



Fusion 102
Working With Sellers

FMLS®

— INSTITUTE OF REAL ESTATE —



Fusion 102

Working with Sellers

FMLS Institute of Real Estate
5457 Roswell Road
Atlanta, Georgia 30342
404-255-8660



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About FMLS

First Multiple Listing Service, Inc. (FMLS) is the premier data services provider for real estate professionals in Georgia. FMLS was founded by a handful of real estate brokers in Atlanta in 1957. Today, membership is growing quickly and is spreading in every direction throughout Georgia and the Southeast. Currently, FMLS has thousands of offices and serves tens of thousands of real estate agents. The FMLS listing database contains active listings located all over Georgia and the Southeast. A network of computers, servers and third party support vendors enable member offices and agents to have immediate electronic access to all listing information maintained in the FMLS premier web-based system, Fusion. In addition to property data, our listings are enhanced by the use of photos, virtual tours, tax information, mapping, school information, census data and more!

Real estate companies that belong to FMLS enjoy maximum coverage and exposure for their clients. An independent study shows FMLS listings sell, on the average, much faster than those placed with other multiple listing services.

Through our main office and two satellite locations, FMLS members have access to: help desk support 7 days a week; on-site hands on training; online training; and free CE classes. Also, real estate supply centers are available at all three locations.

Our commitment to members

FMLS' mission is to "help fulfill financial dreams by providing superior technology, service, and training to facilitate the success of our members."

FMLS Products and Services

Free Products and Services

Fusion
Realist Next Gen
FormsPro
eSign
1st Addition
DocuPro
FIND
Kurio.com
RatePlug

Comprehensive Statistical Reports
FMLS Stats
StatsPro
Xceligent
Contact Website
Georgia Open Houses
ListingBook
Property Panorama Virtual Tour
Member Discounts

Georgia Real Estate Commission Continuing Education Course Guidelines

All classes are on a pass/no pass system. Please review the policies below regarding attendance, cell phones, recruiting and student approval.

Continuing Education

All individuals who hold an active real estate license are required to complete 24 hours of Commission approved continuing education during each four year renewal period. (Licensees whose license numbers are less than 100,000 are not required to complete continuing education for renewal). A renewal period begins four years prior to the current renewal due date. For example, Commission approved continuing education must be completed between April 1, 2007 and March 31, 2011 for a renewal due date of March 31, 2011.

A licensee who has successfully completed an approved course to meet his continuing education credit may not repeat that course for credit unless at least one full year has passed. The course may be repeated on the 366th day to receive CE credit.

Attendance Policy

To receive certification for this course, under the school approved by the Georgia Real Estate Commission, for three hours of continuing education credit, all students must be present and on time for all classroom presentations. This requires students to be seated and ready at the announced commencement time and promptly return from all breaks, being ready to participate in all exercises. Attendance will be taken at the beginning, at the resumption after breaks and again at the end upon completion of the course. A no make-up policy for missed classroom presentations is hereby adopted. Failure to comply will nullify the student's opportunity to receive the designated credit.

Cell Phones

The use of cell phones and pagers during the presentations is expressly prohibited. Please set all equipment in the vibrate or off mode. Failure to comply will nullify the student's opportunity to receive the designated credit.

Prohibition of Recruiting (520-1.B4)

No recruiting for employment opportunities for any real estate brokerage firm is allowed in this case or on school premises. Report promptly any effort to recruit by anyone to:

Michele Morris at (404)490-4618, FMLS Institute of Real Estate, P.O. Box 420128, Atlanta, GA 30342 - or - The Georgia Real Estate Commission.

Notice of Student Approval (520-1.B2)

Fusion 102: Working with Sellers was renewed as a Continuing Education course, good for 3 hours of Continuing Education Credit, through 12/31/2016 (School Code: 4352.)

The approved instructors are Kevin Theobald, Bob Ramsey, Joi Hardiman, Sallie Mobley, Richard Renton, Kay Burt, and Jan Beaudoin.

Course Credit

Continuing Education Credits will be entered within two weeks. To verify your credit, you must call the Georgia Real Estate Commission (GREC): 404-656-3916, or visit <http://www.grec.state.ga.us/info/wcls.login>. You will need to enter your license number and set up a password to gain online access to GREC transactions.

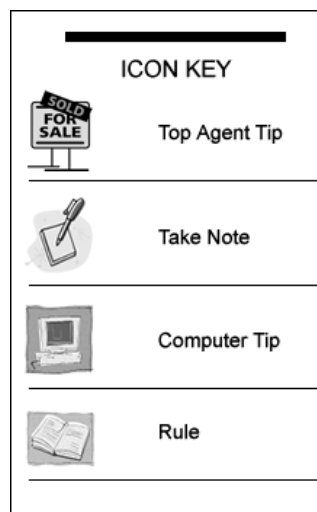
Objectives

At the end of this course, you will be able to do the following things:

- Access and navigate www.FMLS.com and Fusion
- Use Home Page Gadgets to quickly access information in Fusion including listing database additions and changes, personal inventory, contacts and more.
- Utilize information in an Agent Detail Report to research and analyse a property in preparation for a listing appointment.
- Prepare and analyze area statistics for a listing presentation.
- Export data from Results lists to further manipulate information outside Fusion.
- Search for comparable properties to include in a CMA report.
- Build two kinds of CMA reports.
- Enter listing information in the FMLS database using Fusion's Add New Listing feature.
- Enhance listings by uploading photos and virtual tours; ensuring proper pin placement for mapping; adding documents such as disclosure statements; adding caravan and open house information.
- Use Fusion's Reverse Prospecting tool to locate prospective buyers for a listing.

Icon Key

Look for these helpful icons as you advance through guide.



Introduction to Fusion

Whether you are a broker or an agent, your accomplishments depend on a host of capabilities such as accessing key information, managing operations efficiently, improving productivity, finding new revenue streams, and much more.

Launched in 2012, Fusion, by Corelogic MarketLinx, is a new MLS interface that provides a fast and easy MLS experience. Fusion runs on most major computer operating systems and browsers, including Mac OS, Safari, *Chrome, & Firefox.

Fusion offers many exciting and innovative features, including:

- Multi-tasking: the ability to edit multiple listings, run multiple searches, etc.
- Three-way integration between Search Results, Mapping and Images
- Easy-to-use map shape drawing tools, points of interest, and informative overlays
- Demographic content and charts
- Auto-generated Quick CMA
- Email/home page notifications triggered by website activity
- Reverse Prospecting
- Uploading multiple images for a single listing simultaneously
- Document upload via Fax cover page option
- Listing statistics that show the number of MLS views, IDX views, and times added to Favorites, etc.

Supported Operating Systems and Browsers

Windows XP SP3	Internet Explorer 7 or 8, Firefox 4.0 and above, Google Chrome or Safari 5.0 and above
Windows 7	Internet Explorer 8 and 9 and Internet Explorer 10 Desktop, Mozilla Firefox 4.0 and above, Google Chrome and Safari 5.0 +
Windows 8	Internet Explorer 10 Desktop
MAC OS X v 10.5-10.6	Safari 5.0 or higher, Mozilla Firefox 4.0 and above, Google Chrome
MAC OS X v 10.7	Safari 5.0 or higher with Flash 11.4+ Mozilla Firefox 4.0 and above, Google Chrome
MAC OS X v 10.8	Safari 6.0

Logging in to FMLS and Fusion

To log in to FMLS, you must be an FMLS member with your own user name and password. Your broker must submit a Computer User Form to obtain these. **Do not share your user name or password with other agents or clients.**

FMLS requires bi-annual password change for security purposes. You will be prompted to enter your old password and then your new password. The password can contain both letters and numbers and must be at least 6 characters in length. You cannot use the same password twice.

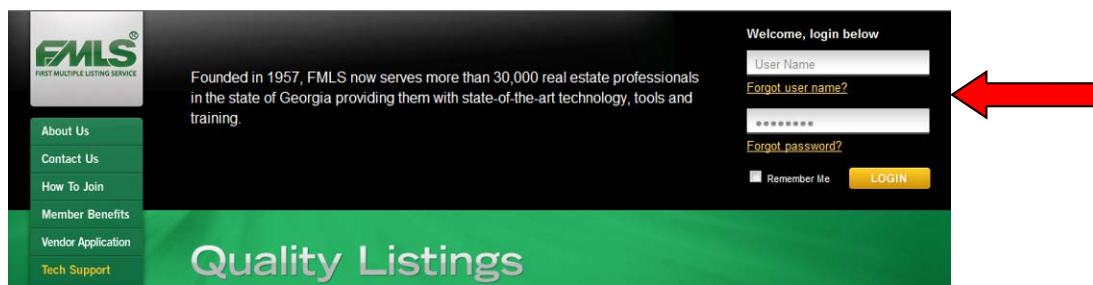
If you need to change your password before the bi-annual change, go to the FMLS.com home page, click on **My FMLS** on the left navigation bar, and click on **Change Password**.



Disclosing your user name and password to another party (other than a team member or assistant within that office) can result in a fine of \$1000 and termination of service. (Rule 11.1)

Logging in to www.FMLS.com

1. From your computer desktop, open an Internet browser window.
2. Navigate to **www.fmls.com**.
3. Enter your User Name and Password and click **Login**.



How We Communicate with You

At FMLS we provide more to our members than just access to a database of listings! We use several methods to pass along important information including Real Estate market trends (both locally and nationally); state and local news that impacts our market; updates and bulletins when our software products are affected; and more! Please take advantage of one, or all of the methods.

Email

Our primary method of communication with our members is email. FMLS will send electronic communications regarding important changes to our products and services. Please be sure to add FMLS to your trusted sender list.

FMLS.com

The FMLS.com home page is another important and central communication channel we have with our members. It acts as command central. The story carousel rotates through 3 very newsworthy topics which are changed regularly, giving you fresh, relevant information! Pause for a moment to read a few lines to determine whether today's topics are of interest to you. If they are, click on the **Read More** button to see the whole story. The topics automatically rotate on the screen, but you can click to flip to the stories faster if desired.



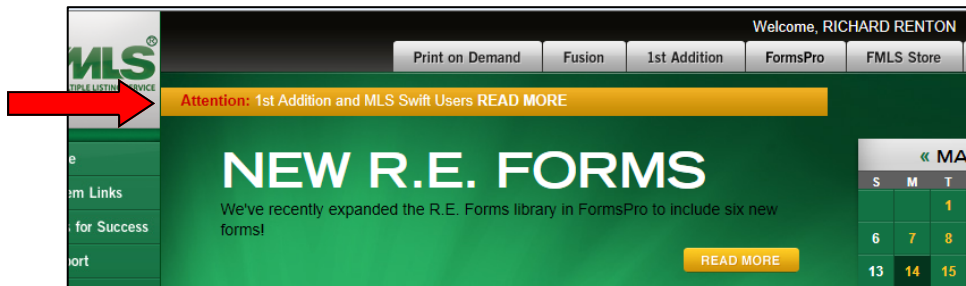
NewsRoom

The **NewsRoom** button on the left navigation bar contains an archive of stories previously included in the carousel. Check the NewsRoom regularly to make sure you didn't miss something important, or to re-read an article!



Message of the Day

Message of the Day is another FMLS.com feature you'll want to watch for. Critical issues such as those pertaining to agent safety, a software issue or FMLS hours of operation will be displayed there.



Social Media

Additionally, FMLS posts notices and real estate driven content to three different social media channels: Twitter, Facebook, and LinkedIn. Yes! Social Media! FMLS is involved in Social Media because it is so popular in today's technology-driven world. Twitter and Facebook content contains both FMLS and real estate industry news. LinkedIn concentrates more on FMLS news and professional development. Like us on Facebook, follow us on Twitter, and join the FMLS group on LinkedIn. You'll be glad you did – and you'll have information most of your counterparts don't have!



Follow us on Twitter
@fms_news
@fms_alerts



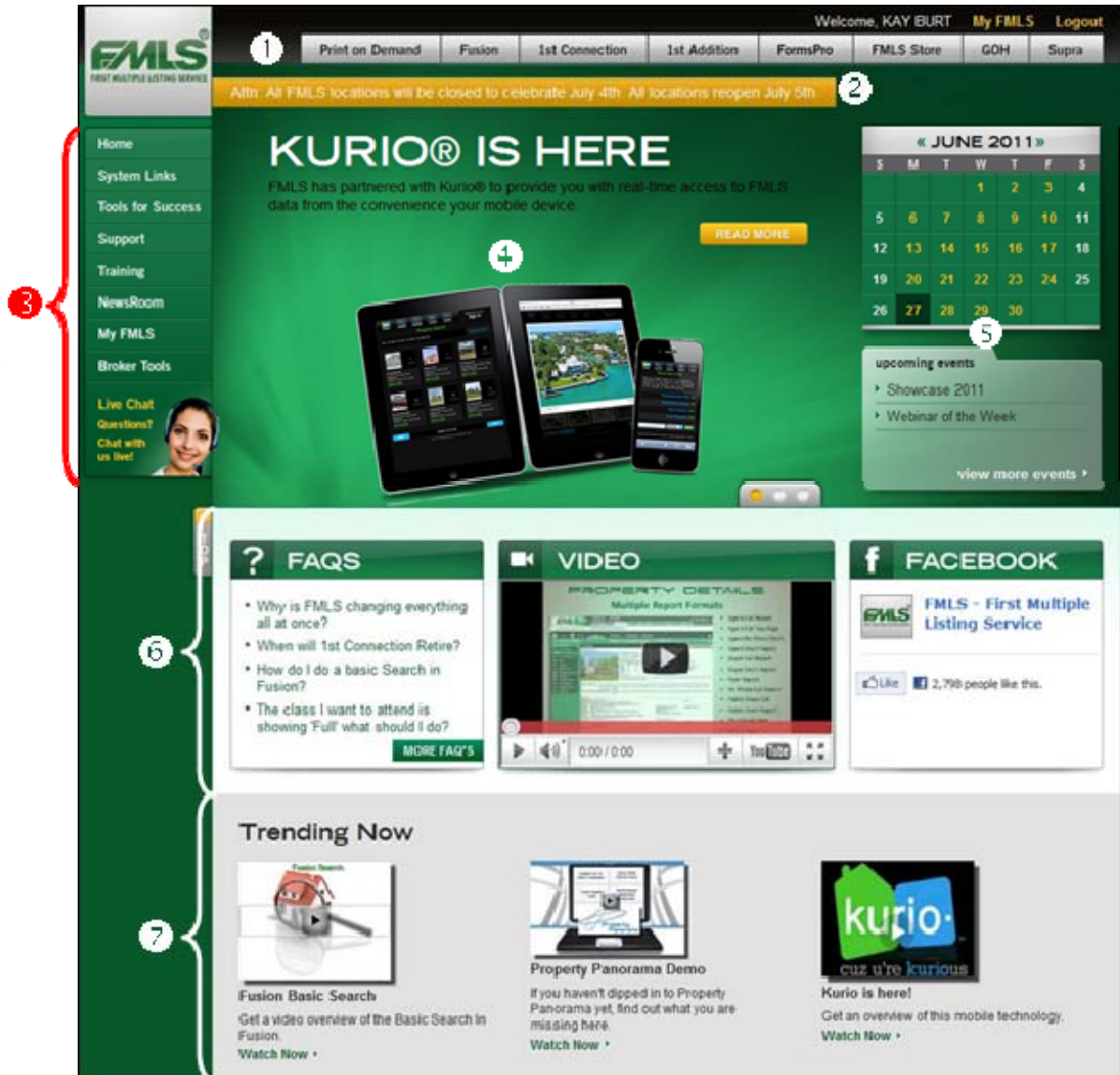
Like us on Facebook
<http://www.facebook.com/FMLSmembers>



Join the FMLS group on LinkedIn
www.linkedin.com/groups?gid+1889382

FMLS Homepage

When you first login to FMLS you see the FMLS Homepage. The FMLS Homepage is divided into seven primary sections:



- 1** **Frequently Used links** – located at the top of the site, this bar provides easy access links to the most frequently used FMLS software – Fusion, 1st Addition, FormsPro, Georgia Open Houses, Supra and more.
- 2** **Alert Bar** – Important and breaking news will be displayed in this area.
- 3** **Navigation Bar** – access to useful FMLS membership tools is provided down the left side of the page and includes:
 - **System Links** – one click access to popular FMLS software.

- **Tools For Success** – find software overviews, media tools, statistical tools and other important member information here.
- **Support** – get technical and administrative help, contact information, Rules and Regulations, Policy and Procedures, FAQs, area maps and other resources under this tab.
- **Training** – find information on classes you for which you are currently registered; course descriptions; a library of online training videos; a calendar of instructor-led courses for which you can register; a Knowledge Base for self-serve Technical Support, FAQs, Product Documentation, Help Files, Quick Tips and more; Training location information; and, a link to the GREC CE Credit Check.
- **NewsRoom** – a collection of articles to keep members abreast of what’s happening at FMLS, in the local and national real estate markets, as well as an archive of recent articles for quick reference.
- **My FMLS** – use this tool to change your FMLS password, to update your Roster Information, and to see a list of classes for which you are currently registered or have recently completed.
- **Broker Tools** – new and especially for Brokers, this page will provide access to New Member Kits, Listing Syndication information, Broker Insights, and statistical tools.
- **Live Chat** – provides fast and easy response to your FMLS questions.
- 4 **Story Carousel** – features 3 major stories of interest to FMLS members.
- 5 **Event Calendar** – provides a monthly list of scheduled FMLS classes, and in a separate area, information on events of interest to FMLS members.
- 6 **Widget Bar** – here you’ll find a section to answer your most frequently asked questions, a video section to spotlight items of interest, and a tool to help you become a Friend of FMLS on Facebook!
- 7 **Trending Now** – videos here will provide more information on popular FMLS.com content.

Logging in to Fusion

You can access Fusion directly from the FMLS.com home page, click on the link for Fusion.

The screenshot shows the FMLS website interface. At the top right, it says 'Welcome, Pat Deneen My FMLS Logout'. Below this is a navigation bar with several links: 'Print on Demand', 'Fusion', '1st Addition', 'FormsPro', 'FMLS Store', 'GOH', and 'Supra'. The 'Fusion' link is highlighted with a red rectangular box. On the left side, there is a vertical menu with links for 'Home', 'System Links', 'Tools for Success', 'Support', and 'Training'. The main content area features a large green banner with the text 'FUSION UPDATES' and a sub-headline: 'There have been two fixes applied to Fusion this week and they have cleared up the reported issues most members have been experiencing. However, we do get reports that some members are still having problems getting into Fusion or getting complete data.' To the right of the banner is a calendar for June 2013.

« JUNE 2013 »						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



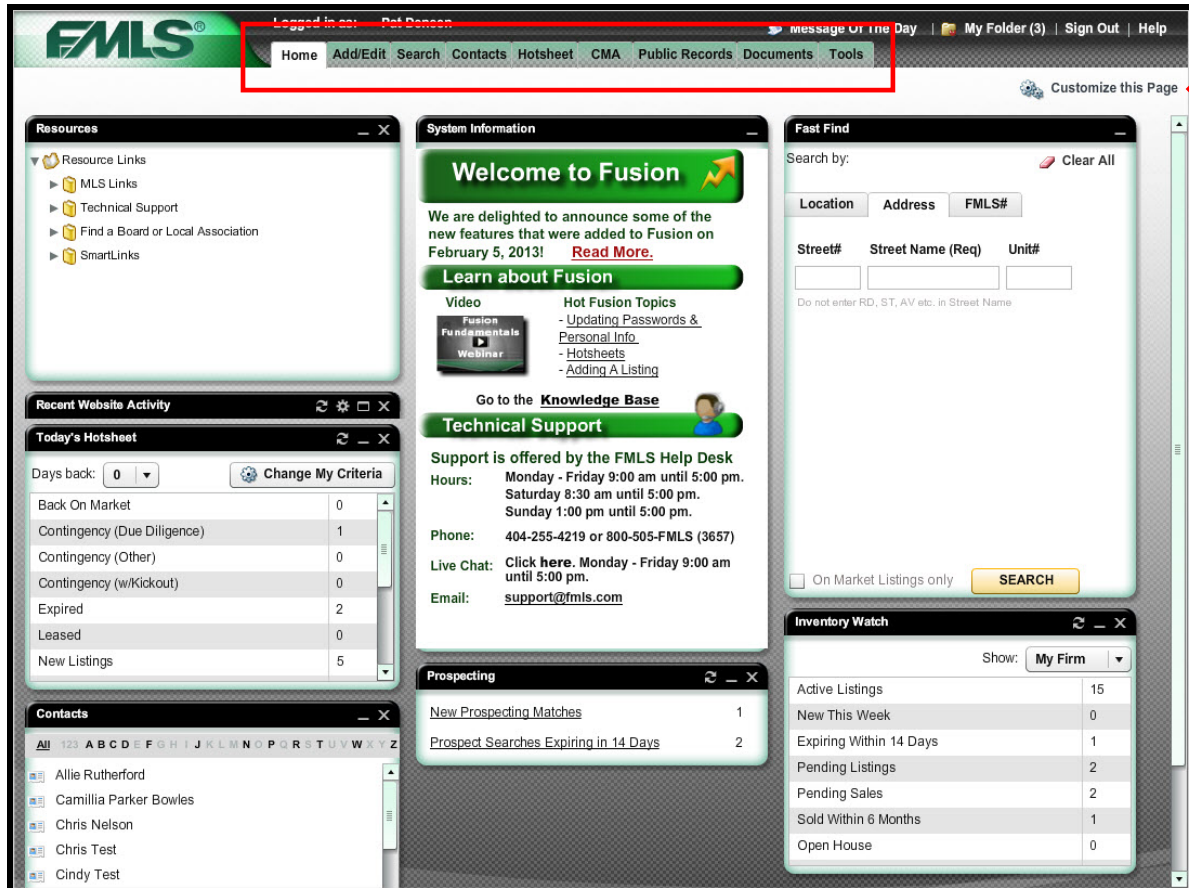
*If this is your first login to Fusion, you will be asked to register before logging in. Type your email address in the box provided, and then click on **OK**. This is a one-time registration. You will not be prompted again for your email address.*



Fusion requires Adobe Flash Player 10.2 or later. You can download Adobe Flash at www.adobe.com for free! Flash Player does not currently run in 64-bit browsers. If you are using a 64-bit operating system, you must launch Fusion in a 32-bit browser. More information about Flash Player on 64-bit operating systems can be found on Adobe's website.

Fusion Home Page

The home page is comprised of nine **Navigation Tabs** at the top of the page and nine **Gadgets**. You will use the tabs to perform actions within Fusion and the gadgets to access useful information and Fusion functions. The Home Page can be customized by clicking on **Customize this Page**.



Navigation Tabs

The navigation tabs at the top of the Fusion home page enable you to move from section to section within Fusion. Descriptions for each tab follows:

Home	Returns you to the home page for Fusion and will display your gadgets.
Add/Edit	Provides quick access to the Add/Edit program and to Georgia Open Houses.
Search	Choices for property types appear here as well as access to the Search Manager and Member or Office searches.
Contacts	Provides quick access to the Contact Manager and to a quick screen for adding a new contact.
Hotsheet	Provides access to all Fusion Hotsheets: Daysback, Personal, Previous Personal, Date Range, and Custom.
CMA	Shows a list of CMAs created and saved over the past year.

Public Records	Provides quick access to the Realist tax program.
Documents	Provides quick access to the Document Manager, DocuPro, and to FormsPro.
Tools	Provides quick access to Settings, where you have access to Contact Website settings, Email Preferences, image management, Email Templates.

Gadgets

Gadgets are panels on the Fusion home page that provide quick access to useful information and Fusion functions. Gadgets can be dragged and dropped to other locations or removed entirely if not needed. You will be able to customize your Fusion home page to suit your preferences.

The System Information Gadget

In the center of your screen, the System Information gadget shows important information about FMLS Support, Events, and Updates. The System Information gadget is locked into place. It cannot be removed from the Home Page nor moved to another location on the Home Page.

Please make it a habit to read the information in this section regularly!

System Information

Welcome to Fusion

We are delighted to announce some of the new features that were added to Fusion on February 5, 2013! [Read More.](#)

Learn about Fusion

Video
 Fusion Fundamentals Webinar

Hot Fusion Topics
 - [Updating Passwords & Personal Info](#)
 - [Hotsheets](#)
 - [Adding A Listing](#)

Go to the [Knowledge Base](#)

Technical Support

Support is offered by the FMLS Help Desk

Hours: Monday - Friday 9:00 am until 5:00 pm.
 Saturday 8:30 am until 5:00 pm.
 Sunday 1:00 pm until 5:00 pm.

Phone: 404-255-4219 or 800-505-FMLS (3657)

Live Chat: [Click here.](#) Monday - Friday 9:00 am until 5:00 pm.

Email: support@fmls.com

The Recent Website Activity Gadget

The Recent Website Activity gadget notifies you when a client uses his Contact Website to mark a property as a Favorite, a Possibility, or a Reject, or makes a note about a property. You may choose to receive an email notification of the activity as well (or receive only email notifications). Settings may be set to view notifications for the current day; the previous day and the current day; the last 3 days; the last week; or the last 2 weeks.

Recent Website Activity

Date	Activity	Contact	Property
▼ Yesterday (2)			
	Julie Buyer	4071 Ridge RD SE	Possibility
	Julie Buyer	4509 Chelton CT	Favorite

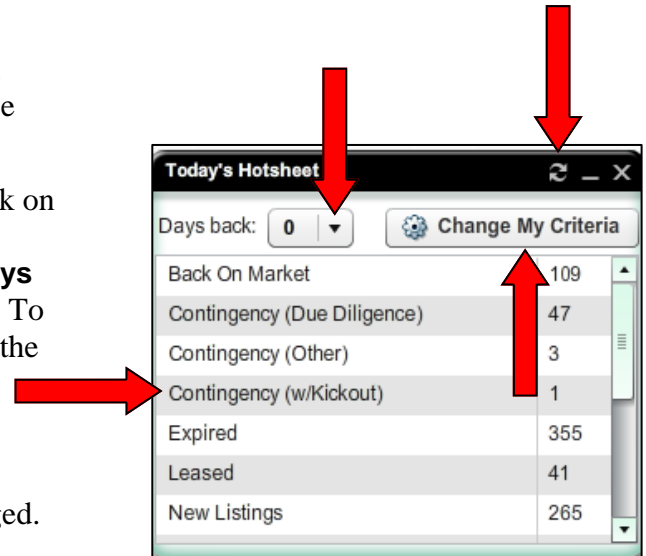
Click the tab to see the activity by the desired view. Click the ► to expand the entry and view the items underneath.

Today's Hotsheet Gadget

Today's Hotsheet gadget displays information on listings that are new to the database, or have changed in status or price since midnight.

To view a list of the referenced properties click on the Status line for those properties. To view listings from 1 or 2 days back, click on the **Days Back** pick list arrow and choose 1 or 2 days. To refresh the list, click on the refresh button on the black title bar.

