



 **MLS-Touch<sup>®</sup>**

## User Guide

iPhone Edition



MLS-Touch is the most powerful mobile application for real estate professionals today, with a load of features to help you preview, show, and research properties.

This is your mobile gateway to the MLS!!!

[WWW.MLS-TOUCH.COM](http://WWW.MLS-TOUCH.COM)

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Need Help?  
Contact us!

By email: [support@mls-touch.com](mailto:support@mls-touch.com)  
By phone: 1-888-765-9223 Mon-Fri 9am-6pm ET

# Get Started With MLS-Touch

## Downloading the app

Please make sure that your phone is running on an operating system that is still supported by its manufacturer, and that you keep the operating system up-to-date at all times.

Access the App Store on your iPhone. Find the MLS-Touch app with the help of the search function. Once you've found it, press the [Free] or [Cloud] button which will allow you to install the app. This will start the installation process, and within seconds, an icon for the application will appear on your device's main screen. Make sure that you allow MLS-Touch to use your current location in order to be able to enjoy all the benefits of the app, such as the Instaview function.

**Attention iPad Users!** You can also use MLS-Touch on your iPad. There are even added features, such as a Flyer Creator and a Buyer's Tour Planner!

## Access, Open and Log In

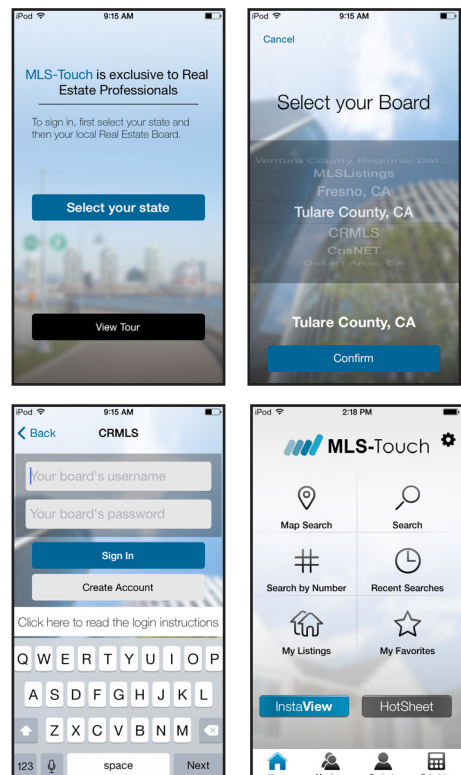
To launch MLS-Touch, simply press its icon located on your device's main screen.



You will automatically land on a login wizard. Start by choosing your state, followed by the real estate board of which you are a member. Next, log in by using your username and password. (either your MLS password or the one you chose when you subscribed).

If you are unsure of your login information, after choosing your real estate board, click on the [Click here to read the login instructions] button for help. If MLS-Touch is a member benefit, you may need to contact your real estate board to retrieve your login information.

You will then land on MLS-Touch's Home Screen.





# Property Searching

Having complete access to listings and knowing how to filter them according to your needs is critical to your success. With MLS-Touch, you can find properties through a map search, or by choosing various criteria. You can also use the MLS # for direct access to listings, add listings to a Favorites list, link listings to contacts, bring up recent searches, and much more!



## Property Search By Map

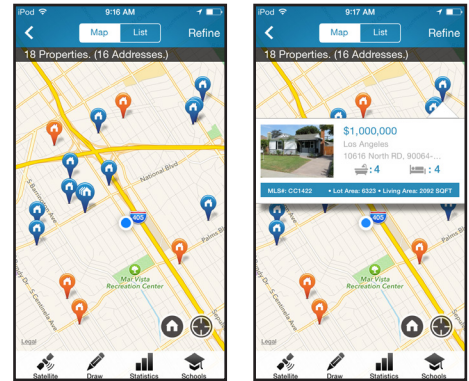
This function allows you to view all active (blue) and pending (orange) listings around where you are located instantly.

