

WAVE
TEXT ONLY FORMAT
Ezine of Arizona Regional Multiple Listing
Service, Inc.
April / May 2011

It's more than just a name change

Compliance turns the corner to become
Data Integrity

people

- 03 message from the CEO - Bob Bemis
- 06 Staff Spotlight on Data Integrity Supervisor - Ana Billar
- 13 A 5K Without All the Running Contest on Facebook
- 17 Title Trainer Spotlight - Tom Newell, First American Title

data integrity

- 04 Data Integrity - It's all About the Data

08 What Have You Been Missing on the ARMLS blog?

09 What is an **RSS Feed**?

12 Building Value on Facebook

18 New WeMAR Service Center on the Horizon

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

23 Fannie Mae Short Sale Assistance Desk is LIVE!

products

- 07 STAT Plus - Your quarterly statistics
- 10 Subscriber Confidence Index
- 21 Three NEW Search Methods for RL Brown
- 25 Supra - Instant Showing Information
- 26 flexmls® IDX
- 27 Listingbook - InstaFarm
- 28 IMAPP

mls

- 16 Helpdesk Extended Hours - There When You Need Them

training

- 22 Fannie Mae Offers Seminar on New Short Sale Assistance Desk

Editor - Chris Heagerty

Publisher / Graphics and Design - Lynn Boyd

communication@armls.com

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

message from the CEO

I was invited to Chicago this past month to participate in an NAR Task Force studying rulemaking for listing displays in social media venues. In the Dec/Jan issue of *WAVE* I discussed the issues being considered. The demands and restrictions on what's advisable or even possible on sites like Twitter and Facebook are not the same as those on a Broker or Agent IDX website. How, for example, do you update a listing on Facebook without a live link to the MLS data? Or how do you update a Tweet where you touted a house at a specific price when the price changes the next day? You can't.

After two days of discussion, the task force made some simple recommendations to the NAR MLS Policy Committee for consideration at their next meeting in DC in May. Those recommendations are:

1. All electronic displays, not just Broker and Agent websites, should be governed by the current IDX policy unless to do so creates an impossible technology challenge.
2. When #1 is a problem and the channel doesn't allow you to comply with IDX rules, add a link to a full display of the listing that does comply.
3. The medium is *not* the message (with condolences to Marshall McLuhan, who coined the phrase "the medium is the message", on his 100th birthday this year). The message is the message and it's the same message regardless of the channel through which it's delivered. A blog post that complies with the IDX policy would be equally compliant if it were posted on Craigslist. One electronic medium should not be regulated differently from another.
4. #3 does not apply to printed advertising, since ads are often regulated more strictly by state statute than are MLS regulated electronic displays.
5. If an MLS needs access to a social media site to monitor compliance issues, the site owner must grant that access. So you must "friend" your friendly neighborhood MLS administrator if she asks you to.

These changes make sense and seem to work given the evolution of social media into the communications method of choice for more and more consumers.

So if you're ready to start blogging about the new listings in your market area, be sure you understand the rules and play nice in the Internet sandbox.

It's ALL about the DATA

With Data Integrity taking center stage, ARMLS® is poised for a culture shift that is best characterized as more latitude and less attitude. **It starts with a name change for the Compliance Department to Data Integrity, and a focus more on getting the data right, than on catching the Subscriber getting it wrong.**

Two big changes best reflect the shift: first, the Level 6 Penalty, which assessed a minimum fine of \$400, has been removed from the Penalty Policy effective immediately, capping penalties at Level 5, which has a \$200 fine. The second big change now permits staff to correct without penalty, less egregious infractions, and then notify the Agent and Broker via email that they have made the correction. This allows ARMLS to bypass the sometimes lengthy notification process that can delay the data correction.

If not readily correctable, ARMLS will contact the Listing Agent (or co-list) or Broker to obtain the correct information, and then edit the listing and notify the Agent or Broker that the change was made.

Subscribers are the big winners here because staff can now act more nimbly to make corrections to the data.

For Subscribers who worry that the new Penalty Policy is not strict enough, ARMLS believes that the staff's ability to correct many of the infractions will lead to greater data integrity *faster*.