The criteria for the search can be changed by clicking on the **Change My Criteria** button – areas, statuses or property types may be changed.

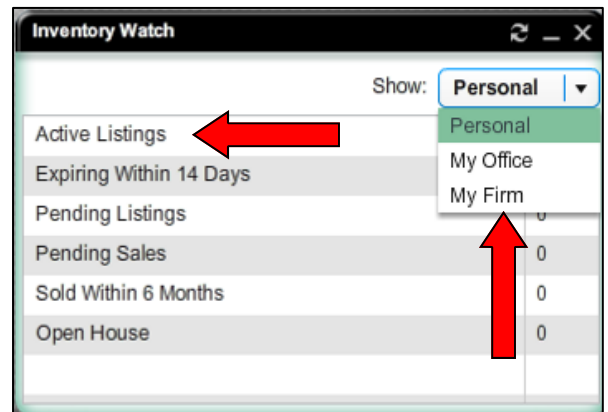


The Inventory Watch Gadget

The Inventory Watch gadget displays inventory counts for you, your office, and your firm.

To view inventory:


1. Use the drop down arrow to choose the desired filter: Personal, My Office, or My Firm. Information will be displayed for the selected filter.
2. If desired, click on any of the line items to see a list of properties (such as Expiring Within 14 Days, Pending Sales, etc.).



The Resources Gadget

The Resources gadget provides links to other useful websites or web pages. The links are organized into folders which include MLS Links, Technical Support, Forms, Board/Local Associations, and Smart Links.

To use a resource link:

1. Click on the folder name to open it and view its contents.
2. Click on the starred  link to visit that website or web page.
3. Click on the open folder name to close it!
You'll be able to see more folders at once if you do!



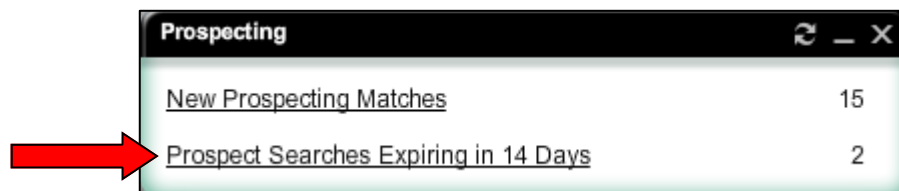
The Prospecting Gadget

The Prospecting – displays a summary of matches found for Contact Websites, and links to the Saved Search Manager for quick and easy viewing of the matches.

To view prospect matches, click on the **New Prospecting Matches** link.



To view Searches that will expire in the next 14 days, click on the **Prospect Searches Expiring in 14 Days** link.



The Contacts Gadget

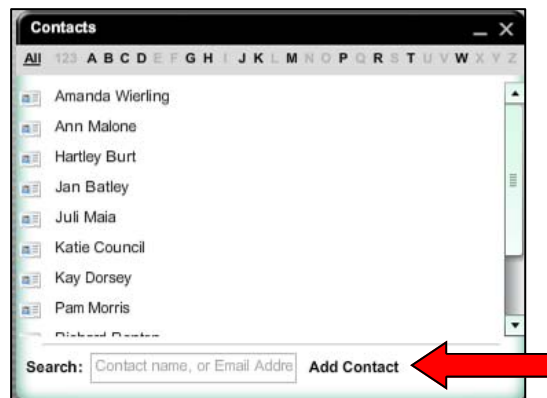
The Contacts gadget enables you to manage your contact list from the Home page.

To add a Contact:

1. Click on **Add Contact**.
2. Complete the information in the Add A Contact screen.
3. Click **Save**.

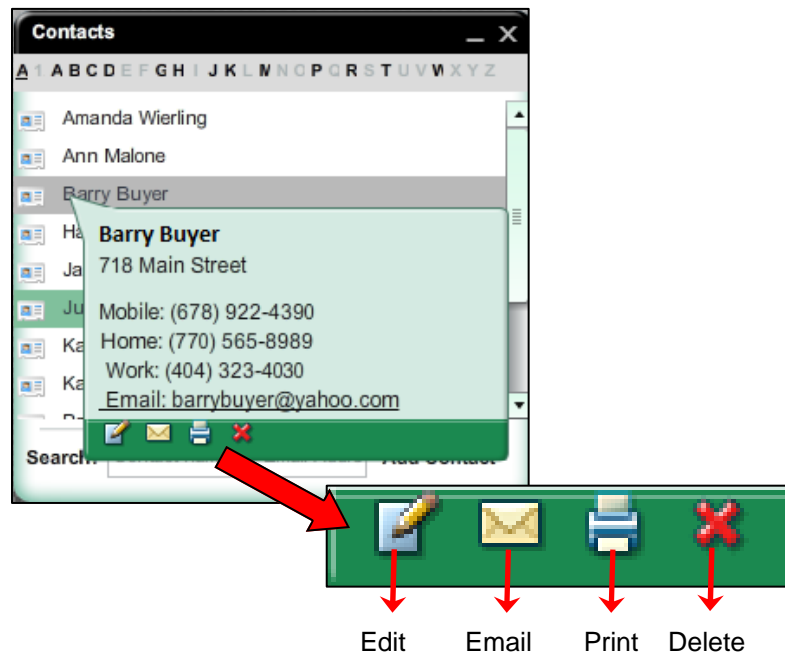


You may also click on **Add New Contact** from the **Contacts** tab at the top of the screen.



To work with a Contact:

Use the icons on the green toolbar at the bottom of the rolodex card to edit, email, print or delete the contact.



The Corelogic MarketPulse Gadget

MarketPulse is a monthly publication made available by Corelogic, a leading provider of analytics. Information in the report includes insight into the health of the U.S. economy with emphasis on housing and mortgage metrics.



The Fast Find Gadget

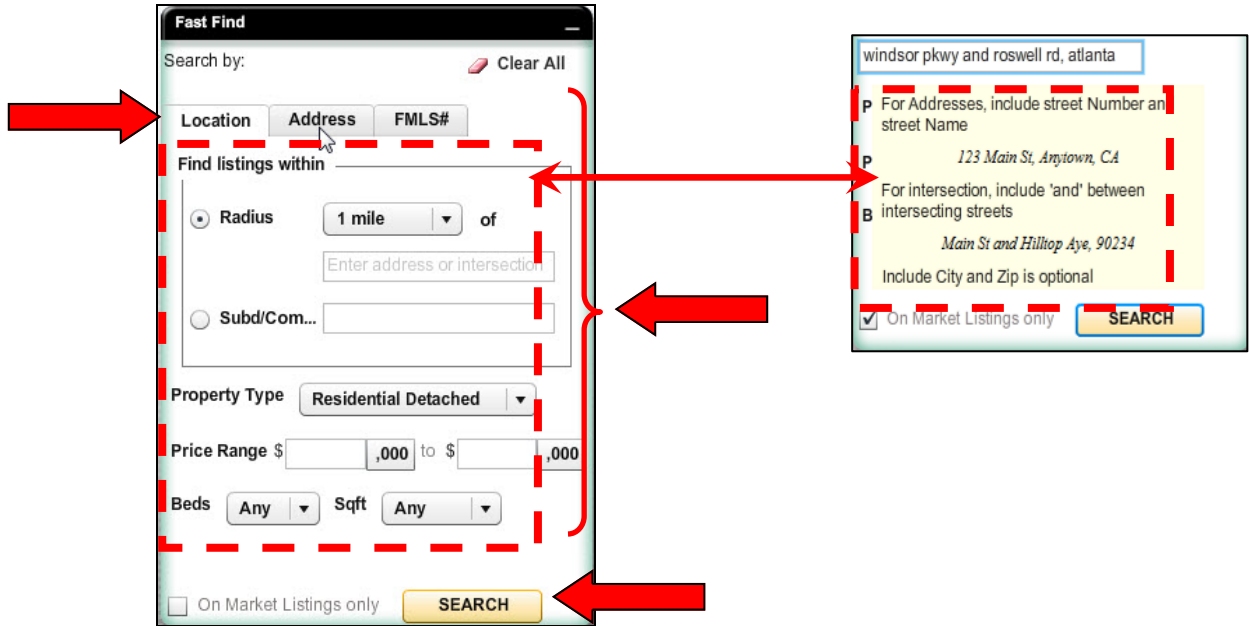
The Fast Find gadget enables you to perform searches from the Home page. Three tabs are provided so that you can search by:

- Location (city/zip code/address/ intersection)
- Address
- FMLS #

By default, the **Show On Market Listings Only** box is checked. This means that the property results will contain only listings that are Active or Contingent. Unchecking the box will return property results that include Sold, Expired, Withdrawn or Pending statuses.

To search by location:

1. Click on the **Location** tab in the Fast Find gadget.
2. Type a city, zip code, address, or intersection in the box provided (this is a required field).
3. Enter criteria in the Property Type, Beds, Price Range and Sqft fields as desired.
4. Click on the **Search** button.



*When you click in the location box to type a city, intersection, etc., a help box will pop up directly underneath where you are typing to provide examples of what is acceptable in the field. This box will disappear when you use the **tab** key to move to the next field on the Location tab.*

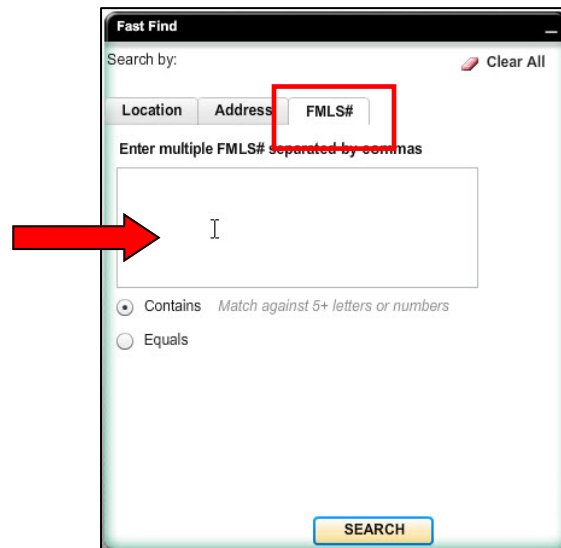
To search by address:

1. Click on the **Address** tab in the Fast Find gadget.
2. Type an address in the box provided (a street number is not required, but the street name is a required field). Do not enter a street type (Street, Road, etc.).
3. Click on the **Search** button.



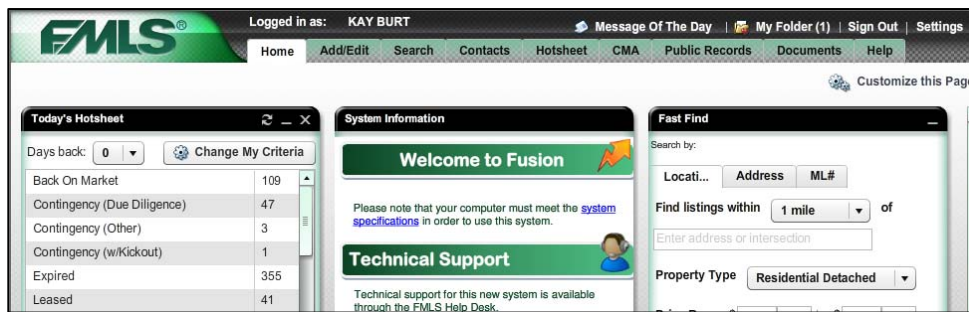
To search by FMLS #:

1. Click on the **FMLS#** tab in the Fast Find gadget.
2. Type one or more FMLS #s in the box provided (separate multiple numbers with commas).
3. Click on the **Search** button.



Moving Gadgets

The gadgets on the Fusion home page may be dragged and dropped to different locations, minimized to occupy less space, removed completely from the home page, and restored if desired. Please refer to pages 21-22 of the Fusion 101 User Guide for step-by-step instructions.



Preparing for a Listing Presentation

A great deal of effort is required to prepare for a listing presentation. Obtaining information about the subject property and its previous sales history and pricing can be very helpful. Statistical data for recently sold properties in the immediate vicinity of the subject property can provide valuable insight as a list price is determined. Comparable properties will also be helpful in establishing a list price – both in terms of properties currently for sale (competition) and those recently sold (successful list prices). And, of course, a CMA report enables you to present your research to the homeowner in a powerful and easy-to-understand format.

Fusion provides the tools needed to compile critical information that will result in a comprehensive report for the homeowner and a successful outcome to the listing presentations!

Researching the Subject Property

The Agent Full Report in Fusion will provide property descriptions as well as access to the History report. When applicable, you're able to view the property's different listing numbers, statuses and prices. In preparing for a listing presentation, it can often be helpful to review the pricing history of that property. You can use Fusion's Fast Find gadget to quickly locate information on a property that has been listed with FMLS.



Note

Keep in mind that the information described above is only available for properties that are in the FMLS database. Please see the chart on page 23 of this guide for information on data storage.

To locate information for a subject property:

1. Click on the **Address tab** in the Fast Find Gadget on the Fusion home page.
2. Type the street number and street name in the boxes provided.
3. Deselect the box for On-Market Listings only.
4. Click **Search**. The Results Grid appears with listing matching your search criteria.
5. Click the **Details** button to access the listing details.



The screenshot shows the 'Fast Find' search interface. At the top, there is a 'Search by:' field with a 'Clear All' button. Below this are three tabs: 'Locati...', 'Address', and 'FMLS#'. The 'Address' tab is selected. Underneath, there are three input fields: 'Street#' (containing '405'), 'Street Name (Req)' (containing 'Beechwood'), and 'Unit#'. A red arrow points to the 'Street Name (Req)' field. Below the input fields is a note: 'Do not enter RD, ST, AV etc. in Street Name'. At the bottom left, there is a checkbox labeled 'On Market Listings only' which is checked and circled in red. To its right is a yellow 'SEARCH' button, also pointed to by a red arrow.

The History Report

History provides the listing history of the property based on an address match. When applicable, the listing's different listing numbers, statuses and prices will be displayed.

To view a property's History Report:

1. Display an Agent Full Report (Agent Basic Info) for the subject property.
2. Click on the **History** link in the Links panel.

The screenshot shows the FMLS website interface. The user is logged in as KAY BURT. The main content area displays 'Agent Basic Info' for the property at 405 Beechwood LN. The 'Links' panel on the left contains several options, with a red arrow pointing to the 'History' link. The main content area includes a photo of the property, a table of statistics (Lvs, Bdrms, Baths, Hlf Bth), and a detailed description of the property.

3. Review the property history. Watch the MLS# column for different listing numbers on the same address, as well as the Status and Price columns.

The screenshot shows the 'History Report' for the property at 405 Beechwood LN. The report displays a table of listing activity with columns for Activity Date, ML#, Type, Address, Date Stamp, Status, Agent, Office, and Price.

Activity Date	ML#	Type	Address	Date Stamp	Status	Agent	Office	Price
09/11/09	3913871	RES	405 Beechwood LN	08/03/2010	CLOSD	TERRELS	RMTC02	\$320,000
08/02/09	3913871	RES	405 Beechwood LN	08/03/2010	PEND	TERRELS	RMTC02	\$325,000
07/03/09	3913871	RES	405 Beechwood LN	08/03/2010	ACT	TERRELS	RMTC02	\$325,000
06/22/09	3913871	RES	405 Beechwood LN	08/03/2010	ACT	TERRELS	RMTC02	\$364,500
06/04/09	3913871	RES	405 Beechwood LN	08/03/2010	ACT	TERRELS	RMTC02	\$384,900
06/04/09	3913871	RES	405 Beechwood LN	08/03/2010	ACT	TERRELS	RMTC02	\$384,900

Monday, October 29, 2012 3:00 PM Requested By: KAY BURT

The accuracy of all information, regardless of source, including but not limited to square footage, is deemed reliable but not guaranteed and should be verified through personal inspection by and/or with the appropriate professionals. Copyright 2002 - 2012 FMLS



Note

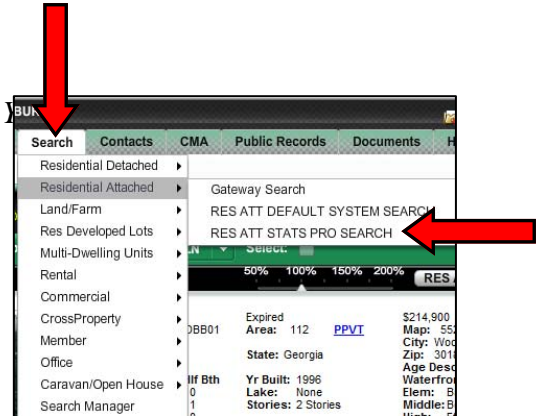
The History Report displays only records that are in the FMLS database. Since Fusion does not currently purge any records, if an address has had any activity in the database, it will appear in the report.

Statistics – Stats Pro

It can often be helpful to look at the sales activity in a subdivision, neighborhood or area as a whole as you begin to consider a list price for a property. The **Stats Pro** feature of Fusion allows you to quickly take a snap shot of sales in the area surrounding your subject property.

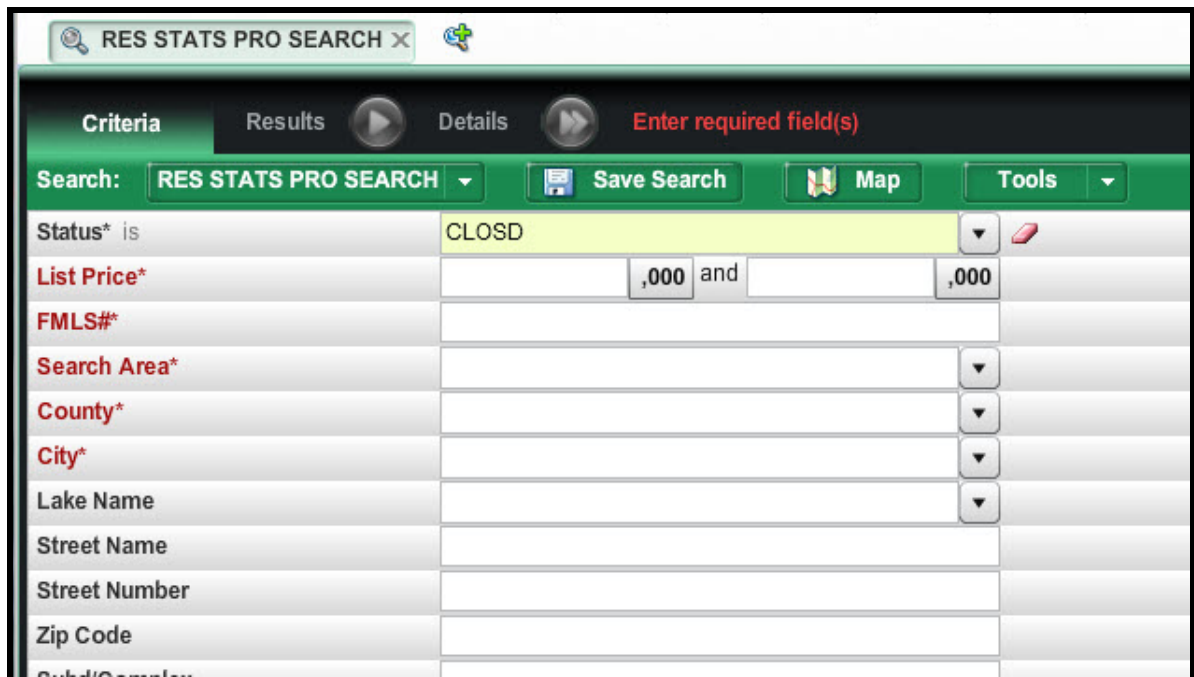


*It is important that you use the **RES STATS PRO SEARCH** from the Search drop down menu. StatsPro unless you use this search database (the StatsPro icon will not be available to you from the RES DEFAULT SYSTEM SEARCH database).*



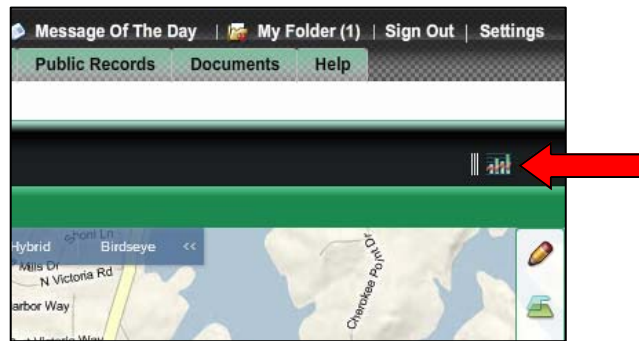
To compile statistics:

1. From the Search drop down menu, select the type of property you are researching.
2. Click on **STATS PRO SEARCH** option. The Search screen appears.



3. Enter search criteria to limit your search to the subdivision or immediate area around the subject property.
4. Enter a county or city selection in case there are subdivisions with the same name elsewhere in Georgia.

- Click on the **Stats Pro** button on the Searches Taskbar.



A Summary Statistics analysis appears.

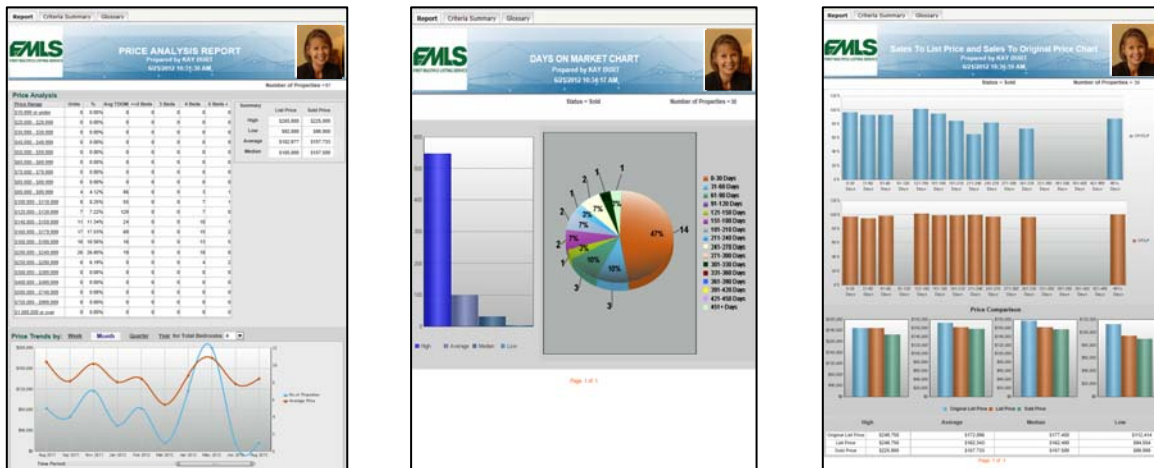
A screenshot of the FMLS Summary Statistics report page. The page features the FMLS logo and the text 'SUMMARY STATISTICS Prepared by Pat Deneen 7/19/2013 9:41:25 AM'. Below this, it states 'Number of Properties = 56'. The main section is titled 'Summary Analysis' and contains a table with the following data:

	Total Bedrooms	Square Footage	List Price	LP/SqFt	Sales Price	SP/SqFt	SP\$/LP\$	SP\$/OLP\$	TDOM
High	6	6,208	\$450,000	\$246.2	\$604,000	\$237.0	135%	135%	1,024
Low	3	1,708	\$350,000	\$72.5	\$315,000	\$72.5	81%	55%	0
Average	3	2,985	\$400,343	\$142.1	\$383,297	\$135.4	96%	92%	133
Median	4	2,902	\$399,000	\$134.6	\$375,000	\$131.7	96%	95%	76

On the right side of the page, there is a vertical list of buttons: 'Back to Fusion', 'Summary Statistics', 'Market Analysis', 'Price Analysis', 'Inventory Analysis', 'Days On Market', 'Listings By Status', 'Price Ratios', 'Price Trends', and 'DOM Chart'.

- Use the Summary analysis section to find high, low, average and median numbers for Sale Price, Sale Price to List Price Ratio, Total Days on Market and more.
- Click on the **Back to Fusion** button to close StatsPro.

To further assist you, there are other statistical reports available (Price Analysis, Days On Market, Price Trends, and more)!

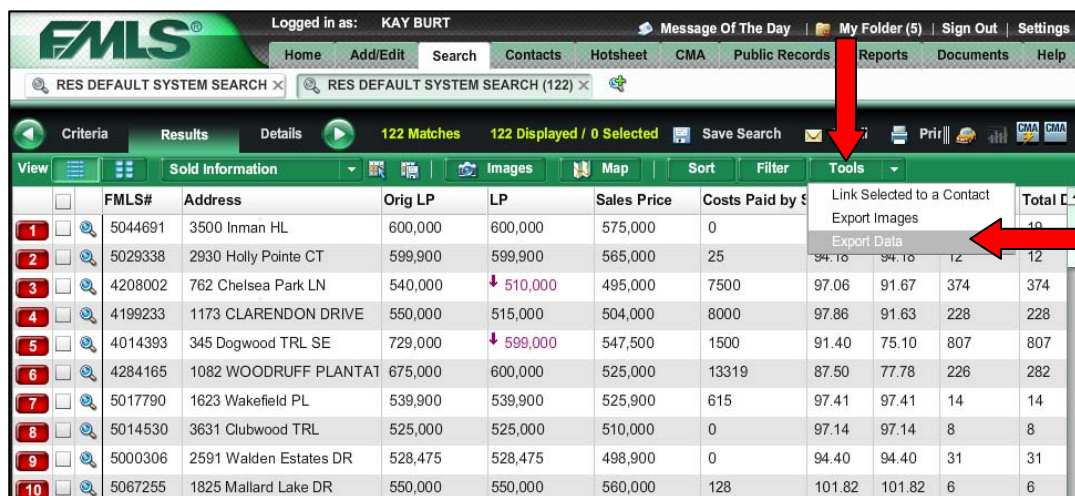


Exporting Data for Additional Information

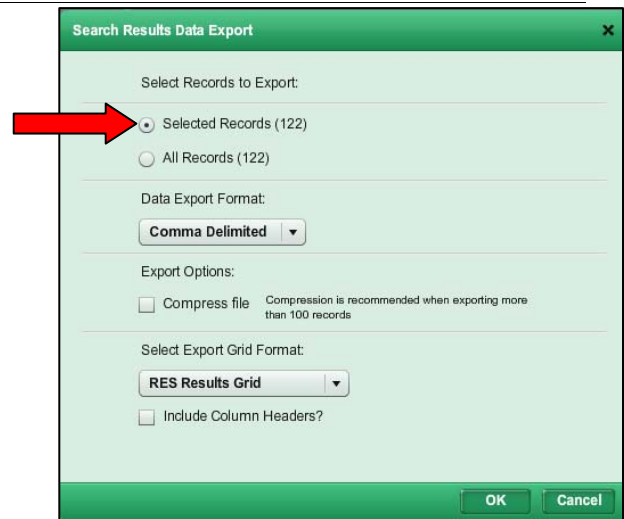
If specific statistical information is not available in the StatsPro reports, data displayed in Search Results grids may be exported from Fusion for use in another program. For instance, you may want to export information for listings in a particular price range in a particular zip code into Excel to create your own statistics. Fusion makes the process easy!

