

WAVE
ARMLS Magazine
TEXT ONLY format

June /July 2011

REAL ESTATE FORWARD
A forum with the facts
July 20, 2011
Scottsdale

in this issue

04 ARMLS® & Phoenix Business Journal Showcase a Premier Real Estate Event

05 Starting June 1, pay your Annual MLS Subscriber Fees Online.

06 What is “the Cloud”?

13 ARMLS Speaker Series—*What’s the NEW Normal?*

14 When Will the Market Get Back to Normal?

18 Destination: Rocky Point

22 TECHNOPALOOZA 2011 - Classes ONLINE

people

03 message from the CEO - Bob Bemis

17 Title Trainer Spotlight - Julie Larraza, Clear Title Agency

data integrity

08 Data Integrity - It’s all About the Data

products

12 Subscriber Confidence Index

20 Welcome to Blogville

mls

10 My Listing is Missing From the Internet!

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WAVE is a bimonthly publication of ARMLS® dedicated to communication and outreach to its stakeholders.

message from the CEO

Three philosophers from my youth influenced my subconscious through science fiction, fantasy and rock and roll. Now I marvel at how apropos their quotes from the 60s still are.

Any sufficiently advanced technology is indistinguishable from magic.

Arthur Clarke, 1962

Then you better start swimmin' or you'll sink like a stone. For the times they are a-changin'.

Bob Dylan, 1963

The number of transistors that can be placed on an integrated circuit doubles approximately every two years.

Intel co-founder **Gordon E. Moore**, 1965

In the February 21, 2011 issue of Time Magazine, Lev Grossman's cover story predicted that by the year 2045, *Man will become immortal*. The gist of the article wasn't about medical breakthroughs, it was about computer power and how exponentially it is growing.

Doubling computer power every two years for 46 years (since Moore opined his law) is astronomically large. And from now on things are REALLY going to get interesting. To quote Time, *"We will successfully reverse-engineer the human brain by the mid-2020s. By the end of that decade, computers will be capable of human-level intelligence. In 2045, given the vast increases in computing power and the vast reductions in the cost of same, the quantity of artificial intelligence created will be about a billion times the sum of all the human intelligence that exists today."*

Within a relatively short time, by the middle of this decade, computer power will be so **advanced as to appear magical**. And, if you don't start swimmin' now, learning how to harness that power for your own productivity, you **will** sink like a stone.

People are about communication and collaboration. My advice is leave the counting to the machines, but learn to use their power and facility to communicate with your clients, collaborate with your colleagues, and consummate more transactions than you ever thought possible. The tools that today seem magical, will be commonplace tomorrow.

The "times they are a changin'". Are you ready for the change?

**ARMLS® & Phoenix Business Journal Showcase a
Premier Real Estate Event**

Real Estate Forward
A Forum with Facts

Wednesday, July 20, 2011

Camelback Inn Resort

5402 East Lincoln Dr.
Scottsdale, AZ 85253

Registration : 7:00am

Breakfast & Program: 7:30am - 9:30am

\$65 per person

\$750 per table of 10 with premier reserved seating

Register at <http://events.bizjournals.com/44981>

National perspective provided by Ted Jones, PhD, Senior Vice President
and Chief Economist, Stewart Title Guaranty Company

Local experts provide the real facts on residential, land, commercial,
rental and industrial real estate.

Topics to be covered include:

Market freefall and its variations

Recovery projections for market sectors

The bottom: Are we there yet?

Hot spots for real opportunity

Telling the truth: Why it hurts and why we should do it

Medians, Averages – Are they really relevant?

Influencers of the supply and demand balance

Here's how:

Starting on June 1, just login to the MLS system at <http://armls.flexmls.com>.

From the *Daily Functions* tab, select *Billing*, and fill in the billing form. Annual MLS Subscriber fees are \$264.00. Payment is due by June 30 to cover the period of July 1, 2011 through June 30, 2012.

Once the transaction has been processed, a confirmation screen will appear to allow you to print your receipt.

Pay your Annual MLS Subscriber Fees ONLINE starting June 1, 2011.

Access to the MLS system and use of the Lockbox Key will be suspended if payment is not received by ARMLS® on or before July 11, 2011.

A \$15 reinstatement fee will be added to all delinquent accounts.