The new **Penalty Policy** goes into effect April 18th. **At that time, all Subscribers will be reset to zero in their Penalty Policy progression tier, giving all Subscribers a clean slate in the new Data Integrity culture.**

Certain items will still incur penalties under the penalty level tier system:

- Entry of Property not eligible to be placed in MLS
- Manipulation of Days on Market
- All incorrect Status issues
- Incorrect Sales Data
- Media which contains contact information, is an unauthorized copy or is an infraction of the Photo Rules
- Advertising the listings of another Broker without permission
- Conditional commission language and zero commissions
- Infractions of the Inappropriate Language Policy
- Infractions of the Short Sale Policy
- Unauthorized duplication of the compilation
- Unauthorized distribution of data
- Failure to maintain correct contact information
- Active listing without a valid listing agreement
- Invalid duplicate listings by the same Agent
- Incorrect List Price
- All lockbox issues

Ana Billar

Data Integrity Supervisor

Ana Billar joined ARMLS® in 2005, and has watched firsthand the Rules/Penalty pendulum swing through a wide lenient-to-strict arc. In her position as Data Integrity Supervisor, Ana will lead ARMLS's Data Integrity Analysts through a culture change which will center on middle ground: more latitude /less attitude.

“I feel happy and fortunate to lead this culture shift because we can make a difference in the quality of the data that all Subscribers need to do their jobs.”

In her role Ana oversees Rules infractions reported on individual listings, guiding the Data Integrity Analysts day-to-day to make sure a report is truly an infraction and, depending on the issue, correct it or notify the Subscriber if ARMLS is unable to correct it.

Ana preaches that interaction with the Data Integrity Department is a teaching opportunity, rather than a punitive interaction. “Many times Subscribers want to do the right thing, but they are so busy they don't take the time to learn the Rules.” When stricter Rules and Penalties were put in place, she saw meaningful change, particularly in repeat offenders who accumulated penalties. Today many Subscribers have changed their processes so that they now follow the Rules and avoid Penalties.

“I feel happy and fortunate to lead this culture shift because we can make a difference in the quality of the data that all Subscribers need to do their jobs.” **Ana champions the department's name change from “Compliance” to “Data Integrity” because MLS should primarily be about getting the data right.** ARMLS looks forward to the leadership and dedication that Ana brings to the Data Integrity Department.

Q4 2010

ARMLS® is introducing its new quarterly publication, STAT+, as a companion to its regular monthly publications, STAT™ newsletter and the ARMLS Pending Price Index™.

The inaugural issue of STAT+ focuses on the average Days on Market (DOM) and Months Supply of Inventory (MSI) in the fourth quarter of 2010 (Q4) for single family residential housing at various price points in the flexmls system.

The monthly STAT addresses DOM and MSI for the entire residential market as a barometer of overall market health. Its macro looks at these two key metrics, however, does not give any insight into inherent discrepancies between different price ranges. STAT+ will allow Subscribers to address market supply more in depth with Buyers and Sellers, who in turn can make more informed real estate decisions.

	Q4 2010 Avg Solds	Q4 2010 Avg Actives	Q4 DOM	Q4 MSI
Price Range				
30,000-100,000	2,084	10,714	95	5.14
100,001-250,000	2,843	15,700	103	5.84
250,001-500,000	796	5,589	122	5.88
500,001-750,000	131	1,498	161	11.44
750,001-1,000,000	45	874	198	19.43
1,000,001-1,500,000	29	597	207	20.13
1,500,001-2,000,000	11	363	344	32.03
2,000,001-3,000,000	10	331	404	31.06
3,000,001 and up	4	236	436	59.00

The lowest price range viewed is \$30,000 - \$100,000, and the highest is \$3,000,000 and above. In Q4 2010, the discrepancy between DOM from the lowest price point to the highest is 341 days (95 to 436 days). The spread for MSI is from 5.14 months to 59 months. In the three price ranges from \$30,000 up to \$500,000, the MSIs are all under 6 months.

In the current market cycle, the lower the price range the lower the DOM and the shorter the MSI. This pattern is typical of a market struggling to recover, since markets recover from the bottom up. Each quarter, gains (or losses) from the previous quarter will be a harbinger of the pace of the Valley's recovery, and which price ranges will recover first.