To export listing data:

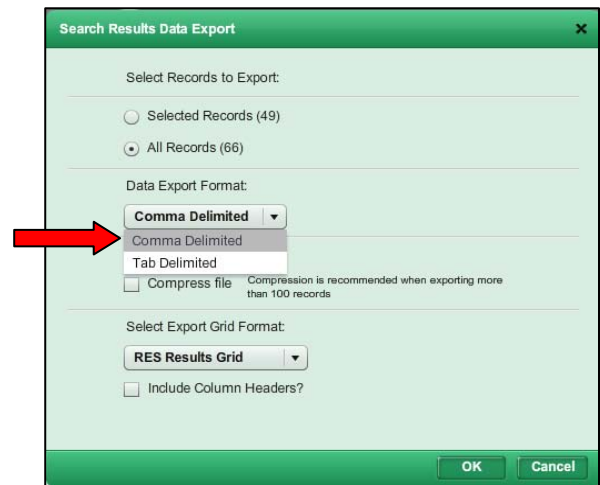
1. From a Search Results grid screen, click on the **Tools** pick list arrow.
2. Make desired changes to the grid presented on the screen to include information to be exported.
3. Click on **Export Data**. The Search Results Data Export window opens.



- Click to export only **selected** records or **all** records.



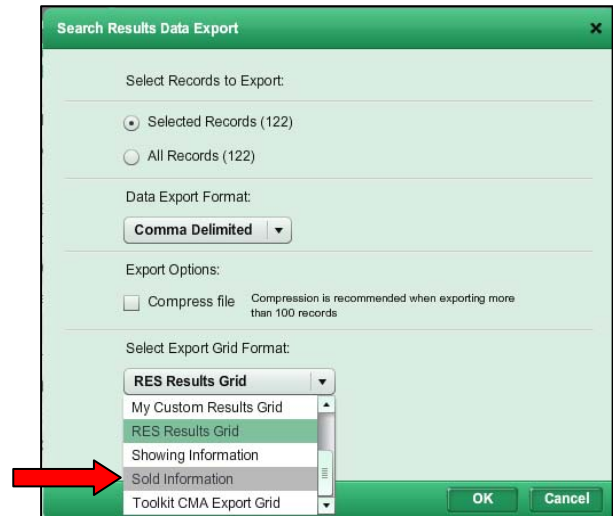
- Use the pick list arrow to export the listing data in Comma Delimited or Tab Delimited format.



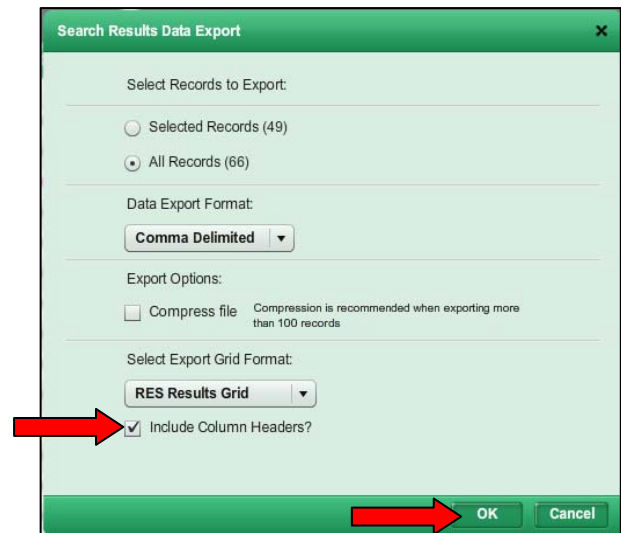
- Place a check in the box to compress the file (recommended when exporting more than 100 records).



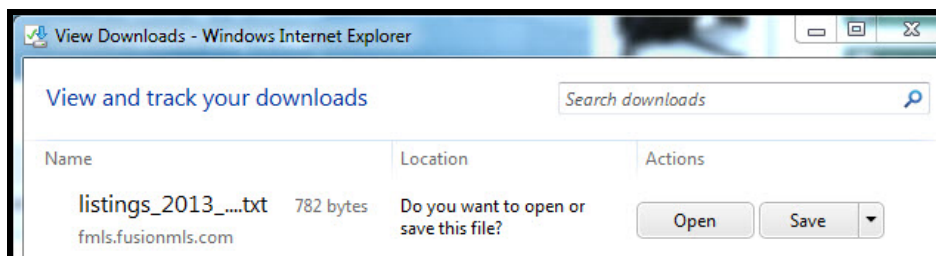
- Use the pick list to choose a grid format for the export. Note that the grid determines what property information will be exported.



- Place a check in the box if you wish to export the column headers with the property data.
- Click on **OK** to continue.



- A window appears where you can **Open** or **Save** the export.
 - Choosing **Save, then Save As** saves the data in .txt format.
 - Choosing **Open** opens the data in Notepad where you can copy or save it in .txt format.



- Use the spreadsheet software of your choosing to manipulate the data.



The screen above is from Internet Explorer version 9. If you are using another browser (Firefox, Google Chrome, etc.) information will be presented differently. Follow the directions from your browser to complete the download.

If the listing data is exported in Comma Delimited format, choose **Save/Save as**, and then open the resulting .txt file in the spreadsheet software. A few simple clicks will enable the spreadsheet to correctly place the data in columns and rows for easy manipulation of the data.

If the listing data is exported in Tab Delimited format, choose **Open**, then copy the data in the .txt file and paste it into a worksheet in the spreadsheet software. The data will display correctly in columns and rows for easy manipulation of the data.

Comparative Market Analysis (CMA)

Finding Comparable Properties

Use the features of your subject property as a guideline when searching for comparable properties. This will ensure that you are comparing apples to apples. For example: In the residential market some common features to consider are the total number of bedrooms and bathrooms, the age of the home, the lot size, basement similarities, and location/subdivision.

Generally real estate professionals look back at 9 to 12 months of market data. In Fusion you can control how many months of data you are searching by entering a minimum Closing Date in the search criteria (months back dates are also selectable from the calendar in the Closing Date field).

When searching for your comparable properties, pull sold properties by selecting a status of Sold on the Search Criteria screen. (Some agents also choose to include active, contingent, expired, withdrawn, and pending sale properties. This is done so that they can gauge what homes will be competing with their listing, what listings are getting ready to sell, and what listings did not sell and were removed from the market.)



*When a potential client doesn't provide you with many details about their property it can be difficult to locate accurate comparables. Try looking up the address in the Realist Tax System. You will be able to find a property's characteristic information such as lot size, basement description, bedroom/bathroom totals, and year built. For more information on searching Realist see the **Realist 101 User Guide**.*

Comparative Market Analysis Report

An assessment of a property's market value is usually done to establish a reasonable listing price when a property is placed for sale. The price is established by comparing the property to similar properties that have sold in the area within the past year.


Fusion provides two reports for presenting CMA information to your sellers. The **Quick CMA** presents comparable information in a short, linear report format that can be quickly read and understood by the seller. The **CMA Wizard** allows you to customize comparable information and incorporates color, charts and graphics for a more comprehensive CMA. Before starting either CMA, you must select your comparable properties.




Consider providing a CMA to a buyer preparing to make an offer so that they can assess the fair market value for the property.



Creating a CMA using the Quick CMA Report

The Quick CMA presents comparable information in a short, linear report format that can be quickly read and understood by the seller.

1. Perform a search for comparable properties. View the results.
2. Click to select the properties to include in the Quick CMA.
3. Click on the **Quick CMA** icon  on the Search Task bar.



RES STATS PRO SEARCH (56) x

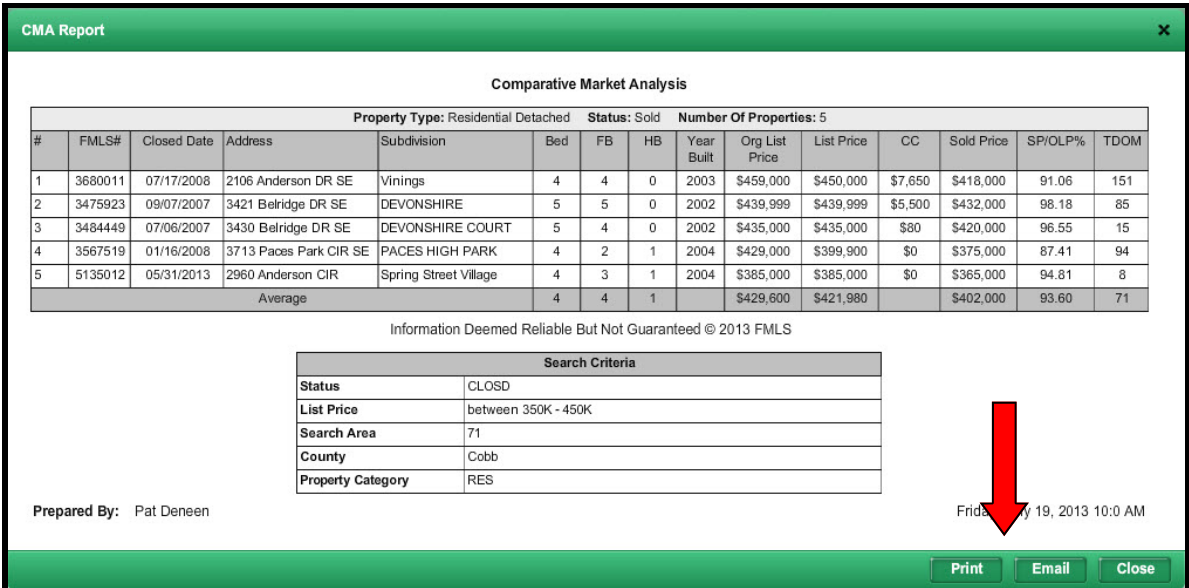
Criteria Results Details 56 Matches 5 Displayed / 5 Selected Save Search Email Print  

View RES Results Grid Images Map Sort Filter Tools

Display: Selected Status: All Price: 350000 - 450000

	MLS #	List Price	Status	Address	Subd/Complex	Area	County	Bed	FB	HB	Yr Built	Img
1	3680011	\$450,000	Sold	2106 Anderson DR SE	Vinings	71	Cobb	4	4	0	2003	1
2	3475923	\$439,999	Sold	3421 Belridge DR SE	DEVONSHIRE	71	Cobb	5	5	0	2002	1
3	3484449	\$435,000	Sold	3430 Belridge DR SE	DEVONSHIRE COURT	71	Cobb	5	4	0	2002	1
4	3567519	\$399,900	Sold	3713 Paces Park CIR SE	PACES HIGH PARK	71	Cobb	4	2	1	2004	1
5	5135012	\$385,000	Sold	2960 Anderson CIR	Spring Street Village	71	Cobb	4	3	1	2004	24

4. When the Quick CMA Report displays, click on the **Print** button or the **Email** button to share the information with your client.



CMA Report x

Comparative Market Analysis

Property Type: Residential Detached Status: Sold Number Of Properties: 5

#	FMLS#	Closed Date	Address	Subdivision	Bed	FB	HB	Year Built	Org List Price	List Price	CC	Sold Price	SP/OLP%	TDOM
1	3680011	07/17/2008	2106 Anderson DR SE	Vinings	4	4	0	2003	\$459,000	\$450,000	\$7,650	\$418,000	91.06	151
2	3475923	09/07/2007	3421 Belridge DR SE	DEVONSHIRE	5	5	0	2002	\$439,999	\$439,999	\$5,500	\$432,000	98.18	85
3	3484449	07/06/2007	3430 Belridge DR SE	DEVONSHIRE COURT	5	4	0	2002	\$435,000	\$435,000	\$80	\$420,000	96.55	15
4	3567519	01/16/2008	3713 Paces Park CIR SE	PACES HIGH PARK	4	2	1	2004	\$429,000	\$399,900	\$0	\$375,000	87.41	94
5	5135012	05/31/2013	2960 Anderson CIR	Spring Street Village	4	3	1	2004	\$385,000	\$385,000	\$0	\$365,000	94.81	8
Average					4	4	1		\$429,600	\$421,980		\$402,000	93.60	71

Information Deemed Reliable But Not Guaranteed © 2013 FMLS

Search Criteria	
Status	CLOSD
List Price	between 350K - 450K
Search Area	71
County	Cobb
Property Category	RES

Prepared By: Pat Deneen

Friday, July 19, 2013 10:0 AM

Print Email Close

**Note**

The Quick CMA Report contains separate sections for each property status you included in your search criteria. In each section you will find information on subdivision, bedrooms, full baths, half baths, stories, basement description, year built, original list price and list price. The Sold section will contain additional information on costs paid by seller, sold price, sale price to list price ratio, and total days on market. When printing the Quick CMA Report, be sure to select Landscape orientation from your printer's Preferences section.

Creating a CMA using the CMA Wizard

The CMA Wizard allows you to customize comparable information and incorporates color, charts and graphics for a more comprehensive CMA.

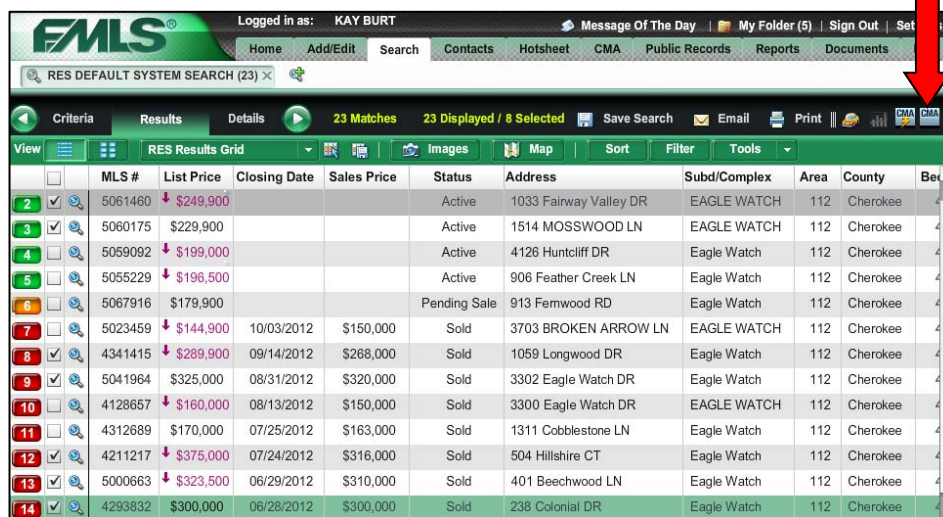
It contains:

- cover letter explaining the content of the CMA
- map plotting the subject property and comparables
- charts and graphs that will help the seller understand the market

The CMA wizard provides great flexibility in adding comps to your report with one-click access to the Realist Tax information.

To create a CMA using the Wizard, follow these steps:

1. Perform a search for comparable properties. View the results grid.
2. Click to select the properties to include in the report.



View	Criteria	Results	Details	23 Matches	23 Displayed / 8 Selected	Save Search	Email	Print	CMA	DATA
View	RES Results Grid	Images	Map	Sort	Filter	Tools				
	MLS #	List Price	Closing Date	Sales Price	Status	Address	Subd/Complex	Area	County	Be...
<input checked="" type="checkbox"/>	5061480	\$249,900			Active	1033 Fairway Valley DR	EAGLE WATCH	112	Cherokee	
<input checked="" type="checkbox"/>	5060175	\$229,900			Active	1514 MOSSWOOD LN	EAGLE WATCH	112	Cherokee	
<input checked="" type="checkbox"/>	5059092	\$199,000			Active	4126 Huntcliff DR	Eagle Watch	112	Cherokee	
<input checked="" type="checkbox"/>	5055229	\$196,500			Active	906 Feather Creek LN	Eagle Watch	112	Cherokee	
<input checked="" type="checkbox"/>	5067916	\$179,900			Pending Sale	913 Fernwood RD	Eagle Watch	112	Cherokee	
<input checked="" type="checkbox"/>	5023459	\$144,900	10/03/2012	\$150,000	Sold	3703 BROKEN ARROW LN	EAGLE WATCH	112	Cherokee	
<input checked="" type="checkbox"/>	4341415	\$289,900	09/14/2012	\$268,000	Sold	1059 Longwood DR	Eagle Watch	112	Cherokee	
<input checked="" type="checkbox"/>	5041964	\$325,000	08/31/2012	\$320,000	Sold	3302 Eagle Watch DR	Eagle Watch	112	Cherokee	
<input checked="" type="checkbox"/>	4128657	\$160,000	08/13/2012	\$150,000	Sold	3300 Eagle Watch DR	EAGLE WATCH	112	Cherokee	
<input checked="" type="checkbox"/>	4312689	\$170,000	07/25/2012	\$163,000	Sold	1311 Cobblestone LN	Eagle Watch	112	Cherokee	
<input checked="" type="checkbox"/>	4211217	\$375,000	07/24/2012	\$316,000	Sold	504 Hillshire CT	Eagle Watch	112	Cherokee	
<input checked="" type="checkbox"/>	5000663	\$323,500	06/29/2012	\$310,000	Sold	401 Beechwood LN	Eagle Watch	112	Cherokee	
<input checked="" type="checkbox"/>	4293832	\$300,000	06/28/2012	\$300,000	Sold	238 Colonial DR	Eagle Watch	112	Cherokee	

- Click on the **CMA Wizard** icon on the Search Task bar. The CMA Wizard opens in a new window. Notice that there are steps noted on the left side of screen. These steps will guide you through the process.

CMA WIZARD View Report Email Report Save Close

Agent Profile
The contact information below will be displayed throughout this CMA Presentation.

step 1

1 Agent Profile Agent Information for KAY BURT [Select a different agent](#)

Agent Name	KAY BURT	Email	kburt@fmls.com
Street Address	5457 ROSWELL ROAD	Phone	404-255-8660
City	SANDY SPRINGS	Cell Phone	404-403-8926
State	GA	Fax Number	
Zip	30342	Web Site	

Office Information

Office Name	FIRST MULTIPLE LISTING SER	Email	dgryder@fmls.com
Street Address	GA	Phone	404-255-8660
City	ATLANTA	Fax Number	404-255-8602
State	GA	Web Site	www.fmls.com
Zip	30342-		

2 Client Profile

3 Features

4 Subject Property

5 Comparables

6 Adjustments

7 Summary

8 Reports

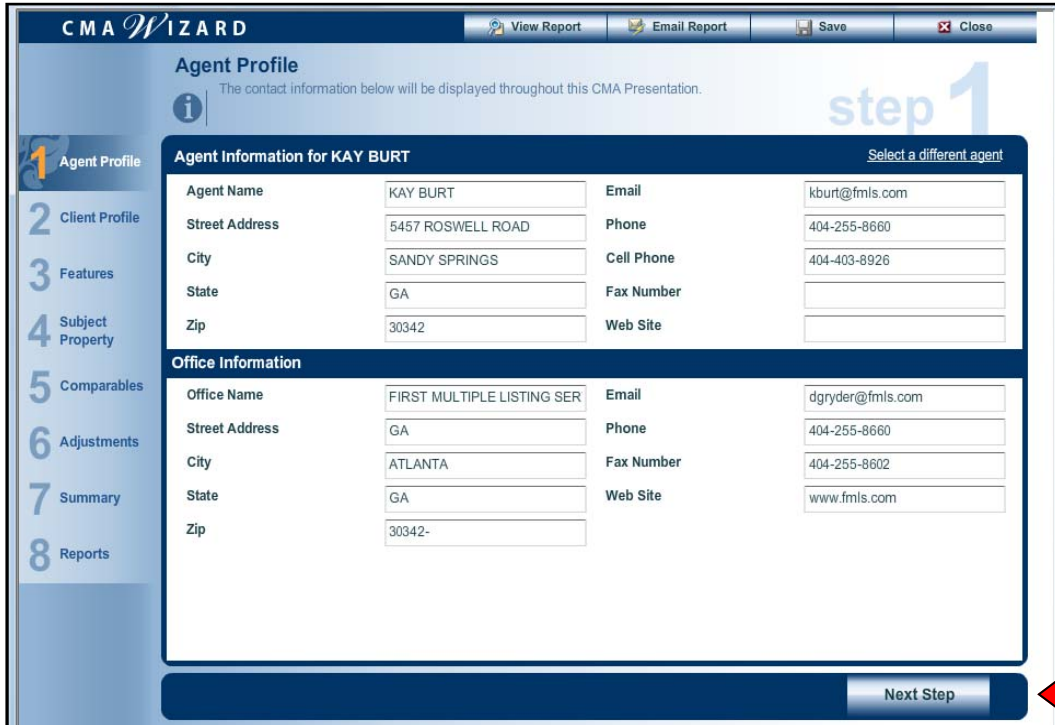
Next Step

The Wizard is comprised of eight steps. As you finish each step, click on **Next Step** in Wizard” to continue.

Step 1: Agent Profile

This screen is where you verify or change the information about you on your CMA report. Changes made here are not reflected in your FMLS Roster.

1. Enter or edit your personal information in the Agent Profile section. Changes you make will only be applied to this report. Your information in the FMLS Roster is not changed.
2. Click on **Next Step** to continue.



CMA WIZARD View Report Email Report Save Close

Agent Profile

The contact information below will be displayed throughout this CMA Presentation.

step 1

1 Agent Profile

2 Client Profile

3 Features

4 Subject Property

5 Comparables

6 Adjustments

7 Summary

8 Reports

Agent information for KAY BURT [Select a different agent](#)

Agent Name	KAY BURT	Email	kburt@fmls.com
Street Address	5457 ROSWELL ROAD	Phone	404-255-8660
City	SANDY SPRINGS	Cell Phone	404-403-8926
State	GA	Fax Number	
Zip	30342	Web Site	

Office Information

Office Name	FIRST MULTIPLE LISTING SER	Email	dgyder@fmls.com
Street Address	GA	Phone	404-255-8660
City	ATLANTA	Fax Number	404-255-8602
State	GA	Web Site	www.fmls.com
Zip	30342-		

Next Step

Step 2: Client Profile

This screen is where you enter your client's information. Selecting the type of client also changes the types of reports that are included in your CMA.

1. Click the Client Type **Change** button to select the type of client for which the CMA is being created. Changing the type will change the content of the CMA so that appropriate reports are included.
2. If you have entered your client as a Prospect in Fusion, you will be able to select his name from a list of prospects, click **Select a Prospect**.
3. Enter the address information in the Subject Property section. The screen populates with the subject property on the map. Click Change Location button to make changes if needed.
4. Click **Next Step** to continue.

The screenshot displays the 'CMA WIZARD' software interface. At the top, there are menu options: 'Report', 'Email Report', 'Save', and 'Close'. The main title is 'Client Profile' with a sub-instruction: 'Enter the information about the client that you want to appear on the CMA Report.' A 'step 2' indicator is visible in the top right.

The left sidebar contains a navigation menu with steps 1 through 8: 1 Agent Profile, 2 Client Profile (highlighted), 3 Features, 4 Subject Property, 5 Comparables, 6 Adjustments, 7 Pricing, and 8 Reports.

The main form area is divided into two sections:

- Client Information:**
 - Client Type: Seller (with a 'Change...' button)
 - Client Name: Stewart Seller (with a 'Select a Prospect' button)
 - Phone Number: 404-222-3333
 - E-Mail: stewart@seller.com
- Subject Property Location:**
 - Address: 405 Beechwood Lane
 - City: Woodstock
 - State: GA
 - Zip Code: 30189

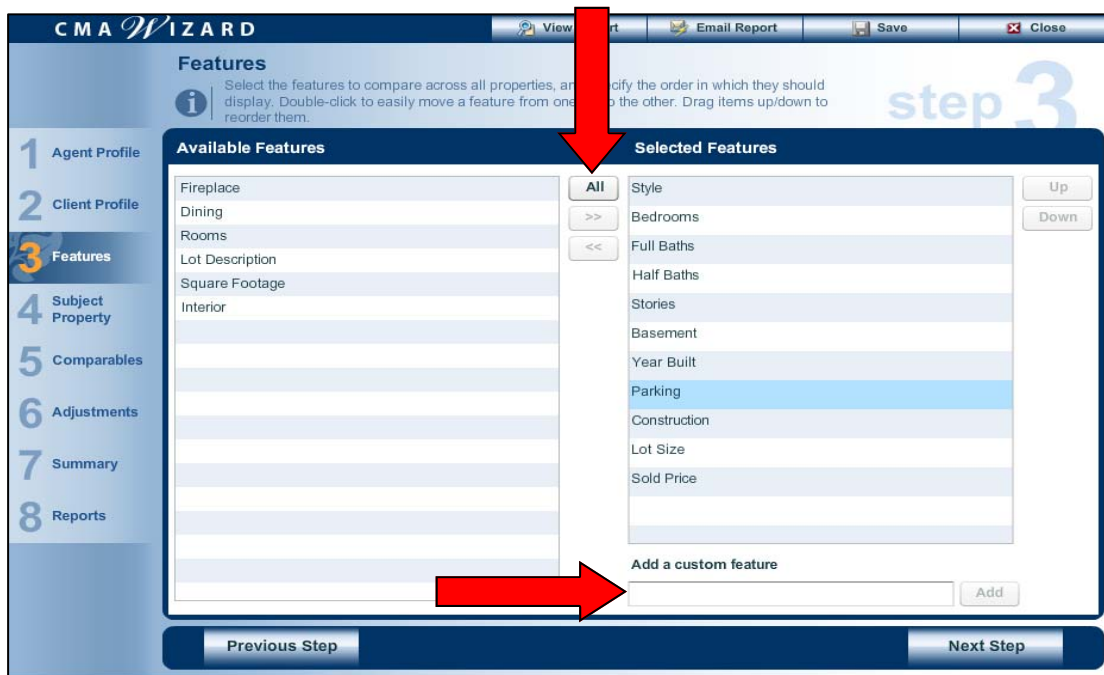
To the right of the form is a map showing the location of the subject property. The map includes labels for 'Cypress Pointe' and 'Beechwood Ln'. A scale bar indicates '200 yards'. At the bottom of the map area is a 'Change Location...' button.

At the bottom of the screen are two buttons: 'Previous Step' and 'Next Step'. Two red arrows are overlaid on the image: one pointing to the 'Change...' button in the Client Information section, and another pointing to the 'Select a Prospect' button.

