

CHS REGIONAL MLS

we open the door to your market

Quick Start Guide



CHS
REGIONAL
MLS

So you're licensed. Now what?

Perfecting the glamour shot for your business cards isn't easy. But getting access to MLS, and all of the tools you'll need to impress your clients, is a breeze.

First, let's make sure you know the difference between your Realtor® Association and MLS.



The Charleston Trident Association of REALTORS® has served as the “Voice of Real Estate” in the Lowcountry region of South Carolina for more than 100 years, issuing statistical analysis of market conditions, offering legislative support to its members and the industry at large and serving as the premier resource for all things real estate in the tri-county and outlying areas.

The Charleston Regional Multiple Listing Service (CHS MLS) is the gold standard for accurate listing data. Supported by one of the industry's top MLS platforms, FlexMLS, CHS MLS makes your business priority. Always integrating system upgrades and new tools, members have relevant data at their fingertips, and a dedicated support team.

Fast access, coming right up.

Broker-in-Charge CHS Regional MLS Access

A Broker-in-Charge with MLS Access is known as an MLS Participant. The participant must open the office with MLS first, before any associated licensees may join. MLS Participants must be Realtor® members.

STEP 1: Join the Charleston Trident Association of Realtors® via CharlestonRealtors.com

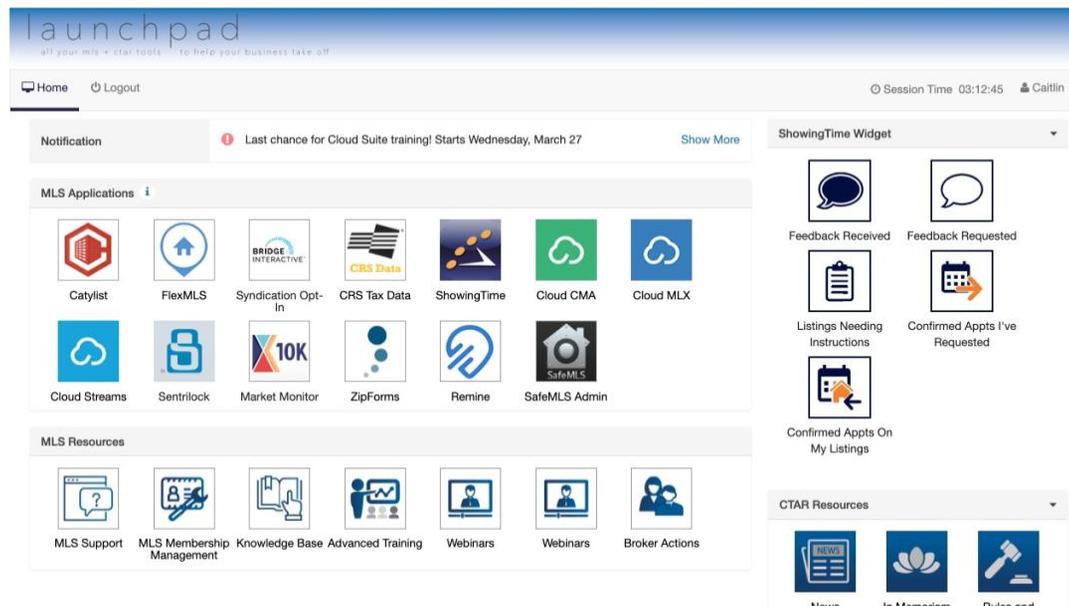
STEP 2: Complete the CHS MLS Participant Application via CHSMLS.com and pay applicable join fees

STEP 3: Take the Participant online training course

Salesperson CHS Regional MLS Access

STEP 1: Ensure that your MLS Participant is already a member

STEP 2: Take the salesperson online training course



Once you've completed our intro course online, you will be emailed your credentials within the business day, if before 3pm.

If you have an unlicensed admin, we offer access for them, too! Get them started by visiting CHSMLS.com/join

With MLS access, comes great responsibility.

Know the Rules & Regulations

Every MLS user must abide by the CHS Regional MLS Rules & Regulations. Working within the lines helps us all to enjoy cooperation and guaranteed compensation.