© 2011 ARMLS, may be reprinted with proper attribution.

Living Under a Rock? The ARMLS Blog is Live.

Since the launch of the **ARMLS Blog** on 2/14, the conversation has been lively and we've enjoyed hearing what our Subscribers have to say. Judging by the numbers, we know not all of our Subscribers have had a chance to experience our new blog. Below are some things you may have missed and on the next page is an article on how you can read our blog effortlessly via RSS.

If you're not reading the ARMLS Blog, here's what you're missing:

iPad Compatibility Improves Inside flexmls

"We've released an update today for flexmls® Web that significantly improves compatibility on the iPad," starts a blog post by Michael Wurzer, the creator of flexmls. So what is working better...

[Read More at the ARMLS Blog](#)

Associated Press Misquote of ARMLS Data

Yesterday, two writers from the Associated Press put out a story that said that 70% of the homes in Phoenix are at risk of foreclosure. By the end of the day the story had gone viral on the Internet...

[Read More at the ARMLS Blog](#)

Data Share: Tucson & Rocky Point

The switch has been flipped, as ARMLS has started data sharing with the Tucson Association of REALTORS® and Puerto Penasco Chapter 51 (Rocky Point) inside flexmls...

[Read More at the ARMLS Blog](#)

STAT, PPI and the Truth

Recently a Subscriber expressed dissatisfaction with ARMLS for publishing STAT and the Pending Price Index. He made the point that things were bad enough out there, without ARMLS broadcasting it...

[Read More at the ARMLS Blog](#)

armlsblog.com

*Contributor - James Marcus,
Writer - Communication Specialist*

What is an RSS Feed?

Contributor - James Marcus,
Writer - Communication Specialist

Too much good stuff?

RSS technology has been around since 1996, but has gone largely ignored until now. Many people find it difficult to keep up with the vast quantity of news, information and entertainment websites online today. Visiting several websites individually might not make the most sense anymore, and RSS is the solution. Really Simple Syndication (RSS) is used to display content from websites and blogs into one place. All that is required is a website or blog that has an RSS feed and access to an RSS Reader.

RSS feeds can be displayed in your email client, desktop, smartphone and even on your own website. Most feeds display as headlines, and a simple click can load full articles or send you to the original sources.

Where's Waldo, RSS Edition

To determine if a site has an RSS feed, visit the website in your favorite browser. If an RSS feed is detected, most browsers will display an RSS icon near the address bar. Try using a site search or looking around the website if the browser doesn't automatically detect an RSS feed. Unfortunately, not all websites will have RSS feeds.

Sneaky RSS Readers

You probably have an RSS Reader and don't know it. Outlook, Apple Mail, Thunderbird and other programs have RSS reading abilities built right in. Most browsers will auto-detect the applications on your computer with RSS Readers. To do this, click the RSS icon or an RSS link on your favorite blog or website. Several options, unique to what is installed on your computer will appear. Outlook is a popular choice, as new RSS items appear alongside email items.

There are many neat gadgets and applications utilizing RSS technology. Windows 7 offers a "Front Headlines" gadget which allows you to view any RSS feed you've subscribed to via Internet Explorer on your desktop.

Want an RSS feed on your flexmls dashboard? No problem, a **full video tutorial** can be found at **the ARMLS YouTube Channel**. Give RSS a try right now, by visiting the ARMLSBLOG RSS feed found at: **<http://www.armlsblog.com/feed/>**

This page is an image with the latest Subscriber Confidence Index and must be viewed in the PDF. There is no text-only substitute

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.

- **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

PET FOOD DRIVE DONATION LOCATIONS

Phoenix Association of REALTORS®

5033 N. 19th Ave. Ste 119
Phoenix, AZ 85015
Phone: 602-246-1012
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 Main Office : Tempe

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

ARMLS Support Center: Phoenix

5033 N. 19th Ave. Suite 113
Phoenix, AZ 85015
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: Glendale

17235 N. 75th Ave. Suite E-160
Glendale, AZ 85308
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

Visit Lost Our Home Pet Foundation in Booth 153 at TECHN PALOOZA 2011 on April 7 at the Mesa Convention Center.