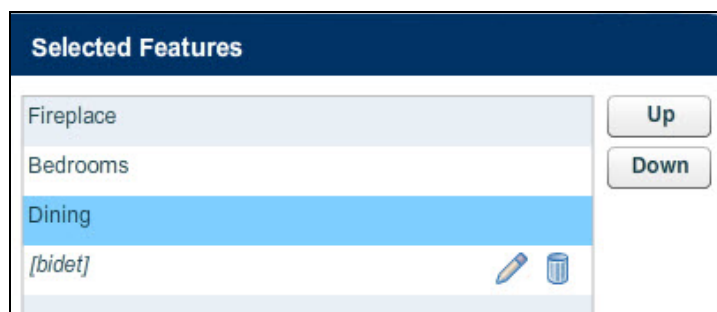
Step 3: Features

This screen is where you select features to compare across all properties and change the order in which they display on your report.

1. From the list of Available Features in the left column, click to highlight the feature. Or you may double click to easily move a feature from one list to the other.
2. Click the **right** arrow to move a feature to the Selected Features column. Select the features to compare across all properties.
3. If your subject property has a custom feature, a box is provided at the bottom of this screen to add that feature to the list. Type the feature in the field and click **Add** to add to the Selected Features column.



4. To specify the order in which the features display, click the feature in the Selected Features column. Use the **Up and Down** buttons to move.



5. Click **Next Step** to continue.

Step 4: Subject Property

This screen is where you enter specific information about the subject property such as specific features to compare and add a photo.

1. Type the subject property's information in the boxes provided for each of the features chosen in Step 3.
2. Click the Upload Photo button to navigate to and select a photo from your system.
3. For each feature listed, in the Features to Compare section, enter any adjustment information as needed.


CMA WIZARD View Report Email Report Save Close

Subject Property
Enter any adjustments for the features to compare. Each adjustment will be applied to the corresponding feature for each comparable property.

step 4

1 Agent Profile
2 Client Profile
3 Features
4 Subject Property
5 Comparables
6 Adjustments
7 Pricing
8 Reports

Property Location



Address 405 Beechwood Lane
City Woodstock
State GA
Zip Code 30189

Remove Change...

Features to compare	Subject property has	Adjustment Value
Style	Traditional	\$0
Bedrooms	4	\$0
Full Baths	3	\$0
Half Baths	1	\$0
Stories	2	\$0

Previous Step Next Step

Step 5: Comparable Properties

This page is where you can add additional properties for comparison, review the list of properties, and remove any you choose to not include.

1. Review comparable properties and delete any if necessary by clicking on the garbage can icon.
2. Click and drag properties to change the order of your list of Comparables.

CMA WIZARD View Report Email Report Save Close

Comparable Properties

Use this page for adding additional comparable properties and reviewing your existing comparable properties. Drag comparables up/down to reorder them.

Refresh comparables with current listing data

#	Address	Status	Price	Adj	Adj Price	
1	407 Woodruff XING	Active	\$325,000	\$0	\$325,000	
2	1033 Fairway Valley DR	Active	\$249,900	\$0	\$249,900	
3	1514 MOSSWOOD LN	Active	\$229,900	\$0	\$229,900	
4	1059 Longwood DR	Sold	\$268,000	\$0	\$268,000	
5	3302 Eagle Watch DR	Sold	\$320,000	\$0	\$320,000	
6	504 Hillshire CT	Sold	\$316,000	\$0	\$316,000	
7	401 Beechwood LN	Sold	\$310,000	\$0	\$310,000	
8	238 Colonial DR	Sold	\$300,000	\$0	\$300,000	

3. Add additional comparable properties from FMLS by typing a listing number in the box provided.

5 Comparables

6 Adjustments

7 Pricing

8 Reports

6	504 Hillshire CT	Sold	\$316,000	\$0	\$316,000	
7	401 Beechwood LN	Sold	\$310,000	\$0	\$310,000	
8	238 Colonial DR	Sold	\$300,000	\$0	\$300,000	

Enter the MLS# for an additional comparable property here **Add**

Add comparable property from Realist Tax Service

Enter a comparable property manually

Previous Step Next Step

4. Add comparable properties from the tax database by clicking on the **Add Comparable Property from Realist Tax Service** button.

Step	Section	Property	Status	Price	Adj.	Total Price	Icon
5	Comparables	6 504 Hillshire CT	Sold	\$316,000	\$0	\$316,000	🗑️
6	Adjustments	7 401 Beechwood LN	Sold	\$310,000	\$0	\$310,000	🗑️
8	Reports	8 238 Colonial DR	Sold	\$300,000	\$0	\$300,000	🗑️

Enter the MLS# for an additional comparable property here

5. The Realist Tax Service screen appears. Enter information about your subject property; specify what criteria will be used when searching for comps in Realist.

Realist Tax Service Search

Define the Subject Property below to locate comparable properties from Realist

Street Address: 405 Beechwood Lane
 City: Woodstock
 County: Cherokee
 State: GA
 Zip Code: 30189

Specify what criteria to use for finding comparables in Realist

Sales within the last: 12 months
 Properties within: 1 miles of the Subject Property
 Square footage within: 5 % of the Subject Property

Sale Price: Min Max
 # of Bedrooms: Min 4 Max 4
 # of Baths: Min 3 Max 4
 Lot Size (sqft): Min Max

6. Click on **Search**. The Realist Tax Service screen appears listing properties that match your criteria.

- Place a checkmark next to any comparable properties you'd like to include, and then click on **Add Selected Properties as Comps**.

Realist Tax Service Search

< Revise Search

Choose properties to add as comparables

	#	Tax ID	Address	City	Beds	Baths	Yr Blt	Sq/Ft	Sales Price
<input checked="" type="checkbox"/>	1	15N04D-00000-163-000	607 ASHWOOD CT	WOODSTOCK	4	3	1993	4,160	\$345,000
<input type="checkbox"/>	2	15N04E-00000-317-000	3314 EAGLE WATCH DR	WOODSTOCK	4	3	1991	4,118	\$193,000
<input checked="" type="checkbox"/>	3	15N04E-00000-497-000	575 FAIRWAY DR	WOODSTOCK	4	3	1998	4,043	\$324,000
<input type="checkbox"/>	4	15N04E-00000-347-000	3106 ROYAL TROON	WOODSTOCK	4	4	1991	3,794	\$240,000
<input type="checkbox"/>	5	15N04E-00000-190-000	508 FAIRWAY DR	WOODSTOCK	4	4	1990	3,795	\$169,900

Add selected properties as comps

- Your selected properties from Realist will now be listed below the comps you pulled from Fusion. If desired, delete any duplicates and click on **Enter a comparable property manually**. If you are done and want to move to the next step, click on **Next Step**.

CMA WIZARD

View Report | Email Report | Save | Close

Comparable Properties

Use this page for adding additional comparable properties and reviewing your existing comparable properties. Drag comparables up/down to reorder them.

step 5

Refresh comparables with current listing data

#	Address	Status	Price	Adj	Adj Price
1	407 Woodruff XING	Active	\$325,000	\$0	\$325,000
2	1033 Fairway Valley DR	Active	\$249,900	\$0	\$249,900
3	1514 MOSSWOOD LN	Active	\$229,900	\$0	\$229,900
4	1059 Longwood DR	Sold	\$268,000	\$0	\$268,000
5	3302 Eagle Watch DR	Sold	\$320,000	\$0	\$320,000
6	504 Hillshire CT	Sold	\$316,000	\$0	\$316,000
7	401 Beechwood LN	Sold	\$310,000	\$0	\$310,000
8	238 Colonial DR	Sold	\$300,000	\$0	\$300,000
9	607 ASHWOOD CT	Sold	\$345,000	\$0	\$345,000
10	575 FAIRWAY DR	Sold	\$324,000	\$0	\$324,000

1 Agent Profile

2 Client Profile

3 Features

4 Subject Property

5 Comparables

6 Adjustments

8 Reports

Enter the MLS# for an additional comparable property here Add

Add comparable property from Realist Tax Service

Enter a comparable property manually

Previous Step | Next Step

- Click on **Enter a Comparable Property Manually** to enter information about a comparable listing not found by Fusion or by Realist.

CMA WIZARD View Report Email Report Save Close

Comparable Properties

Use this page for adding additional comparable properties and reviewing your existing comparable properties. Drag comparables up/down to reorder them.

step 5

Refresh comparables with current listing data

#	Address	Status	Price	Adj	Adj Price
1	407 Woodruff XING	Active	\$325,000	\$0	\$325,000
2	1033 Fairway Valley DR	Active	\$249,900	\$0	\$249,900
3	1514 MOSSWOOD LN	Active	\$229,900	\$0	\$229,900
4	1059 Longwood DR	Sold	\$268,000	\$0	\$268,000
5	3302 Eagle Watch DR	Sold	\$320,000	\$0	\$320,000
6	504 Hillshire CT	Sold	\$316,000	\$0	\$316,000
7	401 Beechwood LN	Sold	\$310,000	\$0	\$310,000
8	238 Colonial DR	Sold	\$300,000	\$0	\$300,000
9	607 ASHWOOD CT	Sold	\$345,000	\$0	\$345,000
10	575 FAIRWAY DR	Sold	\$324,000	\$0	\$324,000

1 Agent Profile
2 Client Profile
3 Features
4 Subject Property
5 Comparables
6 Adjustments
7 Pricing
8 Reports

Enter the MLS# for an additional comparable property here Add

Add comparable property from Realist Tax Service

Enter a comparable property manually

Previous Step Next Step

- Type information for the additional comparable property in the boxes provided. You may also upload a photo of the property.

Manually Entered Property

No Photo Available

Upload photo...

Address: 100 Cottage Oaks Lane
City: Woodstock
State: GA
Zip Code: 30189
FMLS#: 3948380
Status: Sold
Total DOM: 95
List Date:
List Price: \$329,000
Closed Date: 09/29/2012
Sold Price: * 319000
SP/OLP%:

Enter property information for this comparable.

Cancel Save

- Click on **Save** to continue.

12. The additional property will be listed below the existing comps. Click on **Next Step** to continue.

The screenshot shows a software interface with a sidebar on the left containing navigation steps: 5 Comparables, 6 Adjustments, 7 Pricing, and 8 Reports. The main area displays a table of comparable properties:

#	Property	Status	Price	Adj.	Total	Actions
7	401 Beechwood LN	Sold	\$310,000	\$0	\$310,000	[Trash]
8	238 Colonial DR	Sold	\$300,000	\$0	\$300,000	[Trash]
9	607 ASHWOOD CT	Sold	\$345,000	\$0	\$345,000	[Trash]
10	575 FAIRWAY DR	Sold	\$324,000	\$0	\$324,000	[Trash]
11	100 Cottage Oaks Lane	Sold	\$319,000	\$0	\$319,000	[Edit] [Trash]

Below the table, there are three input options for adding more comparables:

- Enter the MLS# for an additional comparable property here [Input Field] [Add]
- Add comparable property from Realist Tax Service
- Enter a comparable property manually

At the bottom, there are two buttons: "Previous Step" and "Next Step". A red arrow points to the "Next Step" button.

Step 6: Adjustments

This step is where you can make adjustments and add information about the various comparable properties.

1. Enter adjustment information as it applies to each of your comparable properties in the boxes provided. Use the minus (-) sign to reduce a value. At the bottom of each comparable is a notes box where you can make comments about the price or condition of the home, or other information of importance

CMA WIZARD Adjustments

Enter any adjustment information that applies to this property.
Use a minus sign (-) to reduce (e.g. -1,500).

step 6

<< Prev Property #1 of 12 Next Property >>

Address: 3003 MOORS LN
City: Woodstock
State: Georgia
FMLS#: 4120978
Status: Active
Total DOM
List Date: 9/9/2010
List Price: \$210,000
Closed Date
Sold Price
SP/OLP%
Costs Paid by Seller
Source: MLS Data

Feature	Subject Property	Property #1	Adjusted Value
Style	Traditional	Traditional	\$0
Bedrooms	4	4	\$0
Full Baths	2	2	\$0
Half Baths	1	1	\$0
Stories	2	2 Stories	\$0

Previous Step Next Step

2. Click on **Next Property** to continue adjusting values for each of the comparables.
3. When finished, click on **Next Step** to continue.

Step 7: Pricing

This step allows you to choose how the wizard will calculate the suggested list price and to add any notes.

1. Click the drop box next to Price calculations below reflect field to select **All Properties** or **Sold Properties** from the drop down list. . Calculations may be performed using Adjusted High, Low, Average and Median prices, and using All properties or Sold properties only.

CMA WIZARD View Report Email Report Save Close

Pricing Use this page to add summary notes and the value for the Suggested List Price. step 7

1 Agent Profile **2 Client Profile** **3 Features** **4 Subject Property** **5 Comparables** **6 Adjustments** **7 Pricing** **8 Reports**

Pricing Summary of Comparable Properties

#	Address	Status	Price	Adj	Adj Price
1	407 Woodruff XING	Active	\$325,000	\$0	\$325,000
2	1033 Fairway Valley DR	Active	\$249,900	\$0	\$249,900
3	1514 MOSSWOOD LN	Active	\$229,900	\$0	\$229,900
4	1059 Longwood DR	Sold	\$268,000	\$0	\$268,000
5	3302 Eagle Watch DR	Sold	\$320,000	\$0	\$320,000
6	504 Hillshire CT	Sold	\$316,000	\$0	\$316,000
7	401 Beechwood LN	Sold	\$310,000	\$0	\$310,000
8	238 Colonial DR	Sold	\$300,000	\$0	\$300,000

Price calculations below reflect **Sold Properties Only**

- High Adjusted Price \$345,000
- Low Adjusted Price \$268,000
- Average Adjusted Price \$313,000
- Median Adjusted Price \$317,500

Calculate suggested price as a **Single Value** based on the **Average Adjusted Price**

Suggested List Price \$313,000

Notes (500 chars)

Previous Step Next Step

2. The suggested list price may be entered Manually or Calculated as a Single Value or a Range, using the High, Low, Average or Median Adjusted Price. Use pick list arrows to make changes in any of these areas.

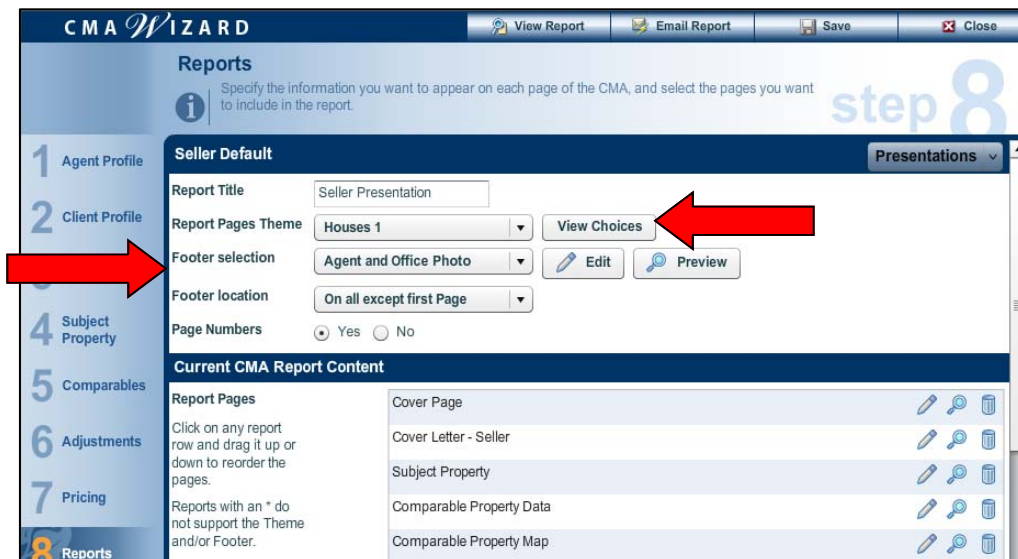
The Suggested List Price is displayed in the box at the bottom of the screen.

3. Click **Next Step** to continue.

Step 8: Reports

Use the Reports step to choose the design and content of your final CMA Report. Report Pages Theme provides more than 50 graphic choices for page themes.

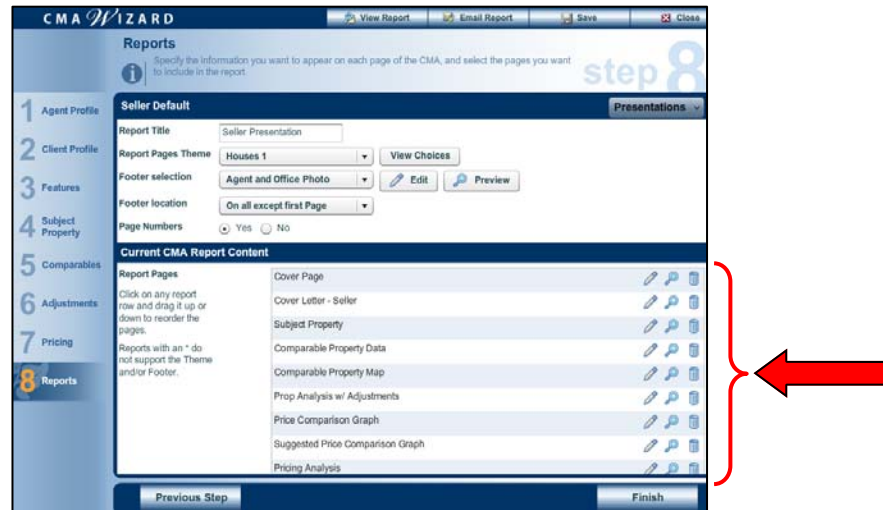
1. In the Seller Default section, enter a title for the report in the Report Title field.
2. In the report Pages Theme field, click **View Choices**. The Choose Theme window appears.
3. Scroll down to view the choices and click to select the theme. Click **Save**.
4. Click the **drop down** next to the Footer Selection field to the type of footer for the report. .
 - Click **Preview** to see how footer is positioned on page.
 - Click **Edit** to change any agent information.



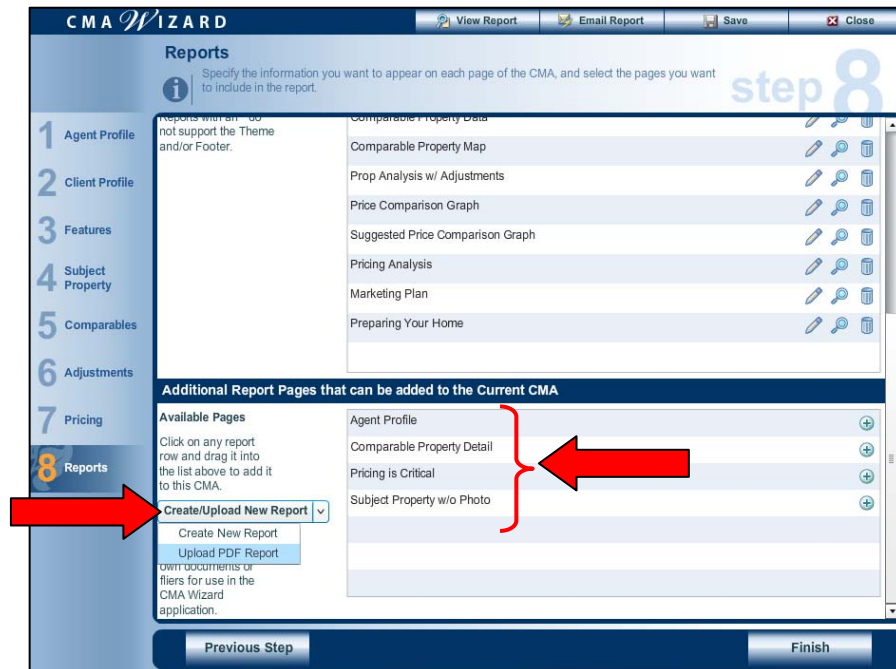
5. Adjust the content of the report using the icons to the right of each page in the Current CMA Report Content section.
 - Click on the **Pencil** icon to edit a page
 - Click on the **Magnifying Glass** icon to preview the page
 - Click on the **Garbage Can** icon to remove a page.

You may also click and drag pages to change the order of the report.

- Use the **Create/Upload New Report** button at the bottom of the screen to add your own personal content.



- The Additional Report Pages section may be used to move additional pages into the Report Content section. Use the **Create/Upload New Report** tool to upload a pdf file with your own content into the CMA. You can also create a new page while actively working in the CMA Wizard. Click on the appropriate choice from the drop down menu.



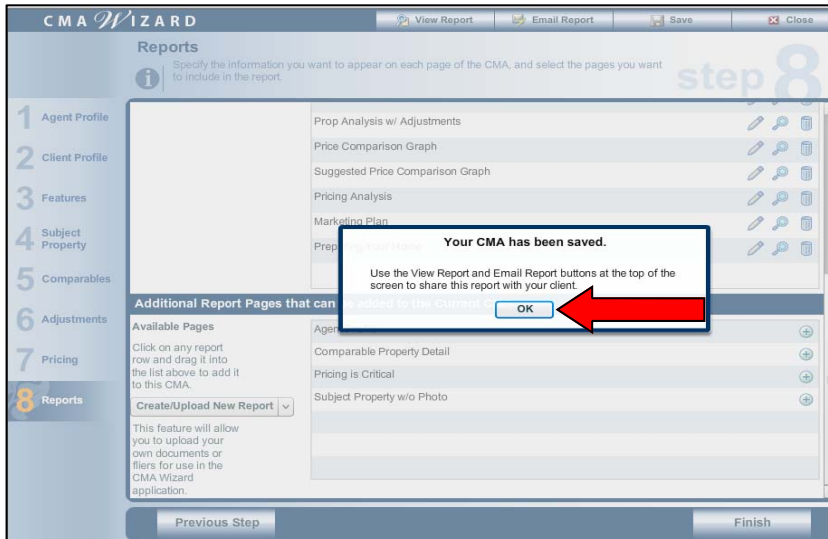
8. If you have rearranged report pages and/or added personal content that you wish to include in every CMA, use the **Presentations** button at the top of Wizard Step 8 to save the content as a CMA template. If you do this, you will be able to use the template from the Presentation Library, eliminating the need to upload and/or rearrange content every time you create a CMA.

The screenshot shows the 'CMA WIZARD' interface at Step 8. The sidebar on the left lists steps: 1 Agent Profile, 2 Client Profile, 3 Features, 4 Subject Property, 5 Comparables, and 6 Adjustments. The main content area is titled 'Reports' and includes a sub-header 'Seller Default' with a 'Presentations' dropdown menu. Below this are fields for 'Report Title' (Seller Presentation), 'Report Pages Theme' (Houses 1), 'Footer selection' (Agent and Office Photo), 'Footer location' (On all except first Page), and 'Page Numbers' (Yes/No). At the bottom, there is a section for 'Current CMA Report Content' with a table of report pages.

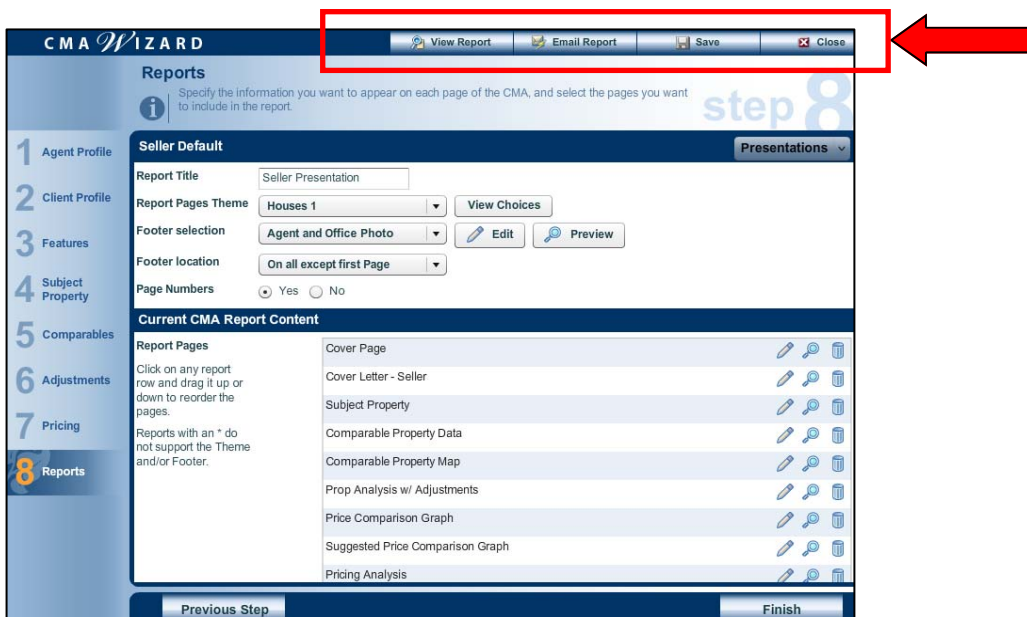
Current CMA Report Content	
Report Pages	Cover Page
Click on any report row and drag it up or	Cover Letter - Seller

Step 9: Finish

1. Click on **Finish** to complete your CMA Report. Click on **OK** when the confirmation box appears to continue.



2. Use the **View Report** button at the top of the wizard screen to **preview and print** your CMA.
3. Use the **Email Report** button to email the CMA to your client.
4. Use the **Save** button to save the CMA. You can use Save intermittently as you create the CMA in case of computer failure, or use it to save the CMA if you have made changes to it.
5. Click on the **Close** button to leave the CMA Wizard.



The CMA History

Fusion saves each of your CMA reports for one year. From the CMA History screen you will be able to view and print the reports, as well as edit or email them. You will also have the ability to delete a report. A Purge Date is also provided in CMA History so that you will know when each CMA will be deleted.

To view CMA History:

Hover over the CMA tab and click on **CMA History** from the drop down menu. Or, you may simply click on the CMA tab.

