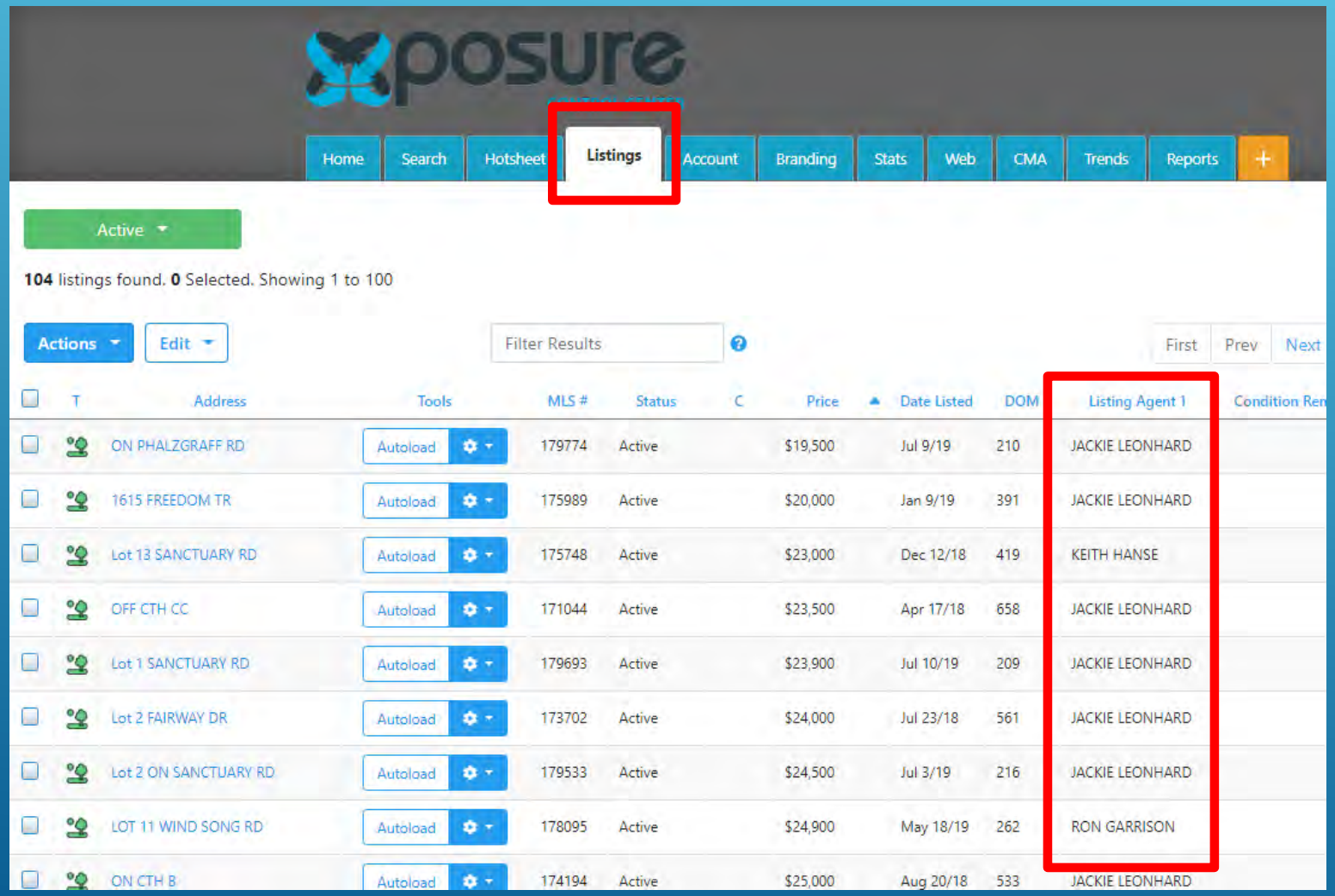


You can email listings to customers

Includes options like Express for docs, etc.



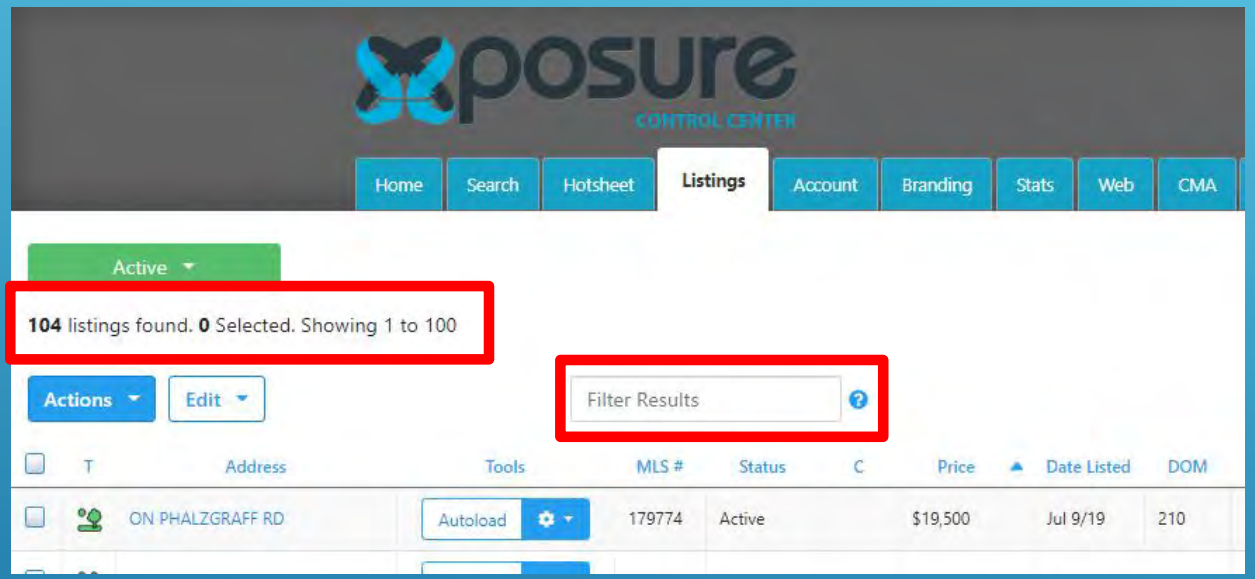
Brokers and Admin Staff

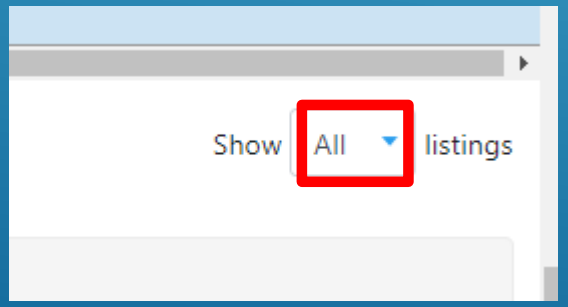


Can administer all firm listings from 1 page, even across branches

Switch to the Primary Agent for a NEW listing

Brokers and Admin Staff



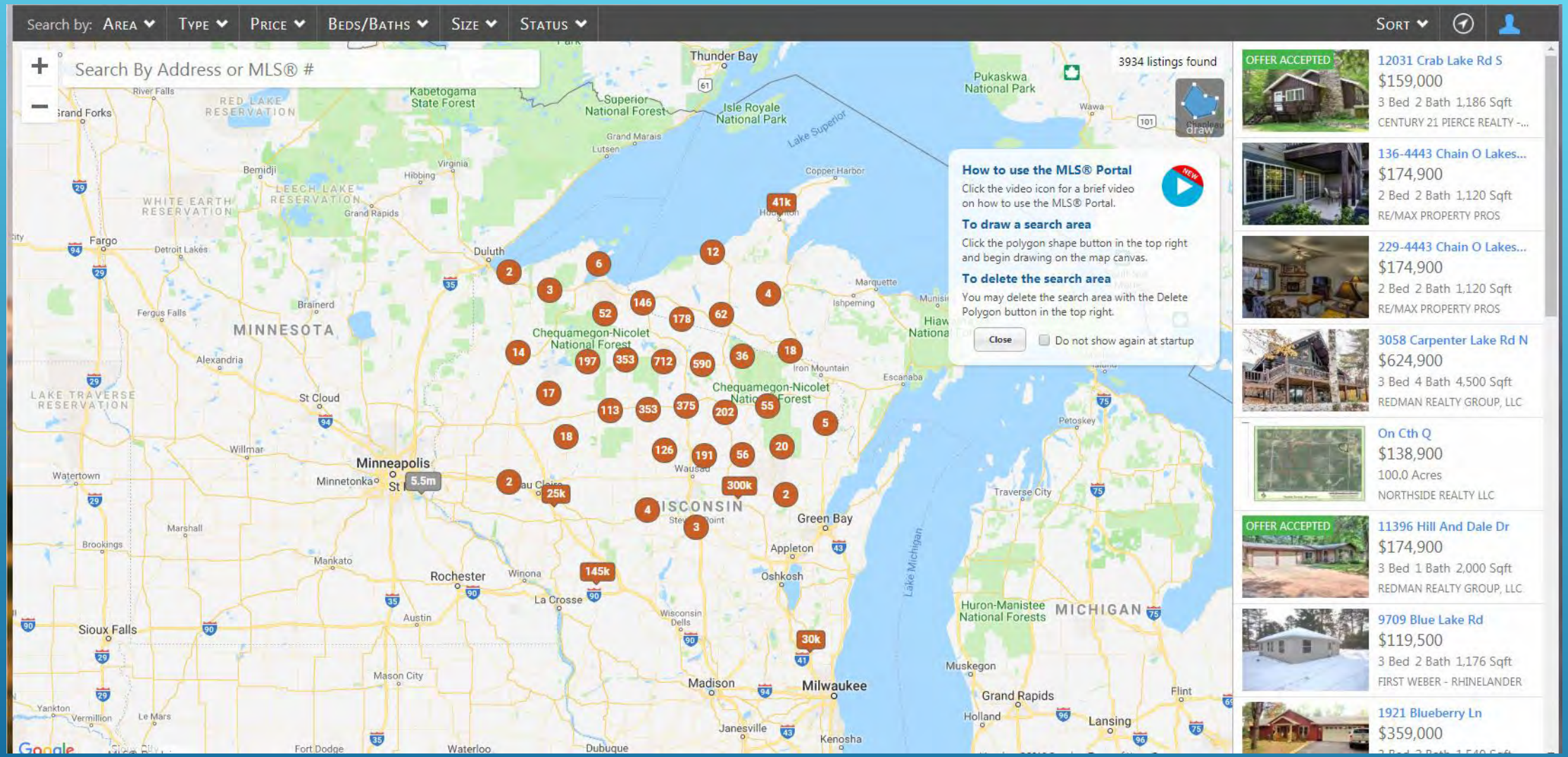


Hundreds of Listings?

Go to the Bottom to **Show "All" Listings**

Also do this to Export a large group of listings

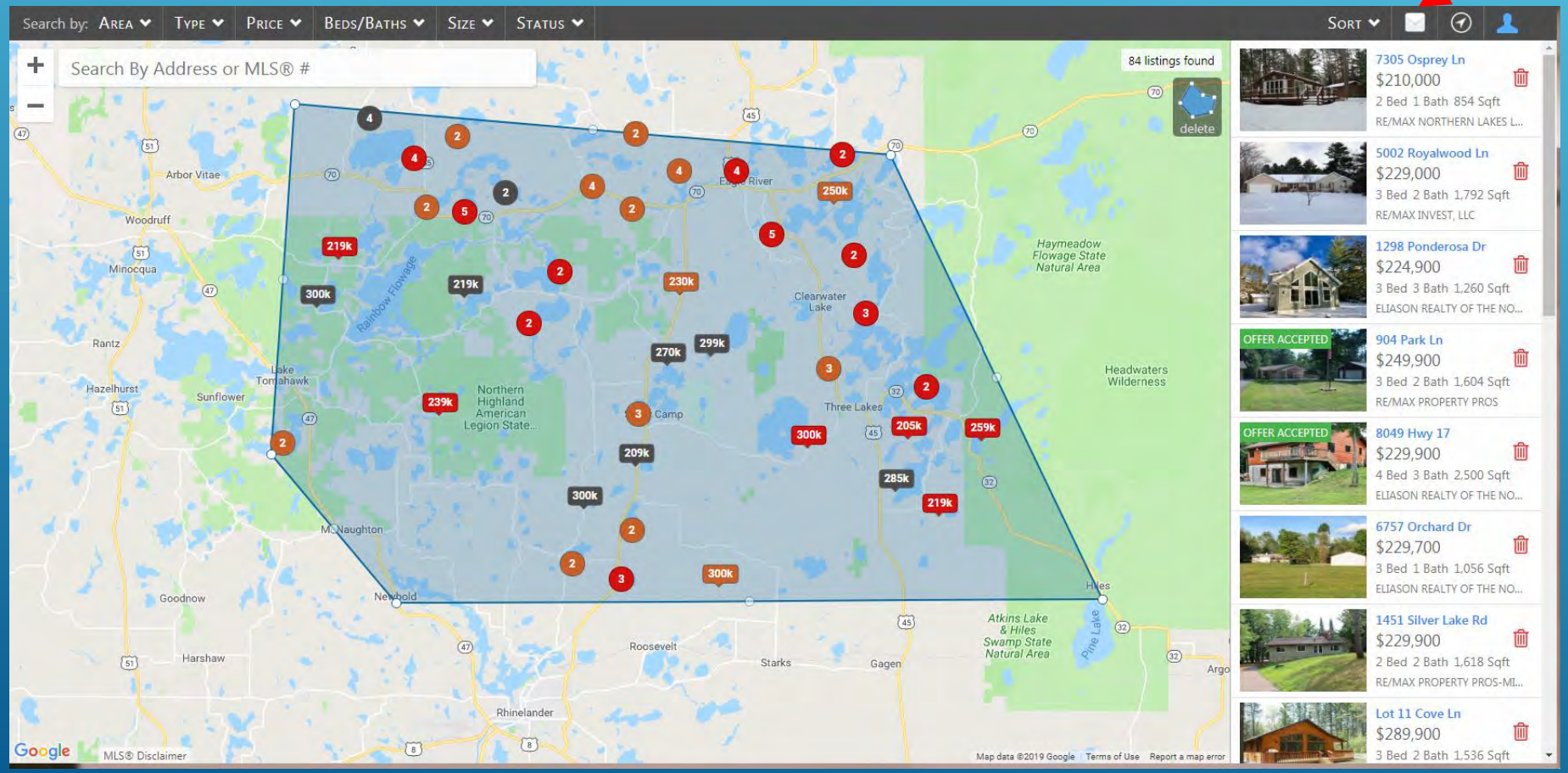
View the MLS Portal listings



Simplified map search tool, up to 100 listings can then be shared

- You can add recent sold or expired listings
- You can select a shape to limit listings

You can delete unwanted listings, then email the list (up to 100)

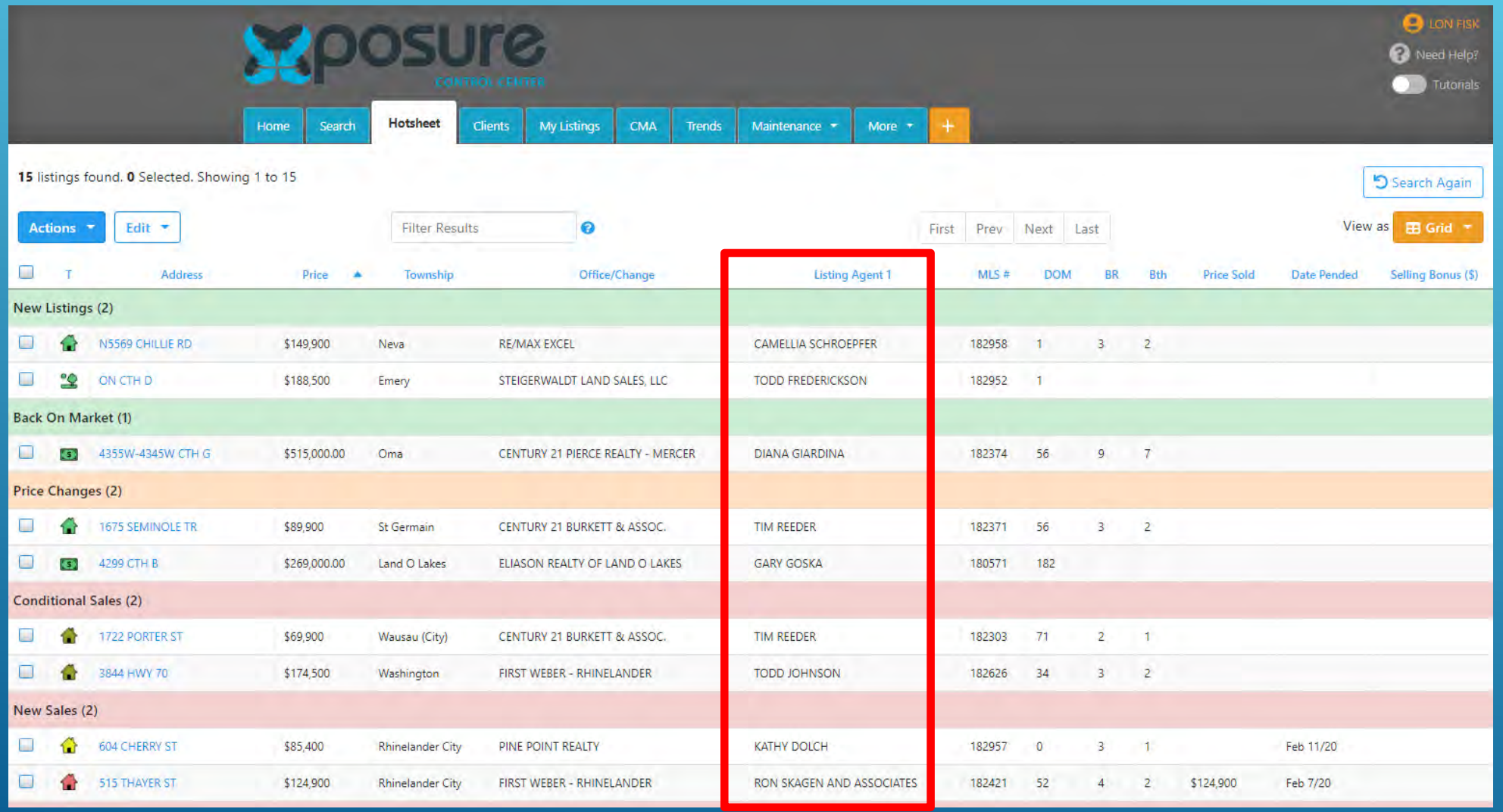


Hovering over a listing shows where it is on the map.