Enter the **RAFFLE** to win one of three drawings for a FREE year of ARMLS Subscriber fees! All proceeds will go to Lost Our Home.

This is an Attendance By Registration ONLY event and walk-ins at the door cannot be accommodated.

Admission is \$20 and includes breakfast, a box lunch and all classes.

To register, go to
[http://
technopalooza2011.eventbrite.com](http://technopalooza2011.eventbrite.com).

To learn how you can help, go to

<http://www.lostourhome.org/how-you-can-help/> or call

602-230-HELP.(4357).

Building Value on Facebook

The real estate community has embraced Facebook with over 22 million real estate related Facebook pages online. There are success stories of ARMLS Subscribers who have leveraged Facebook for their businesses. Successful Agents have found several ways to create Facebook page value well beyond publishing listings.

Facebook Profiles vs. Facebook Pages

A “Profile” is about a person while a “Page” is about a business. This is a conundrum as Agents fit into both categories equally. Pages have fans while Profiles have friends. Use a Page whenever possible, as posting listings (advertising) is against Facebook terms of service for Profiles. For those already using a Profile, switching your “friends” to “fans” may take awhile. Using Profiles is fine for those who just wish to stay in contact with their clients.

The Social Media Chain

Attracting, keeping and engaging fans on Facebook requires the following five axioms. Think of these as chain links, to build value you must do them all:

Credibility - Establishing yourself as a real estate authority will keep your fans from straying to your competitors. Knowing your clients can come to you for honest information is a reflection of your value to them.

Relevancy – Do your Facebook fans, who became fans for your real estate services, care if you are at Starbucks? Keep your posts relevant to real estate or you will be largely ignored.

Timing – What’s hot in real estate shopping right now? Are A-frames making a comeback? Fans don’t care about dated information. This is your chance to become their primary source for what’s happening in the market right now.

Alignment – Is your messaging aligned with the views of your fans? Facebook fans have little patience for radical thoughts or rants. Likewise, being on the same page will attract fans.

Trust – Trust is the end result of building credibility. If your fans don’t trust you, don’t expect them to stay around very long.

Get in the Game Now

The battle for Facebook Fans is coming to a head as your prospective clients are already on Facebook. The Subscriber who focuses on building value now will reap the benefits over their competitors. Ten years ago businesses were debating the value of a website and now websites are standard practice. The same thing is shaping up in social networking, therefore now is the time to act.

A 5K WITHOUT-ALL-THE-RUNNING CONTEST

Don't stretch, buy new shoes, or carb-up for this 5K, as this is a race for **5,000 ARMLS® Facebook Fans**. Two randomly selected ARMLS Facebook fans, new or existing, will win a **year of FREE ARMLS Subscriber fees**. The 5,000th Fan will also win a year of FREE ARMLS Subscriber fees, so tell a friend. Entering is easy, just follow this link:

<http://www.armlsblog.com/facebook/5k-contest/>

This page is a flyer describing the prizes to be given away at TECHNOPALOOZA 2011 and must be viewed in the PDF. There is no text-only substitute.

CLASS LOCATIONS

Why don't you have classes in more places than just Tempe?
B.B., Mesa

We DO, and PLENTY of them! In 2010, ARMLS added 3 new training centers in addition to Tempe. They are located in **Phoenix** at 3055 N. 19th Avenue (inside the Phoenix Association of Realtors complex), 1363 S. Vineyard in **Mesa** (inside the SEVRAR complex) and at 7600 E. Redfield Road, Suite 170, **Scottsdale**, Arizona. Each location is equipped with computers. You may register for classes at those locations on www.armls.com under Training&Events, then Classes.

The ARMLS Training Department sends out at least one email a month to all Subscribers listing all of the classes at all of the locations around the Valley, so check your Inbox!

Coming in mid 2011, will be the newest location on the West side in the new WeMAR complex.

EMAIL LINKS

Your emails frequently require clicking on a link. Why not just send the communication directly?
A.H., Casa Grande

We do this for two reasons. The first is we find that Subscribers “zone out” if a communication is too long. Some tend to delete the longer ones without reading them. Shorter emails get more “eyeballs.” Then if it is something in which the recipient has no interest, he/she can simply ignore the link. Second, some communications, like changes to flexmls, require screen shots and other graphics to adequately cover the content. Including the graphics in the email itself could make it too large for email filters used by some Subscribers. By linking to a PDF, we also create a document that is easier for the Subscriber to save and refer back to at a later time.

