

Welcome GUIDE



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TENNESSEE KIDS BELONG



On behalf of the Realtracs family, let me be the first to thank you for being a valued partner of our team.

When we first opened our doors in 1996, we built our business around the idea that a truly useful MLS needs to be responsive, adaptable and, most importantly, accurate. The real estate market can operate effectively only when agents and brokers have access to the most precise information available, so we made it our charge to provide this every single day.

At Realtracs, we understand that we do not have a business without the hard work and dedication that our customers show to their listings and clients. Your commitment to your craft inspires us to deliver what we believe is the best MLS in the country, including the support, training and tools that set Realtracs apart.

Within this guide, you will find preliminary information to help you navigate Realtracs.com, details regarding our industry-leading Customer Engagement Team, and information on our innovative and one-of-a-kind programs that we offer our partners, like our Certified Photographer Program.

Thank you once again for being a valued Realtracs customer!

A handwritten signature in black ink, appearing to read "Stuart White".

Stuart White
President and CEO



About Realtracs

Realtracs, Inc., was established Jan. 1, 1996, by seven REALTOR® associations in Middle Tennessee when they merged four independent MLS operations.

Today there are 20,000-plus users in over 1,900 offices, making Realtracs the largest MLS in Tennessee, with reach in Alabama, Georgia and Kentucky. Our foundation continues to be built on strong relationships with REALTOR® associations.

Over the years, we have invested in people and technology to give you access to reliable data in real time. **We are committed to providing the best MLS experience and are continually enhancing our services to meet the needs of users.**

OUR GOALS ARE TO:

1. provide first-rate, personalized user training and technical support;
2. create opportunities for REALTORS® to better manage real estate transactions; and
3. provide an easy-to-use, quality-controlled system that can grow and adapt quickly to the changing business needs of our partners and technology improvements.



The Realtracs Difference

At Realtracs, we make sure every day is another chance to improve the lives and businesses of our partners. **We understand that, without you, there is no Realtracs, and we have crafted our Guiding Principles to reflect this.**

- Purpose
- Positivity
- Caring Relationships
- Dependable Service
- Results

Based on these values, Realtracs maintains a set of principles to guide our direction, decisions and relationships.

Realtracs will:

- Be **intentional**.
- Innovate with **purpose-driven** solutions that benefit our stakeholders – be lean, fail fast and iterate always.
- Maintain a culture of **positivity** by sharing knowledge and empowering others to be their absolute best.
- Foster caring-aligned **relationships** with all stakeholders through empathy, transparency and open communication.
- Provide unparalleled, efficient and **dependable service** through the development of intuitive, relevant products backed by unmatched customer training and support.
- Be **results-focused**, ensuring that our products and services produce happy customers and maximize the company's long-term value.

CERTIFIED PHOTOGRAPHER PROGRAM

The [Realtracs Certified Photographer Program](#) is a collaboration between Realtracs and approved photographers, and ensures agents and photographers follow the MLS rules and regulations regarding listing images.

Agents are not required to use the photographers in the Certified Photographer Program. However, participating photographers have agreed to give Realtracs permission to use all photographs used in the MLS, through either assignment or license, giving confidence in the use of those images.



Services Overview

At Realtracs, we are committed to providing our users with the support, training and tools necessary to succeed.

SUPPORT

When you sign up for Realtracs, you are signing up for committed and personalized customer service. Every office we work with is assigned to a member of our Customer Engagement Team. **The goal is exactly what it sounds like — to ensure our customers are happy and well taken care of.** Our Customer Engagement Team make office visits, provide one-on-one assistance, and help our users navigate questions and challenges with our system. Realtracs users will never have to wonder where to turn for support.

Realtracs also maintains a fully staffed help desk to assist with technical questions related to the use of the Realtracs system, email, internet connectivity and other related problems. The help desk is available Monday through Friday from 7 a.m. to 6 p.m. (CST) and Saturday from 9 a.m. to 4 p.m. (CST) via telephone, email and online chat.

TRAINING

Realtracs' Customer Engagement Team also provide ongoing training in the Realtracs training lab, at each association or at an office upon request. **Training at your office is customized to fit your specific needs and can be in a live or virtual format.** Our Customer Engagement Team can address certain topics at sales meetings or special sessions. The best part? All of this is FREE!