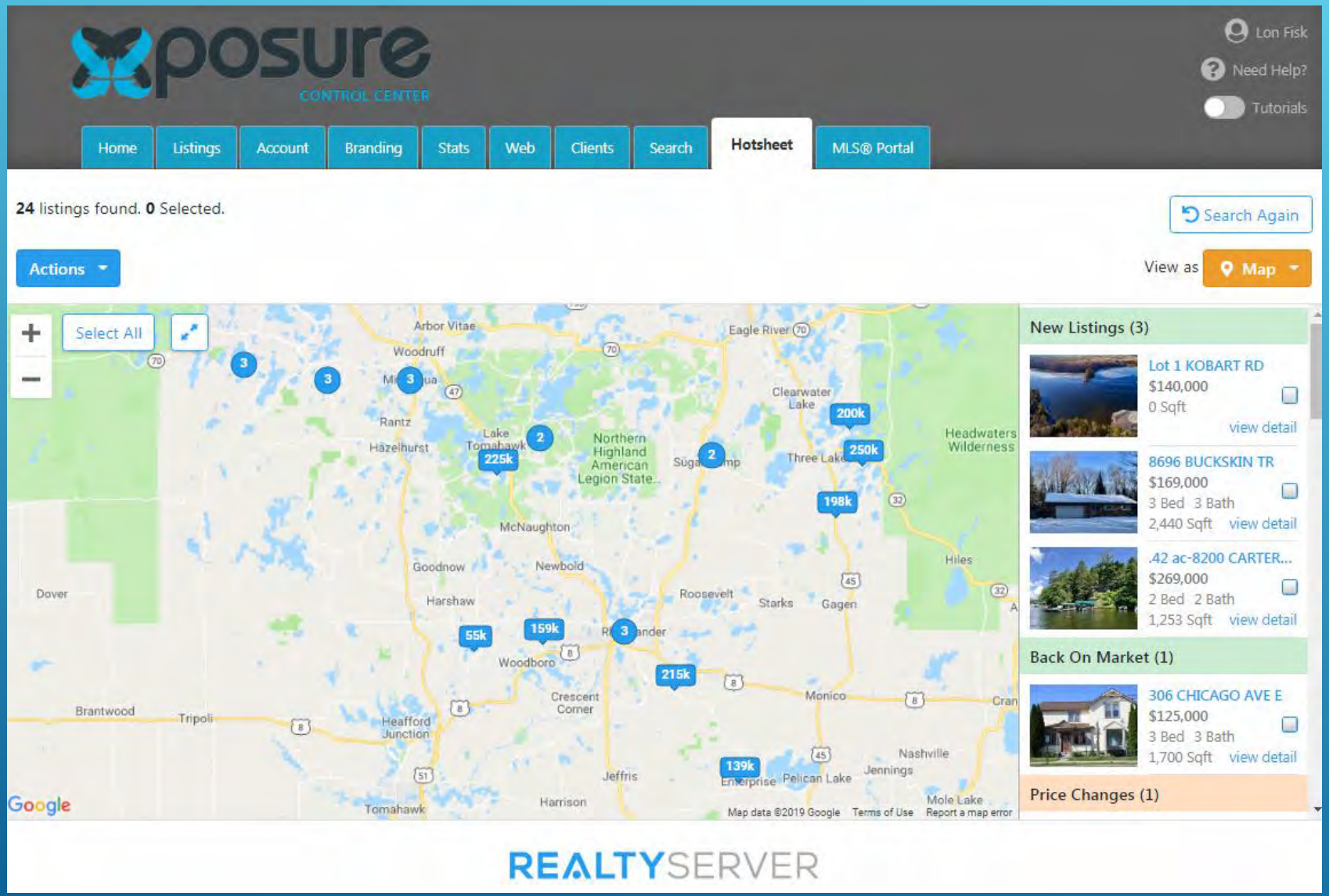
Clicking the trash can removes it from the list

Xposure – Hotsheet Display

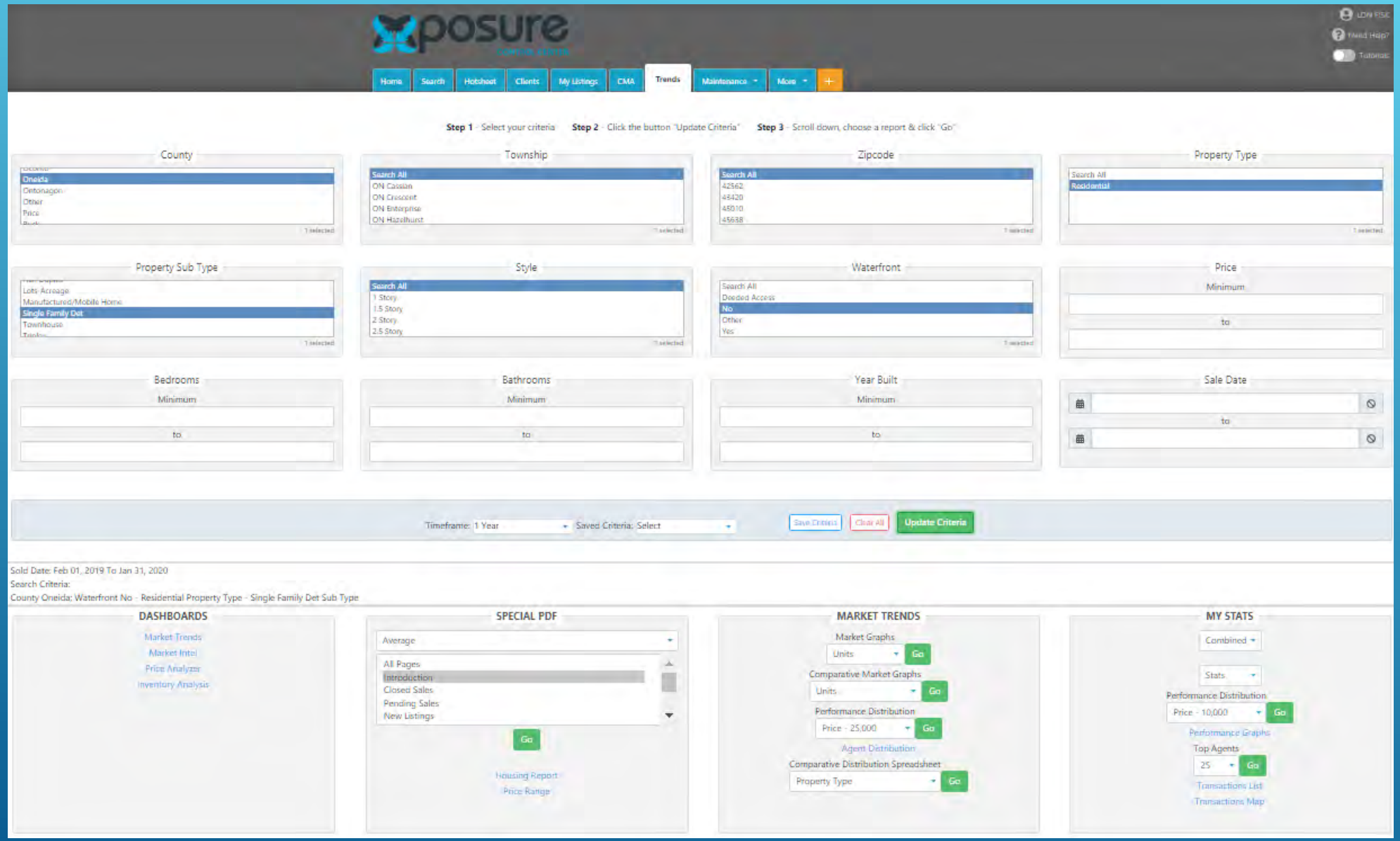
You can customize the columns like adding the Agent names



Xposure – Hotsheet Map View



Your MLS now has “Trends” reports



Set criteria
Update
Can Save
Run reports or interactive dashboards

Your MLS now has “Trends” reports

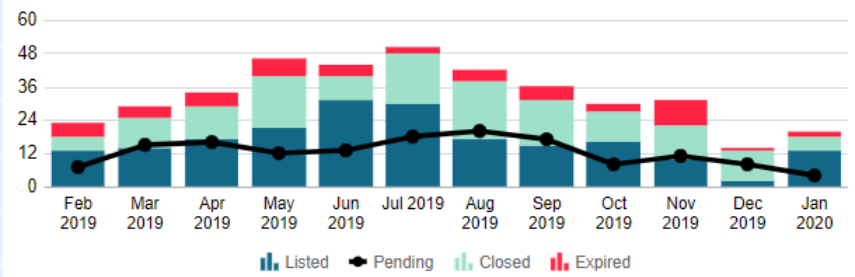
Tynan Anderson Data Compiled From Greater Northwoods Multiple Listing Service Updated: Feb 04, 2020

Sold Date: Feb 01, 2019 To Jan 31, 2020
Search Criteria: County Lincoln; Waterfront No - Single Family Det Sub Type

INVENTORY ANALYSIS

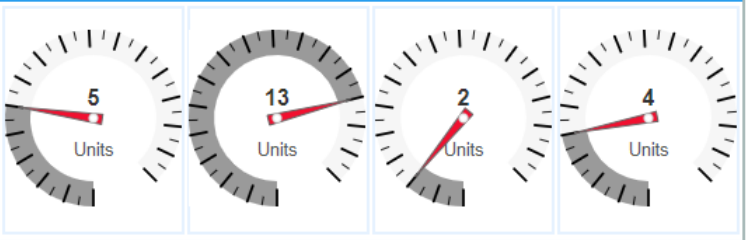
INVENTORY TRENDS

Active Listings (on Feb 04, 2020)	75
Units/Month	12
Inventory Supply	6.00
AVG DOM	105
Sold vs. Listed %	74.87%
AVG $ Growth	14,312

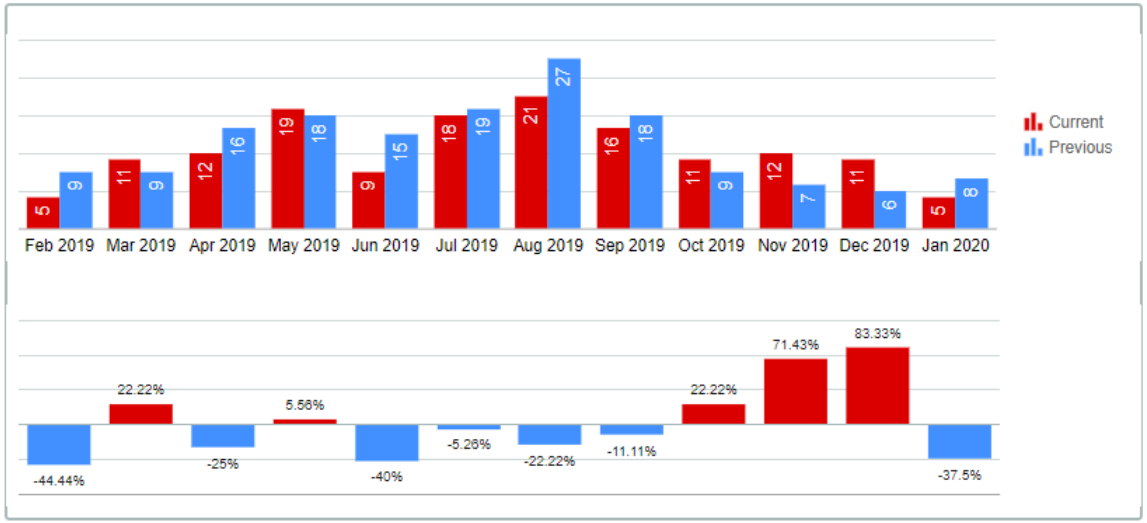


INVENTORY METRICS FOR THE MONTH OF 2020 Jan

METRICS		CLOSED		LISTED		EXPIRED		PENDING	
CLOSED	5								
LISTED	13								
EXPIRED	2								
PENDING	4								
AVG LIST	$153,920								
AVG CLOSED	$149,960								
Feb 2019 - Jan 2020		150	↓	199	↓	50	↑	149	↓
Feb 2018 - Jan 2019		161	-6.8%	200	-0.5%	33	51.5%	151	-1.3%

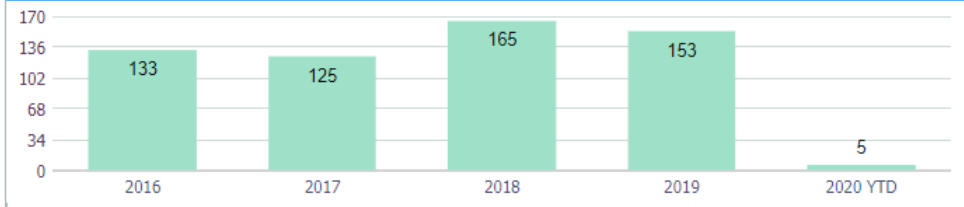


COMPARATIVE TRENDS BY UNITS FOR CLOSED LISTING STATUS



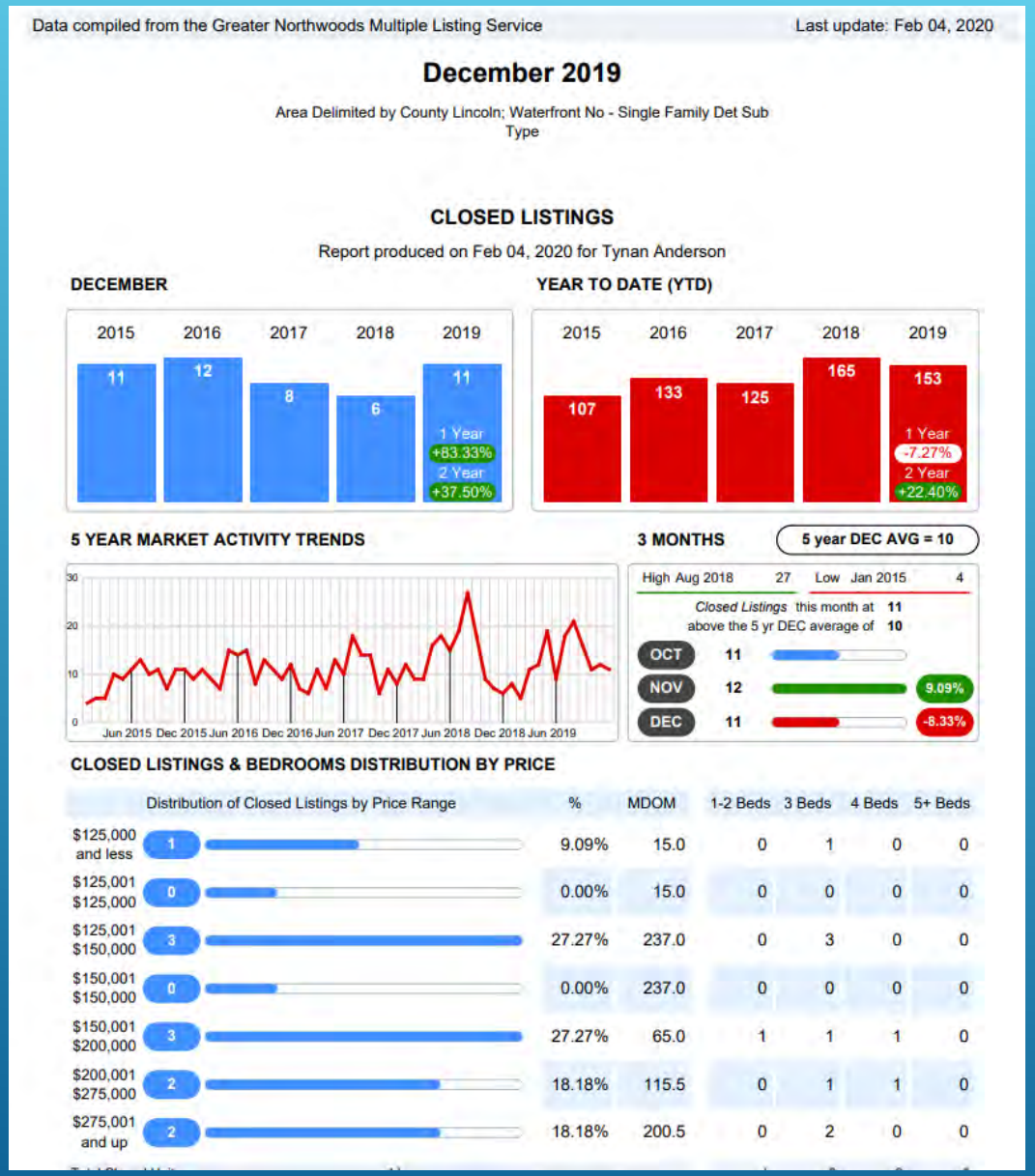
KEY METRICS	CURRENT	PREVIOUS	+/-	%
Units	150	161	↓	-6.8
Volume	22,143,973	22,441,449	↓	-1.3
AVG DOM	105	110	↓	-4.4
AVG Price	147,626	133,314	↑	10.7
AVG A/S%	95.68%	95.24%	↑	0.5