CLASSES ON SOCIAL MEDIA

We need more classes on social media! *B.H., Phoenix*

ARMLS currently offers two social media classes. Getting Started with Facebook is a hands-on class that covers the basics of Facebook. During this two-hour class, the Subscriber sets up a Facebook account, creates a profile, sets privacy settings and learns the latest Facebook lingo. Adding friends, creating lists, learning how to “hide” and “unhide”, and post on their “wall” will also be taught in this class.

Also currently being offered is a class on Twitter. Again this hands-on class gives the basics of Twitter by creating a Twitter account, setting up privacy settings and learning the Twitter lingo, along with finding people and companies to follow.

Look for Advanced Facebook to be offered at the end of the second quarter of 2011.

ARMLS® Helpdesk Support - We're here when you need us.

It's been no secret that ARMLS Subscribers conduct business beyond the traditional work week of 8:00am - 5:00pm, Monday through Friday. In the past we made several attempts to offer services outside of that schedule, with little success. While there were pleas for these extended services, they were rarely used when implemented, and thus discontinued. But last year we decided to give it another try.

In early 2010 we extended the ARMLS Helpdesk hours to 8:00am - 6:00pm Monday through Friday, and added Saturday hours from 9:00am - 1:00pm. As of February 2011, more hours were made available, and **now the ARMLS Helpdesk and Tempe Support Center are open from 8:30am - 5:00pm on Saturdays.**

This means you can call in for flexmls help, lockbox key assistance, or general ARMLS information all day long on Saturdays. It also means you can come to our Tempe site to pick up a lockbox or key on Saturdays.

ARMLS is striving to excel in supporting our Subscribers by getting you the help you need when you need it. We are here to help, so give us a call.

ARMLS Helpdesk 480-303-7020

ARMLS Support Centers (lockbox and key info) 480-303-7249

TITLE REP CERTIFIED TRAINER SPOTLIGHT

Tom Newell

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

Tom Newell, a seasoned 18-year title veteran, is the Senior Account Manager at First American Title's DC Ranch and Carefree Branches. As a dedicated ARMLS Certified Title Trainer, Tom believes that training Realtors on the flexmls system has been an asset to his business, opening many doors for him. Also an asset is the experience he gathered as a real estate practitioner back in the late '80s and early '90s.

Tom has a special aptitude for training. He revels in learning all of the flexmls applications that a Realtor needs, and helping them apply these applications to their business. His focus is being a valuable resource for his Realtor clients. "flexmls is such a great platform for Realtors. Everyday there seems to be someone that needs some help in flexmls."

One of the biggest challenges Tom faces today is soliciting directable business in the Valley's distressed market. "With the banks dictating where escrows are opened, and a portion of short sales being directed to other title companies, you just have to focus on the value you can offer Realtors to earn their trust and their directable business."

A native of Cleveland, Ohio, Tom moved to Scottsdale in 1978. He earned a Bachelor of Science from Arizona State University and still keeps close ties with many of his high school and college friends. He has two daughters, one who attends Scottsdale Community College and the other who attends the University of Arizona. As an outdoorsman, Tom favors hiking, snow skiing, going to the beach, playing basketball, and is an avid college football and basketball fan. Hanging out with family and close friends tops his list of favorite pastimes.

ARMLS thanks Tom for all of his fine work on behalf of its Subscribers. You can reach Tom at tnewell@firstam.com or 602-621-3615

New WeMAR Service Center on the Horizon

Between the first and third week of May, WeMAR is relocating to its new home at 9001 W. Union Hills Drive in Peoria, on the south side of Union Hills Drive, and east of 91st Avenue.

Over the years, sound financial management, coupled with current market opportunity, created the right time and place for investing in a new center. WeMAR's goals (the convenience of a one-stop shop, a superlative customer experience and an enhanced adult learning environment) plus prudent management have combined for a win-win for WeMAR and its members: all at no additional increase in dues.