Available Classes:

BEGINNER COURSES

Realtracs Orientation - This course provides an overview of the MLS system and stresses the importance of accuracy and timeliness of data. You will also be introduced to all of the third-party integrations in Realtracs and how to find help when needed. Approved for one hour of TREC CE credit.

Basic Realtracs - This course introduces you to basic Realtracs searches and result views. Also, learn to view, print and share many types of reports. Learn to perform detailed searches for comps and display them in a simple CMA (Comparative Market Analysis). Approved for two hours of TREC CE credit.

Listing Management - This course provides a detailed lesson on how to enter and manage listings in Realtracs with a focus on data accuracy, timelines, and MLS rules and regulations. Learn the appropriate status for your listings and how to make those changes when needed. Approved for two hours of TREC CE credit.

ADVANCED COURSES

Advanced Realtracs - This course introduces advanced tools to assist you in getting everything you need from Realtracs. These tools include customizing and saving searches, adding drawn maps to searches, and creating custom and default layouts. Assistance is also provided in creating buyer tours and flyers from the third-party Cloud CMA product. Approved for two hours of TREC CE credit.

Realtracs CMA - What is a CMA, and why is it important? This course provides a detailed lesson on searching for the best comps, which will help determine the market value of a property. The features taught to help you present this data are the Stats report, the basic CMA report and the Cloud CMA report. Approved for one hour of TREC CE credit.

Realtracs Auto Searches and Client Portal - This course shows the steps to set up automatic searches for buyers, sellers and past clients, as well as your personal market updates. An additional feature of automatic searches is the Client Portal, which will allow you to manage communication between you and your clients in one place. Approved for one hour of TREC CE credit.

SPECIALTY COURSES

Realtracs Mobile App - Learn how to load the Realtracs App on your mobile devices. Experience the difference between using the many Realtracs tools from your mobile devices vs. on a desktop computer. Approved for one hour of TREC CE credit.

CRS Tax I - This course provides an in-depth study of the integrated MLS Tax Suite sourced by CRS (Courthouse Retrieval System). Learn tips for simple searches and reports and to navigate through the mapping features. Also learn the benefits of the Comparable section. Approved for two hours of TREC CE credit.

CRS Tax II - This course provides an in-depth study of the advanced searching tools provided by the MLS Tax Suite. Also cover more advanced reports, which include area facts and figures. Another part of this course is learning the mailing label and mail merge process. We will use Microsoft Word to show the mail merge process. Approved for two hours of TREC CE credit.

Zoom/CRS Prospecting - This virtual-only course provides instruction on performing searches to prospect potential buyers or sellers. The CRS MLS Tax Suite allows the printing of mailing labels and exporting tax data for use in a mail merge. We will use Microsoft Word to step you through that mail merge process to create personalized letters or postcards.

*This course is also provided as a refresh of the two-hour CRS Tax II course.

Statistics - This course provides an in-depth study of the Realtracs Market Trends tool, used to pull statistics for multiple locations, create graphs and export data. The course dives into Hot Sheets, showing you how to track listing activity in an area of interest. You will also learn how to pull data from Realtracs searches, providing you with results to analyze markets and inform your clients. Approved for hours of TREC CE credit.

Zoom/Buyer Tour and Flyers - Realtracs provides access to third-party tools through Cloud CMA for no additional charge. This virtual-only course will give you an in-depth lesson on how to create buyer tours to assist you in showings, as well as how to create simple informational flyers.

Zoom/Updates and New Features - As the Realtracs system changes, this virtual-only course will keep you updated on the new features added to the system. We will help with the use of these new features and make the transition to these new features as smooth as possible.

Please visit <https://supporthub.realtracs.com/> to view the latest offerings and register for classes. To schedule on-site training, call 615-385-0777 or contact a member of our Customer Engagement Team.

TOOLS

When you join Realtracs, we automatically equip you with essential tools you need to succeed. Your subscription gives you access to tools, resources and benefits that will get your business running better than ever. And it's all backed by a team of training and support experts who will go the extra mile to make sure you're making the most of it.