YEAR OVER YEAR TREND



© R E STATS INC. - Information is deemed reliable but not guaranteed. Does not reflect all market activity. - Feb 04, 2020

Your MLS now has “Trends” reports



Data compiled from the Greater Northwoods Multiple Listing Service — Last update: Feb 04, 2020

December 2019

Area Delimited by County Lincoln; Waterfront No - Single Family Det Sub Type

CLOSED LISTINGS

Report produced on Feb 04, 2020 for Tynan Anderson

DECEMBER

YEAR TO DATE (YTD)

5 YEAR MARKET ACTIVITY TRENDS

3 MONTHS — 5 year DEC AVG = 10

High Aug 2018 27 — Low Jan 2015 4

Closed Listings this month at **11**
above the 5 yr DEC average of **10**

OCT	11	
NOV	12	9.09%
DEC	11	-8.33%

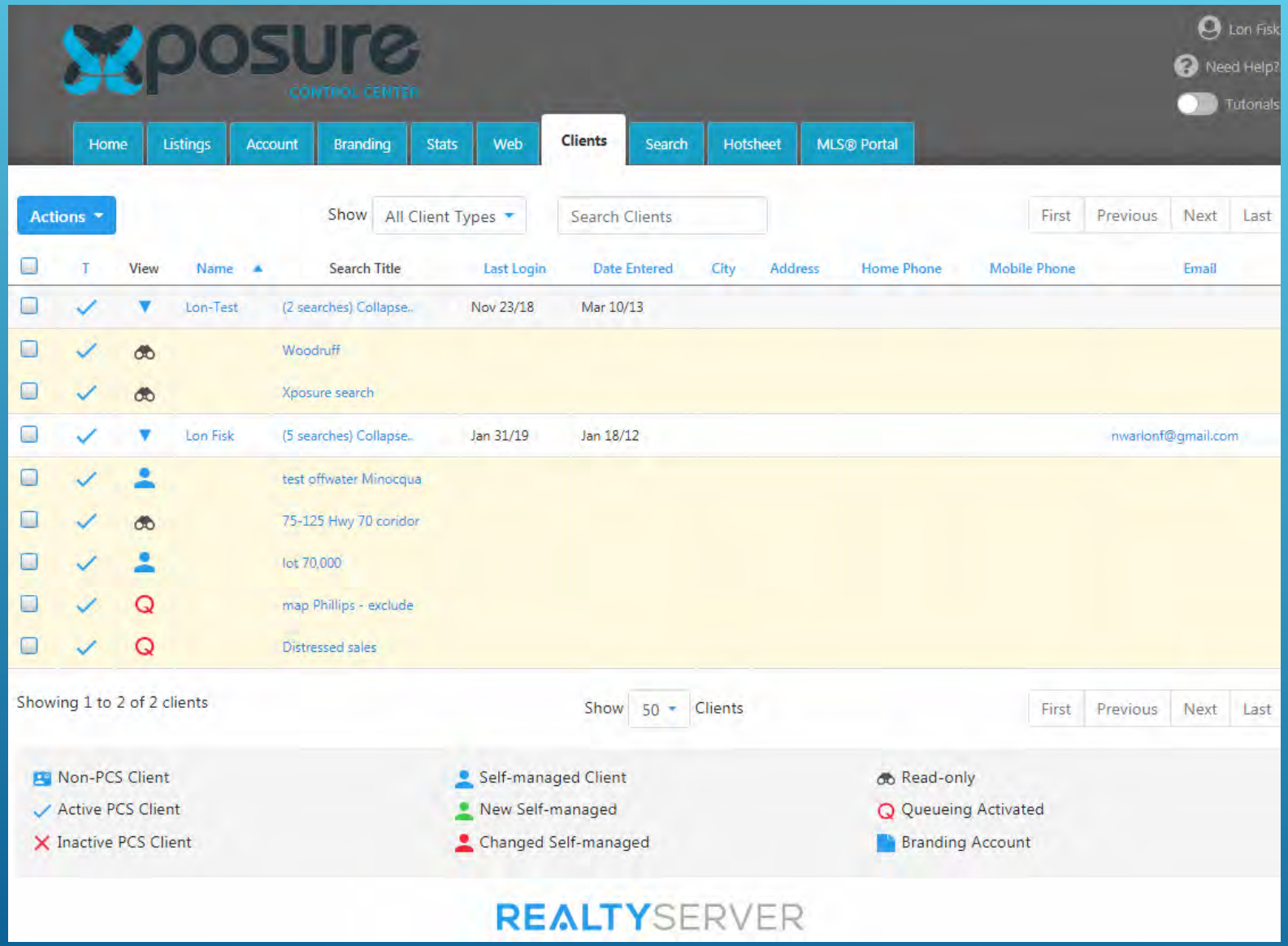
CLOSED LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Closed Listings by Price Range		%	MDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
$125,000 and less	1	9.09%	15.0	0	1	0	0
$125,001 $125,000	0	0.00%	15.0	0	0	0	0
$125,001 $150,000	3	27.27%	237.0	0	3	0	0
$150,001 $150,000	0	0.00%	237.0	0	0	0	0
$150,001 $200,000	3	27.27%	65.0	1	1	1	0
$200,001 $275,000	2	18.18%	115.5	0	1	1	0
$275,001 and up	2	18.18%	200.5	0	2	0	0