The new location just west of Loop 101 will be more convenient to a greater number of its members. The 10,000 sq. ft. facility, more than three times the size of the current location in Glendale, will offer three state-of-the-art classrooms using Boxwood Technology, and are equipped with smart screens and laptops for hands-on learning and professional development.

Members will have access to computer stations wired for Internet, a lounge with complimentary Wi-Fi and plenty of parking to accommodate the increased traffic. CEO Roger Nelson and staff are planning for a grand opening celebration later in the year. One thing that won't change though, is the staff's commitment to serve their members at the highest level possible.

Watch for communication about the opening on **wemar.org**, direct emails and Facebook.

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

THREE NEW SEARCH METHODS for RL Brown

This page is a flyer describing new search features for RL Brown and must be viewed in the PDF. There is no text-only substitute.

Fannie Mae and ARMLS® have teamed up!

Introducing the New FNMA Short Sale Assistance Desk

**Presenter: Ryan Crowley
FNMA Director of Credit Portfolio Management**

May 5, 2011

ARMLS Tempe Training Facility
120 S. Priest Dr.
Tempe, AZ 85281

Choose from 3 Sessions: 9-10:30, 11:00-12:30, 2-3:30

Seating is limited so register early.

During this seminar, participants will learn how:

Fannie Mae is working with ARMLS to solve the short sale problem

To identify post offer short sales issues that are eligible for submission

To access and sign into the Short Sale Assistance Desk from inside flexmls

To complete the required submission form and submit to FNMA

The Assistance Desk process works

Updates on HAMP/HAFA can help you close more short sales

Here is how you sign up.

Go to <http://www.armls.com/training-and-events/classes.aspx> .

Click on Quick Register.

You will be prompted to login.

Click the drop-down arrow in the COURSE field and select **Fannie Mae Short Sales Assistance Desk (SSAD)**.

Click the SEARCH button to bring up the choice of session times.

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

ARMLS's Fannie Mae Short Sale Assistance Desk (SSAD) is now live!

You can access SSAD through flexmls.

Just log in and click on the link to SSAD on the Dashboard.

The Assistance Desk is meant to serve as a backstop to empower the real estate professional in those cases where the normal approval channel has bogged down, and where Fannie Mae's intervention may serve as a catalyst for progress towards a resolution. The Assistance Desk is not intended to replace the normal approval channels, nor is it intended to serve as a compliance or enforcement function or as a potential appeal for decision the real estate professional believes to be unfavorable.

To find out if Fannie Mae holds the first lien on the property go to

<http://loanlookup.fanniemae.com/loanlookup/>

Eligibility Criteria:

Property must have a first-lien owned by Fannie Mae

Only post-offer issues can be submitted. The servicer must be in receipt of a valid offer.

Real estate professional must be a member of ARMLS

Real estate professional must be the Listing Agent

Real estate professional must obtain a Borrow Authorization Form (BAF) signed by the homeowner(s) and submit it to SSAD.

Submission Guidelines

The real estate professional must first make a reasonable effort to resolve the issue by working through the servicer.

The real estate professional may submit the case in the event the servicer has not provided:

an initial response within 20 days

a final property valuation within 30 days

a final decision or specific direction to facilitate a decision within 60 days from the original offer submission date

or, if the real estate professional has received approval from the servicer for the transaction, but either the mortgage insurer or second lienholder has imposed a closing condition that is not possible for the borrower to meet

The real estate professional must address all "actionable" requests from the servicer before submitting the issue.

Where additional documentation is requested, servicer response time will be calculated starting on the date the real estate professional submitted final documentation.

This page is a flyer describing the recycling point opportunity available for one day only at TECHNOPALOOZA 2011 and must be viewed in the PDF. There is no text-only substitute.

This page is a flyer promoting Supra Ekey and must be viewed in the PDF. There is no text-only substitute.

This page is a flyer promoting flexmls® IDX, a paid upgrade service and must be viewed in the PDF. There is no text-only substitute.



This page is a flyer promoting Listingbook and must be viewed in the PDF. There is no text-only substitute.

This page is a flyer promoting IMAPP and must be viewed in the PDF. There is no text-only substitute.

Coming in the June / July issue of WAVE

Rocky Point Cameo

ARMLS® Speaker Series

What's a *NORMAL* Market?