Review Finable Violations

CHS Regional MLS retains a fine structure to encourage the highest level of accuracy. Be sure to review the fine structure and tape it on your forehead (or office wall, if you must). If you are ever in doubt – there are ways to avoid fines! Never hesitate to contact MLS staff or your Broker-in-Charge with questions. It is so easy to prevent a fine with a little knowledge and help. Find a handy cheat sheet included.

Educate Yourself

We'd love to have you here for days and days of MLS training, but it appears corporal punishment is frowned upon. So, we offer a variety of advanced training online, to assist you as you grow in your business, on your timeline. We strongly encourage you to take advantage of the options to strengthen your ease of use within FlexMLS.

- Visit CHSMLS.com for upcoming live trainings, and links to webinars
- Within FlexMLS, click HELP in the upper right corner. Start with the video tutorials.
- Always read the notifications at the top of your MLS Launchpad, it's a mix of training, new features, known issues and important alerts.

The screenshot shows a web dashboard titled "launchpad" with the tagline "all your mls + star tools - to help your business take off". The navigation bar includes "Home" and "Logout" on the left, and "Session Time 03:59:26" and "Catherine" on the right. A notification banner at the top contains a warning icon, the text "Statistics Tools Webinar - register now for June 6!", and a "Show More" link. Below this is a section for "MLS Applications" with icons for FlexMLS, CRS Tax Data, ShowingTime, Cloud CMA, Cloud MLX, Cloud Streams, Sentrilock, Market Monitor, ZipForms, and Remine. To the right is a "ShowingTime Widget" with icons for Feedback Received, Feedback Requested, Listings Needing Instructions, Confirmed Appts I've Requested, and a calendar icon with a red notification badge.

- Visit the FAQ's guide in our Knowledge Base, and explore other articles.
- You'll also want to follow us on Facebook so you're always in the loop.

You won't lose it, but you should still use it.

CHS MLS is more than just the Regional Multiple Listing Service. At no extra cost, you have access to a variety of tools to help streamline and build your business. CHS Regional MLS aims to give you choice in the products you use, so try these out! See what fits best for you, and use it at no additional cost.



What is data syndication, anyway?

CHS Regional MLS wants you to have control over your data and works with member Brokers, IDX vendors, and third-party syndication sites to ensure your properties reach your target audience. Just remember, once something is out on the web, you can't put the toothpaste back in the tube.

IDX

Internet Data Exchange allows real estate agents and brokers to show each others MLS property listings on their website. To establish a feed, you must be a member or vendor working on behalf of a member.

Listing Syndication

CHS Regional MLS partners with top real estate websites to streamline your process with listing syndication. Each MLS Participant may choose to opt-in to listing syndication for the entire office per site.



Sweet! It's showing time!

SentriLock provides our home access system for showings, and for the obvious safety reasons, it is vitally important that you understand the process and regulations.

The Card

You must take an online course covering the SentriCard rules before you may have the card. The cost is \$125.

Security

You must review the SentriLock policies in the CHS Regional MLS Rules & Regulations. Chiefly – you may never share your SentriCard with ANYONE, even if they are also licensed. This would result in a \$1,000 fine.

Renewing the Card

You may renew the card at any card reader. There is one just for you at the CHS MLS Office, or your office may have one at the front desk, if they're cool like that. To setup your reader at your own computer, download the utility installer at SentriLock.com/files.

The App

Once you are in as a SentriCard user, you may use the app instead, and forgo regular renewing of your card. As long as you retain the card (keep it in your car!) you are good to go. Download the app, SentriSmart in the iTunes or Google Play store.

Cheat Sheet

There is a lot of info in the online course. If you need a refresher, check out the SentriLock cheat sheet.

I can't remember all of this.

We know. That's why we're here! Here is your cheat sheet, and don't forget you can always check in with your MLS team at Support@CHSMLS.com. We would love to help.

CHSMLS.com

Login, register for MLS classes, start an IDX feed, and everything else.

Fees

MLS fees are \$105 per quarter, and it is billed to your MLS Participant

Fines

Post the fines cheat sheet included on your office board!

Common Acronyms

When you receive your license, you must immediately begin going by your initials to fit in with the multitude of acronyms in the industry. Just kidding.

NAR: National Association of Realtors®

SCR: South Carolina Realtors®

CTAR: Charleston Trident Association of Realtors®

CHS MLS: Charleston Regional Multiple Listing Service

IDX: Internet Data Exchange