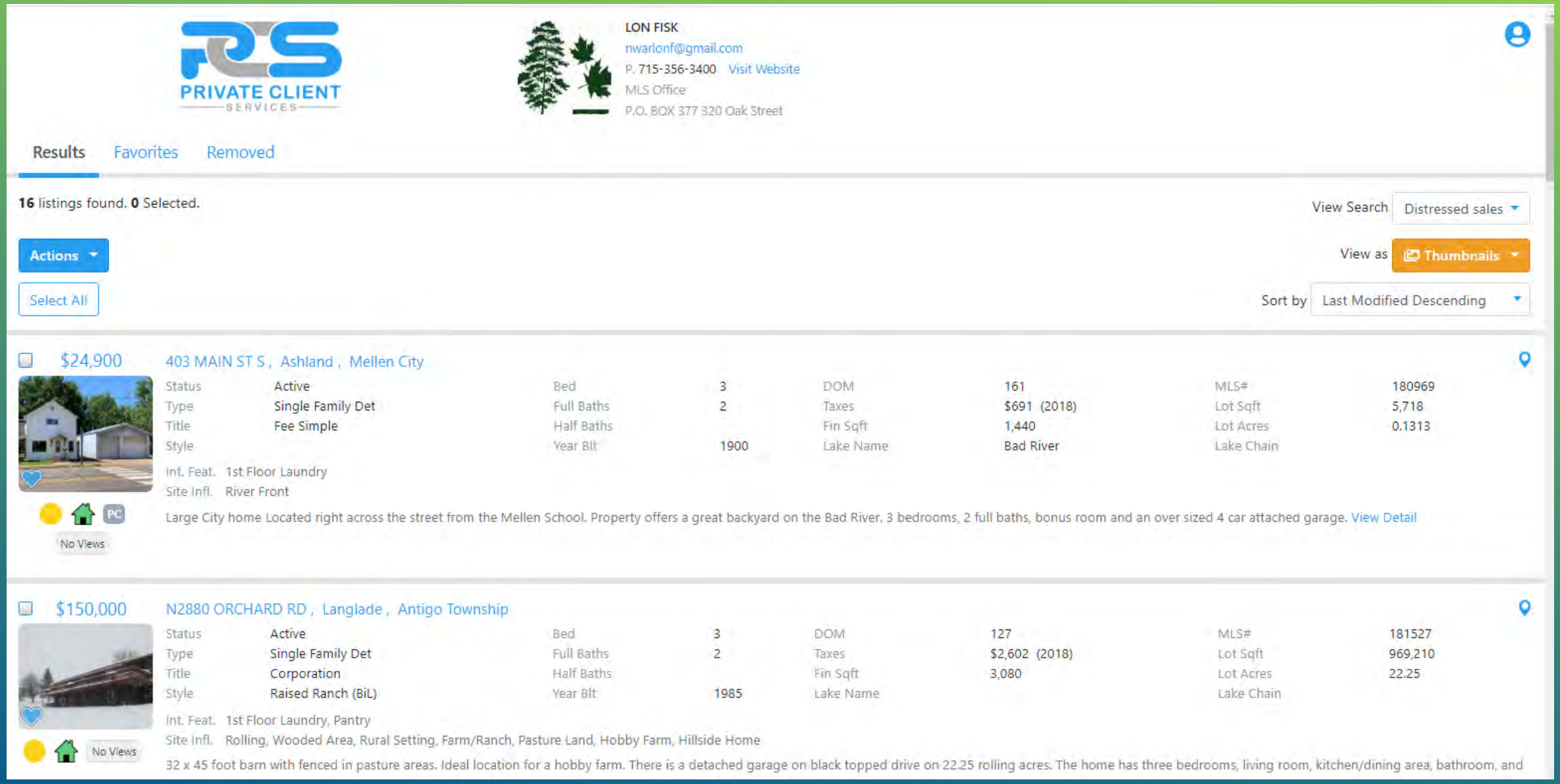
PCS Clients

All of your clients are here from Express

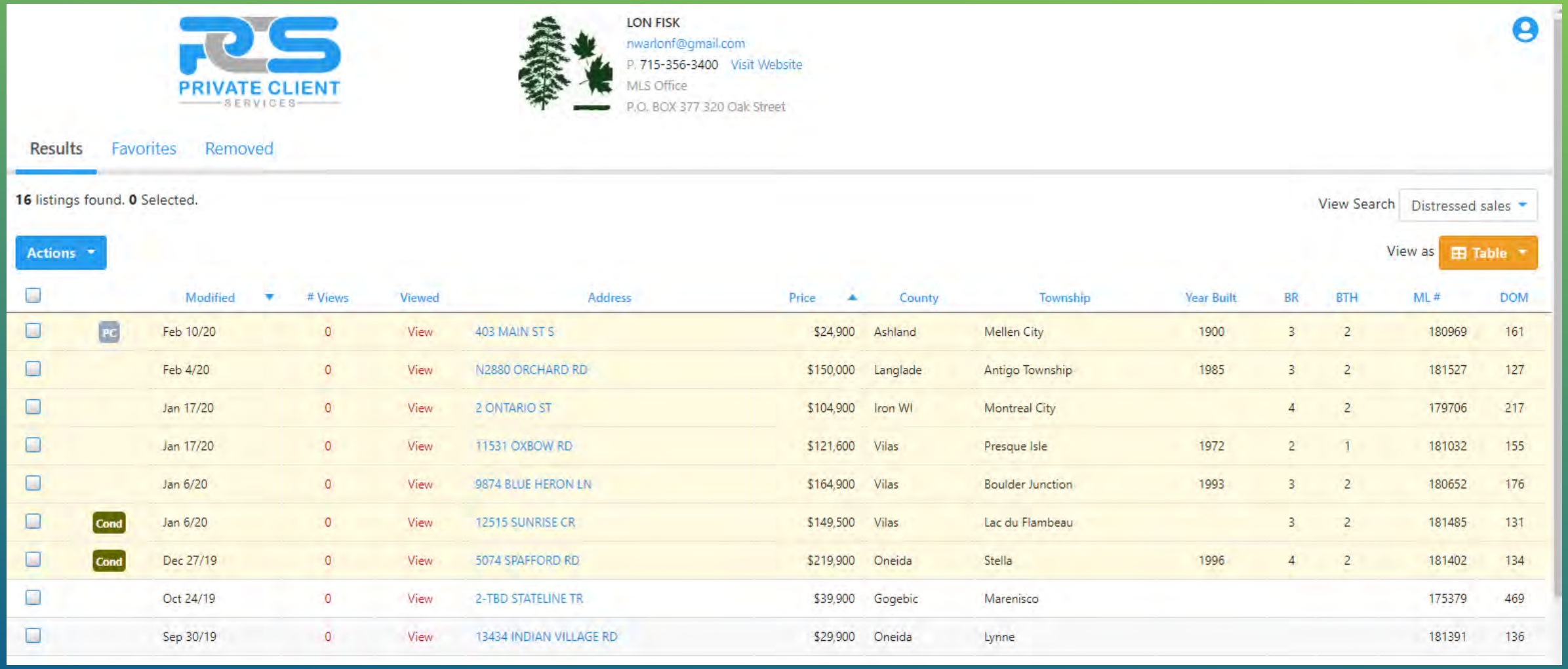
Cients Tab – Your PCS Clients



PCS Clients thumbnail (default) view

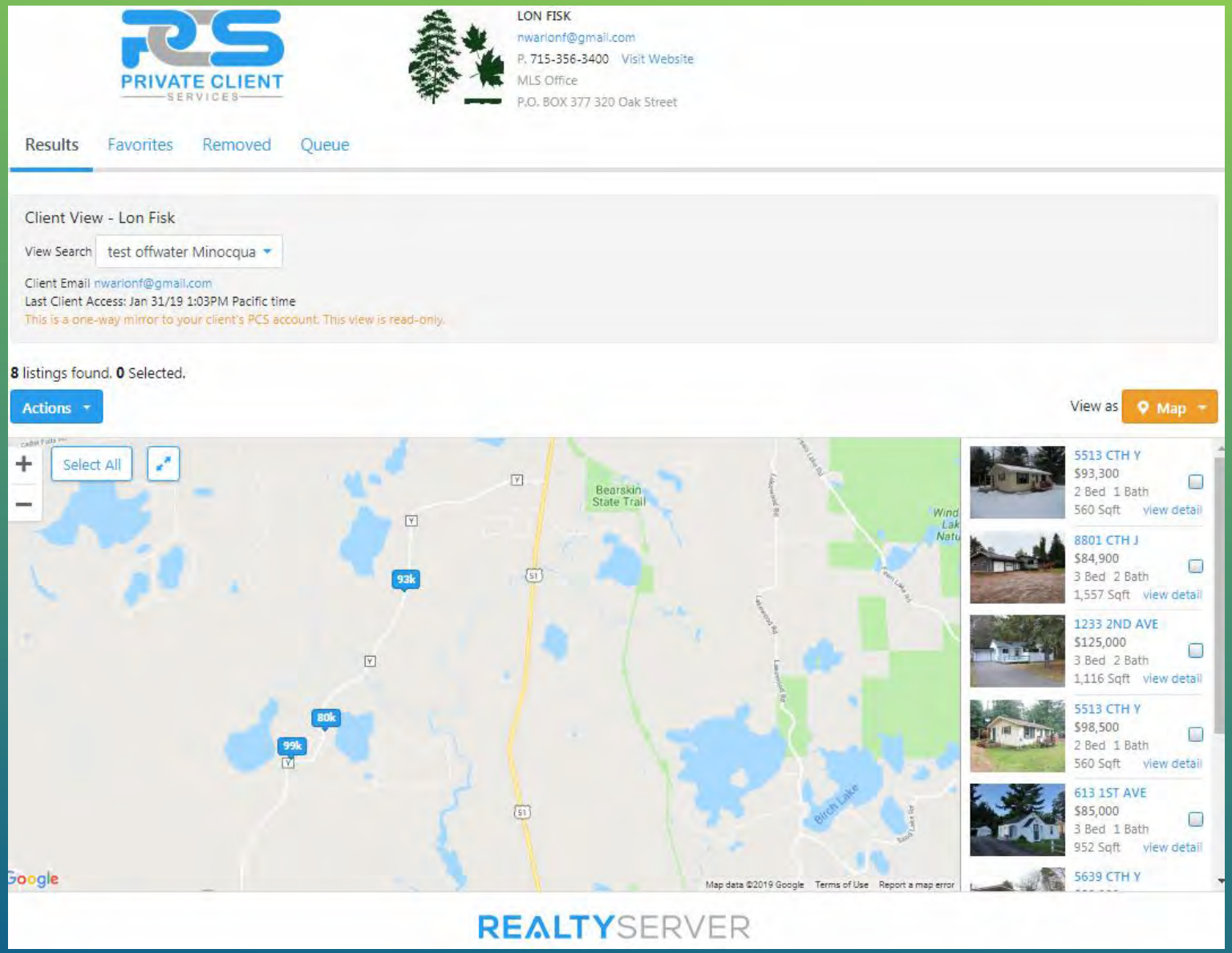


PCS Clients table view

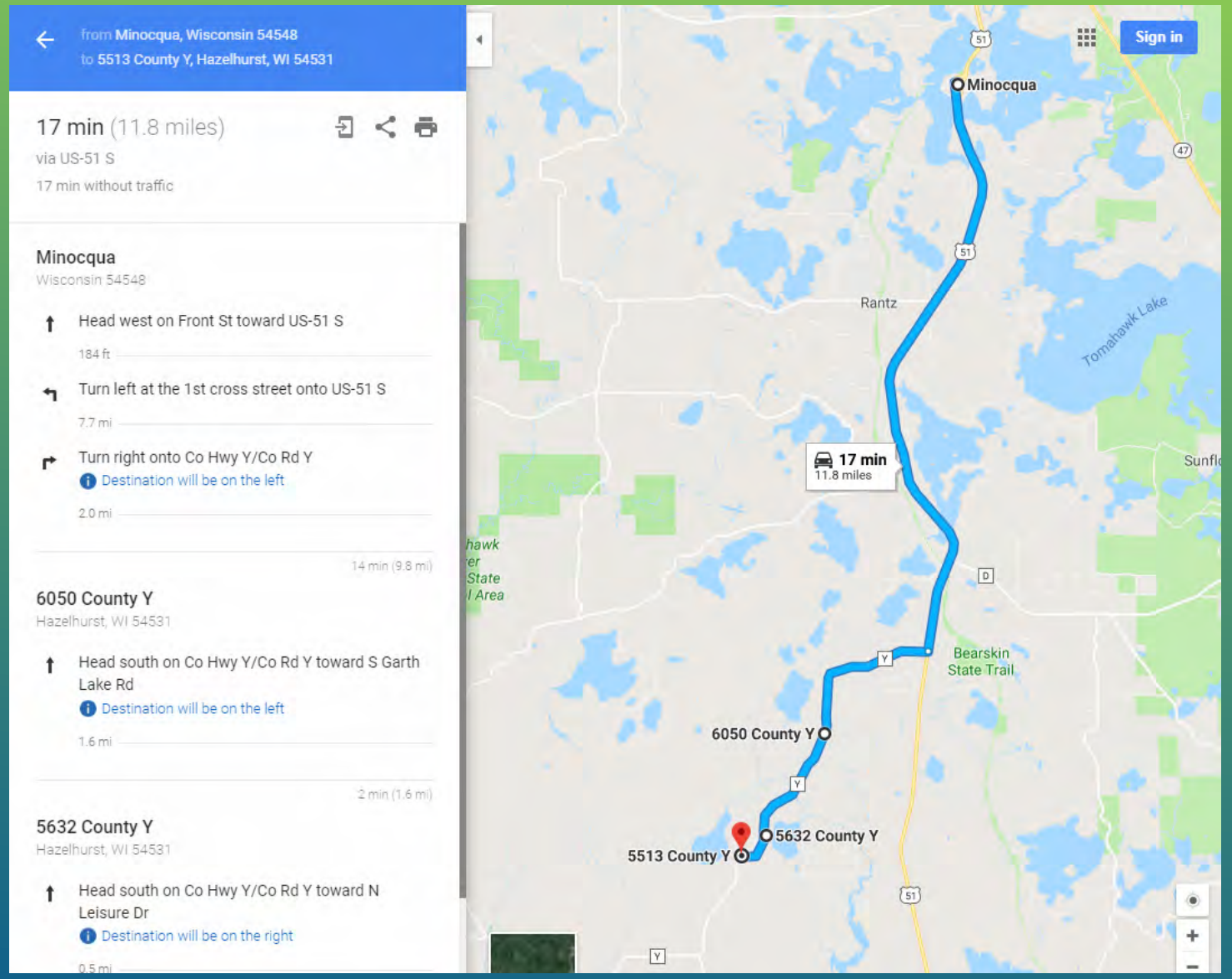


		Modified	# Views	Viewed	Address	Price	County	Township	Year Built	BR	BTH	ML #	DOM
☐	PC	Feb 10/20	0	View	403 MAIN ST S	$24,900	Ashland	Mellen City	1900	3	2	180969	161
☐		Feb 4/20	0	View	N2880 ORCHARD RD	$150,000	Langlade	Antigo Township	1985	3	2	181527	127
☐		Jan 17/20	0	View	2 ONTARIO ST	$104,900	Iron WI	Montreal City		4	2	179706	217
☐		Jan 17/20	0	View	11531 OXBOW RD	$121,600	Vilas	Presque Isle	1972	2	1	181032	155
☐		Jan 6/20	0	View	9874 BLUE HERON LN	$164,900	Vilas	Boulder Junction	1993	3	2	180652	176
☐	Cond	Jan 6/20	0	View	12515 SUNRISE CR	$149,500	Vilas	Lac du Flambeau		3	2	181485	131
☐	Cond	Dec 27/19	0	View	5074 SPAFFORD RD	$219,900	Oneida	Stella	1996	4	2	181402	134
☐		Oct 24/19	0	View	2-TBD STATELINE TR	$39,900	Gogebic	Marenisco				175379	469
☐		Sep 30/19	0	View	13434 INDIAN VILLAGE RD	$29,900	Oneida	Lynne				181391	136

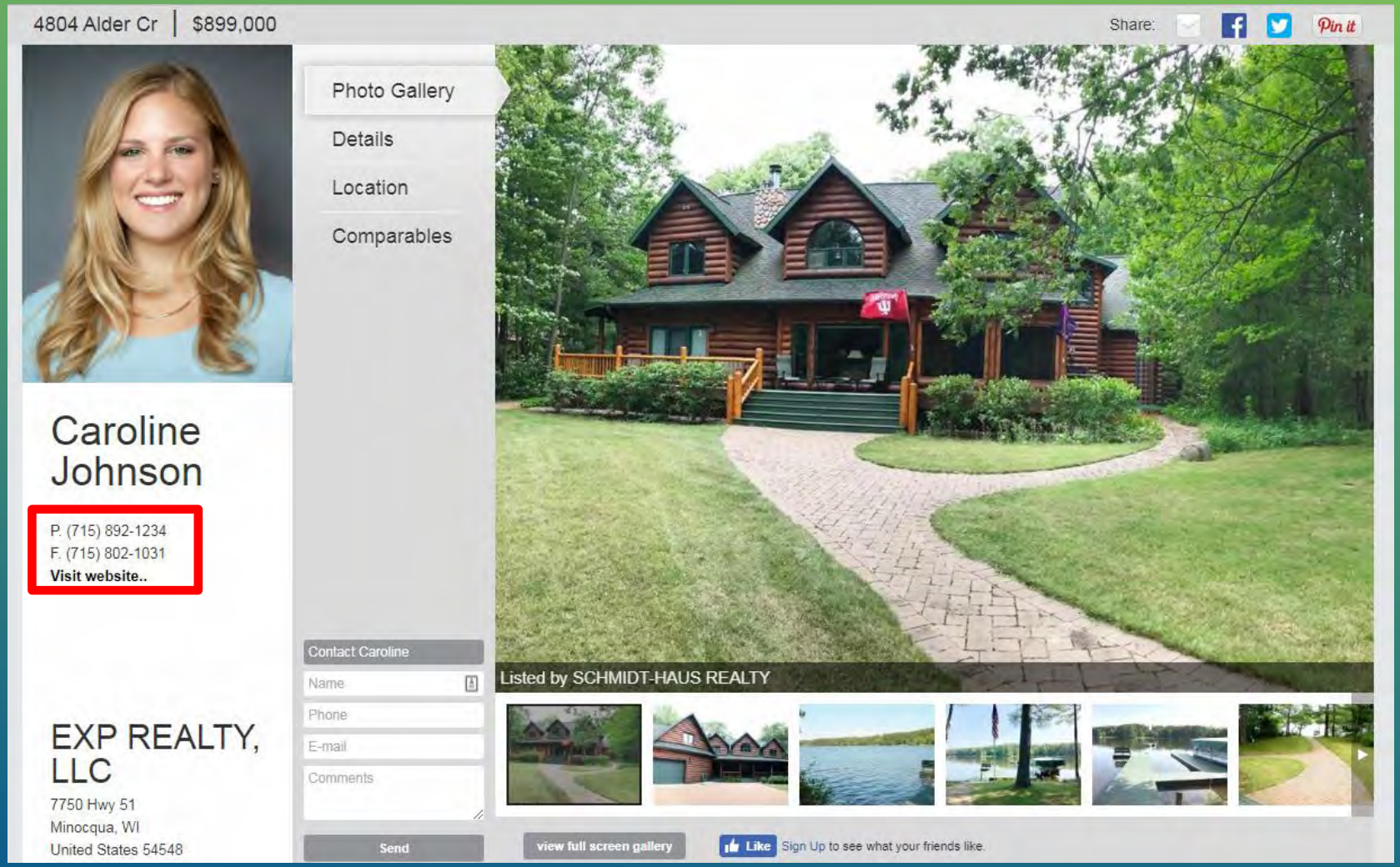
PCS Clients map view



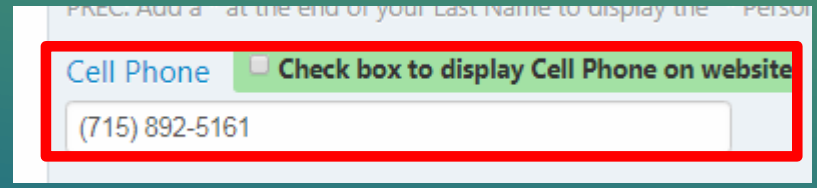
PCS Clients driving directions



PCS Client viewing a listing
Always keeps you in front of them

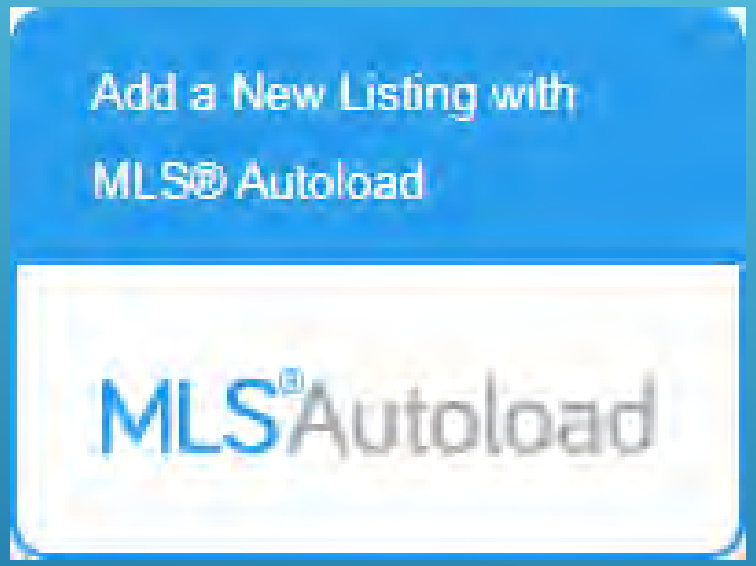


Office phone will be displayed unless you choose Cell # in your acct settings

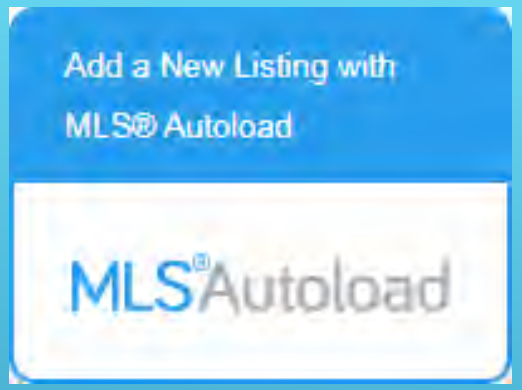


Autoload Data Entry

Autoload is the new Data Entry system



For ADMIN or Agents Entering Listings

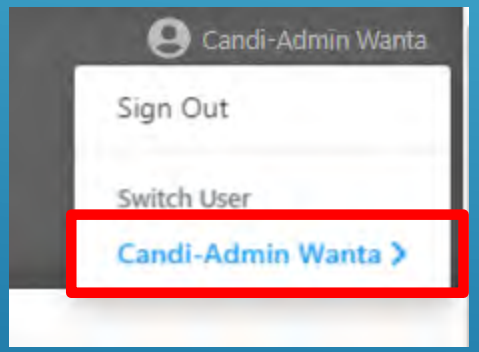


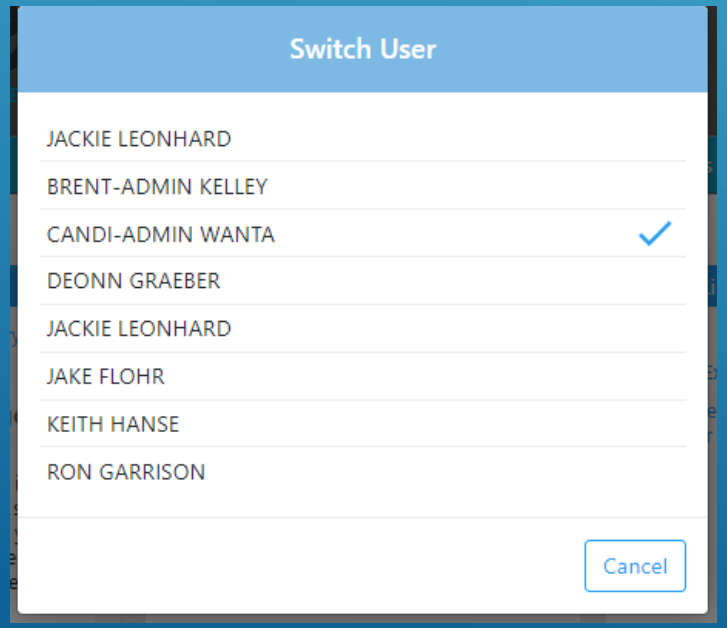
- Autoload is the new Agent-Centric entry project
- Designed to allow for paperless entry by agents on-site
- Listing is COMPLETE with photos, etc. prior to release
- Complete listing may be entered and then submitted later on the contract date – from anywhere.
- **Admin / Assistants are given access to agents' accounts**

Admin Staff

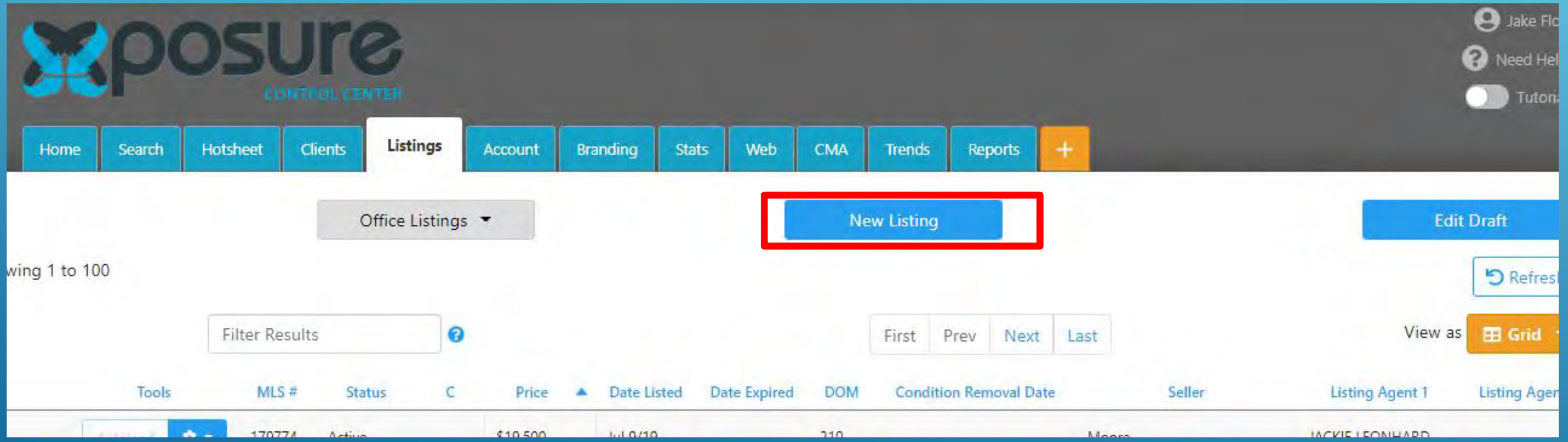
(Brokers and team members if requested)