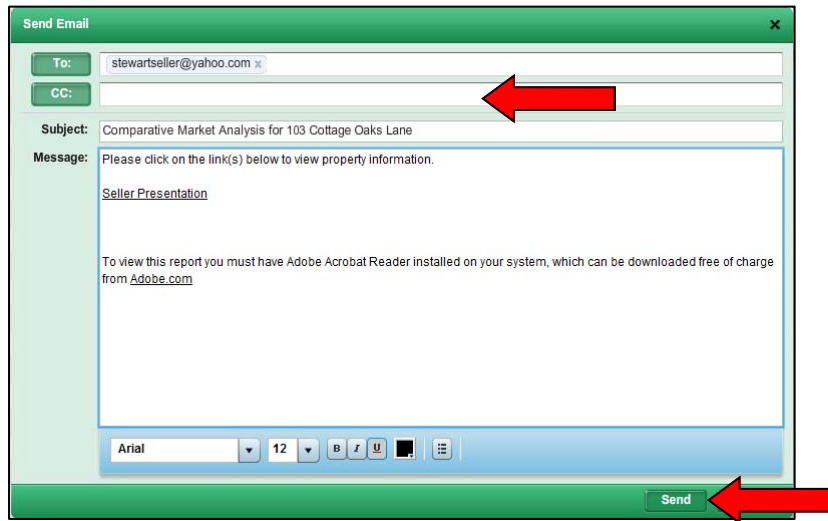
<input type="checkbox"/>	Client Name	Type	CMA Name	Property Type	# Comps	Last Modified	Purge Date
<input type="checkbox"/>	Stewart Seller	Seller	Seller Presentation	RES	11	10/29/12	10/29/13
<input type="checkbox"/>	Hugh Jackman	Seller	Seller Presentation	RES	10	10/24/12	10/24/13
<input type="checkbox"/>	Robert Redford	Seller	Seller Presentation	RES	8	09/06/12	09/06/13
<input type="checkbox"/>	Michael Phelps	Seller	Seller Presentation	RES	9	08/02/12	08/02/13
<input type="checkbox"/>	Johnny Depp	Seller	Seller Presentation	RES	8	07/10/12	07/10/13
<input type="checkbox"/>	Barry Buyer	Buyer	Buyer Presentation	RES	3	03/21/12	03/21/13
<input type="checkbox"/>	Josh Rafoth	Seller	Seller Presentation	RES	11	11/30/11	11/29/12
<input type="checkbox"/>	Tom Lambert	Seller	Seller Presentation	RES	11	11/30/11	11/29/12
<input type="checkbox"/>	Pete Maloney	Seller	Seller Presentation	RES	7	10/25/11	10/24/12
<input type="checkbox"/>	Drew Harris	Seller	Seller Presentation	RES	9	10/25/11	10/24/12
<input type="checkbox"/>	Stewart Seller	Seller	Seller Presentation	RES	12	10/25/11	10/24/12
<input type="checkbox"/>	Ted Williams	Seller	Seller Presentation	RES	12	10/25/11	10/24/12
<input type="checkbox"/>	Jeffrey Williams	Seller	Seller Presentation	RES	8	09/19/11	09/18/12

To view, edit or email a CMA Report:

1. Place a check in the box to the left of the appropriate CMA Report.
2. Click on the appropriate button: **View CMA**, **Edit CMA** or **Email CMA**.
3. Or, you may simply click on the **CMA Name link** to access the report for editing.

<input type="checkbox"/>	Client Name	Type	CMA Name	Property Type	# Comps
<input type="checkbox"/>	Barry Buyer	Buyer	Buyer Presentation	RES	3
<input type="checkbox"/>	Tommy Bedford	Buyer	Buyer Presentation	RES	8
<input type="checkbox"/>	John Smith	Seller	Seller Presentation	RES	7
<input type="checkbox"/>	Josh Rafoth	Seller	Seller Presentation	RES	11
<input type="checkbox"/>	Tom Lambert	Seller	Seller Presentation	RES	11
<input type="checkbox"/>	Pete Maloney	Seller	Seller Presentation	RES	7

- If you choose **Email CMA**, add any needed information on the email screen (cc:, subject information, etc.), then click on the **Send** button.

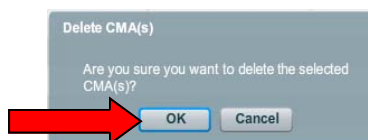
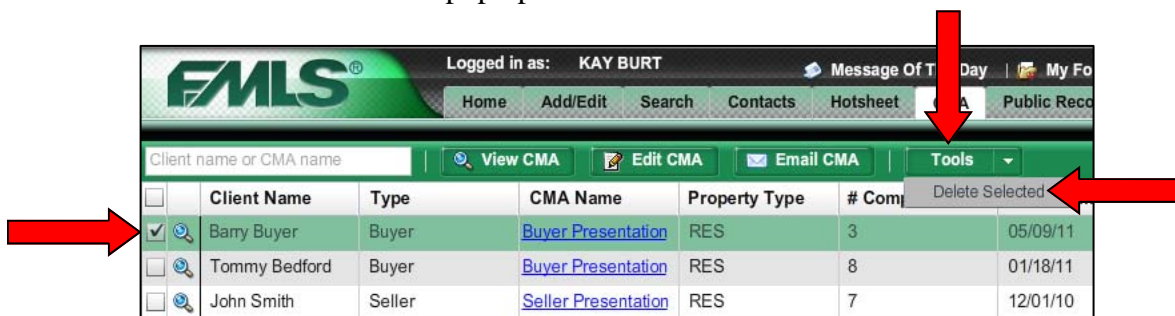


The CMA Wizard emails the CMA as a link instead of an attachment. This helps prevent viruses from being transmitted through email and keeps the file size small for the recipient.

Note

To delete a CMA Report:

- Place a check in the box to the left of the appropriate CMA Report.
- Click on the **Tools** button.
- Click on **Delete Selected**.
- A confirmation box will pop up. Click **OK** to delete the selected CMA.



Sample CMA Report

Comparative Market Analysis

Prepared especially for:
John Smith
For property at:
**3000 Silver Oaks Court
Roswell, GA 30075**



Brought to you by:
**KAY BURT
FIRST MULTIPLE LISTING
SERVICE
GA
ATLANTA, GA**

Subject Property

**3000 Silver Oaks Court
Roswell, GA 30075**




**3000 Silver Oaks Court
Roswell, GA 30075**

Style: Traditional
Bedrooms: 4
Full Baths: 3
Half Baths: 1
Stories: 2
Basement: Full, full, full, full
Year Built: 1998

Pool
Census
Fire
Dish
Fence
Lot
Lot Density
Sqm
Square Feet

KAY BURT FIRST MULTIPLE LISTING SERVICE
5417 ROSWELL ROAD SANDY SPRINGS, GA 30342 404-251-8582
ATLANTA, GA 404-251-8582
Information deemed reliable, but not guaranteed.
11/23

Price Comparison Graph of All Properties



Property	List Date	List Price	Sold Price	Sales Date
1 1288 Silver Fox Ct	05/28/2009	\$430,000		
2 190 Valley View Trce	04/15/2009	\$414,900		
3 1288 KING ROAD	05/28/2009	\$357,793		
4 265 Fallen Leaf Lane	06/12/2009	\$238,000		
5 338 WHEATBRIDGE DRIVE	06/26/2008	\$440,500		

KAY BURT FIRST MULTIPLE LISTING SERVICE
5417 ROSWELL ROAD SANDY SPRINGS, GA 30342 404-251-8582
ATLANTA, GA 404-251-8582
Information deemed reliable, but not guaranteed.
11/23

New Listing Data Input

After all the research; after the preparation of the CMA Report; after the presentation itself; after the listing is won; listing data must be entered into the FMLS database.

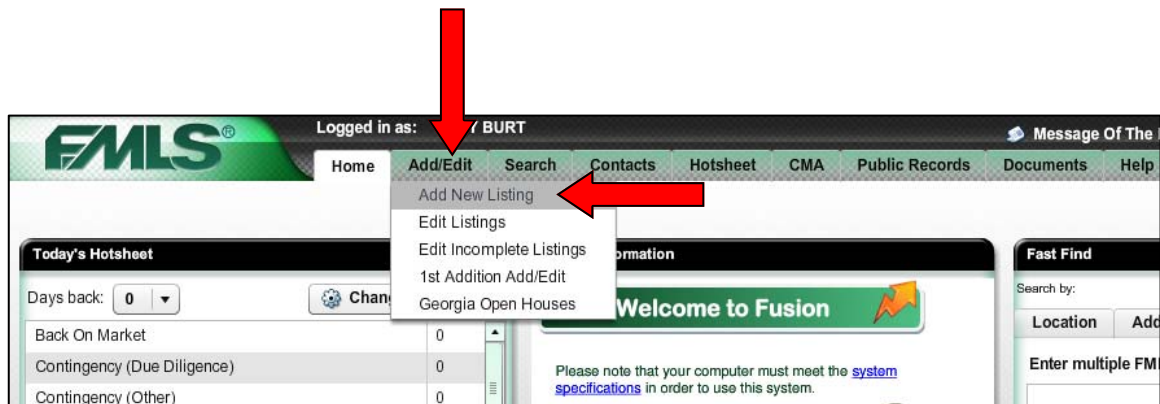
FMLS provides two methods for listing data input:

- Fusion's **Add New Listing**
- 1st Addition **Add/Edit**.

Fusion's Add New Listing will be covered here in detail. If you prefer to use 1st Addition, please refer to the Appendix of this guide for step-by-step instructions. A third option, Swift Dual Entry, is available from MorningStar Software, 1530 Woodstock Rd., Roswell, GA 30075, 770-977-2038.

To add a listing using Add New Listing:

1. Hover over the **Add/Edit** tab.
2. Click on **Add New Listing** from the drop down list.



3. Use the pick list in the New Record box to choose the property type for your new listing.
4. Click on the **OK** button to continue.



5. Type your listing information in the fields provided.
6. Fields with red text are required fields. Once data is entered, the red text changes to green.

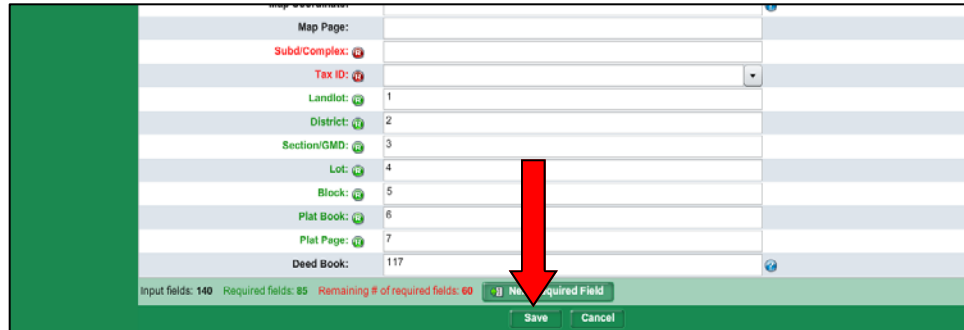
The screenshot shows the 'Add New 123 Main ST' form in the FMLS system. The form is divided into sections: 'Listing Summary', 'Tax Autopop', and 'Map Property'. The 'Map Property' section contains various input fields. A red arrow points to the 'Street Name' field, which is currently set to 'Main'. The 'Zip Code' and 'County' fields are circled in red, indicating they are required fields. The 'Street Number' is '123' and the 'City' is 'Alto'.



Several fields in the input screen allow you to choose multiple descriptors. These fields have a maximum number of choices allowed. Often, the number of choices available exceeds the number that can be used. When the pick list arrow is employed for these fields, Fusion provides information that will initially show you how many choices are allowed. As you select descriptors from the list, Fusion will show the number of remaining choices you will be allowed to make. In the example below – Kitchen Features – the listing agent begins with 10 choices. After selecting 3, Fusion shows that 7 choices remain for the agent.

The screenshot shows a pick list for 'Kitchen Features'. The list is open, showing various options. The 'Remaining: 10' text is highlighted with a red arrow, indicating the initial number of choices. The 'Remaining: 7' text is also highlighted with a red arrow, indicating the number of choices remaining after three selections. The list includes options like 'Counter Top - Stone, Island, Pantry', 'Counter Top - Other', 'Counter Top - Solid Surface', 'Counter Top - Stone', 'Counter Top - Tile', 'Country Kitchen', 'Island', 'Keeping Room', 'Pantry', 'Pantry - Walk-in', and 'Second Kitchen'.

- When data input is completed, click on the **Save** button to save your listing.



Map Page:	
Subd/Complex:	
Tax ID:	
Landlot:	1
District:	2
Section/GMD:	3
Lot:	4
Block:	5
Plat Book:	6
Plat Page:	7
Deed Book:	117

Input fields: 140 Required fields: 85 Remaining # of required fields: 60 No Required Field

Save Cancel



An added benefit of using **Add New Listing** for data input is that Fusion automatically creates a Document Management folder so that important documents (such as the Property Disclosure Statement, or Lead Based Paint Exhibit) may be added to the listing for viewing by buyer agents and/or prospective buyers in the Property Details Report.

Enhance Listing Information

There are many other FMLS tools that can be used to enhance your listing. Photos and virtual tours may be added; pin placement for mapping and driving directions may be refined; important documents such as a Property Disclosure Statement may be attached to the listing; and Open Houses and Caravans may be advertised. Each of these tools will enhance your marketing efforts, so take advantage of all of them!

Adding Photos to a Listing

Photographs that accompany home listings play a significant role in attracting buyers. Because more than 90% of home buyers begin their search online (and eliminate homes for viewing based on photographs), FMLS sends listing data - including photos - to Realtor.com, and listing Brokers may choose to have listing data sent out to many different public-facing websites such as Trulia and Zillow. Fusion accepts up to 25 photos per listing, and 2 virtual tours! Compared to listings with only one photo, those with 21 or more photos generated more than triple the number of Detailed Views, more than double the amount of interest, and double the number of leads. It is well worth the effort to upload 25 photos and a virtual tour.

You will use Edit Listing in Fusion to upload photos to your listing, and to manage those photos once they are part of the listing.

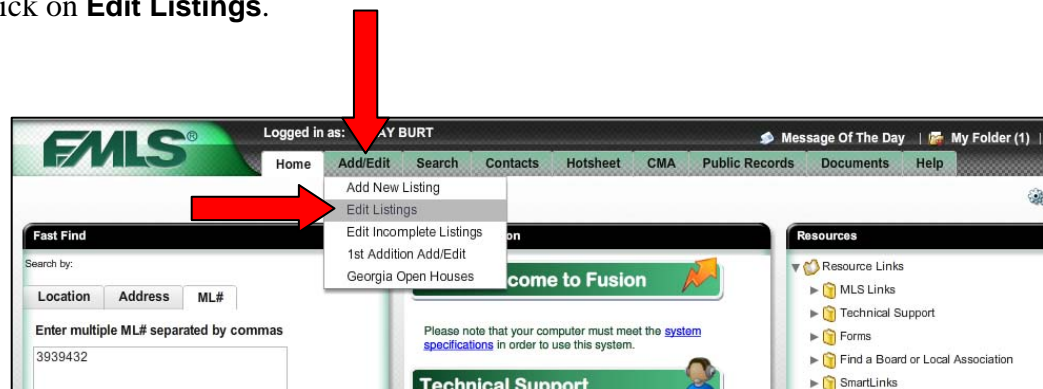


Photo Rules and Regulations

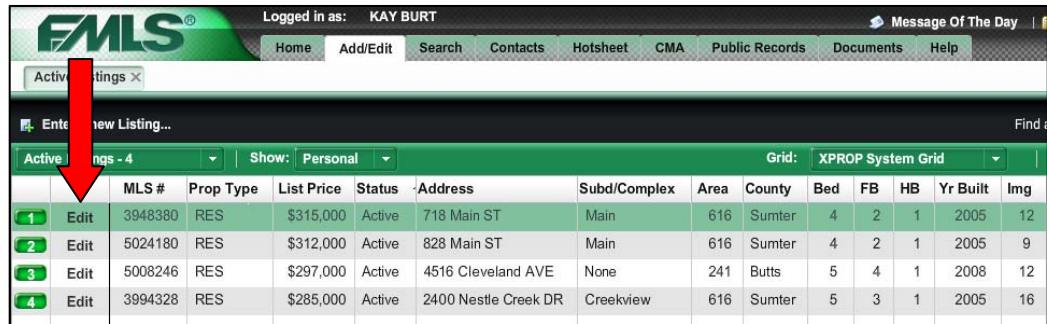
- *No text may be superimposed on photos.*
- *Photos of anything other than the subject property are not permitted.*
- *Photos cannot be copied from any listing without written consent of the listing agent who took the photo.*

To add photos:

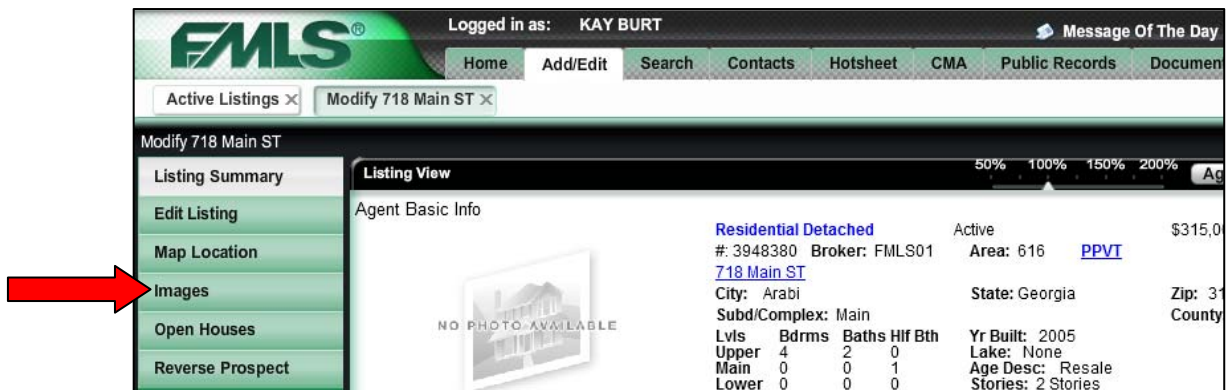
1. Hover over the **Add/Edit** tab.
2. Click on **Edit Listings**.



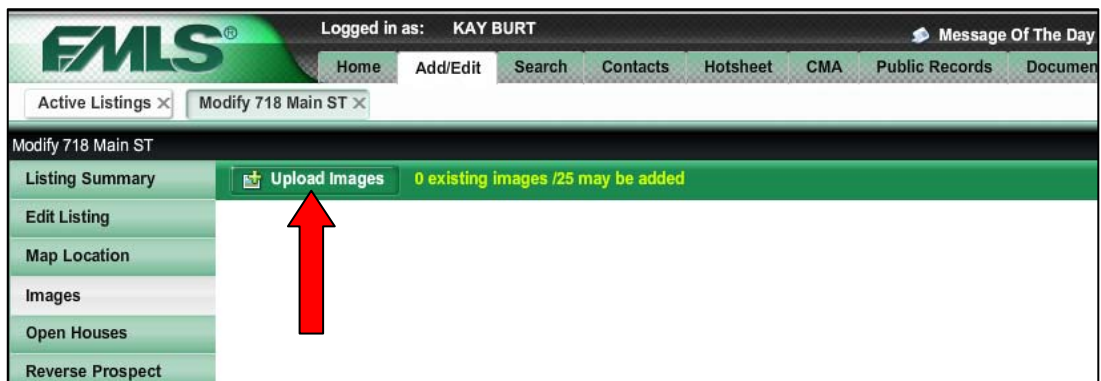
- Click on the **Edit** button for the appropriate listing.



- Click on the **Images** button.

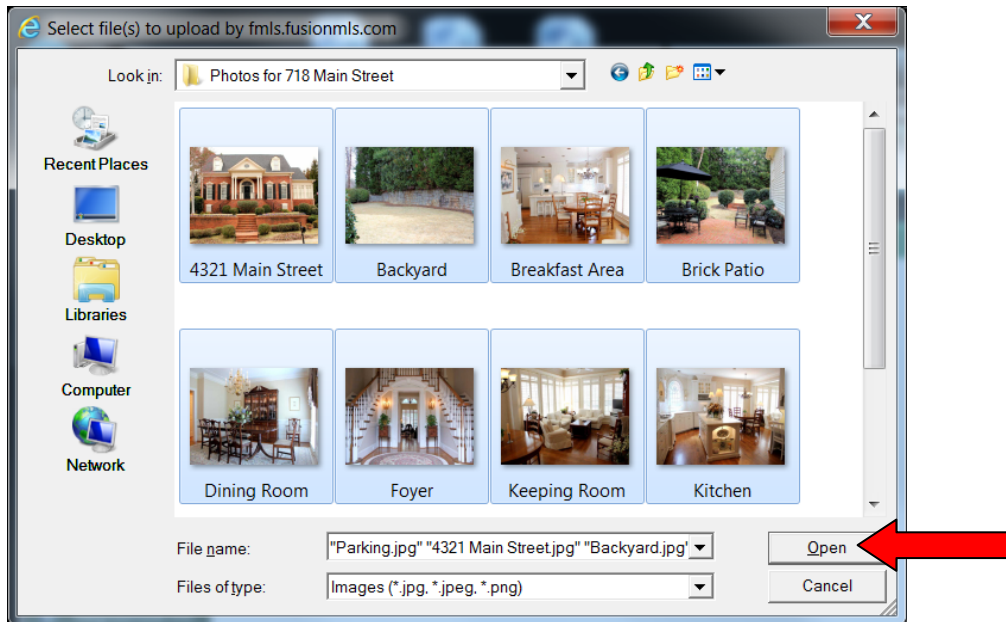


- Click on the **Upload Images** button.

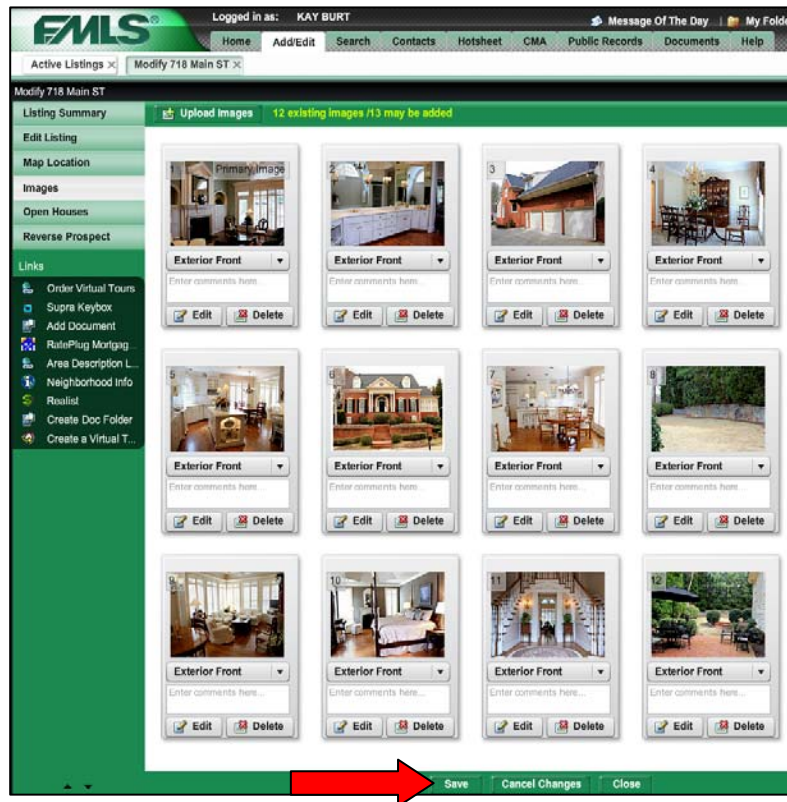


- Use the **Select File(s) To Upload** pop up box to locate the photos on your computer.
- Highlight the photos you wish to upload.

8. Click on the **Open** button. The photos will appear in the Images window in Fusion.



9. Click on the **Save** button to upload the images to the FMLS database.

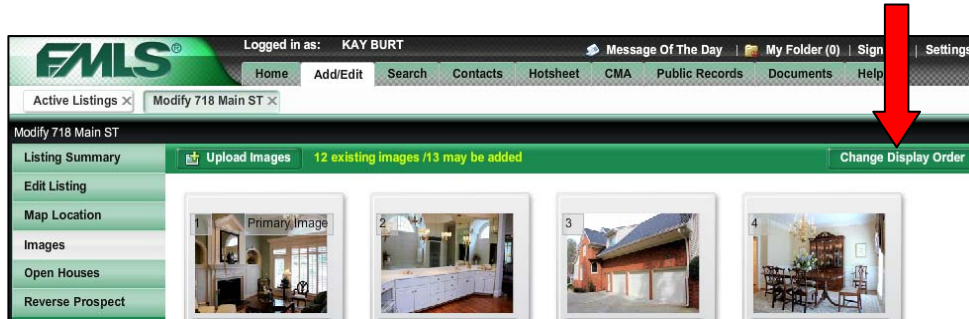


Arranging Photos

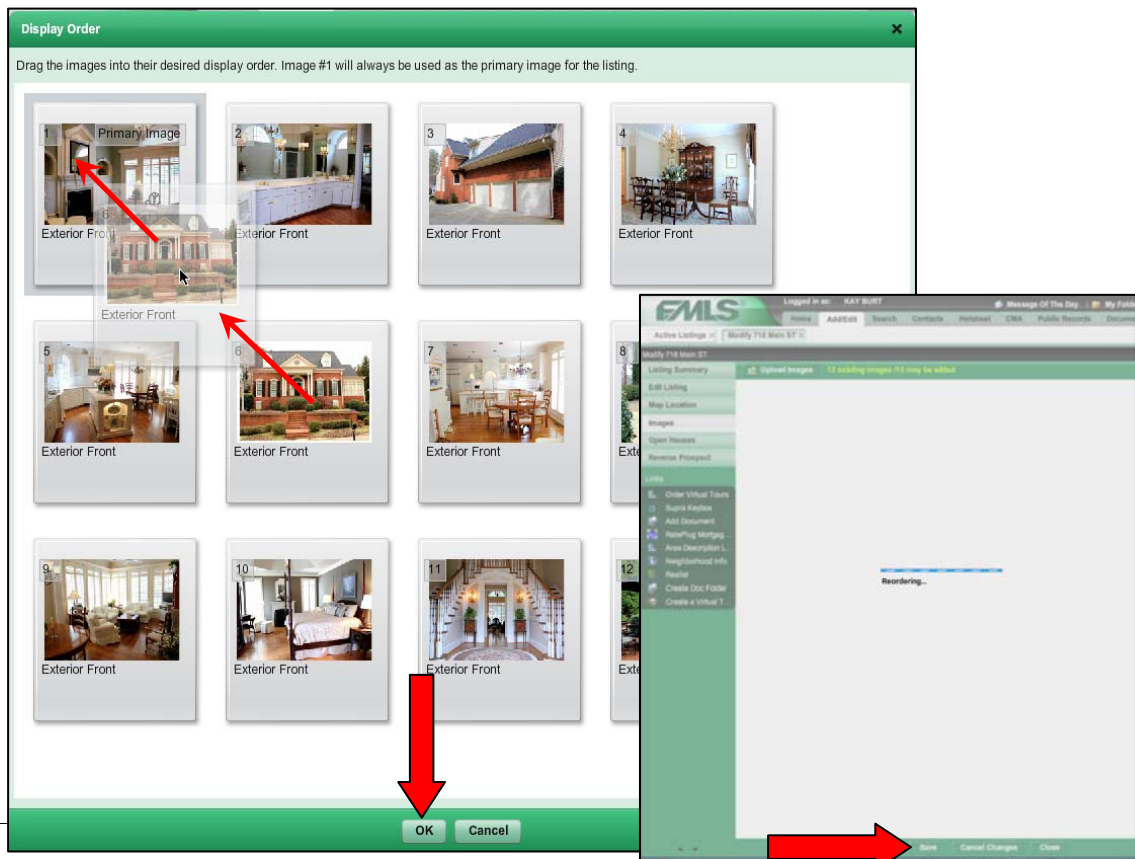
The order in which agents and prospective buyers view the photos for a listing can be almost as important as the photos themselves because it provides a feel for the layout of the home.