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Property Searches

- Geographic and market statistics from Market Trends
- Additional Criteria Searches
- Map-Based Property Searches using Drive Time Search, Freehand, Polygon and Radius tools
- Custom Saved Searches
- Default Search Capabilities
- Map View
- Grid View
- Customizable List View

Auto Notify and Client Portal

- Realtracs automatically emails real-time results around the clock or at predesignated times throughout the day as listings are added to Realtracs that match your search criteria.
- Enabling Client Portal will send an invitation to your contacts, inviting them to log in with their Google, Facebook or Apple accounts. Once logged in, they will be able to like and comment on listings shared with them.
- You can also choose to receive email notifications of clients' likes and comments throughout the day, or in a single daily digest.

System Reports

- Off-Market Property Report
- Standard Reporting: CMA, Property History, Public Site Report
- Cloud CMA offers Customized CMA, Buyer Tours, Flyers and Detailed Property Reports; Transaction
- Auto-Populate Forms in Transaction Desk
- Agent Inventory and Productivity Reports in Office Analytics
- Broker Office Reports for Agent and Office Productivity, Market Penetration and Inventory Management in Office Analytics

Listing Manager With Robust Media Options

- Mobile-Friendly: Add, update and publish listings on the go
- Save As: Come back to partially completed listings and publish when ready
- Advanced Location and Tax: Use custom lookup tools to ensure accurate data
- Inline Data Validation: Minimize data entry errors during listing creation
- Shareable Listing Preview: Collect client input before publishing listings
- Quick Status Updates: Communicate the most recent listing updates with ease
- Copy Listings: Save time creating new listings for similar properties
- Open Houses: Share both in-person and livestream openings
- Robust Media Options: Include 70 photos, virtual tours and links to help market your listing

Open Houses/REALTOR® Tours/Model Home Hours

- REALTOR® and Public Open House schedules
- Public and private sites display Open House Information
- In-Person or Livestream Open House Types are available

Market and Statistical Reports

- Geographic and market statistics from Market Trends
- Market Trends is an integrated market research tool designed specifically for ease of use, fast analysis and simple sharing, and included in your Realtracs subscription.
- Market Trends can drill down a variety of statistics by city, county or zip code and give you a snapshot or timeline view of market activity.

Courthouse Retrieval System - Integrated MLS Tax Suite

- Auto-populate information in Listing Manager
- Tax Records linked from listing detail

- Access Deeds
- Layered Maps to include Property Dimensions, Recent Sales, Owner Names, Flood Map Layers and Topographical Layers
- Measuring Tools To Help Measure Distance and Acres
- Create Mailing Labels and Export Property Data

Office Management Functions

- Member Search by Office and Agent with agent deal summary included
- Add or Transfer Users Online
- View Property Logs by date or MLS #
- Manage Agent Permissions and Internet Advertising
- Update Firm Profile:
 - » Broker reports including Office Inventory, Agent Performance and Market Penetration

Data Access

- RESO Platinum Certified MLS Grid Web API available for brokerage/agent IDX or VOW websites.
- RESO Platinum Certified MLS Grid Web API available to any third-party developer and brokerages for agent productivity tools, appraisal applications, marketing services, office systems participant data feeds and statistical analysis applications.

Email

- All Users are provided a branded Realtracs email account.
- Webmail can be accessed from any computer.
- Access email with web email or with a POP3 or IMAP mail client.

Online Support Center

- A live online Support Chat feature is available 7 a.m. to 6 p.m. (CST) Monday through Friday and 9 a.m. to 4 p.m. (CST) on Saturdays.

- A full support site can be found at <https://supporthub.realtracs.com/>.
- Find easy-to-read “How To” Articles, YouTube Training Videos and FAQs.
- Review MLS Rules and Regulations, see the MLS Area Map, download forms, view school zone information, and more.
- Submit Tickets and check their status for feedback or system issues.

Realtracs Showings

- Customize showing times.
- Easily manage showing activity.
- Seller’s Showing Portal.
- Collect showing feedback.
- Included in your monthly Realtracs subscription.

Office Analytics

- Mobile-friendly tool to better understand current and historical listing data for their office in one centralized report.
- Easily downloadable tables.
- Search for office and agents (access only for brokers, multi-office brokers and admin)
- Office and agent summary numbers and fast statistics.
- Customizable by status, property class and date range.