Can Switch to agent ID's and enter listings/drafts



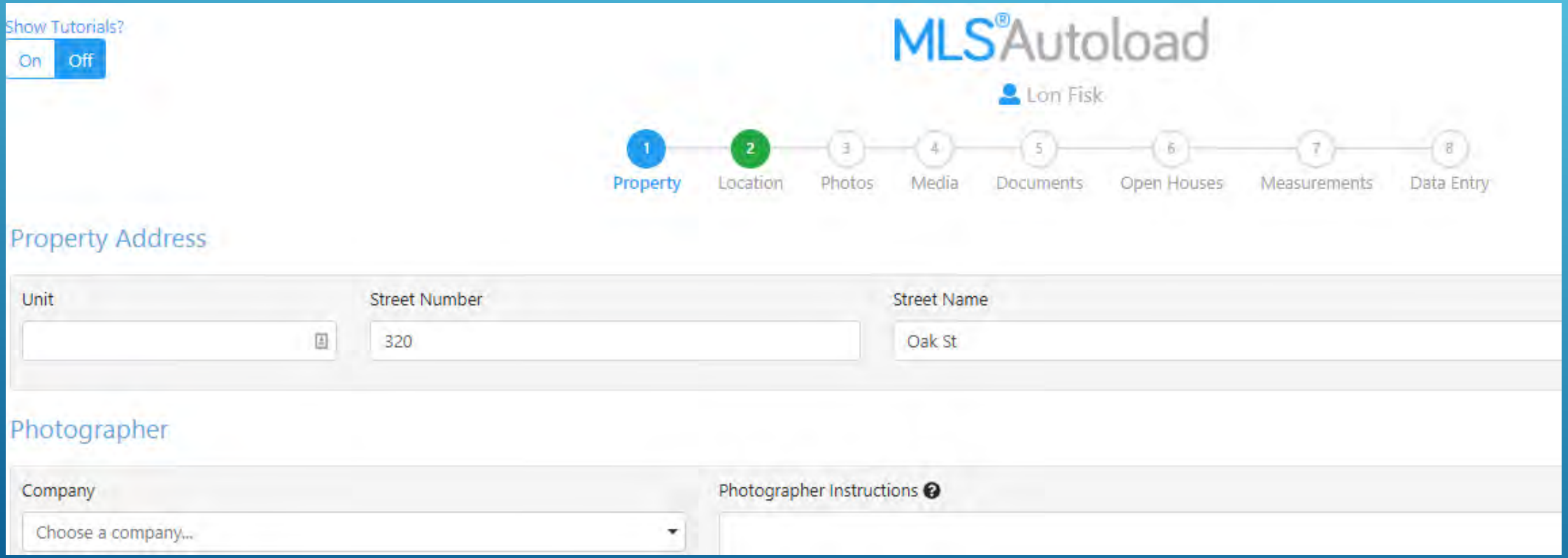


New Listings

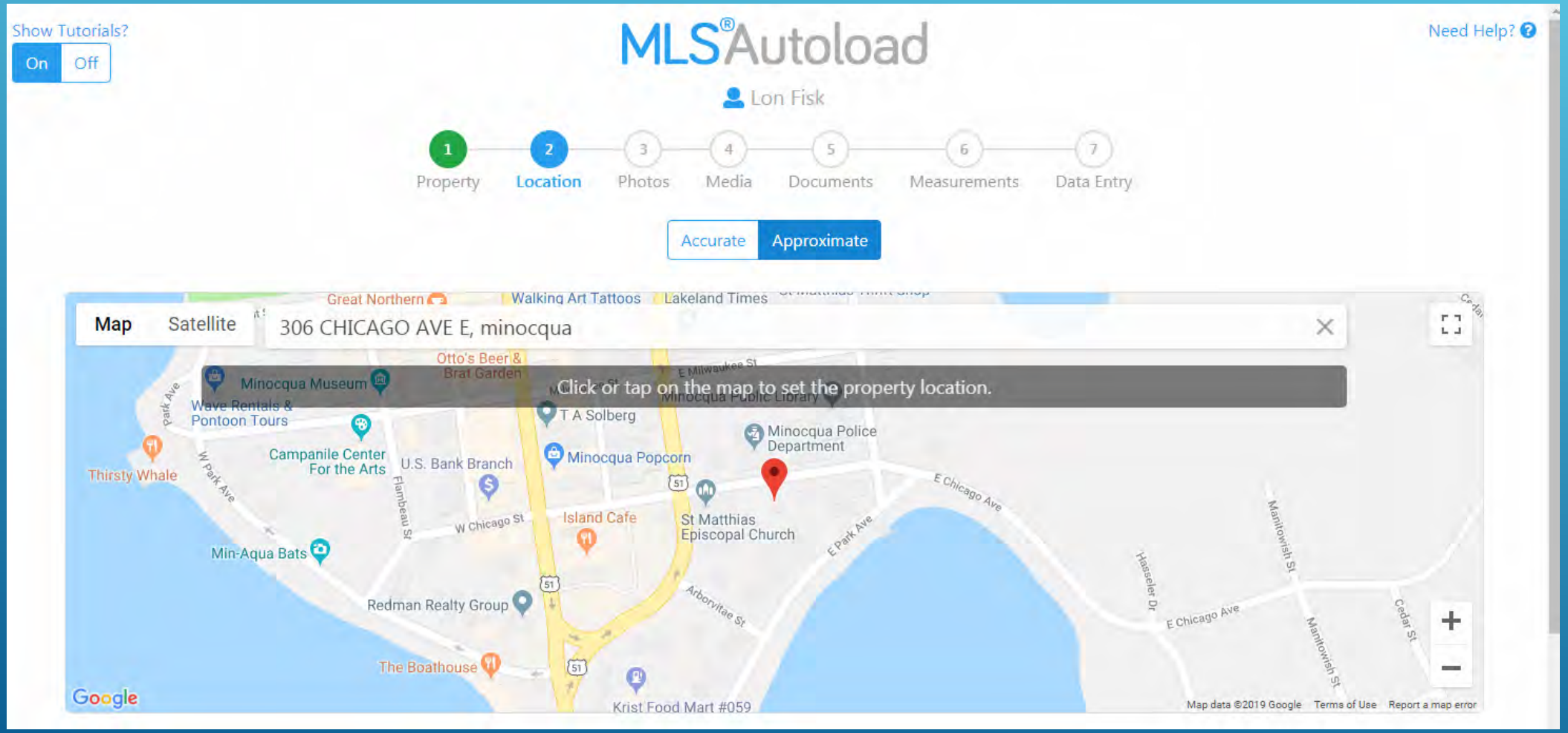


- Enter Property address
  - Mark your location carefully, Google maps will try to find it, but may not.
- Upload your photos
  - (1280x960 pixels or larger)
- Floor plans and other media
- Documents (up to 20MB size)
- Room measurements
- Remaining data entry

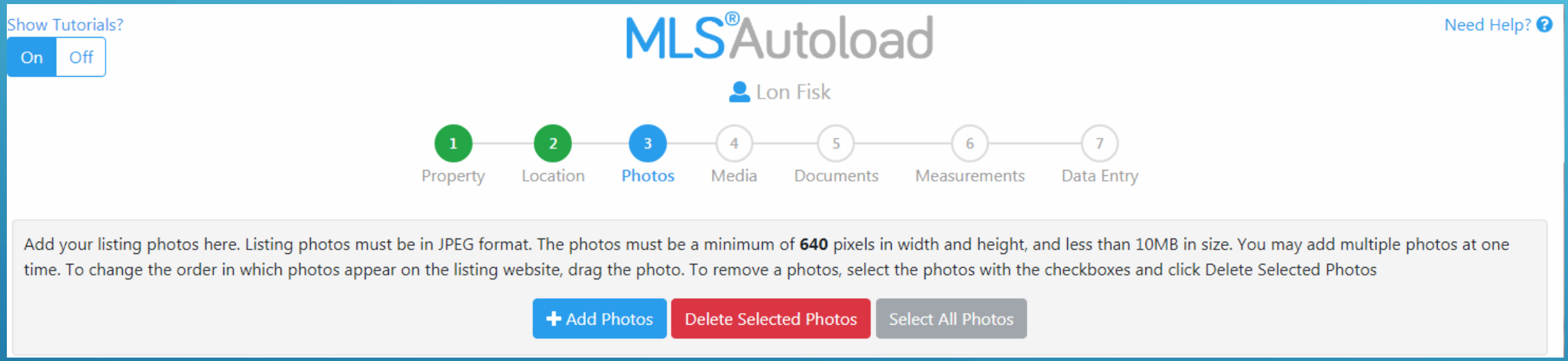
Enter the address



Mark your map location



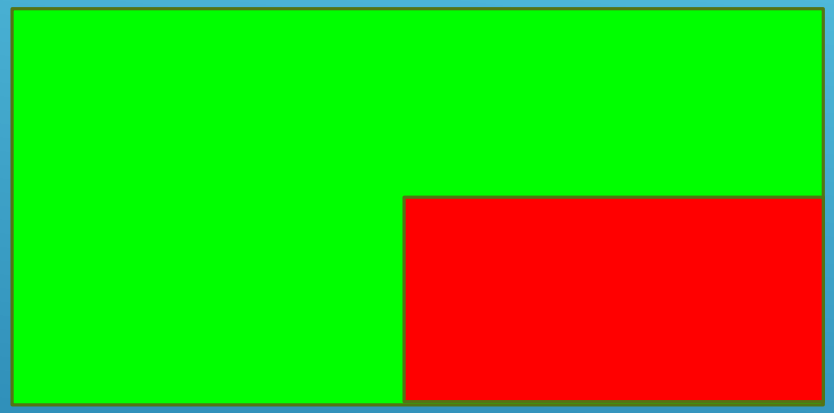
Add your photos
(up to 99)



Size your photos to 1280 x 960 pixels
Old small ones will not work

Caution – cell phone photos

2160 x 1080

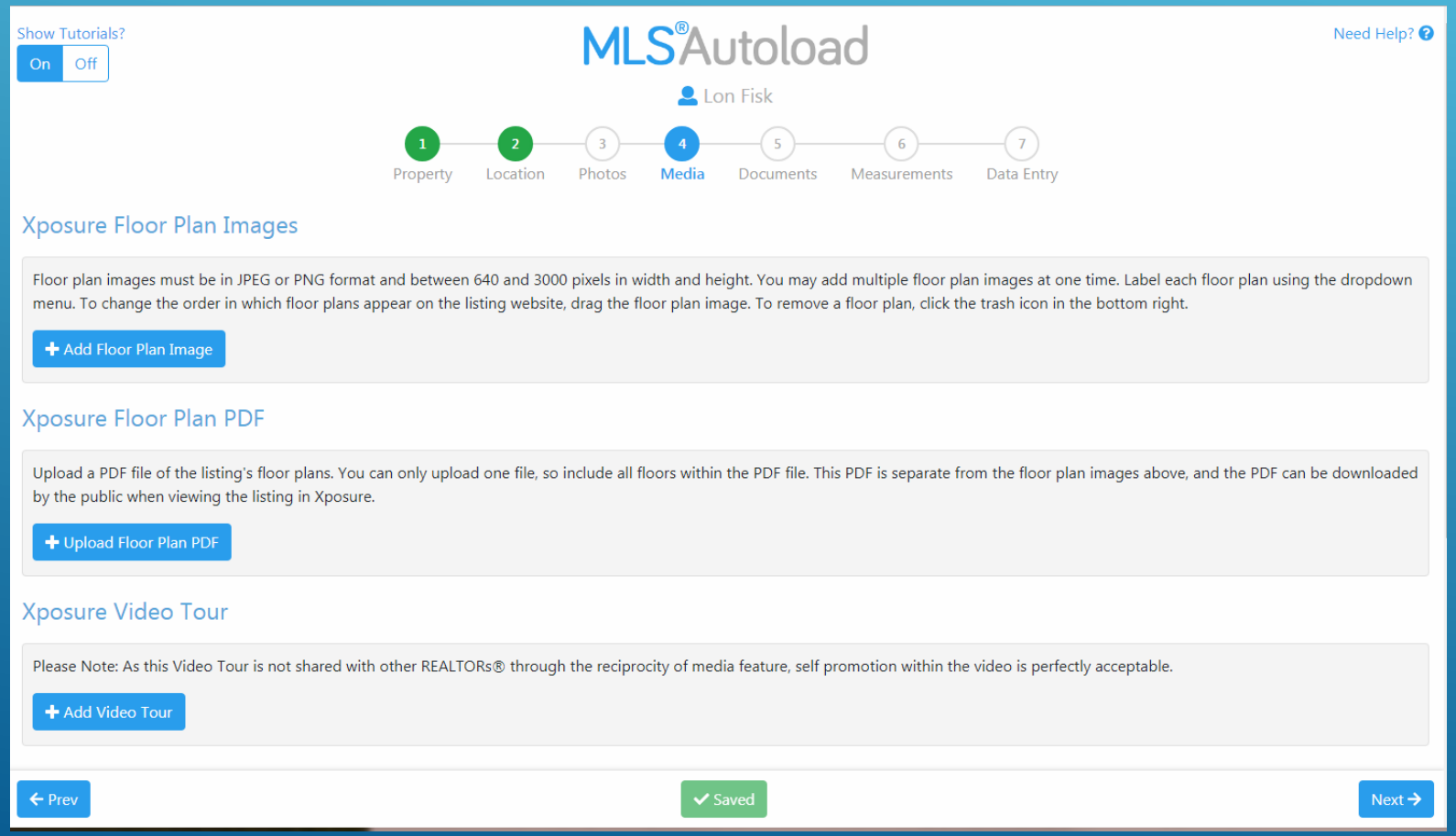


1080 x 540 (too small)

Some wide photos could be 16x8 (2x1).
Downsizing changes all dimensions

Add your media including floor plan, 3D Showcase, and video

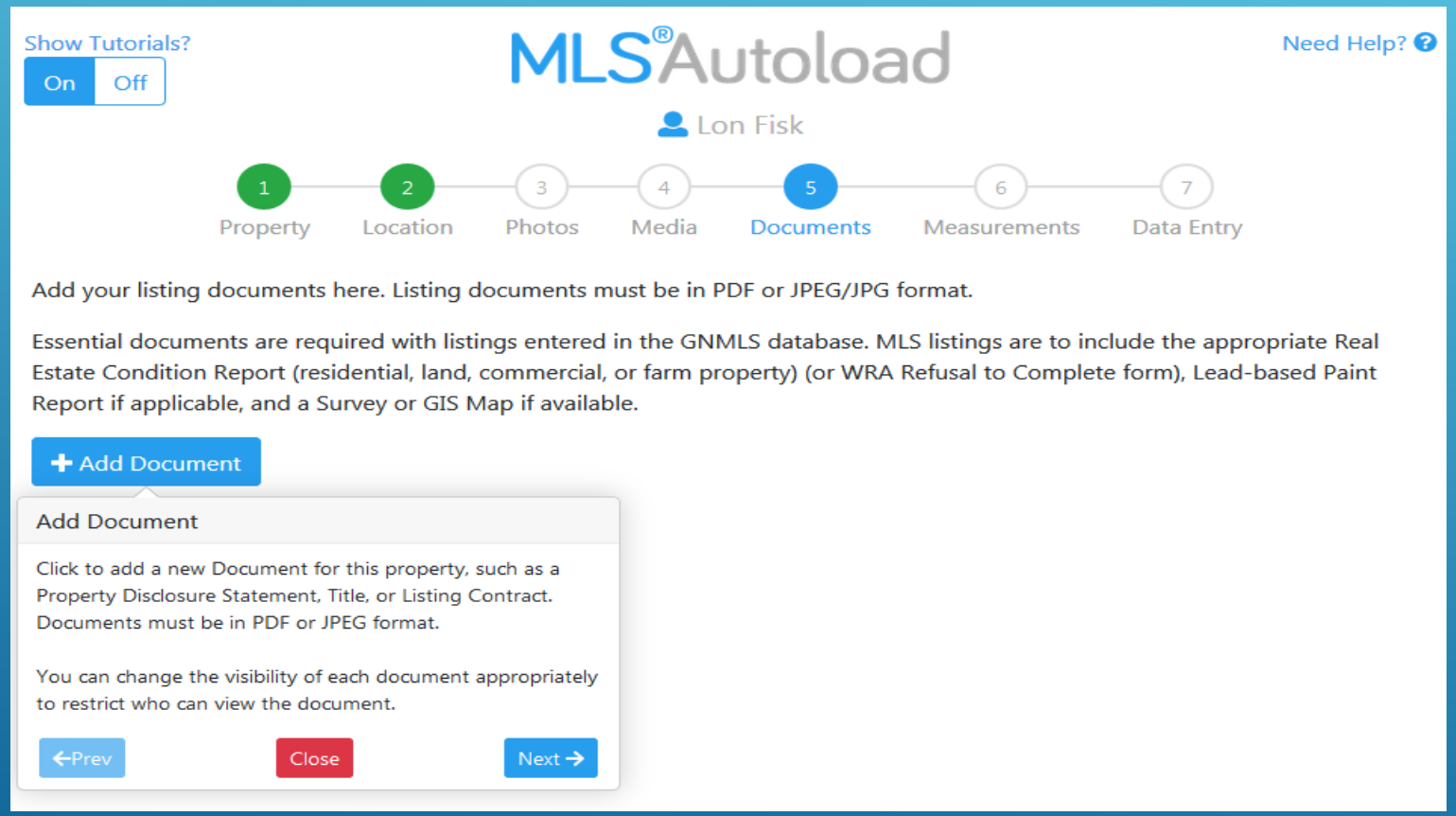
Listings with media show higher in public viewing order