To arrange photos:

1. Click on the **Change Display Order** button.

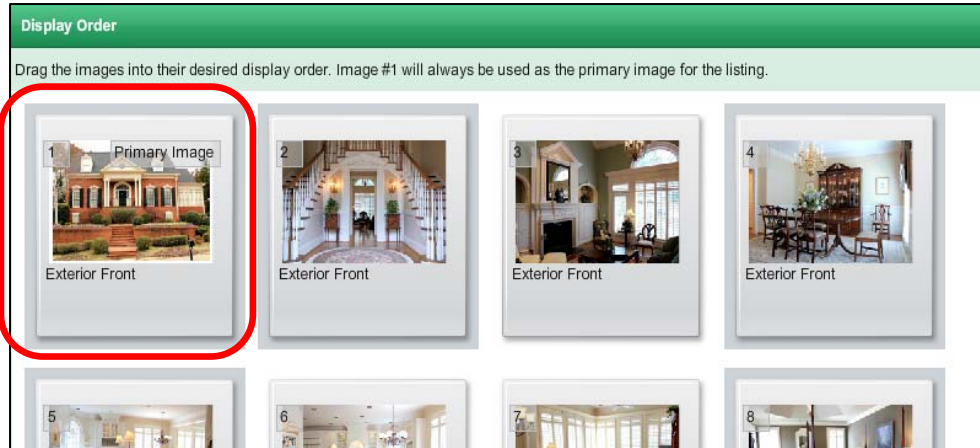


2. Drag and drop images to achieve the desired order for viewing in Fusion.
3. When all pictures are in the proper order, click on the **OK** button.
4. When the screen refreshes, click on the **Save** button. The photos will be reloaded in the desired order.





The photo in the first position (upper left corner) becomes the Primary Image for the listing (the photo that appears on the listing reports). The primary image is generally an exterior front photograph of the home.

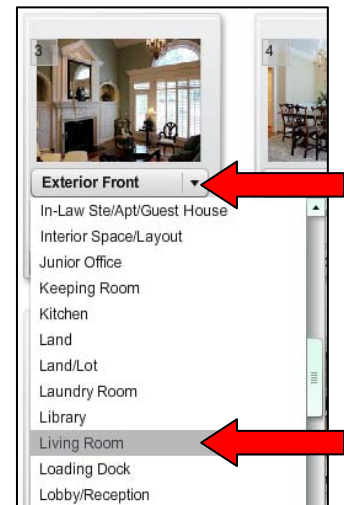


Editing Photos

Because photos are so critical to the online marketing of listings, Fusion enables you to name each photo, and add descriptive text (up to 255 characters). Thoughtful descriptions of each picture will add to the online presence of your listing – selling the rooms sells the house!

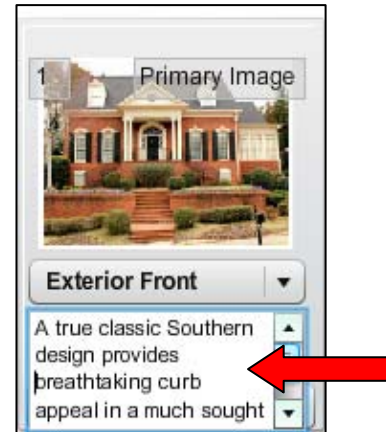
To edit photo names:

1. Click on the pick list arrow directly underneath the photo.
2. Click to choose the appropriate name for the photo. The photo will be re-labeled.



To add descriptions to photos:

1. Click in the box underneath the photo name.
2. Type descriptive text in the box.
3. Click on the Save button at the bottom of the screen to save descriptions.

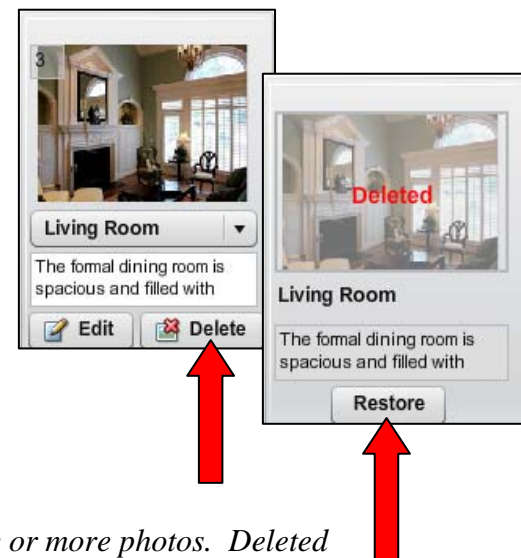


Note

After typing descriptive text you can use the **Enter** key on your keyboard when you have finished typing for one photo. If you have additional photos to describe, just click in the box for the next photo and begin typing. Clicking on the **Save** button at the bottom of the screen will save one or several descriptions!

To delete a photo:

1. Click on the **Delete** button for the appropriate photo.
2. The photo is grayed out and the word Deleted will appear in red on the face of the photo.
3. A **Restore** button will replace the Edit and Delete buttons for the picture.
4. Click on the **Save** button to complete the deletion(s).

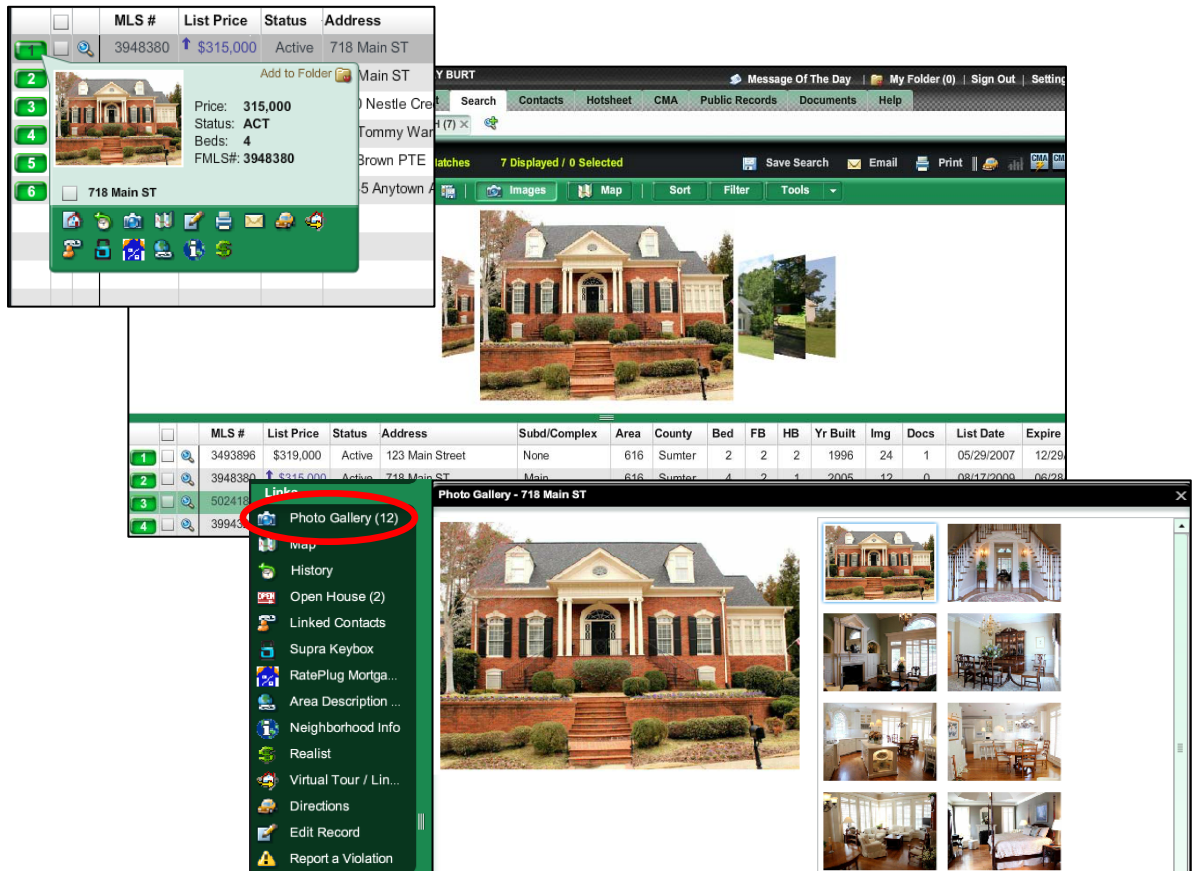


Note

Clicking on the Save button will permanently delete one or more photos. Deleted photos **cannot** be restored.

Where Do Photos Appear in Fusion?

Photos are integrated throughout Fusion. Here are some examples.



Adding Virtual Tours to a Listing

Virtual tours provide the ability to add an almost unlimited number of photos to the online marketing effort for a listing. Many professional photographers offer virtual tour services; and there are many companies which specialize in virtual tours. FMLS also offers free software (Property Panorama Virtual Tours) to its members to create their own virtual tours!

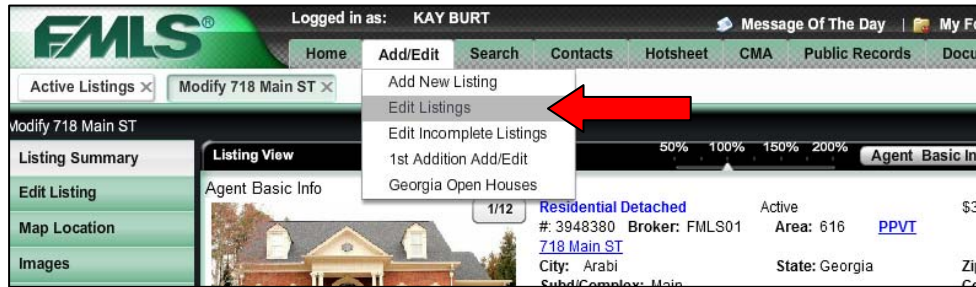


Virtual Tour Rules and Regulations

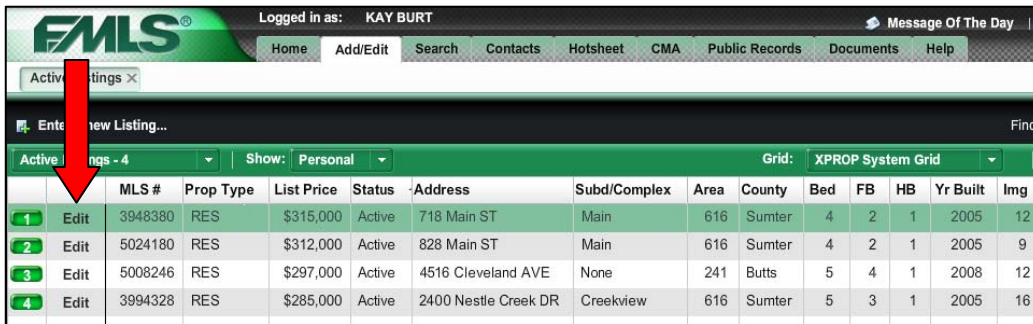
- *No text may appear in a Virtual Tour other than for descriptive text of the property in the fields provided for such.*
- *No text may be superimposed on any virtual tour graphical presentations of properties.*
- *Graphical presentations of anything other than the subject property are not permitted.*

To add a virtual tour to a listing:

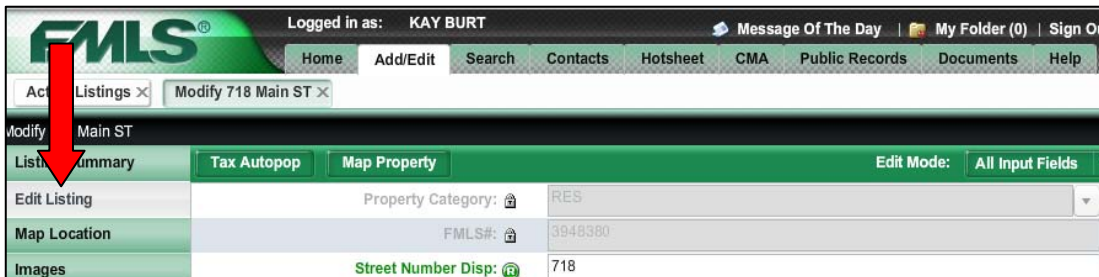
1. Locate and copy the URL (web address) for the virtual tour. (This may be found in an email from a professional photographer or virtual company, or in Property Panorama Virtual Tours software if used).
2. Hover over the **Add/Edit tab** and click on **Edit Listing**.



3. Click on the **Edit** button for the appropriate listing.



4. Click on **Edit Listing**. The data entry screen will appear for that listing.



5. Scroll to the bottom of the data entry screen. Paste the URL (web address) for the virtual in the appropriate box.

6. Click on the **Save** button.

Directions: (i) THIS IS A TEST LISTING AND NOT AVAILABLE TO THE PUBLIC. PLEASE L...

Show Instructions: (i) No Lockbox

Virtual Tour Link PP: http://www.propertypanorama.com/mls.asp?id=95590

Virtual Tour Link:

Input fields: 142 Required fields: 85 Remaining # of required fields: 0 Next Required Field

Save Cancel Changes Close



A virtual tour created in Property Panorama should be placed in the **Virtual Tour Link PP** box. A virtual tour created by a professional photographer or virtual tour company should be placed in the **Virtual Tour Link** box.

If you know when you input your listing into Fusion that you will be adding a virtual tour (either from Property Panorama or another company), **you may choose to opt out of the automatic Slide Show creation.** Look for the box to **Opt Out** in Fusion's Add New Listing, in 1st Addition, and in the Swift Dual Entry system. Remember that **if you Opt Out, you cannot change your mind later!** You will need to create a Virtual Tour to replace the Slide Show.

Logged in as: KAY BURT Message Of The Day

Home Add/Edit Search Contacts Hotsheet CMA Public Records Documents Help

Active Listings x Modify 718 Main ST x

Modify 718 Main ST

Listing Summary	Tax Autopop	Map Property	Ed
Edit Listing	Previous List Price:	199900	
Map Location	Call Back Agent Present Affirm:	No	
Images	Include Auto-Slideshow?: (i)	Yes	
Open Houses	Allow Internet Display Y/N:	Yes	
Reverse Prospect	Allow Address Display Y/N:	Yes	

Using Property Panorama Virtual Tour Software

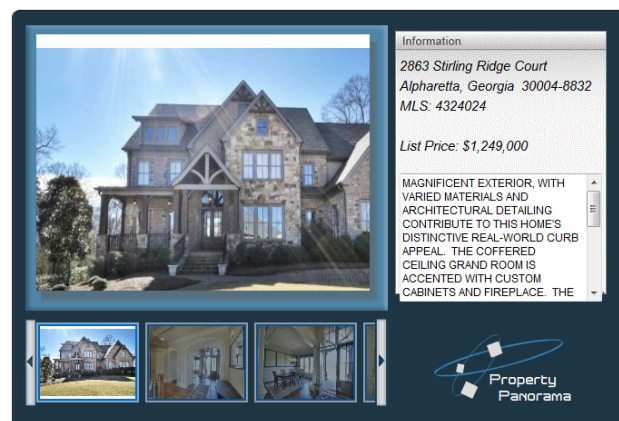
Property Panorama is a simple, easy to use Virtual Tour solution provided to you at no charge by FMLS. Now you can enhance your listing without affecting your bottom line! You can create a virtual tour with as many photos as you'd like – 16, 32, 64 or more. You can add still photos and use the auto-stitch feature to create scrolling 180° or 360° panoramas. You can also include an unlimited amount of text to describe every important feature of your listing. Several tour templates and background music choices are available to truly personalize your virtual tour! High resolution photos are supported – and with very fast load times! Property Panorama virtual tours are easily uploaded to REALTOR.com (only normal REALTOR.com charges apply – none from FMLS or Property Panorama!), as well as to other popular real estate sites and even YouTube!

Automatic Slide Show Creation

Property Panorama automatically creates a slide show for you, using the photos you upload with your listing – as long as you upload 3 or more photos. **It is important to note that the slide show will be created after midnight of the day you input the listing.** If you add your listing with only 1 photo, intending to add additional pictures at a later time, the slide show will not be created until such time as you add three or more photos. After that, any time you upload additional photos to your listing, the slide show will be updated with those photos – again, after midnight of the day you add the photos.

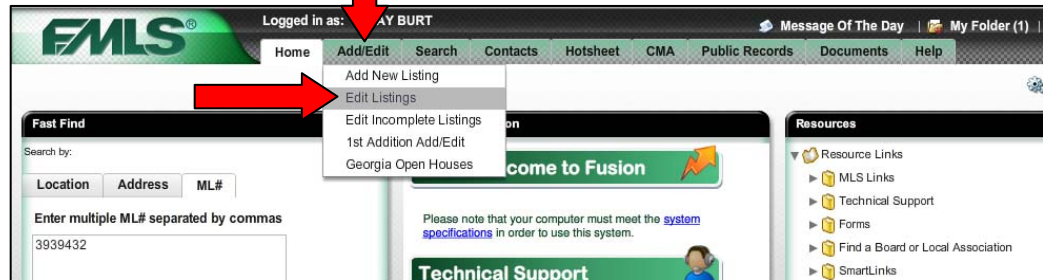
It is important to note that the automatically created Slide Show will be replaced if you create a Virtual Tour in Property Panorama. The Virtual Tour uses higher resolution photos than the ones you upload to Fusion, and, of course, can accommodate any number of photos – 20, 60, 80 or more, as well as the panoramas! The photos of your listing and the text from the Public Remarks section of your listing information will be included in the Slide Show. Because the Virtual Tour is a much more polished and professional vehicle for your photographs, it automatically replaces the Slide Show.

If you replace the Slide Show with a Virtual Tour, you cannot retrieve the Slide Show. Likewise, if you delete the Slide Show (using Add/Edit Media), you cannot retrieve the Slide Show.

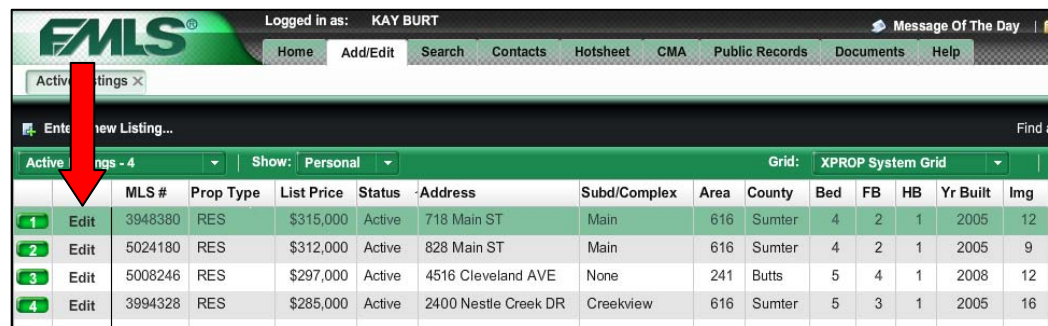


To create a Property Panorama Virtual Tour:

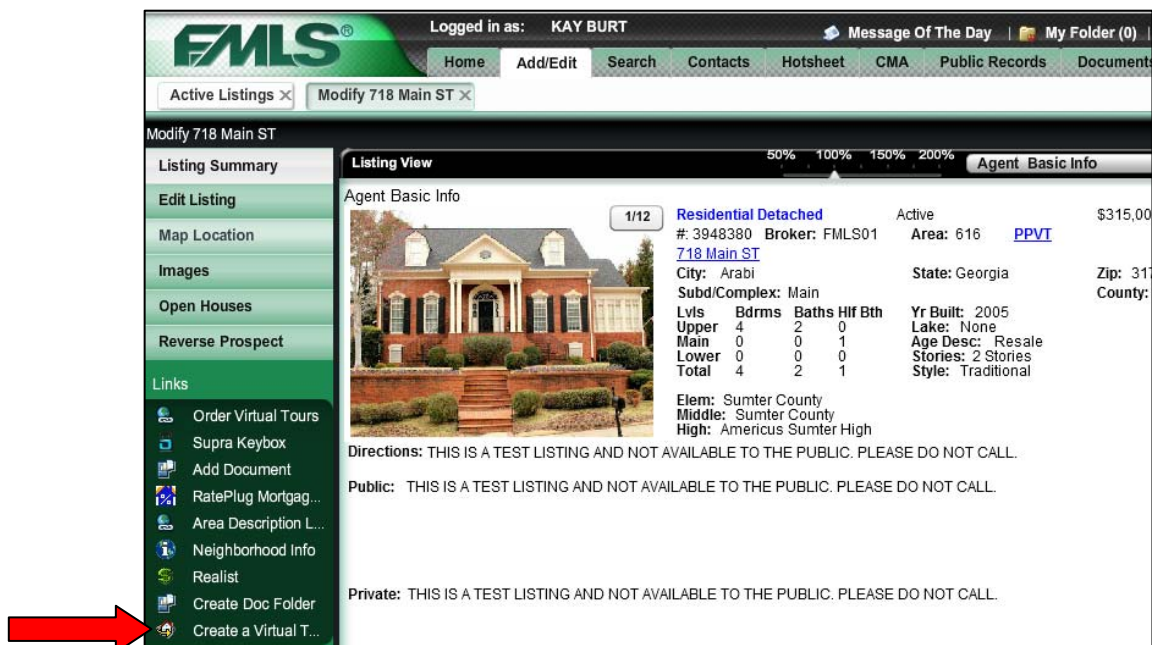
1. Hover over the **Add/Edit** tab.
2. Click on **Edit Listings**.



3. Click on the **Edit** button for the appropriate listing.



4. Click on the **Create a Virtual Tour** button.



- The Property Panorama tour manager will be loaded. Follow screen directions to create the virtual tour.

Property Panorama **Tour Manager**

Have a question? [Click here to chat!](#)

CURRENTLY ONLINE Home About us Contact us

[Members Area](#) > [My Tours](#) > Tour Information

Step 1 Information >> **Step 2** Select Photos >> **Step 3** Manage Photos >> **Step 4** Options

Step 1: Information
 Input the details of your listing. Address information allows your visitors to see maps, satellite views, school information, and much more.

Detailed Information

*** Required Field**

MLS# *Bedrooms

*Price *Bathrooms

Address *Basement

Suite / Apt / Lot *Listing type

*City *Offering Terms

*State / Province / Country Square feet

*Postal code Status

Detailed Overview and Features

***Detailed Overview** *** Required Field** **Property Features**
 (Please, do not use abbreviations in your description!) (IE: Washer & Dryer, Fridge, etc.)

THIS IS A TEST LISTING AND NOT AVAILABLE TO THE PUBLIC. PLEASE DO NOT CALL.

Save Changes

Where Do Virtual Tours Display in Fusion?

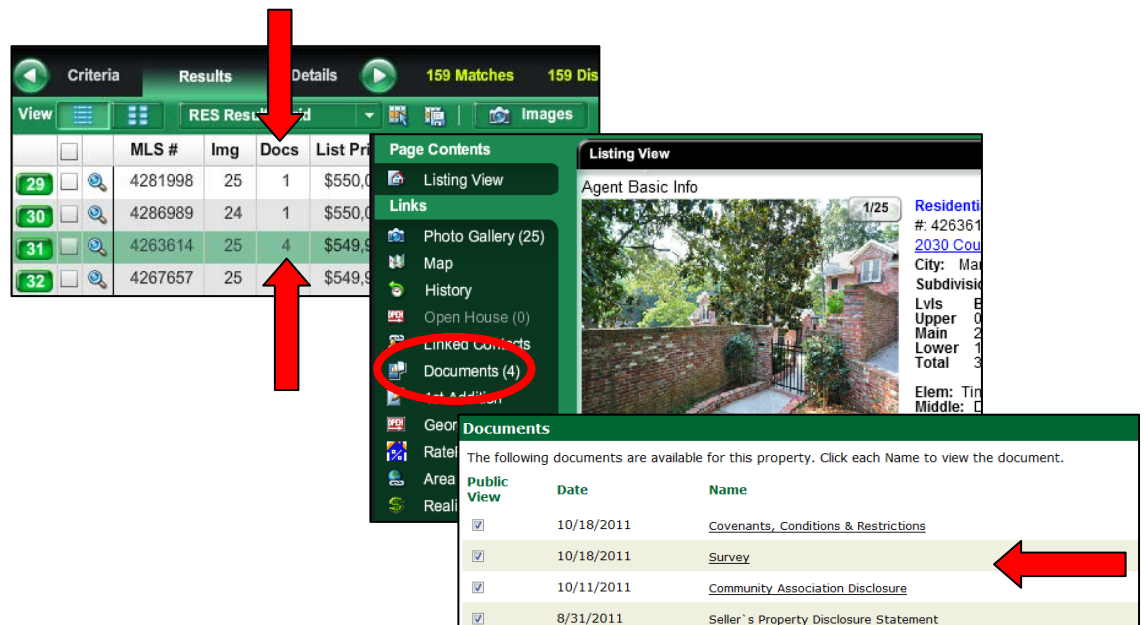
The image illustrates the integration of virtual tours into the FMLS Fusion interface. It shows a search results page for a property at 4516 Cleveland AVE. A red box highlights the 'PPVT' (Property Panoramic Virtual Tour) link in the listing details. A red arrow points from this link to a larger, detailed view of the property listing. In this detailed view, the 'Virtual Tour / Lin...' link in the left sidebar is highlighted in a red box, with another red arrow pointing to a virtual tour player. The virtual tour player displays a 3D rendering of the house and a list of information including 'Jackson, Georgia', 'MLS: 5008246', and 'List Price: \$297,000'.

Adding Documents in Fusion

Important documents such as a Property Disclosure Statement, a Lead Based Paint Exhibit, a Plat Map, Floorplans, etc., may be included with the data displayed for a listing in Fusion. This is accomplished with Fusion's Document Management System.

For more information on this process please attend the 3 CE credit **Document Management** class or review the Electronic Document Management training materials located in the Knowledge Base on FMLS.com.

Where Do Documents Appear in Fusion?



The screenshot illustrates the Fusion interface. On the left, a table lists search results with columns for MLS #, Image count, Document count, and List Price. A red arrow points to the 'Docs' column for the first result (MLS # 4281998, 25 images, 1 doc). On the right, the 'Listing View' for this property is shown, including a photo gallery and a list of documents. A red circle highlights the 'Documents (4)' link in the sidebar. Below this, a 'Documents' table lists available documents for the property.

