



# WRIST JULY 2006 NEWSLETTER

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## **Auto-Prospecting Searches—Want to make sure that new matches have an image attached?**

Isn't it nice to have the Auto-Prospecting Search feature look for new matches for your clients every day? Have you noticed that since many new listings don't always have an image attached when they are first loaded, they are sent without a picture of that listing? I am sure that your customers feel that it is much nicer to view a listing when you can see a picture of it instead of a blank box. So, since you can't control when the Listing Agent uploads the image to their listing, you can control if you want to send the new match depending upon it having a picture or not...

[More Details](#)

Are your clients tired of seeing this?



## **August Training Classes**

July 11th—2 PM MLXchange CMA	2 Hour C/E Credit
July 11th—6 PM MLXchange Basic	2 Hour C/E Credit
July 12th—2 PM MLXchange Advanced	2 Hour C/E Credit
July 12th—6 PM MLXchange Web Design	2 Hour C/E Credit

[Sign-Up For Classes Online at WWW.WRISTINC.COM](http://WWW.WRISTINC.COM)

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## **Common Listing Maintenance Mistakes**

With the growth in the number of listing we have in our MLS, it seems prudent to review some of the more common listing maintenance mistakes. If we focus on just four issues we can eliminate over 90% of the complaints.

1. We have talked about Branding on numerous occasions, but this still is the most common listing mistake. Branding is when you market yourself in the remarks or photo section of a listing. As we have been communicating the last three months, this is now a fineable offense.
2. Wrong area code. Even though we have greatly improved the ability to search for properties utilizing a map, many of our members still like searching by the three digit area code. By making an effort to ensure the right area code is posted for each listing, you are ensuring that everyone can find your listing.
3. Recording the same property as sold twice. Our Rules and Regulations allow for a property to be listed under multiple property types (such as Multi-family and Residential) when appropriate. Please note that when the property is sold, only one of the listings may be recorded as sold, the other needs withdrawn.
4. Compensation. All listings extended to the system must offer compensation. Putting zeros in during the input of a listing does not satisfy this requirement.

I believe most of these mistakes are honest and hope all can appreciate the importance of protecting the integrity of the data. While we work hard NOT to extend fines to our members, repeated offenses of a similar nature after multiple warnings, leave us little recourse but to fine.