To search in another area, use the [Search] function (see Property Search By Criteria) or navigate the map with your fingers.

You can also display Sold (red) listings by refining your search (see Refining Search Results).

To view the details of a property, press on its pin once and a short summary will be displayed. Press on the summary window to access the full listing.

All listings are color-coded according to their status. A "Multi" icon appears when more than one property are listed at the same address.



Active



Pending



Sold



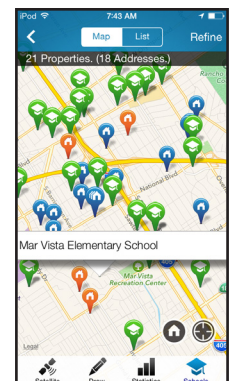
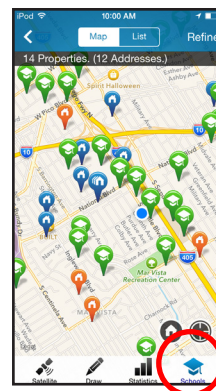
Expired



"Multi" icons

## The School Finder

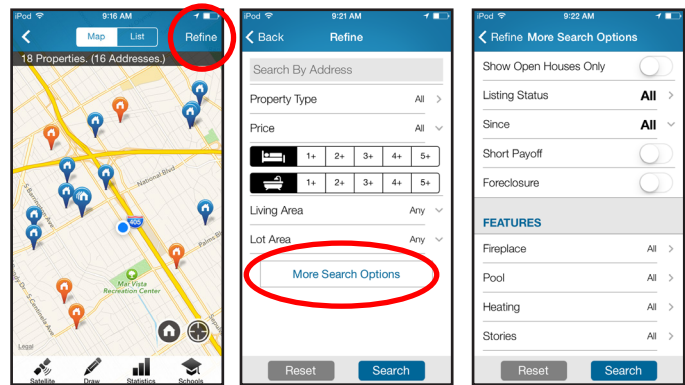
You can map out the schools that are in the area by pressing the [Schools] icon. Press on a pin to view the name of the school.



## Refining Search Results

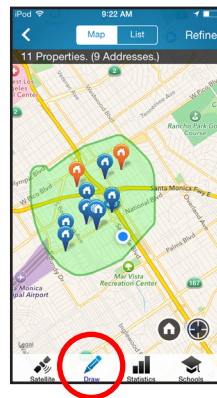
Use the [Refine] button to find a specific type of listing in a chosen area. This opens the search criteria window where you can narrow down the search results as you please. Press the [More Search Options] button for even more refinement filters.

Note that if you use the [Search by Address] field to refine your results through the Map Search, it will still exclusively search through the viewable area displayed.



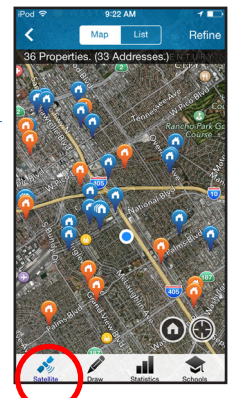
## Draw On Map Feature

To view the listings available within a specific area, press the [Draw] button located in the lower-left corner. You can then circle the desired area.



## Alternate Map View

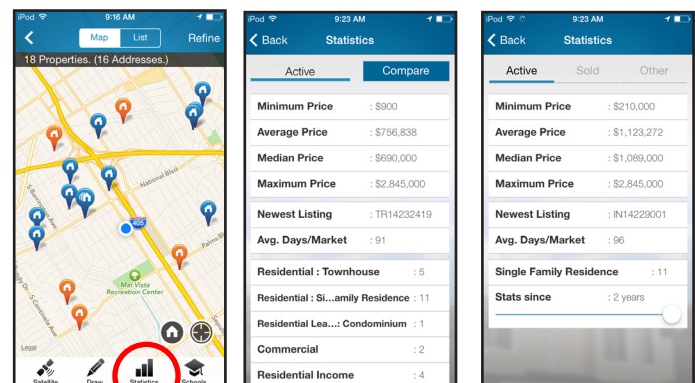
You can have an aerial look at the neighbourhood by pressing the [Satellite] button located in the lower-left corner.