Public View	Date	Name
<input checked="" type="checkbox"/>	10/18/2011	Covenants, Conditions & Restrictions
<input checked="" type="checkbox"/>	10/18/2011	Survey
<input checked="" type="checkbox"/>	10/11/2011	Community Association Disclosure
<input checked="" type="checkbox"/>	8/31/2011	Seller's Property Disclosure Statement

Editing Map Pin Placement

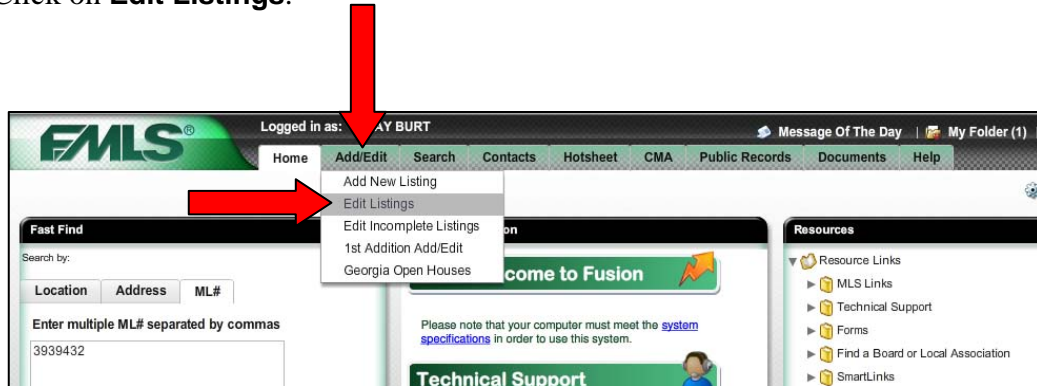
Pin placement on Fusion maps is based on logic designed by Microsoft that is implemented by Fusion. The property's street address is used to accurately place the pin. Occasionally the logic fails, or a listing agent enters a street name incorrectly. Either circumstance will result in a pin being placed on the map in an incorrect location. This can affect how buyer agents view the property, and can affect driving directions.

Be sure to check the pin location for accuracy after entering listing data. If the pin is placed incorrectly, use the Fusion Map Location tool to move the pin to the correct location.

You will notice that Fusion uses two map pin locations. One represents the house itself and when pinned correctly should be located on the roof of the property. The second pin is used to determine driving directions and should be placed in front of the property and touching the street that is contained in the address.

To change pin placement:

1. Hover over the **Add/Edit** tab.
2. Click on **Edit Listings**.

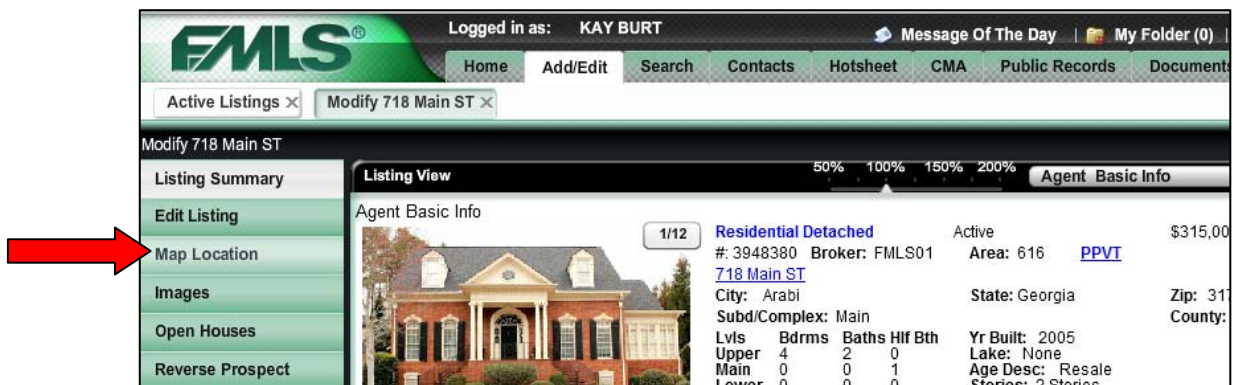


3. Click on the **Edit** button for the appropriate listing.

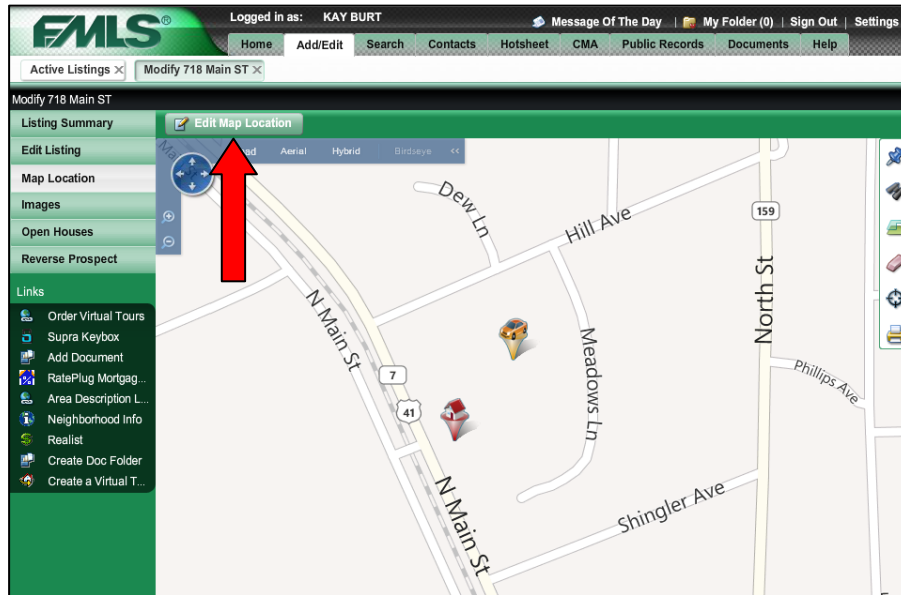
The screenshot shows a table of active listings. A red arrow points to the 'Edit' button for the first listing in the table.

Active Listings - 4	MLS #	Prop Type	List Price	Status	Address	Subd/Complex	Area	County	Bed	FB	HB	Yr Built	Img
1	3948380	RES	\$315,000	Active	718 Main ST	Main	616	Sumter	4	2	1	2005	12
2	5024180	RES	\$312,000	Active	828 Main ST	Main	616	Sumter	4	2	1	2005	9
3	5008246	RES	\$297,000	Active	4516 Cleveland AVE	None	241	Butts	5	4	1	2008	12
4	3994328	RES	\$285,000	Active	2400 Nestle Creek DR	Creekview	616	Sumter	5	3	1	2005	16

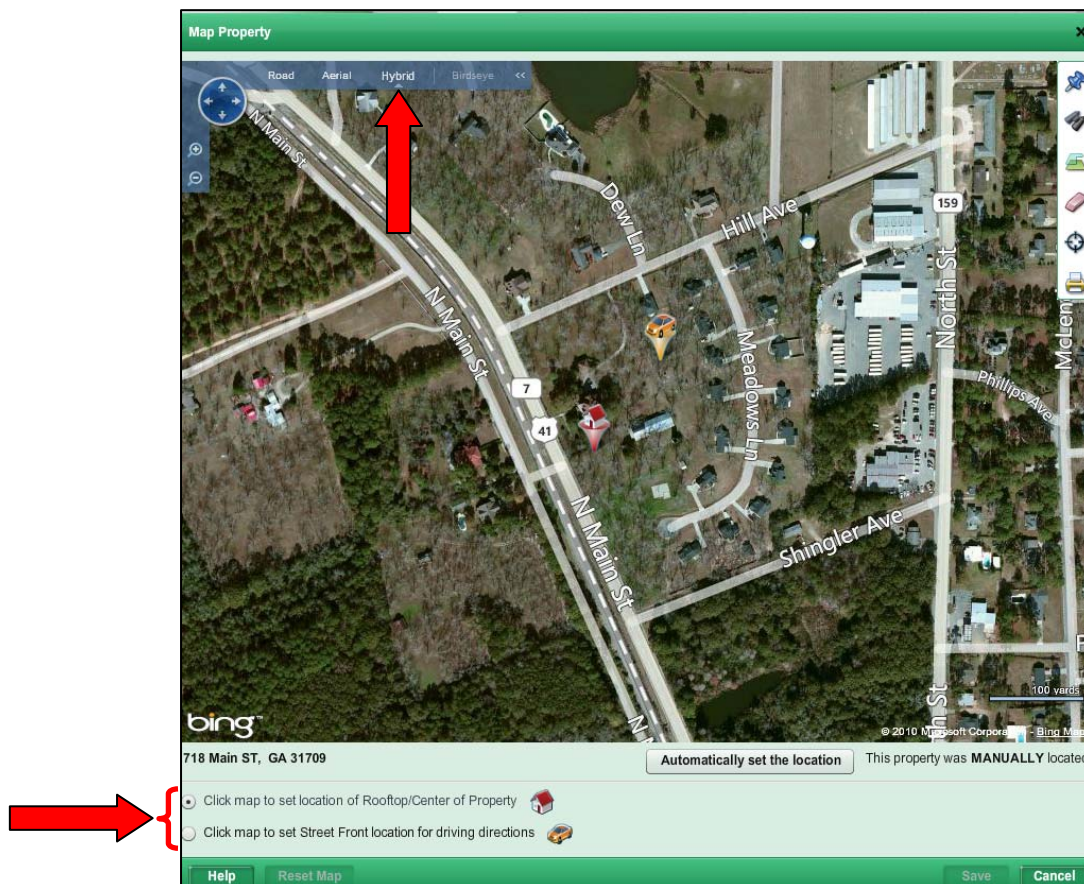
4. Click on the **Map Location** button.



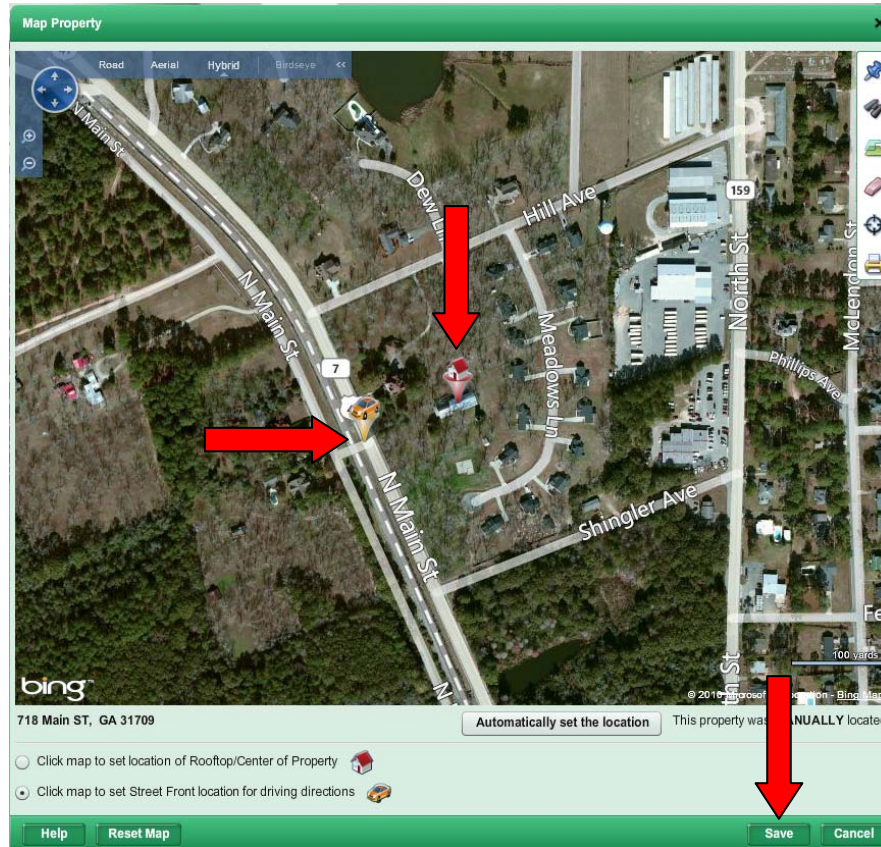
- Click on the **Edit Map Location** button.



- Select the **Hybrid** map view to ensure proper pin placement.
- Click to select the appropriate pin to change.



8. If moving the Rooftop pin, place the cross-hair mouse pointer on the roof of the property and **click once**.
9. If moving the Street Front pin, place the cross-hair mouse pointer touching the street in front of the property and **click once**.
10. Click on the **Save** button to move the pin(s).



Adding Open Houses and Caravans

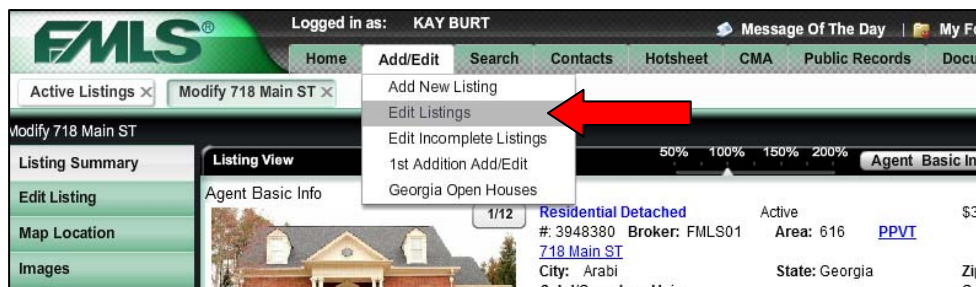
FMLS offers GeorgiaOpenHouses.com to aid agents in drawing higher numbers to open houses. Maintained and advertised by FMLS, this website which is designed to attract local home buyers to FMLS listings. Any FMLS member may place Open Houses in the database free of charge! It's another great implement to add to the long list of FMLS marketing tools!

Broker Caravans provide the ability for agents to open their listings to agents from other brokerages. It's a great way to touch a large number of agents who may have buyers interested in a particular area. It also allows agents to preview properties listed with other companies!

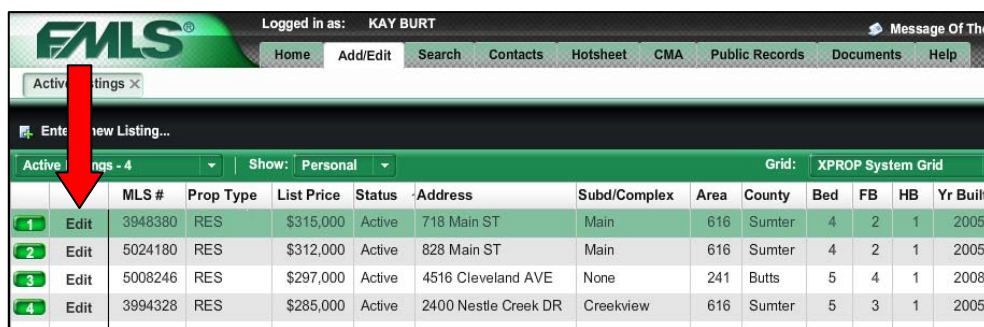
Fusion makes it easy to input information for both Open Houses and Caravans!

To add an Open House:

1. Hover over the Add/Edit tab and click on **Edit Listing**.



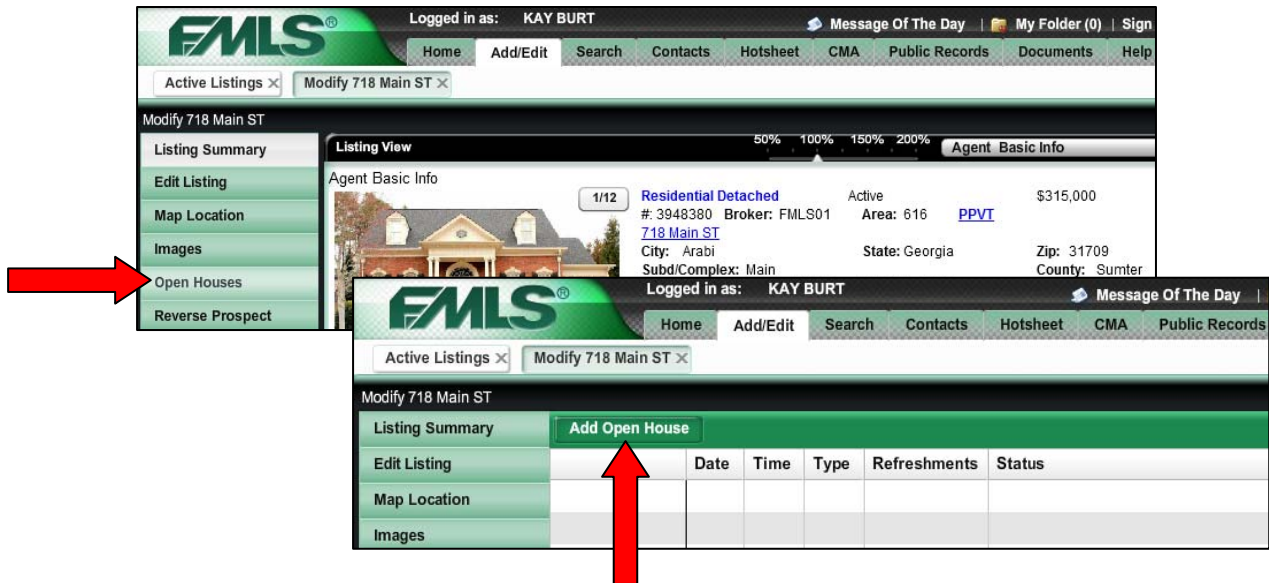
2. Click on the **Edit** button for the appropriate listing.



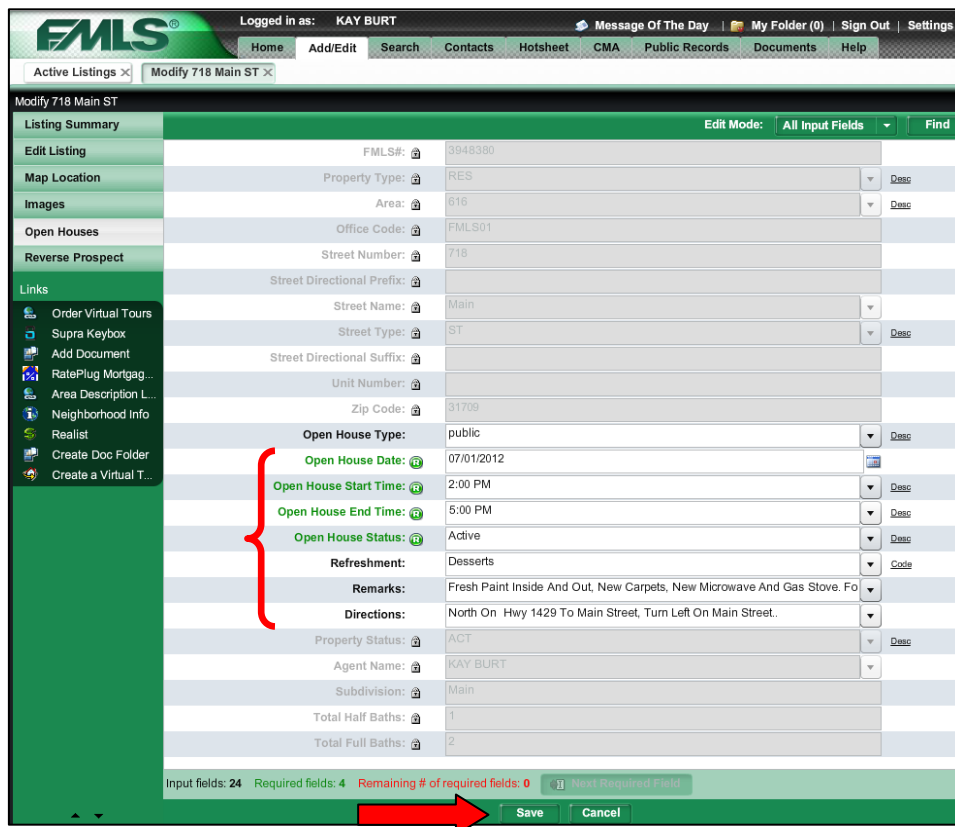
The screenshot shows the FMLS web interface with a list of active listings. A red arrow points to the 'Edit' button for the first listing. The table below shows the details of the listings.

		MLS #	Prop Type	List Price	Status	Address	Subd/Complex	Area	County	Bed	FB	HB	Yr Built
1	Edit	3948380	RES	\$315,000	Active	718 Main ST	Main	616	Sumter	4	2	1	2005
2	Edit	5024180	RES	\$312,000	Active	828 Main ST	Main	616	Sumter	4	2	1	2005
3	Edit	5008246	RES	\$297,000	Active	4516 Cleveland AVE	None	241	Butts	5	4	1	2008
4	Edit	3994328	RES	\$285,000	Active	2400 Nestle Creek DR	Creekview	616	Sumter	5	3	1	2005

3. Click on the **Open Houses** button.
4. When the new screen appears, click on the **Add Open House** button.

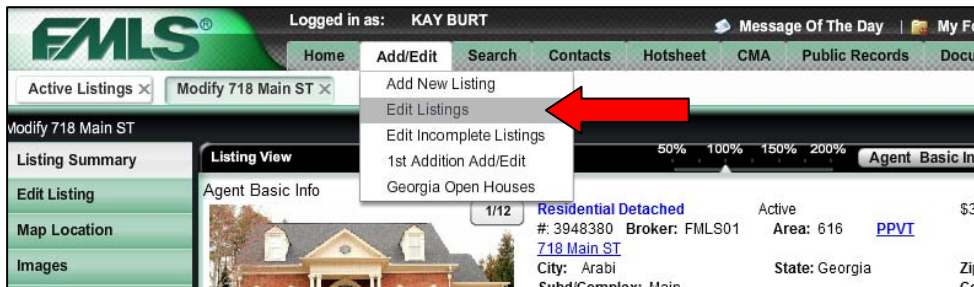


5. Use the boxes provided to choose Open House type (public for the Open House to appear in GeorgiaOpenHouses.com), date, start and end times, and status. Also provide information about refreshments being served and remarks and driving directions.
6. Click on the **Save** button to finish. The Open House will be added to the database within 15 minutes.

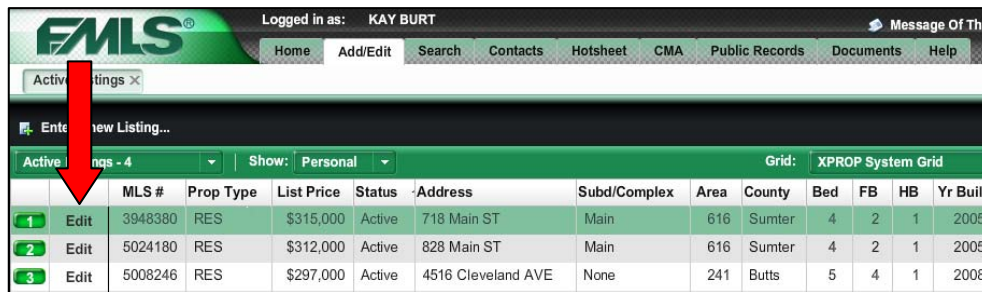


To add a Caravan:

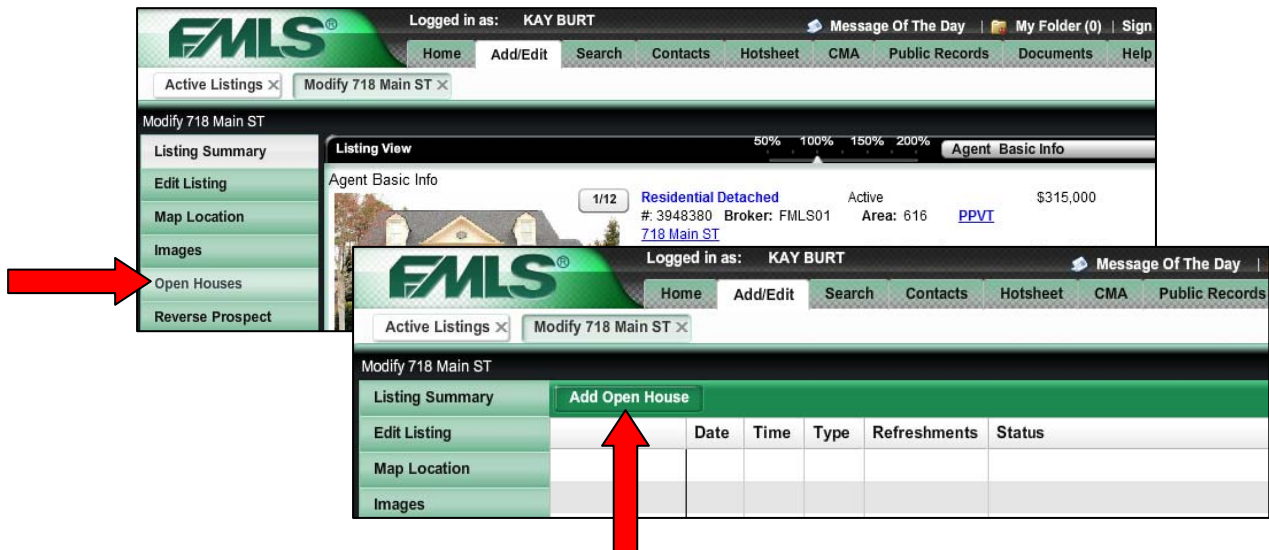
1. Hover over the Add/Edit tab and click on **Edit Listing**.



2. Click on the **Edit** button for the appropriate listing.



3. Click on the **Open Houses** button.
4. When the new screen appears, click on the **Add Open House** button.



- Use the boxes provided to choose Open House type (Broker), date, start and end times, and status. Also provide information about refreshments being served and remarks and driving directions.
- Click on the **Save** button to finish. The Listing will be added to the Caravan for the specified date within 15 minutes.

Neighborhood Info
Realist
Create Doc Folder
Create a Virtual T...

Zip Code: 57109

Open House Type: public Desc

Open House Date: 07/01/2012 Desc

Open House Start Time: 2:00 PM Desc

Open House End Time: 5:00 PM Desc

Open House Status: Active Desc

Refreshment: Desserts Code

Remarks: Fresh Paint Inside And Out, New Carpets, New Microwave And Gas Stove. Fo

Directions: North On Hwy 1429 To Main Street, Turn Left On Main Street.

Property Status: ACT Desc

Agent Name: KAY BURT

Subdivision: Main

Total Half Baths: 1

Total Full Baths: 2

Input fields: 24 Required fields: 4 Remaining # of required fields: 0 Next Required Field

Save Cancel



Please notice the *Type* column of the Open House summary screen. “Broker” in that column denotes a caravan listing. “Public” denotes an Open House.