*Contributor - James Marcus,
Writer - Communication Specialist*

What is the Cloud?

How often does the term “cloud computing” come up in regular conversation? Probably not often although chances are you use “the cloud” everyday.

A familiar example of cloud computing is flexmls, where a system of networked computers enable you to work wherever you have an Internet connection. In the cloud computing world, there is no software to download (beside your browser) and computers deep in cyberspace process your commands. Location no longer matters in the cloud, as you can access flexmls and other services, regardless of which computer you are using and where in the world that computer is located.

Cloud computing is everywhere. Netflix, the popular DVD rental service, streams movies directly to your computer and television. They place many copies of the same movie on hundreds of Web server computers for access on demand. It sounds expensive, so how can they afford to do that and keep rates reasonable? The key is demand, they only use as many cloud computers as they need at one time. When they are not using as many Web servers, those servers are used by other services, such as Gmail or Xbox Live.

Thanks to this technology, it is possible to own a computer that only needs a Web browser and Internet connection to accomplish any task. Here’s a sampling of **FREE** cloud-enabled services that can make this possible:

Gmail and Google Calendar– Using both of these products together would eliminate the need for Microsoft Outlook.

Picnik and **FotoFlexer** – Need to edit a listing photo? Both of these free services have robust features. Picnik was just purchased by Google.

Google Documents – aimed to replace Word, Excel, and PowerPoint. Many large corporations have replaced the Microsoft Office Suite with Google Documents because of the collaborative features and \$0 price tag.

YouTube Video Editor – Upload raw video and edit videos from your smartphone or camera quickly. This is useful if the final destination of your videos is YouTube.

Hulu.com – Watch your favorite TV shows and movies without having to download any extra software (like Amazon Unbox and iTunes require).

RealFutureCRM – to replace Salesforce and other desktop based customer relationship manager (CRM) systems. This is a free ARMLS Subscriber benefit which will be available soon.

Many of the services above are owned by Google. This isn’t a coincidence as Google is developing an operating system that doesn’t need a hard drive and uses the Internet as a processor. The project is called “Chromium OS”. Whatever the future holds, it surely looks like we will all be spending more time in the cloud.

Public Remarks, Directions and Other Fields

The Inappropriate Language Policy governs the information that can be entered in the Public Remarks, Directions and other information fields. The policy explains that each field should contain the information for which it was intended.

For example, the Directions field is meant to hold directions to the listed property. The Public Remarks field is used to describe or market the listed property. Neither field can be used to disclose contact, open house, or auction information, Buyer's Agent bonus, URL (website) links or access codes.

Using the Public Remarks and/or Directions fields to disclose the items mentioned above may have negative consequences. Per the ARMLS Penalty Policy, a violation of the Inappropriate Language Policy is counted as a Penalty Violation. In addition, our automated system, iCheck, is currently sweeping thru the listings in the MLS system to catch prohibited items in the Private Remarks and Directions fields. The sweep is triggered each time a new listing is entered or each time a listing is edited. We encourage you to review your listings for errors.

The most commonly asked question is, "If I'm not able to use the Private Remarks or Directions field to disclose the information, then where may I enter it?"

Most of the information may be placed under the Private Remarks and/or Semi-Private Remarks field, but there are also specific fields that exist for some of the items. The table below has some examples.

Where to enter Contact Info, Open House, Auction, Buyer's Agent Bonus, Access Codes and/or URL (website) links in a listing

Item	Field name for entry
Contact Information (includes but is not limited to email address, phone numbers, person's name, entity names)	Private Remarks field and/or Semi-Private Remarks field
Auction Info	Select Yes for the Auction field and fill out the additional fields that populate. Additional info may be placed in Private Remarks and/or Semi-Private Remarks field
URL (website) links	Private Remarks field and/or Semi-Private Remarks field
Open House Info	Open House located under the Schedule Marketing Activities in the listing editing area
Buyer's Agent Bonus	Private Remarks field and/or Semi-Private Remarks field and/or in a Private document (see the document's Description drop-down menu to select it as Private)
Access Codes (includes but is not limited to alarm code, gate code or lockbox code)	The access code field located under Property Access area

We have only covered a portion of the Inappropriate Language Policy. The entire policy can be viewed by clicking [here](#), or by going to the flexmls Dashboard Links section. Remember, it's your responsibility to know and understand the rules and policies.