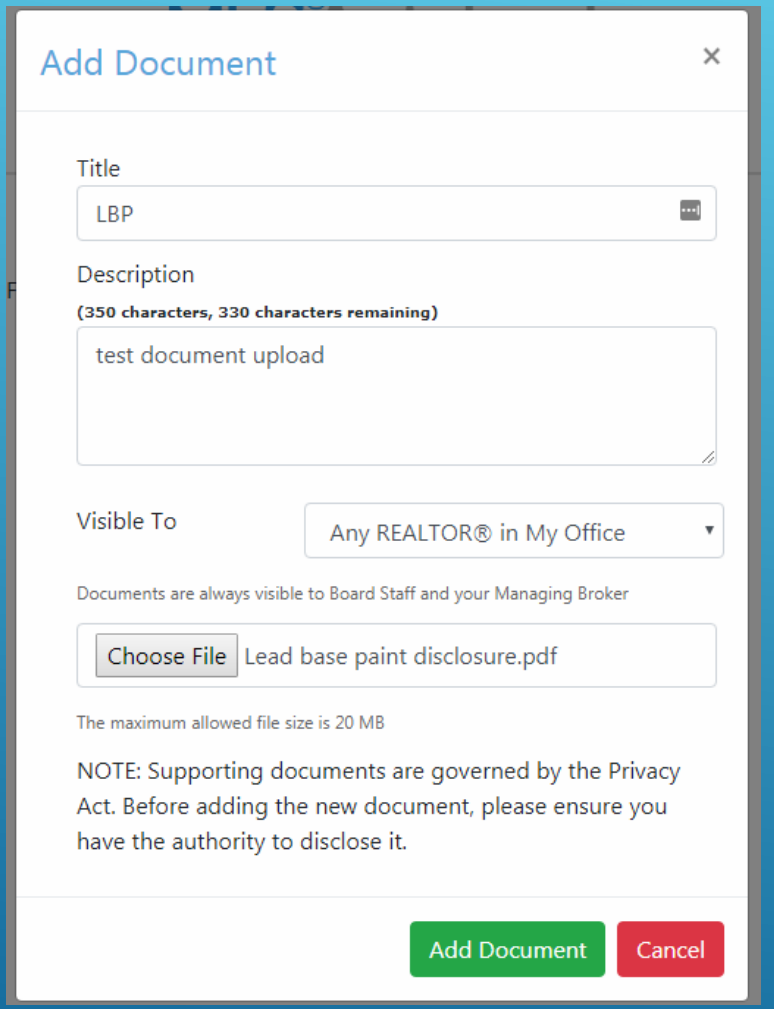


Note:

Virtual Tour Links are added at the end of Step 8

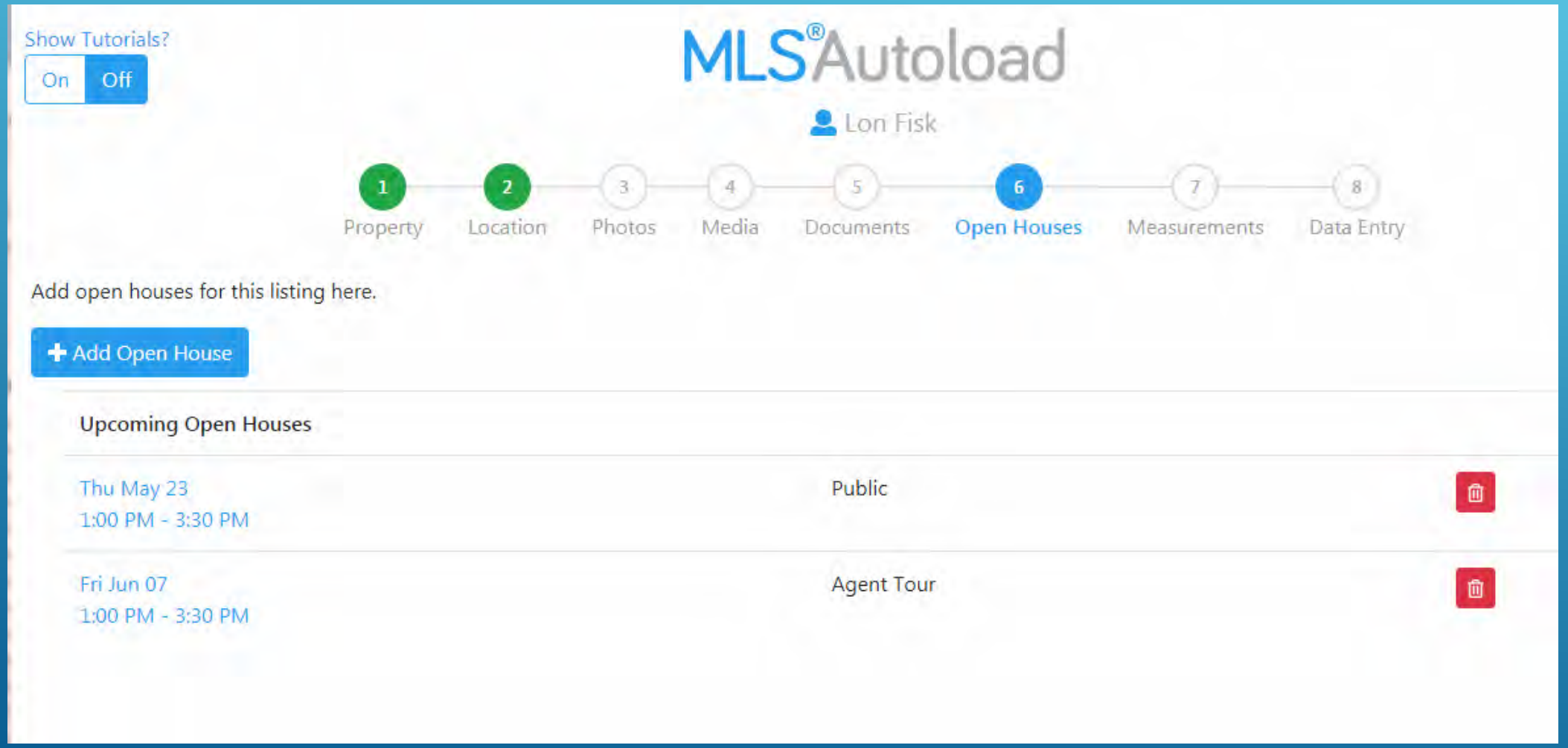
Add your documents



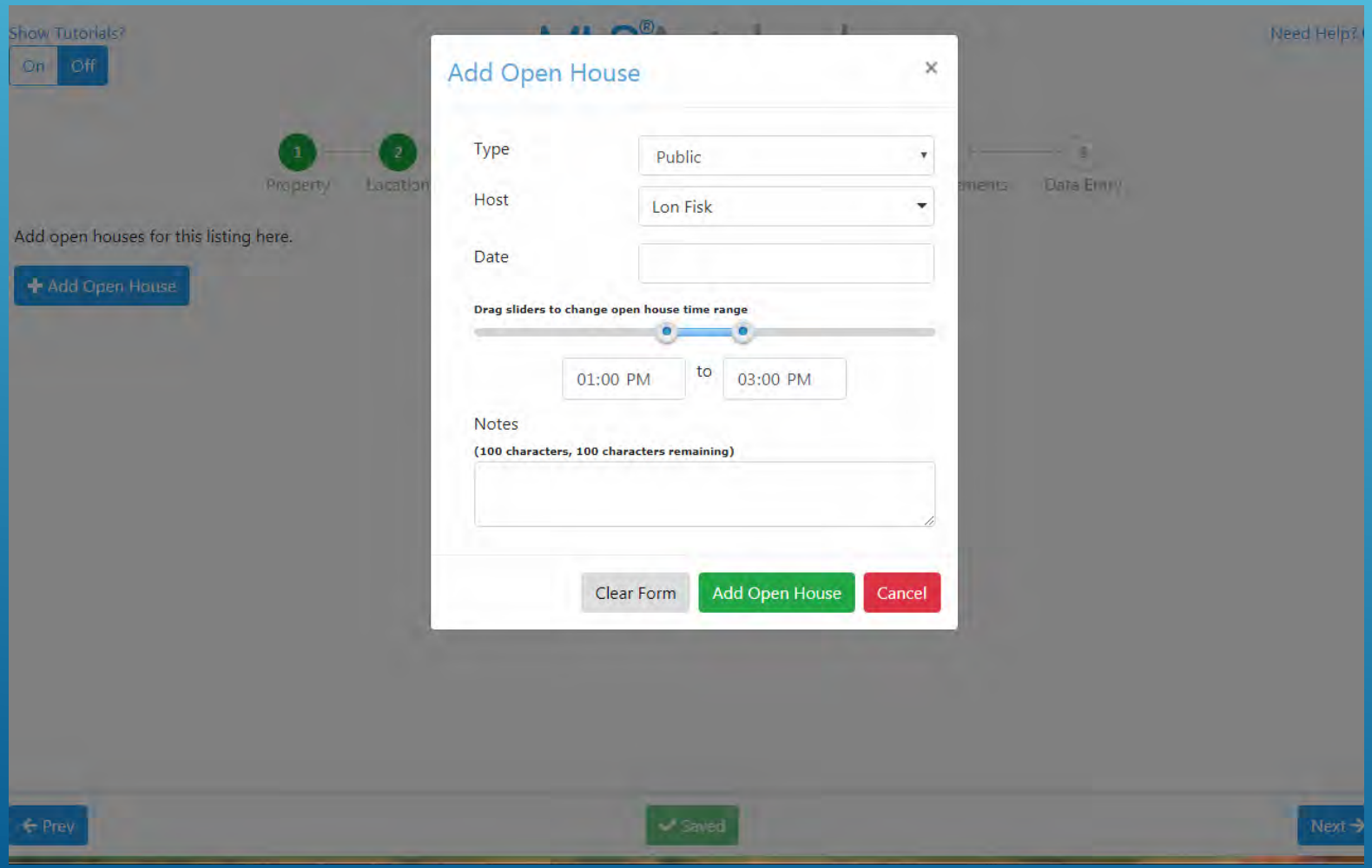


Now up to 20 MB

Add Open House dates



Add Open House dates



Note:

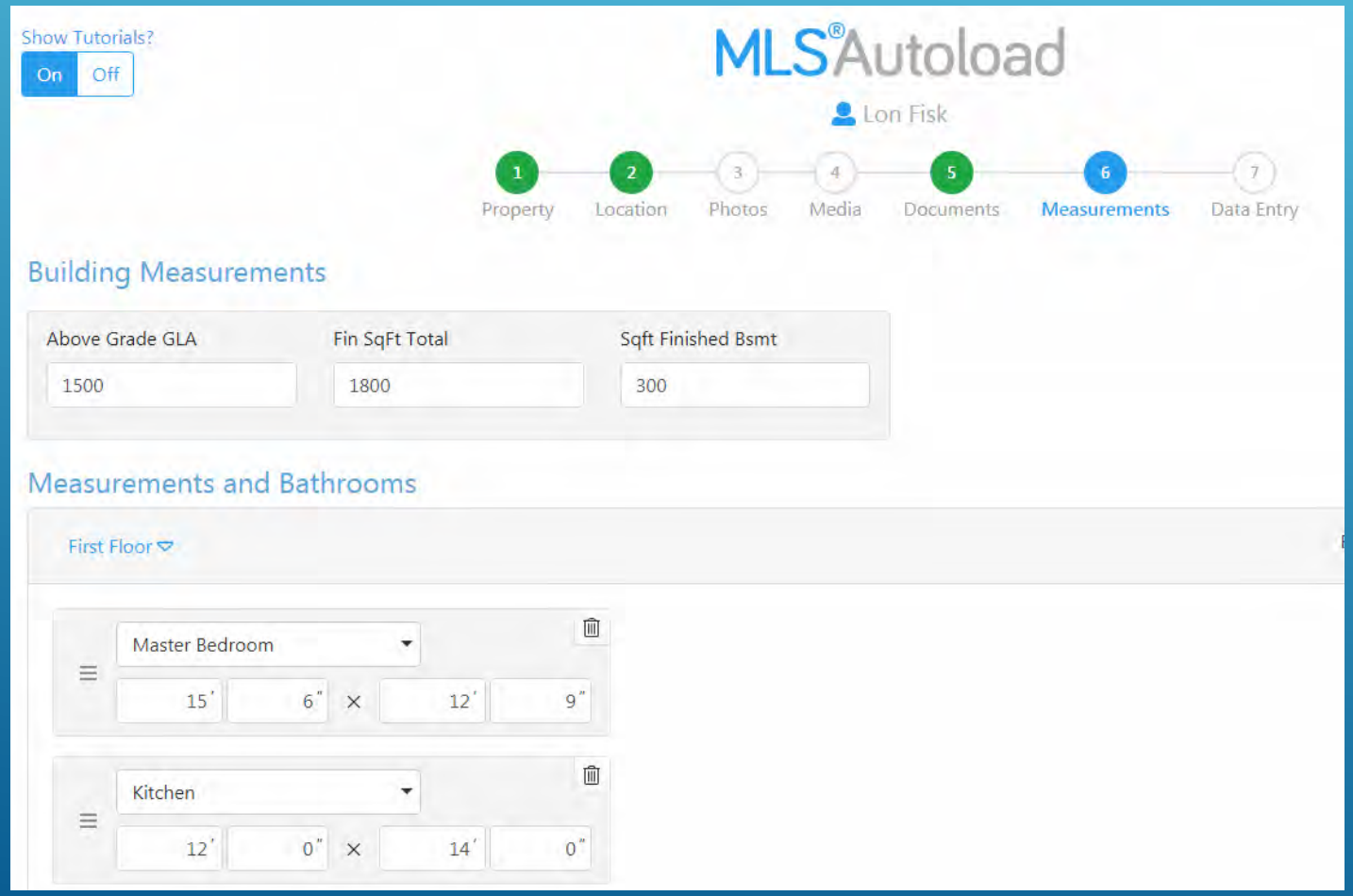
Agent or Public

Date and Time

Any notes

These will appear on upnorthmls.com

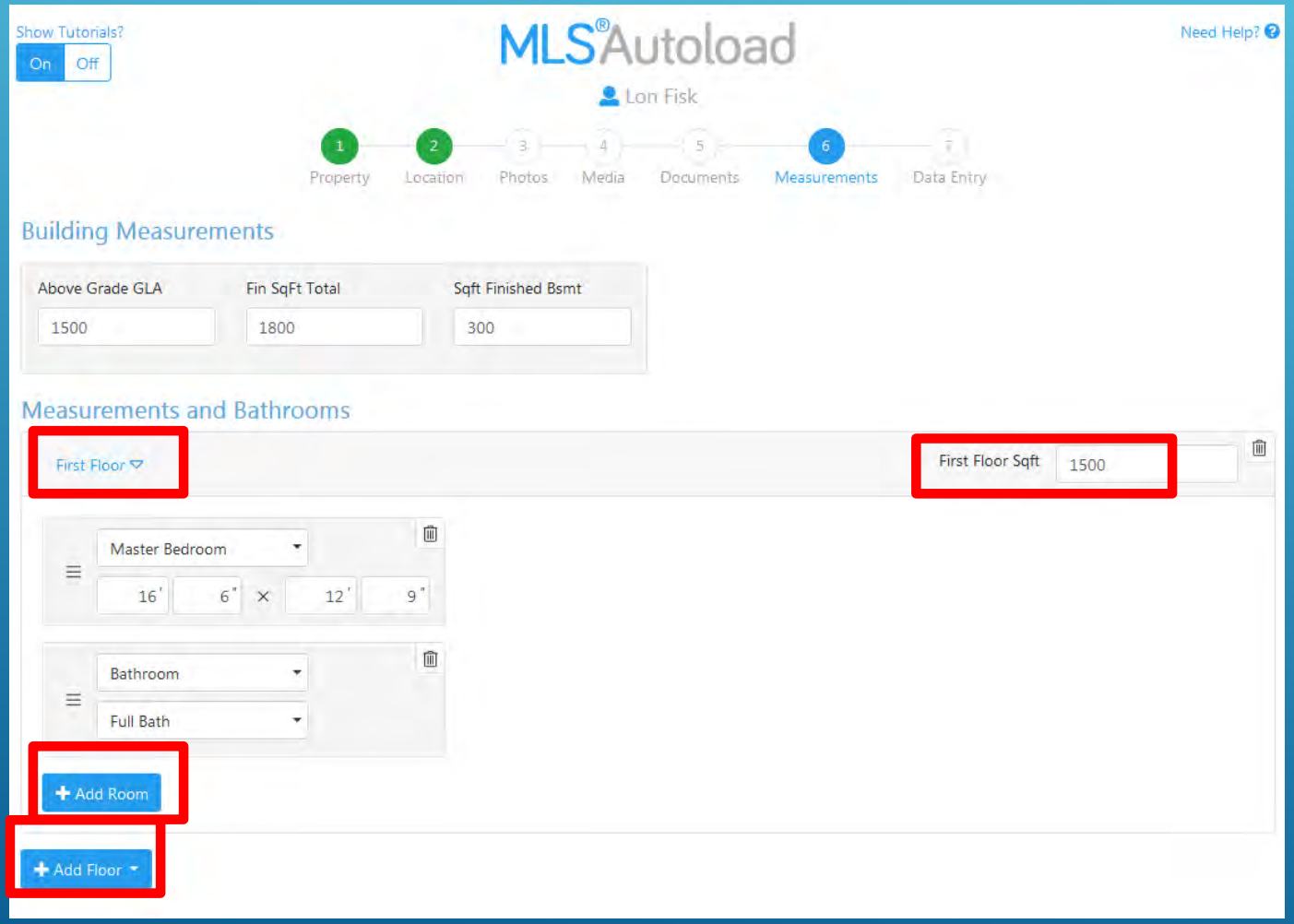
Add your rooms and dimensions



Note:

If you leave the dimensions blank an X will be placed in the matrix as required by MLS rules. At a minimum you are required to provide the location of all rooms.