Logged in as: KAY BURT Message Of T

Home Add/Edit Search Contacts Hotsheet CMA Publ

Active Listings x Modify 718 Main ST x

Modify 718 Main ST

Listing Summary	Add Open House		Date	Time	Type	Refreshments	Status
Edit Listing							
Map Location	Edit	Delete	07/03/	10:00 AM - 2:00 PM	Broker	/	Active
Images	Edit	Delete	07/01/	2:00 PM - 5:00 PM	public	/	Active
Open Houses							
Reverse Prospect							

Reverse Prospecting (Working on Behalf of the Seller)

Reverse Prospecting is a tool for listing agents. Reverse Prospecting shows a listing agent the names of buyer’s agents with prospects whose search criteria match a listing they are currently representing. **The listing agent will not be able to view the buyer’s name, but will see a reference ID that will help the buyer’s agent identify the prospect when they are called or emailed.**

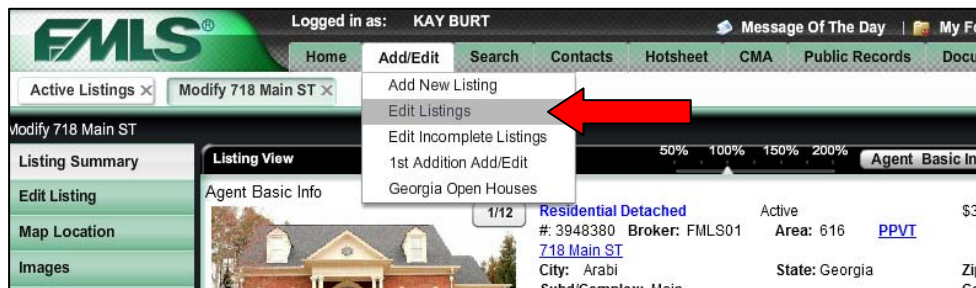


Note

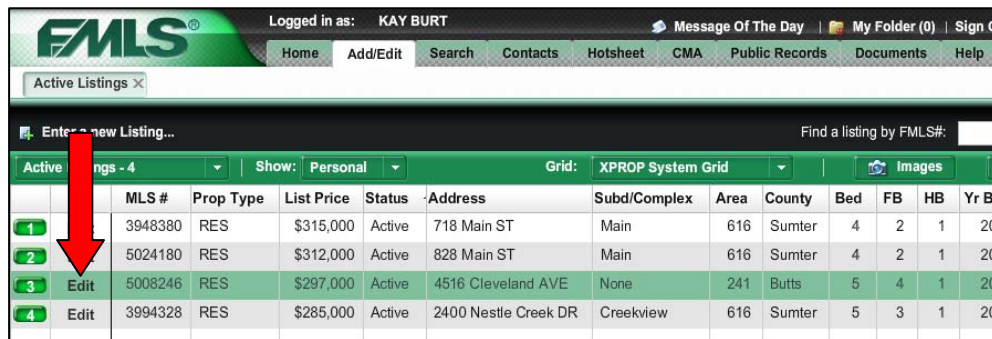
The buyer’s agent has the choice to select “No” for Reverse Prospecting when entering the buyer’s information. As a result, the buyer and buyer’s agent will not be included on the Reverse Prospecting list.

To view the Reverse Prospecting list:

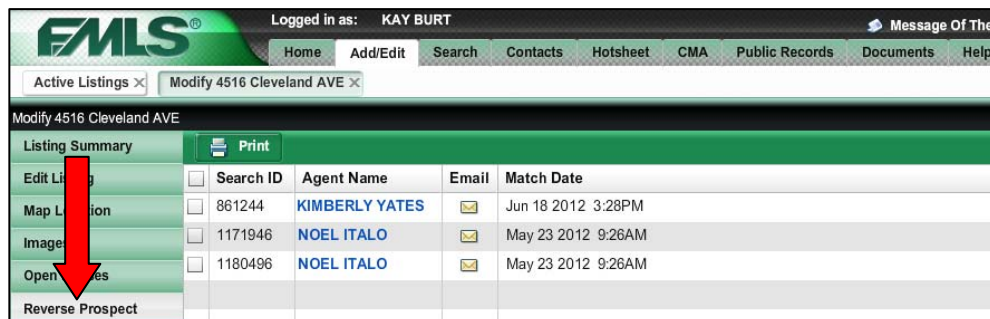
1. Hover over the Add/Edit tab and click on **Edit Listing**.



2. Click on the **Edit** button for the appropriate listing.



3. Click on the **Reverse Prospect** button.





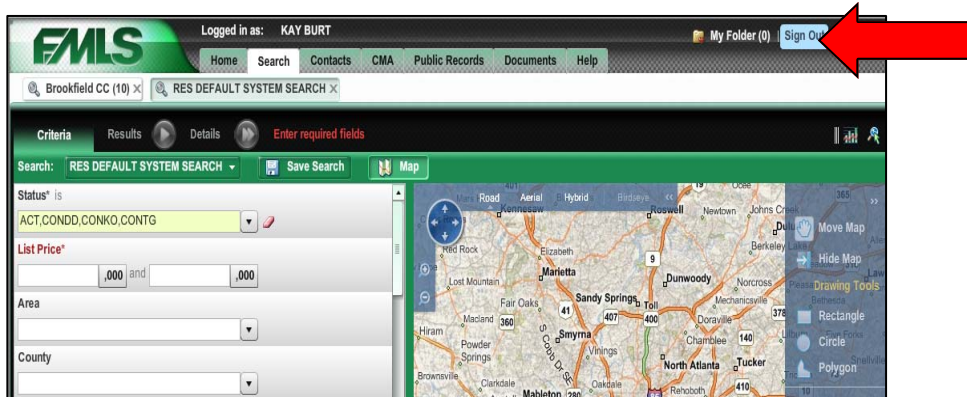
Use the information on the Reverse Prospecting list to contact the Agent whose buyer's search matches the listing. The Search ID will enable the buyer's agent to identify the search/buyer that matches the listing. The Agent Name link will open an Agent Information window with phone numbers and email addresses.

The Email icon next to the Agent's name will open an email window with a template in place that pertains to the Search ID number and includes a link to the listing.

Logging Out of Fusion

It is important for you to log out of Fusion when you are finished working. This is especially true if you are working on Fusion in an office environment. If you neglect to log out of your office workroom computer, the agent who uses the computer after you will be using your Fusion ID. This means they would have access to all your information.

To log out, click on the **Sign Out** link at the top right of the Fusion page.



Review of Objectives

You should now know how to:

- Access and navigate www.FMLS.com and Fusion
- Use Home Page Gadgets to quickly access information in Fusion including listing database additions and changes, personal inventory, contacts and more.
- Utilize information in an Agent Detail Report to research and analyse a property in preparation for a listing appointment.
- Prepare and analyze area statistics for a listing presentation.
- Export data from Results lists to further manipulate information outside Fusion.
- Search for comparable properties to include in a CMA report.
- Build two kinds of CMA reports.
- Enter listing information in the FMLS database using Fusion's Add New Listing feature.
- Enhance listings by uploading photos and virtual tours; ensuring proper pin placement for mapping; adding documents such as disclosure statements; adding caravan and open house information.
- Use Fusion's Reverse Prospecting tool to locate prospective buyers for a listing.

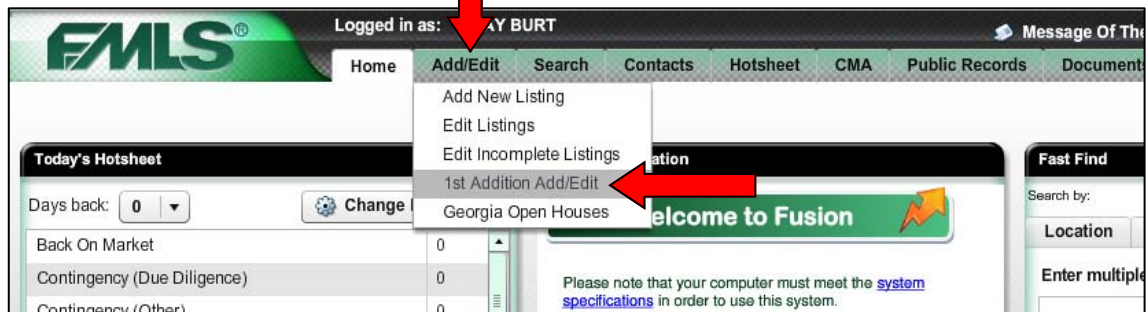
Wrap Up Questions

- Which FMLS database must be used to search for properties to use in StatsPro?
- May listing data in Search Results be moved from Fusion to another program?
- What two methods are available for preparing Comparative Market Analysis reports?
- Where is the Fusion listing data entry tool and what is it called?
- What is the name of the software provided by FMLS for the creation of free virtual tours?
- What is Reverse Prospecting?

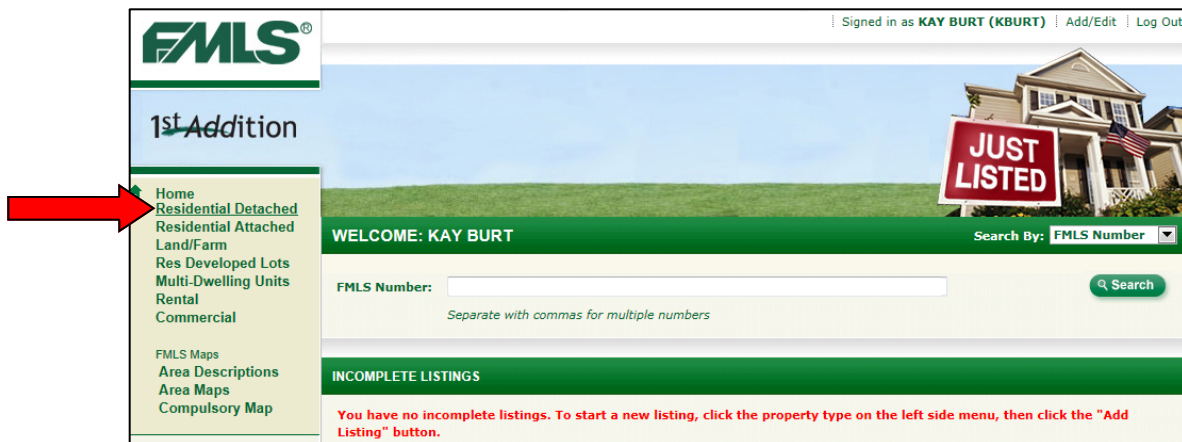
Appendix: Using 1st Addition

To add a listing using 1st Addition Add/Edit:

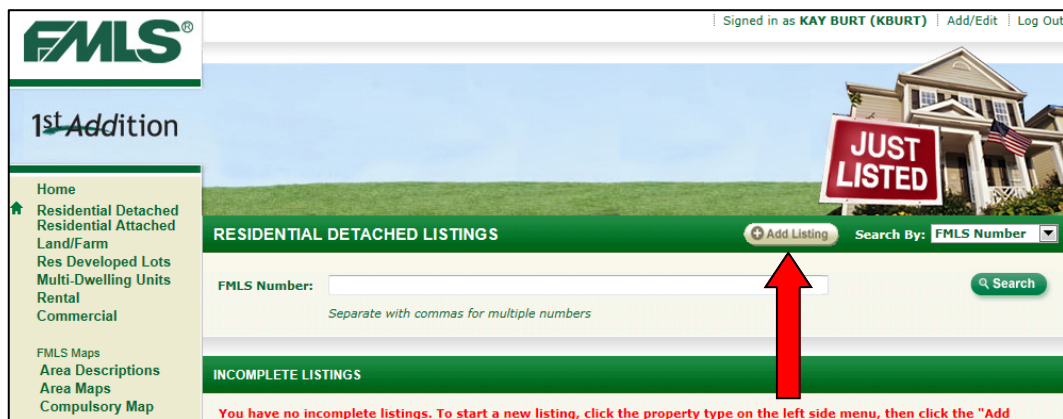
1. Hover over the **Add/Edit** tab.
2. Click on **1st Addition Add/Edit**.



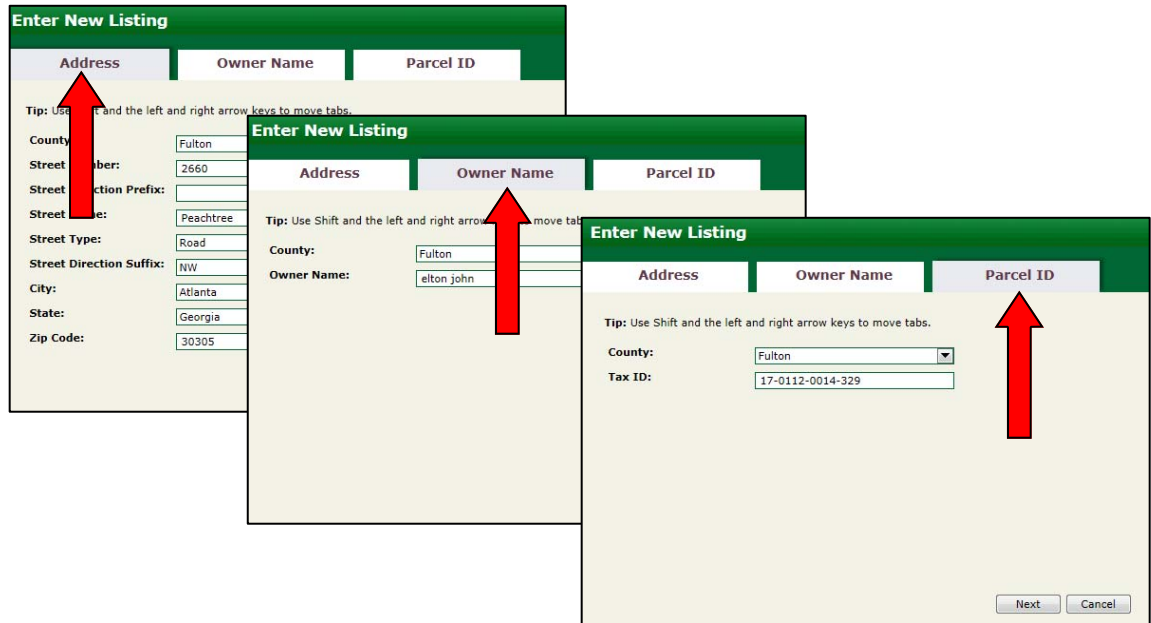
3. To begin your data input, click on the property type on the left navigation bar for 1st Addition.



3. Continue by clicking on the **Add Listing** button.



4. An Enter New Listing window will open.
5. Use one of the tabs (Address, Owner Name or Parcel ID) to allow Fusion to auto-populate fields in the data entry form from tax records.



6. Click to select the address for auto-population.
7. Click on the **OK** button to continue.



8. Type the listing data in the fields provided.

- Click on **Save as Active** to save the listing and add it to the FMLS database, or click on **Save as Incomplete** to finish data input at a later time (within 72 hours).

Signed in as **KAY BURT (KBURT)** | Add/Edit | Log Out

1st Addition

Home
 Residential Detached
 Residential Attached
 Land/Farm
 Res Developed Lots
 Multi-Dwelling Units
 Rental
 Commercial

FMLS Maps
 Area Descriptions
 Area Maps
 Compulsory Map

Need Help?
 Phone: 404.255.4219
 1.800.505.FMLS
 Email: support@fmls.com
 Live Chat: [Chat Now](#)
 Online Training: [Start Now](#)

NEW RESIDENTIAL DETACHED LISTING Remove Incomplete

To Save this Listing, please complete all required fields. At the bottom of the screen click the "Save as Active" link.

If you are unable to complete the listing at this time, please click the "Save as Incomplete" link and complete your listing within 72 hours. All incomplete listings are removed 72 hours after initial entry date, regardless of any later edits.

For your convenience, the Auto-Save feature saves information every 5 minutes.

Required
 Field has help attached
 Field has an error

LOCATION INFORMATION Save as Incomplete

Street Number: 2660
 Street Name: Peachtree
 Street Direction Suffix: NW
 State: Georgia
 County: Fulton
 Map Coordinate:
 Tax ID: 17-0112-0014-329
 District:
 Lot:
 Plat Book:
 Deed Book:
 Elementary School:
 Middle School:
 High School:
 Lake Name:

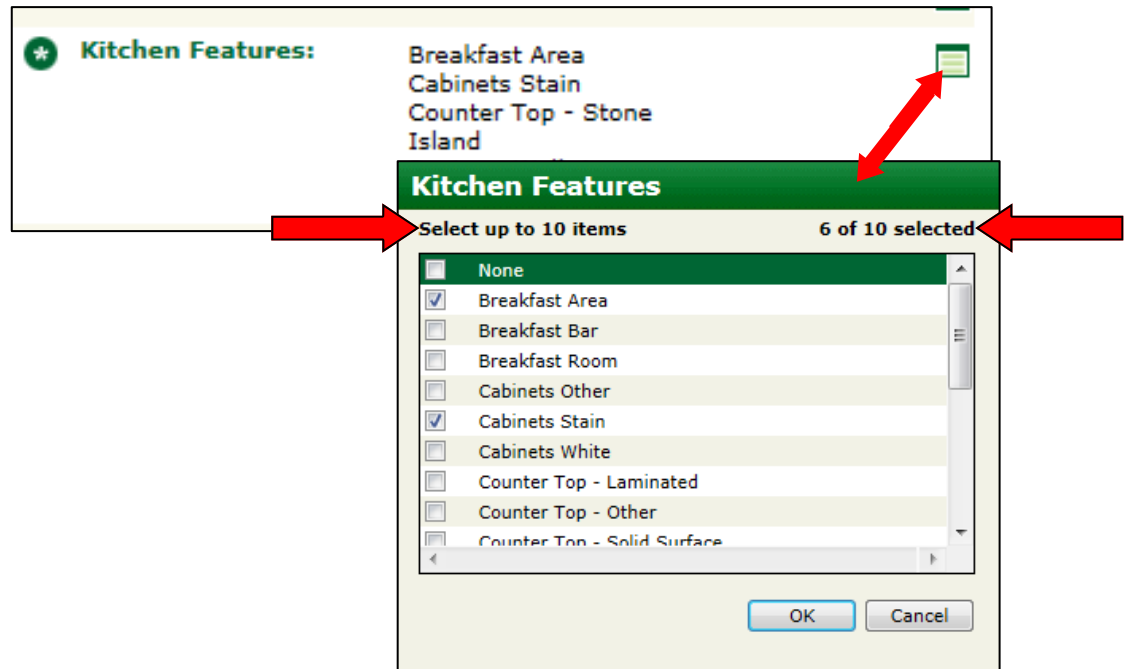
Street Direction Prefix:
 Street Type: Road
 City: Atlanta
 Zip Code: 30305-3673
 Area:
 Subdivision:
 Landlot:
 Section/GMD:
 Block:
 Plat Page:
 Deed Page:
 Sch Bus Rte Elem:
 Sch Bus Rte Middle:
 Sch Bus Rte High:
 List Source:

REMARKS/DIRECTIONS/SHOWING Save as Incomplete

Public/Consumer Remarks - displays to Public: 0 of 575
 Agents Only/Private Remarks: 0 of 430
 Directions - Enter directions to property only: 0 of 183
 Show Instructions:

Save as Incomplete **Save as Active**

Several fields in the input screen allow you to choose multiple descriptors. These fields have a maximum number of choices allowed. Often, the number of choices available exceeds the number that can be used. Clicking on the icon to the right of the field will open a window containing all choices available. The box also provides a count of the descriptors selected.



FMLS Course Offerings

(All courses are provided to FMLS Members FREE of charge)

3 Hour CE Classes

Fusion 101: Working with Buyers (3.25 hours) 3 CE Credits

In this course, students will learn how to: search for one or multiple properties by various parameters, how to extract and analyze property information, and utilize the information to prepare for showings; how to create and save customized searches and results grids; how to use advanced mapping to visualize location and accessibility to key landmarks, spot points of interest, search for properties in a specific geographic area, and generate driving directions; how to prepare reports and share property information with their clients via email to aid them in the property selection process.

Fusion 102: Working with Sellers (3.25 hours) 3 CE Credits

Students will learn how to: search for information on a subject property using the FMLS database, the FMLS History Report and tax records; how to extract and analyze pertinent information and import comparable properties' data into two different CMA Reports; how to analyze area statistics for a listing presentation; how to utilize available tools for inputting and enhancing a listing; how to run a reverse prospecting search to identify agents with prospective buyers.

Fusion Advanced: Prospecting & Managing Contacts (3.25 hours) 3 CE Credits

Students will learn how to: use Fusion's suite of Contact and Search Management tools to communicate with their clients. Students will also understand and utilize property search auto-notification settings and how to create a personalized client website to house listing information. Students will leave with an understanding of how to manage, track and follow up with their clients and prospects.

Realist 101: Utilizing Property Centric Data for Deeper Insight into the Real Estate Market (3.25 hours) 3 CE Credits

In this course, students will learn how to: search for one or multiple properties by various parameters and export the records into standard mailing label format for marketing purposes; extract pertinent information from property records; generate reports to analyze comparables, market trends, and neighborhood/area profiles; create and save customized searches and results grids; use advanced mapping to visualize location and accessibility to key landmarks, spot points of interest, search for properties in a geographic area, and quickly identify key indicators (such as foreclosures, listing information, and distressed sales).

Realist 201: Mining Property Data for Greater Insight into the Real Estate Market (3.25 hours) 3 CE Credits

This course is formatted uniquely to answer agents' specific "how to" questions for finding buried data, and to pro-

vide insight on creative ways to use the features covered in the Realist 101 class. Students will learn how to: create and save custom searches to retrieve specific information; search for homes in Foreclosure; use the Realist Map to refine a search geographically; export Realist data to spreadsheet software for further manipulation; use map tools to obtain market data and ownership information.

Document Management 101 - Digital Documents and Signatures (3.25 hours) 3 CE Credits

Learning to use tools to create, save, share, and sign documents digitally is critical in today's technology-driven world. Buyers and Sellers are expecting real estate professionals to use electronic signing and smart mobile devices to communicate and to process transaction documents more frequently. In this course, students will learn how to use FormsPro to create real estate contracts, and how to request signatures electronically using FMLS eSign.

Document Management 102 - Digital Document Storage (3.25 hours) 3 CE Credits

Due to the rapid consumer adoption of smart mobile devices, it is predicted that mobile usage will overtake desktop usage by 2015. Learning to use tools to store and share documents online will prepare agents for this trend now and allow them to be more organized and efficient during a real estate transaction. Students will discuss and practice electronic document storage using DocuPro and become familiar with other time-saving tools for document and task management.

Marketing 101 - Marketing Your Listings with FMLS Tools (3.25 hours) 3 CE Credits

The real estate market is highly competitive and agents must develop creative marketing strategies to sell their listings. Simply providing listing data and photographs to a multiple listing service is no longer enough! Exceptional photos with descriptive text, virtual tours, accurate mapping of properties for driving directions, the availability of documentation such as disclosure statements, open houses and caravans are necessities. Free FMLS tools, such as Property Panorama, along with free software available on the internet for photo editing are explored to provide more power for listing agents.

Tools for Success - Beyond the Basics (3.25 Hours) 3 CE Credits

This class will showcase free FMLS software that is often overlooked by agents. Tools such as FIND, GoFMLS, Listingbook, Rate Plug, StatsPro, and more will be explored as enhancements to the familiar tools that are part of FMLS membership. Hands-on exercises will be used to show how these additional software packages can be used by either listing or buying agents to provide additional services to their clients.

FMLS Course Offerings (continued)
(All courses are provided to FMLS Members FREE of charge)

Webinars

Fusion Fundamentals

Learn the basics of Fusion! Participants will gain an understanding of the Fusion gadgets; how to perform a search; and how to review search results. The class will also provide a brief overview of Fusion's more advanced features such as the CMA Wizard, client website options; auto-notification; and StatsPro.

Introduction to Social Media for Real Estate: Marketing Online and Blogging for Business

This webinar offers an introduction to the world of social media, and suggests solid first steps to help agents introduce social media into their marketing and PR efforts. Students will learn: what Social Media is; why it is important to business; the most popular types of social media and how to use each effectively; how to measure the ROI (return on investment) of social media.

CMA Basics - Researching and Preparing Comparable Reports Using Fusion

Learn: how to research a subject property in preparation for a listing presentation; how to search the FMLS database for comparable properties; how to review market statistics for the area around the subject property; how to prepare 2 formats of CMA reports; and how to enhance the Fusion data with data from the tax database.

Getting Started with Realist: Using Tax Data to Boost Market Knowledge

This webinar provides a walk through of the basics of Realist. Participants will gain a general understanding of how to access and navigate the program; how to perform searches for single or multiple properties; how to generate reports for comparable properties, market trends and neighborhood profiles; and how to use the Realist map and it's overlays for more market info.

Kurio®: Real Estate Data On The Go, Anytime. Anywhere

Receive an introduction to Kurio®! Students will learn how to use the free software (available for **any** mobile device) to search on-market and off-market property listings; view property details including showing instructions; and use GPS technology to display nearby listings.

Add/Edit in Fusion

Learn: how to navigate Fusion's Add/Edit; the forms and procedures to list and sell properties using FMLS; what to bring to the Listing Appointment to gather the information

Webinars (continued)

Needed to give the listing maximum exposure; how to add the listing to FMLS; the importance of, and steps to add media; what to do when the property goes under contract; what to do when the property sells.

Getting Started with FormsPro

Students will learn how to: log into and navigate the FormsPro system; utilize FormsPro to create a digital Client Transaction folder; select and add GAR forms to a Client's transaction folder; email forms to clients; locate and print blank GAR forms and administrative forms; and locate basic troubleshooting information for FormsPro.

New Member Orientation for Brokers, Office Managers and Administrative Staff

This webinar is designed to introduce new member brokers and office managers to FMLS benefits and services. Learn to navigate FMLS.com, get an overview of products such as Fusion, and FormsPro; become familiar with additional products such as Kurio, FIND and more; understand the life of a listing and admin processes.

Getting Started with FIND: Gaining a Competitive Edge with National Property Information

Learn how to use FIND to quickly search a national property database which includes FMLS, tax and 3rd party data; gain insight into properties and areas across the US; use property details to analyze lifestyle considerations and community information; and access advanced mapping and categorization options.

Getting Started with FMLS eSign: Your Electronic Signature Solution

Students will gain an understanding of the basics of electronic signatures including security procedures and legalities. They will learn how to opt-in and access eSign; how to initiate a signing session to include specific contracts and signers; how to track the progress of the session; and how to view its history.

Getting Started with Fusion's Contact Website & Contact Manager

The webinar introduces the basics of the Contact Manager and Contact Website tools which automate searching for buyers and provides a custom website to those buying clients. It also provides an overview of Importing/Exporting contacts and bulk emailing tools.

Classes are available at all 3 FMLS locations:

Northeast Center
2250 Satellite Boulevard, Ste 215
Duluth, GA
678-475-0544

Main Center
5457 Roswell Road, Ste 304
Atlanta, GA
770-255-8660

Northwest Center
166 Barrett Parkway, Ste D
Marietta, GA
678-290-9493

Register Online:
www.FMLS.com

(log in, hover over Training, click on Training Schedule)



Three Locations to Serve You:

FMLS Main Center
5457 Roswell Road
Atlanta, GA 30342
404-255-8660
1-800-505-FMLS

FMLS NE Center
2250 Satellite Blvd., Ste. 215
Duluth, GA 30097
678-475-0544

FMLS NW Center
166 Barrett Parkway, Ste. D
Marietta, GA 30066
678-290-9493



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