If you come across a listing that contains prohibited items

in the Public Remarks, Directions field or any other information field, we encourage you to contact the Agent first prior to reporting a potential error. In many cases, an error is simply an unintentional typo or an oversight which the Listing Agent is happy to fix when notified of the mistake. If that does not work, please feel free to report the issue through the Report An Error link located on each listing to inform the Data Integrity Department.

*Contributor- Ana Billar
Data Integrity Supervisor*

My listing is missing from the Internet!

Why isn't your listing out there for the world to see?

Few days go by here at ARMLS that we don't hear one of our Subscribers say, "my listing is missing from my website, REALTOR.com, azcentral.com, etc."

Most often the culprit resides in the Export tab settings of the flexmls listing Add/Change screen. **These settings determine whether a listing is displayed on the Internet and how it will look once it is there.**

Seller Options allow individual Sellers to determine if and how their listing will be displayed on the Internet. These settings govern both the public display (**IDX**) of the listing and how the listing is presented on Virtual Office Websites (**VOWs**). If the *Seller Directs Listing To be Excluded from Internet* setting is checked, the rest of the syndication settings will be grayed out as they become irrelevant if the listing is not to be displayed. The other Seller options determine whether a website operator can display the address, and what information the operator or site visitors can produce to accompany the listing display.

The Listing Export Options section houses the IDX setting. This setting determines whether or not the listing is displayed on public websites. **An unchecked IDX setting is the most likely reason a listing is “missing” from public websites.** If this item is not selected, the listing will not be displayed on any public sites regardless of what selections are made in the Syndication Options.

Access to Listing Export Options and Syndication options are set by your Broker. The Broker determines which items are available and if the Listing Agent is able to override the default setting. If an option is missing from the export tab, the Broker has opted not to include the item. If the option exists but is grayed out (and not for the reason mentioned previously), then it cannot be changed as the Broker has disallowed an Agent override of that setting.

So when your listing isn't displaying where you think it should, you now know where to begin your investigation. As always, if there is any confusion you can contact the ARMLS Helpdesk at 480-303-7020, for assistance.

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*Contributor - Chris Heagerty, Director –Communication,
Professional and Business Development*

Defining Normal

Normal: standard, usual, level

The question on everyone’s mind: When will the market get back to normal?

Defining a “normal” real estate market is complex, but worth consideration. Perhaps an appropriate guideline is the supply and demand balance through the months supply of inventory metric (MSI), making the assumption that a balanced market is at least a “normal” worth striving for. MSI is calculated by dividing the total active properties by the number of sold properties for a given month. MSI greater than 6 months is typically indicative of a Buyer’s market, which places negative pressure on pricing. MSI below 4 is usually considered a Seller’s market, which exerts upward pressure on pricing. MSI between 4 and 6 months represents a balanced market where the opposing forces of supply and demand are close to equilibrium.

ARMLS examined MSIs for single family residential properties since 2002. (Complete data for 2000 and 2001 are not available.) In examining market balance from 2002 to 2010, the 2002 and 2003 markets were balanced with MSIs of 5.23 and 4.29 respectively. The 2004-2005 MSIs reflect the boom years, characterized by limited supply and voracious buyer appetite for property. It was during these years with MSIs of 2.25 and 1.7 that pricing in the Valley soared.

As market correction set in by the end of 2006 through 2008, it was evident that the Valley’s housing bubble had burst, and had moved into a strong Buyer’s market, with average MSIs ranging from 7.25 to 12.69. In 2009 and 2010, MSI moved back into the balanced range, with average MSIs of 5.27 and 5.52.

Year	Avg. Mo. MSI	Market
2002	5.23	Balanced
2003	4.29	Balanced
2004	2.25	Seller's
2005	1.70	Seller's
2006	7.25	Buyer's
2007	12.69	Buyer's
2008	11.18	Buyer's
2009	5.27	Balanced
2010	5.52	Balanced

Normal is Not So Simple

The focus on a Valley wide MSI is a single, macro glimpse at a complicated issue. Many other factors beyond real estate serve as a backdrop against which the drama of our real estate market is played. In the early 2000s, the collapse of the dot-com bubble and the September 11th attacks brought about a short-lived (eight month) shallow recession. The Great Recession, marked by the subprime mortgage crisis, burst of the housing bubble and global financial crisis, started in December 2007 and ran through June 2009. The 2002 and 2003 markets were sandwiched between the two recessions as the economy entered the period of expansion between the two.