MLS Fees and Prices for Optional Services and Products

Services Fees		
Application Fee	\$500.00	One-time application fee for new Participants.
Participant	\$45.00	Per month. The Participant is the principal broker or licensed or certified appraiser of the company and pays the same fee as a User.
New User Software Licensing Fee	\$250.00	Licensing fee for a new User or for a User who has not placed his or her license with a new firm within 30 days of being released from another firm. This fee is billed to the individual User.
User Fee	\$45.00	Per month. Users are invoiced individually. New User fees are prorated for the existing month. Users have access to MLS through the Participant, and the Participant is ultimately responsible for paying a User's fee or removing the User from his or her roster. Waivers are issued for broker-employed office staff, appraiser trainees, auctioneers, property managers, commercialonly practitioners who do not use MLS services, and Secondary MLS of Choice Waiver.
Personal Assistant (Licensed)	\$45.00	Per month. Licensed personal assistants are regarded as Users with permission to act on the behalf of other Users in the Realtracs system.
Personal Assistant (Unlicensed)	\$25.00	Per month. Participants can add or remove unlicensed personal assistants.
Office Staff Access	\$15.00	Per month. All office staff with MLS access are invoiced (no waivers).

Products and Services Fees		
Listing Input Fee	\$10.00	Participants may add new listings to the system, or they can submit them to Realtracs for input.
Relisting Fee	\$25.00	Listings canceled and reentered within five days are charged a \$25 relisting fee.
Listing Transfer Fee	\$5.00	If a User is transferring and the listings are not reassigned or released within three days, there is a charge of \$5.00 (per listing) to transfer the listings to the principal broker.

MLS Fees and Prices for Optional Services and Products*

Products and Services Fees (Continued)		
Additional Auto Notify	FREE	Auto Notifies up to 50.
	FREE	Auto Notifies up to 100.
	\$20	Auto Notifies up to 250.
	\$40	Auto Notifies up to 500.
	\$60	Auto Notifies up to 750.
	\$80	Auto Notifies up to 1,000.
	\$100	Auto Notifies up to 1,250.
	\$150	Auto Notifies up to 1,500.
	\$200	Auto Notifies up to 1,750.
	\$250	Auto Notifies up to 2,000.

SentriLock Lockbox System		
SentriLock Annual System Access	\$131.10	Rolling renewal. Non-refundable.
SentriLock Annual System Access Fee - Affiliates	\$272.04	Rolling renewal. Non-refundable. Limited to licensed home inspectors and pest control licensees (WDO with charter).
SentriLock REALTOR® Lockbox	\$160.00	Provides property key availability on location.
SentriLock NXT Battery	\$5.00	Single battery for the NXT lockbox.
SentriLock Gen2 Battery	\$10.00	Double battery for the Gen2 lockbox.

Data Licenses		
Participant Data Feeds	\$50	Per Month
IDX/VOW Third-Party Data Feed (Web API) for Broker and Agent Productivity		\$250 base/month plus tiered pricing 5 licenses included Each license after five, \$15/month
Advertising Data Feeds - Destination Sites or Publications	Call	All advertising data feeds require broker authorization to include listings (broker opt-in).

*All prices shown include sales tax, if applicable.

Expand Your Business

Realtracs is the largest MLS in the state of Tennessee, with reach in Alabama, Georgia and Kentucky. That means you can manage and list properties in the four-state area. For agents and brokers considering expanding into new markets, this means we bring even more value to your business by simplifying services under one MLS. **We have the increased flexibility and breadth to ensure that, wherever you go, we go there too.**



Tennessee Kids BELONG

AN AFFILIATE OF AMERICA'S KIDS BELONG

At Realtracs, we're passionate about helping people find a home. [Tennessee Kids Belong](#) helps foster children find their forever home. We have embraced Tennessee Kids Belong as our official charity. **Our team is dedicated to raising awareness, fundraising and support for the organization.**

As a member of Realtracs, you also have the opportunity to support Tennessee Kids Belong with your website and social presence. From sharing social media content to Amazon wish lists, any support helps raise awareness of the issues facing children in foster care and can make a huge impact on the lives of thousands of children and families in Tennessee.

If you're interested in joining us in this mission, visit <https://www.tnkidsbelong.org> today to find out more about how you can help one of the 6,000-plus children in foster care in Tennessee.

FOLLOW TENNESSEE KIDS BELONG ON SOCIAL MEDIA

   [@TNKidsBelong](#)





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