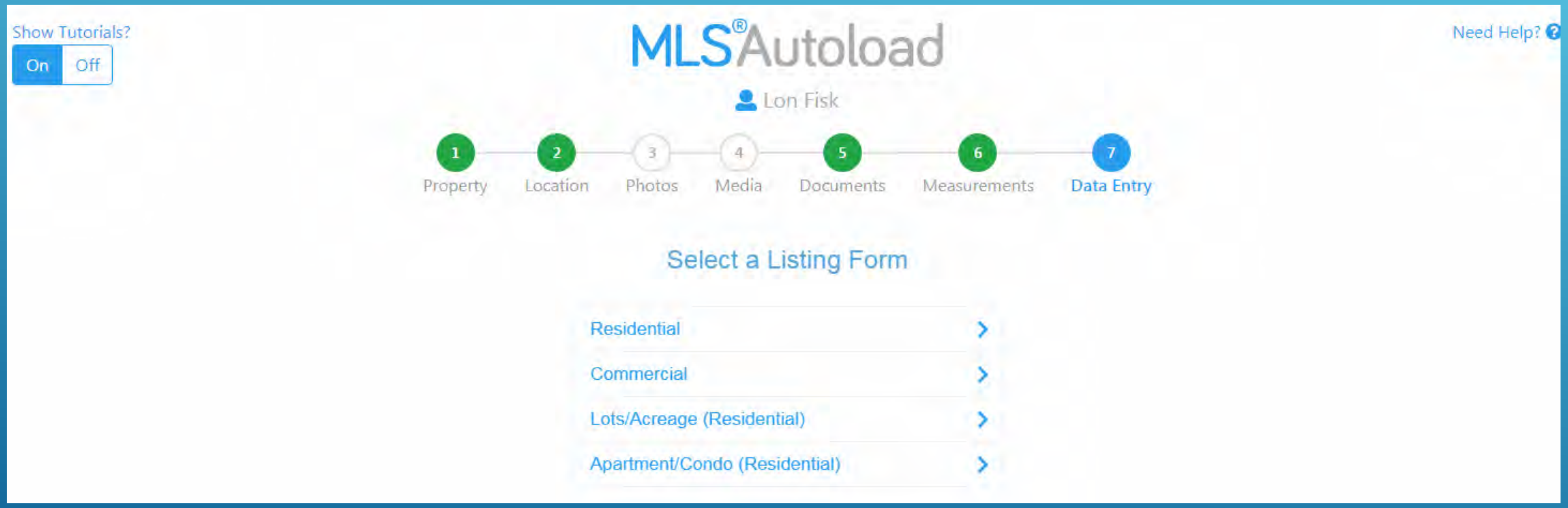
Add your rooms and dimensions



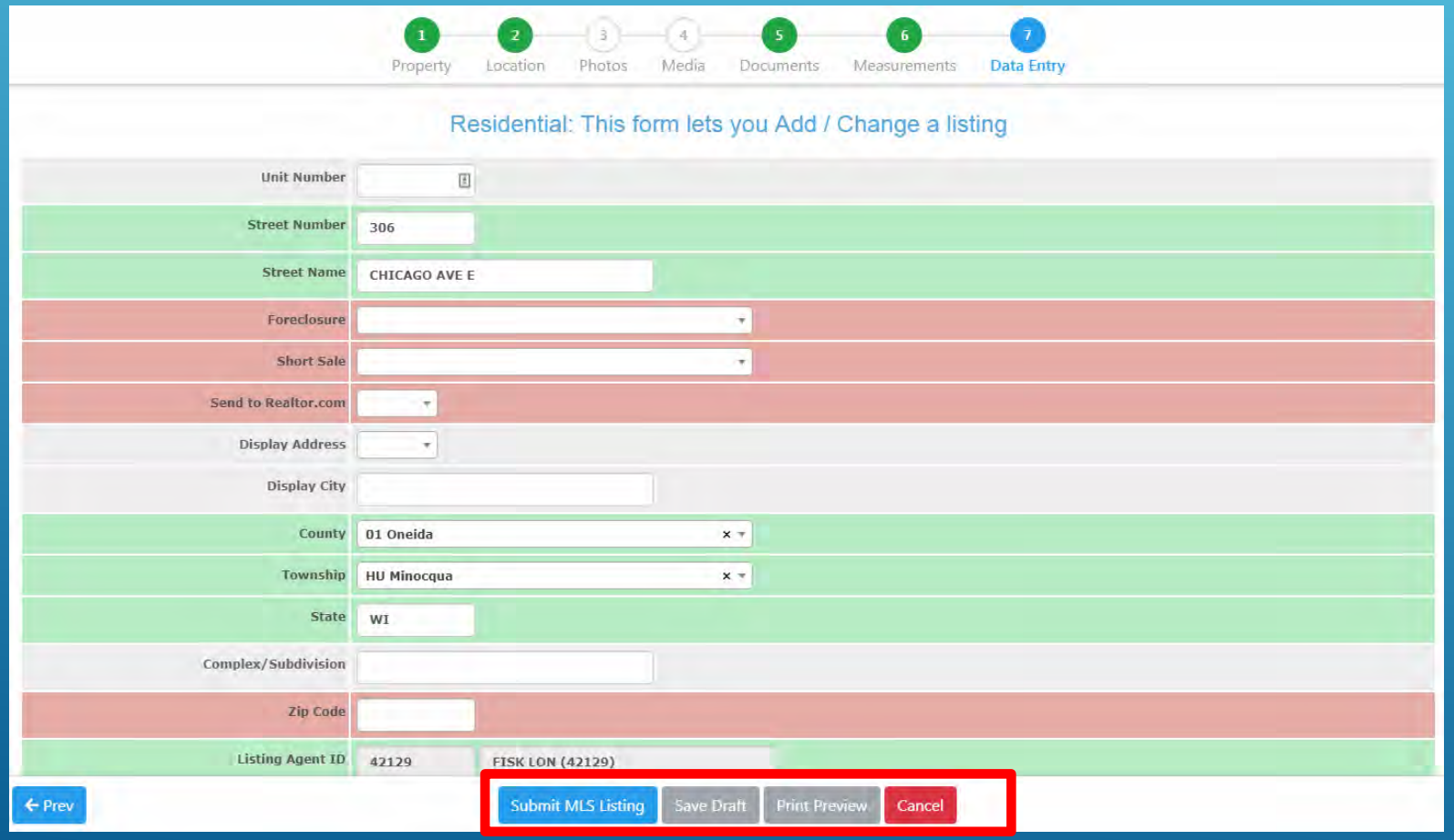
Notice:

Scroll Down to add basement or 2nd floor rooms

Choose your form type



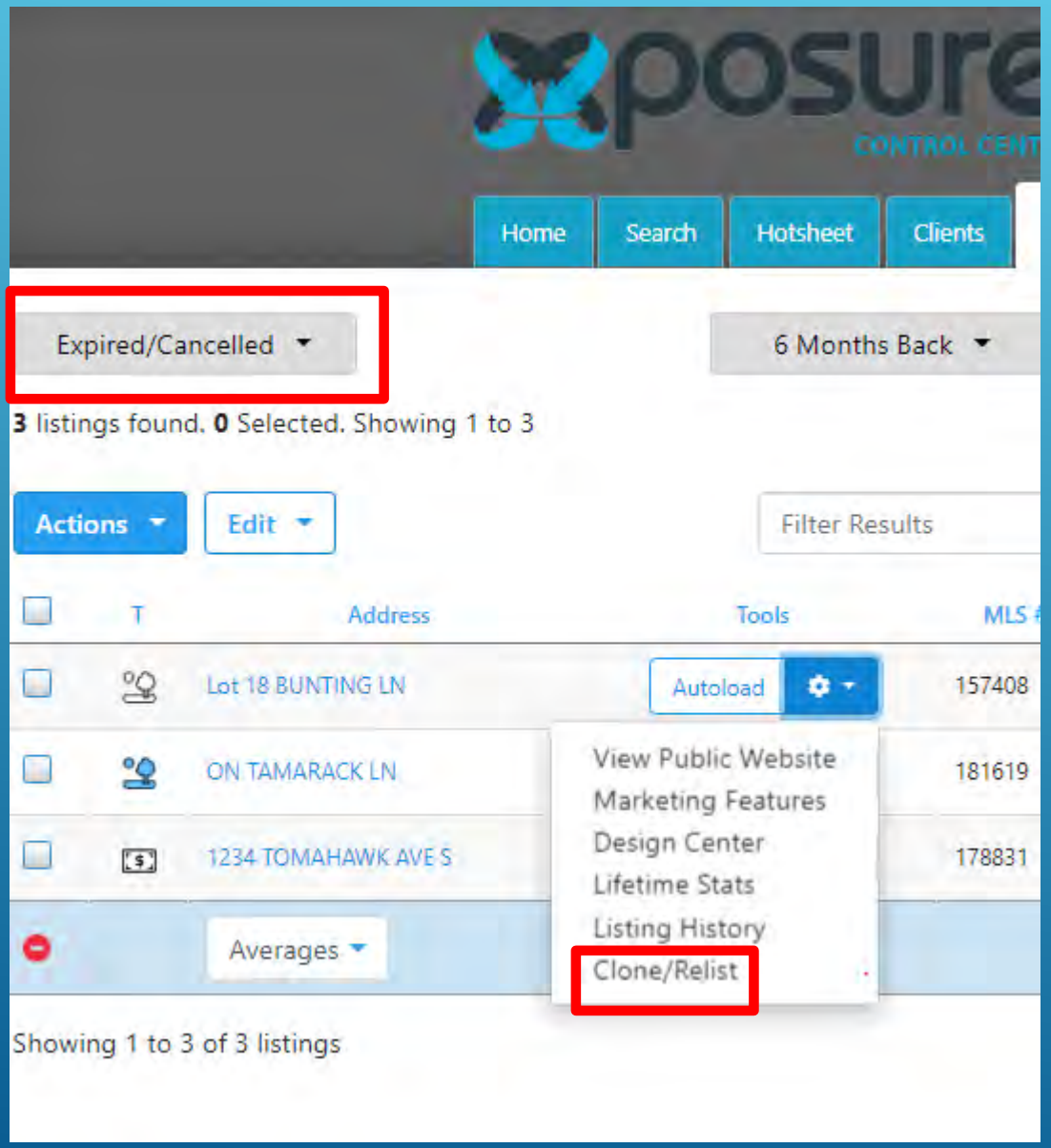
Complete the data form



Save as draft or submit listing

Save as draft after minimal entry to confirm it will save

Relisting a property



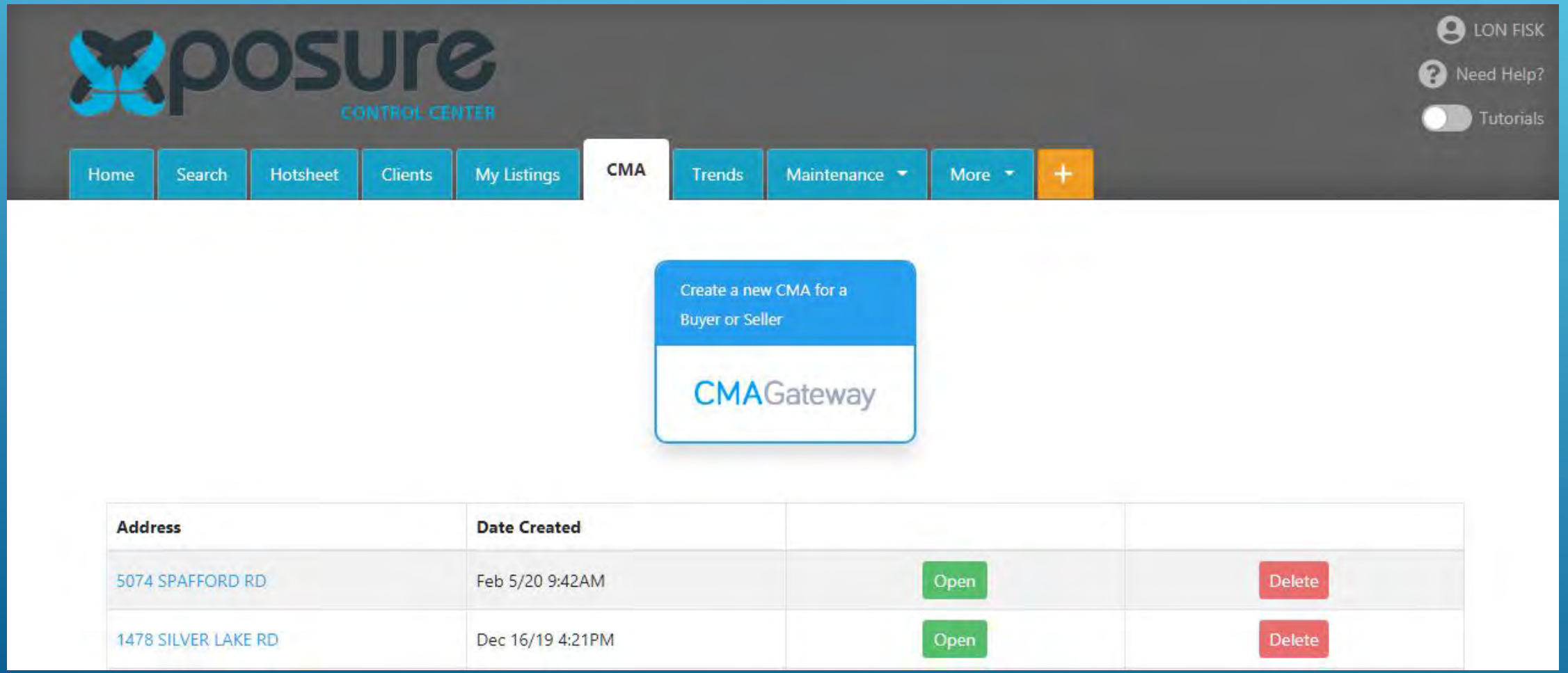
You can clone or relist a previous listing you had. All photos, etc. will be restored to the new listing

Change from your Active listings to show the Expired/Cancelled list.