It is reasonable to conjecture that a move back to “normal” for the Valley’s housing market would occur after the end of the Great Recession as the economy expands. That is happening right now. **It could very well be that the answer to the question, “When will the market get back to normal?” is NOW.**

Your donation of food and supplies will help to save the lives of abandoned pets who are currently being sheltered and fostered by Lost Our Home Pet Foundation.

PET FOOD DRIVE DONATION LOCATIONS

- **Wet or dry dog and cat food of any type**
- **Pet toys**
- **Cat Litter/litter pans**
- **Water or food dishes**

This is an ongoing project with NO end date.

Phoenix Association of REALTORS®
5033 N. 19th Ave. Ste 119
Phoenix, AZ 85015
Phone: 602-246-1012
Monday - Friday 8:30 - 5:00

ARMLS Main Office : Tempe
130 S. Priest Dr. Suite 101
Tempe, AZ 85281
Monday - Friday 8:30 - 5:00

ARMLS Support Center: SE Valley
1363 S. Vineyard
Mesa, AZ 85210
Monday - Friday 8:30 - 5:00

ARMLS Support Center: Scottsdale
7600 E. Redfield Rd. Suite 170
Scottsdale, AZ 85260
Monday - Friday 8:30 - 5:00

Scottsdale Area Association of REALTORS®
4221 N. Scottsdale Rd.
Scottsdale, AZ 85251
Phone: 480-945-2651
Monday - Friday 8:00 - 5:00 EXCEPT
Tuesday which is 9:00 - 5:00

ARMLS Support Center: Phoenix
5033 N. 19th Ave. Suite 113
Phoenix, AZ 85015
Monday - Friday 8:30 - 5:00

ARMLS Support Center: Glendale
17235 N. 75th Ave. Suite E-160
Glendale, AZ 85308
Monday - Friday 8:30 - 5:00

To learn how you can help, go to www.lostourhome.org or call 602-230-HELP (4357).

TITLE REP CERTIFIED TRAINER SPOTLIGHT

Julie Larraza

ARMLS® values the partnerships we have with a select group of title company representatives who are certified to train Subscribers on flexmls® Web .

Julie Larraza, Business Development Manager at Clear Title Agency of Arizona in Scottsdale, has logged in over 12 years in title and escrow. A midwest native, Julie studied psychology at the University of Nebraska and Arizona State University. She credits her psychology background for her success in helping her clients increase their business.

Her passion for learning and helping others is a natural fit for an ARMLS Certified Trainer. “Learning something new is always interesting for me. And then to become an expert and be able to share that knowledge and experience with others is something I find very rewarding! I really enjoy the opportunity to help Agents increase their business by developing a good marketing plan to get listings and work with individual clients! Also, I enjoy training so I have really appreciated the chance to help Agents become proficient on MLS.”

Julie hikes Pinnacle Peak nearly every weekend. A mega sports fan, Julie follows the Cardinals, Coyotes, Suns and DBacks. Her children inherited her love of sports: her elder son plays hockey on the USA National hockey team, and will play for University of Denver next year. Her second son is on the football team at Chaparral High School, and her daughter is on the JV cheer team. She spends lots of time chauffeuring her kids, and treasures the time and energy she invests in them and their interests.

ARMLS thanks and congratulates Julie on her work on behalf of its Subscribers. You can reach Julie at 602.750.8710 or

Julie.Larraza@cleartitle-az.com

Destination: Rocky Point

In February 2011, ARMLS® made history when it shared data for the first time across an international border with AMPI Puerto Peñasco (Rocky Point) Chapter 51 Mexico. Rocky Point is the American name for Puerto Peñasco, a small town of 45,000 located on the northern shore of the Sea of Cortez (Gulf of California) in Sonora, Mexico. Geographically, Rocky Point is a refuge from storms, surrounded either by desert or ocean, with the nearest town 50 miles away. Driving distance from Sky Harbor Airport in Phoenix is approximately three and a half hours.

Long recognized as the Valley's closest beach destination, Rocky Point is a second home community for Arizona residents and snowbirds fleeing cold winters in northern United States and Canada. Historically a fishing village, today its economic life is dependent on tourism. While Spanish is the main language, most merchants speak English quite well.

If snorkeling, fishing, swimming, sunbathing, parasailing over azure sea, strolling through quaint local markets, mountain views and flaming sunsets are your thing, Rocky Point is the place for you.

Richard Savino, president of AMPI Puerto Peñasco Chapter 5, the local real estate association, is an Arizona Broker who lived and practiced in Scottsdale. In 2006, Richard recognized the potential in Rocky Point personally and professionally, and moved there permanently where he is now an independent Broker and property manager. He cites the slower pace, mild temperatures and friendly residents as major draws.

Richard says that the AMPI members in Puerto Peñasco are very excited about data sharing opportunities. "With Phoenix and Tucson as major feeder markets, their listings are exposed to 35,000 Agents. This helps them build a referral base while educating outside Agents about their listings and the area."

Richard Savino

You can access Puerto Peñasco on the *Full Search*. (N

ng warm sandy beaches, browsing in
ky Point will not disappoint.

erto Peñasco or Tucson data right in flexmls through the *Quick Search* or
ote: Data sharing does not include an automatic offer of compensation.)

**Currently there are approximately 640 listings with a 48
month supply of inventory. Median list price is \$229,900
and median sales price is \$131,900 USD.**

*Contributor -
Chris Heagerty, Director –Communication, Professional
and Business Development*

Blogger

Blogger is Google's blogging platform, and home to blogs with the "yourname.blogspot.com" URLs. Blogger offers drag-and-drop design, analytics and much more. There is even a tool which allows you to post a new entry via email or text message. Upgrading to your own Internet domain address (URL) costs \$10 a year. Blogger has some plug-ins and widgets which allow you to add additional functionality, tools or customizations to your blog. However, widgets and plug-ins on Blogger are inferior in number and variety to other blog platforms. But if you are not trying to get too fancy, Blogger may work for you.

Wordpress

Wordpress.com is by far the most popular choice for many reasons. The sheer number of free themes, plug-ins and widgets makes almost anything possible on a Wordpress blog. Want to import comments from Facebook, display your Twitter feed and even display your listings from flexmls? Wordpress can do that. A custom domain is \$17 a year and there are many other upgrades available for small fees. Since Wordpress was developed by the public as an open-source project, the power of Wordpress comes from its broad community of users. The benefit is that if you need help with Wordpress, there are many people willing to help quickly.

Tumblr

Tumblr takes a different approach to blogging and is often considered a "micro-blogging" site. Think of micro-blogging as very short blog entries, although Tumblr supports standard sized entries as well. Blog posts on Tumblr are shorter and have a different design when compared to traditional blogging platforms. This platform is a step into a more social blog with social networking features well integrated. You can post your blog entry to Facebook, Twitter and many other networks automatically.

There are many more blogging platforms not discussed here. Thinking about your audience can guide your decision making process.

At ARMLS we chose the self-hosted Wordpress option because we felt it gave us enough design flexibility to keep adding advanced features well into the future.

Get started now. We look forward to reading your new blog! You might even see your blog on **ARMLS Blogroll** soon (a blogroll is a list of favorite blogs found on another blog).

Thanks to all those who came out to the Mesa Convention Center on April 7 for TECHNOPALOOZA 2011. The day was a success thanks to our Subscribers, vendors and educators. During the course of the day the cameras were rolling and captured the magic of TECHNOPALOOZA.

In our official TECHNOPALOOZA 2011 video, found by clicking the video image below, we tried to capture the essence of the day. **The video featured interviews from Subscribers Regina Buzzello of West USA Realty, Tom Martz of Realty Executives and Marty Boardman of Sun Capital Group.**

*Contributor - James Marcus,
Writer - Communication Specialist*

TECHNOPALOOZA Classes Online

Missed a class at TECHNOPALOOZA? Weren't able to attend? You're in luck as four of our classes were recorded in High Definition and are available online.

Jeff Fischer from VisualShows.com taught the **Facebook Beginner** and **Facebook Advanced** classes.

G. William James schooled us on the **Google Universe** class dedicated to Google's cloud based products (What's a cloud? Find out [here](#)).

Our last recorded class is the new customer relationship management product called **RealFutureCRM**.