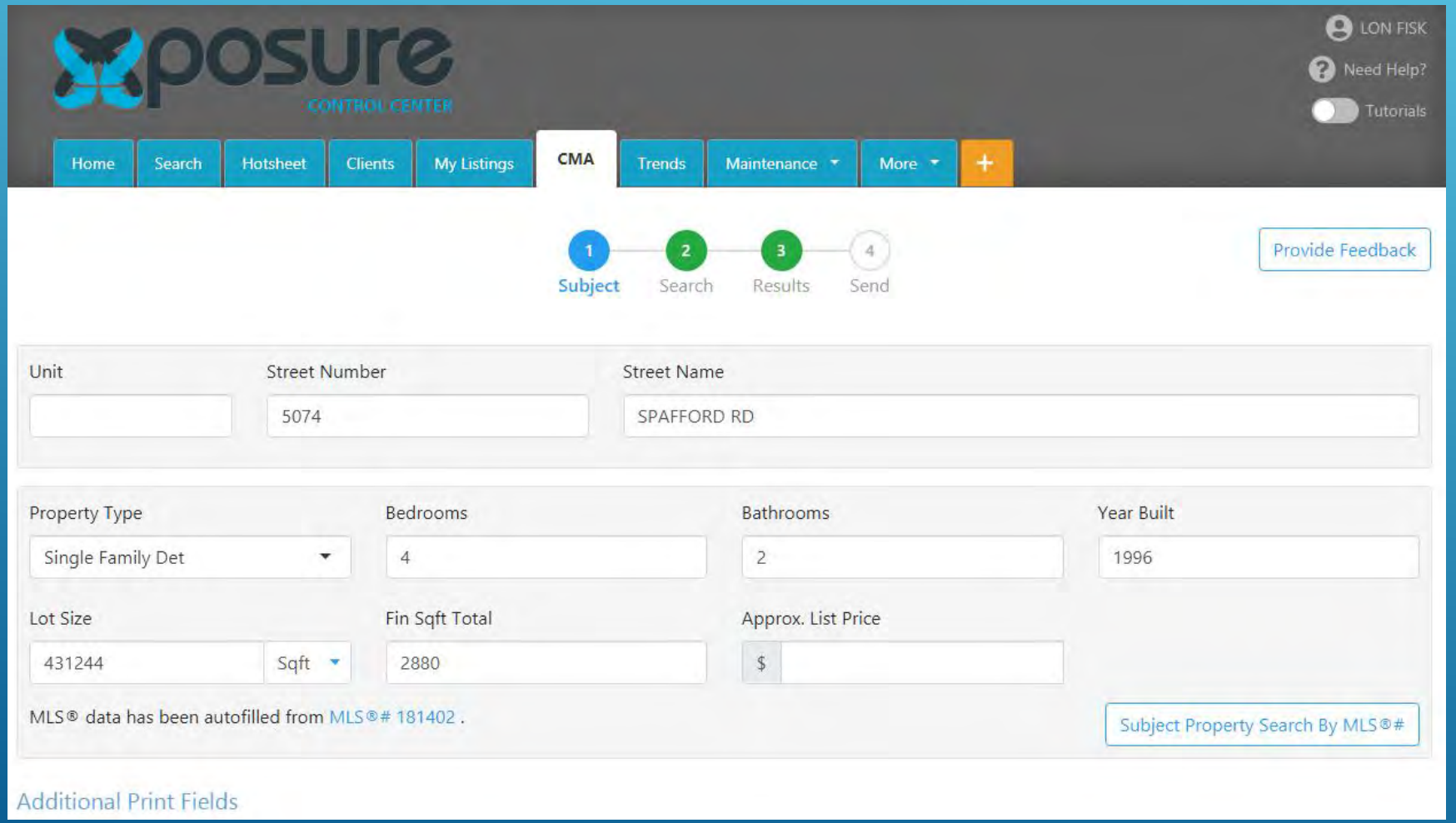
Your Solds are also in that dropdown

CMA

Begin here OR with a list from full Search



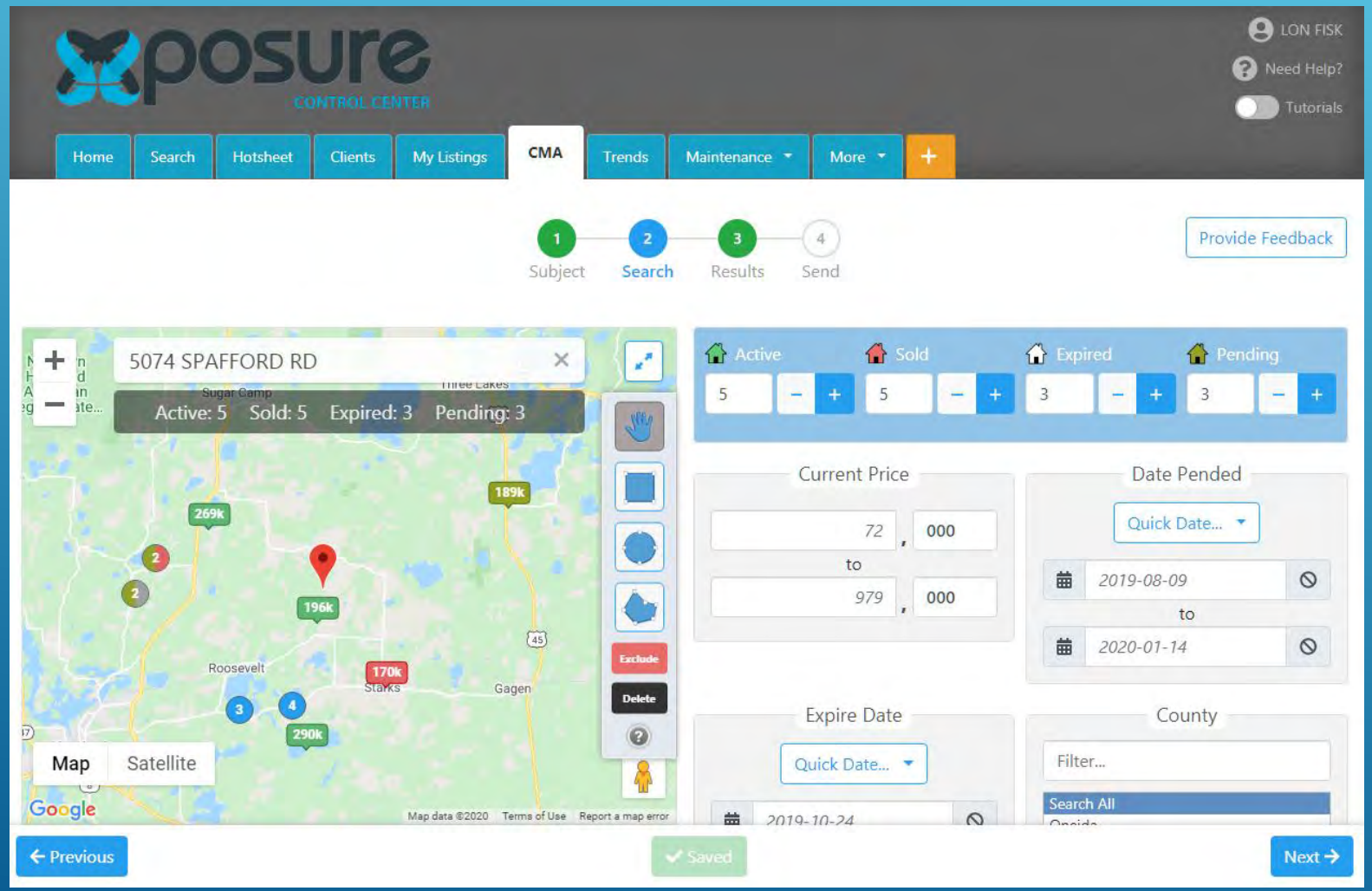
CMA



Property address

May try to collect data from a previous listing or Realist

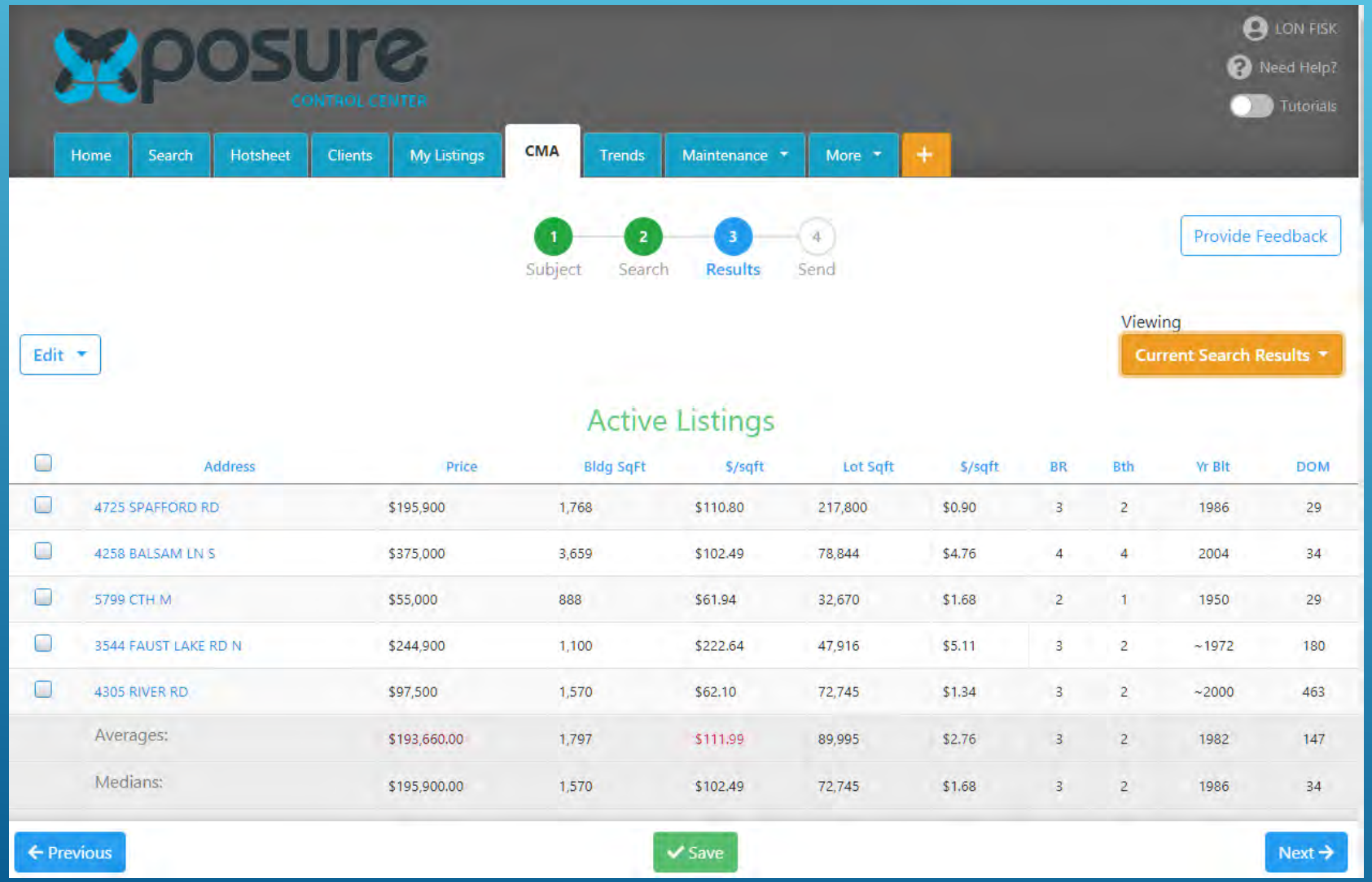
CMA



Verify the map

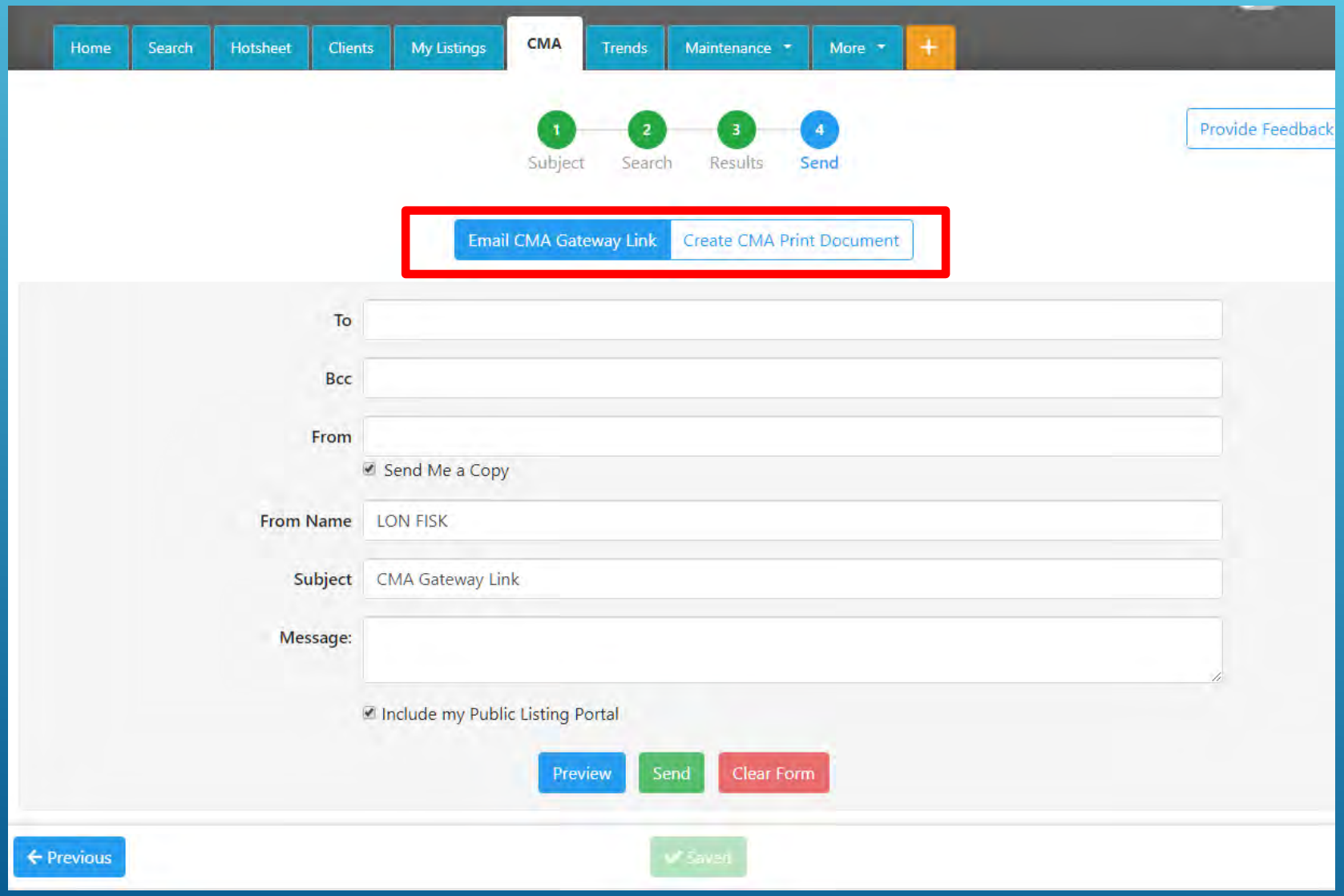
Refine the search criteria if needed

CMA



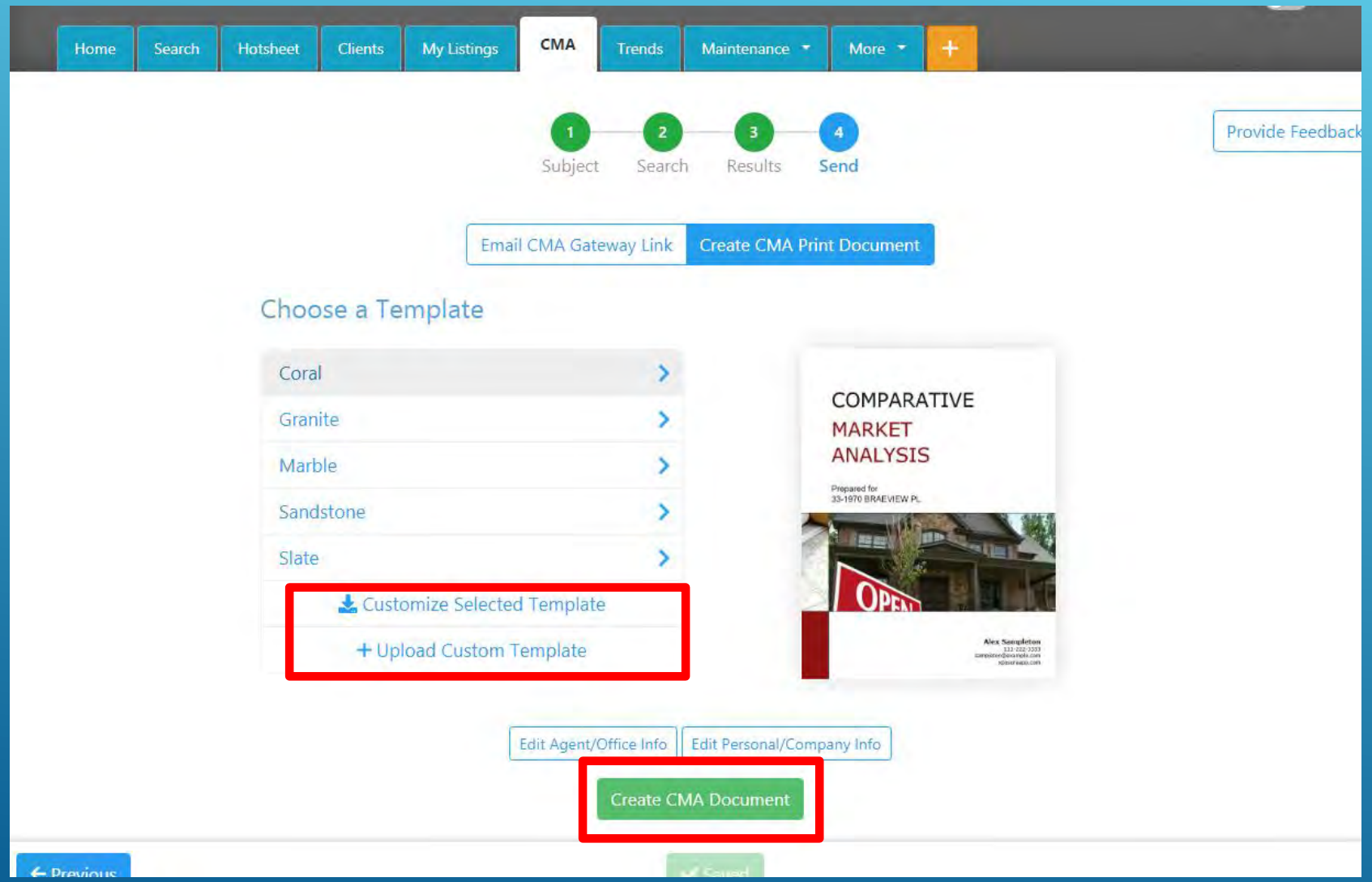
View the results

CMA

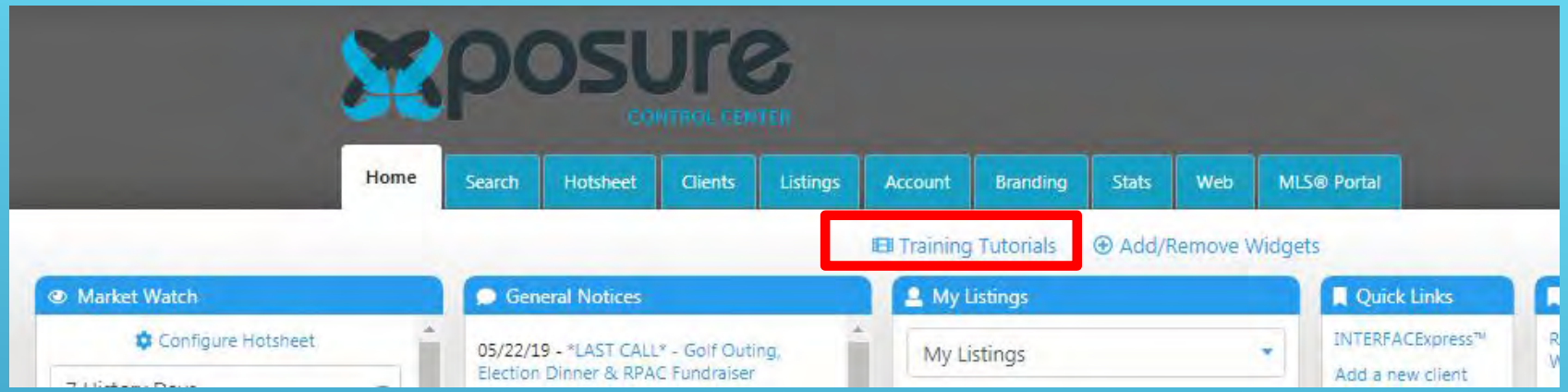


Email OR Create a Print document in Word format

CMA



You can download a template, Customize it and Save it for all your **CMA's**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Bonus – sample listings with media

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