## Generating Valuable Market Statistics

The [Statistics] button in the lower-right corner brings up market statistics for all the properties visible on the map. This function is very efficient to view and show comparables in any chosen area.

You can also compare the marketing statistics of active, sold and other properties in this same area with the help of the [Compare] button.



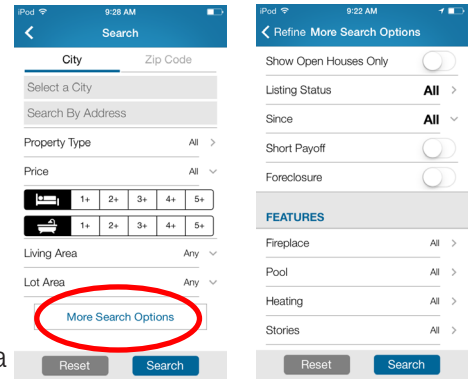


## Property Search by Criteria

The [Search] function allows you to view all active and pending listings with the help of various criteria.

You can launch a search by filling any basic search field, such as property type, price range or address. If you wish to narrow your search even further, press the [More Search Options] button to access additional search fields including the search for sold and off market properties.

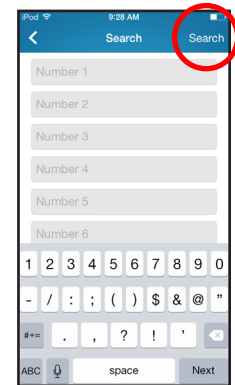
The [Search by Address] field will require that you also specify a city or area to proceed.



## Property Search by ID (MLS#)

Use the [Search By Number] function to find one or multiple properties with the help of their MLS® numbers.

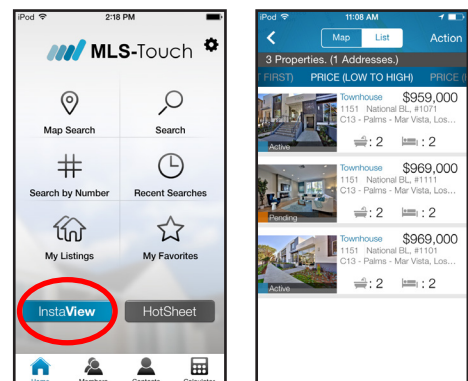
Simply input the MLS® numbers of the properties that you are looking for in the available fields and press the [Search] button in the upper-right corner to view the results.



## The InstaView Button

To bring up the details of a property you're standing in front of, simply press the [InstaView] button and the listing info you need is now in the palm of your hand!

If there are more than one listed property at this address, the results will be shown in a list view. You can sort these by Listing Date and Price.



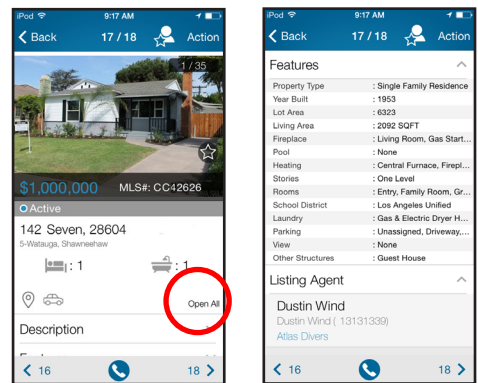
# Navigating Listings

Listings are at the core of MLS-Touch. With this app, you have access to all of your real estate board's listings, as well as the contact information of all its active members, and much more. Here's a look at the content you have at the tip of your fingers.

## What You'll Find In Each Listing

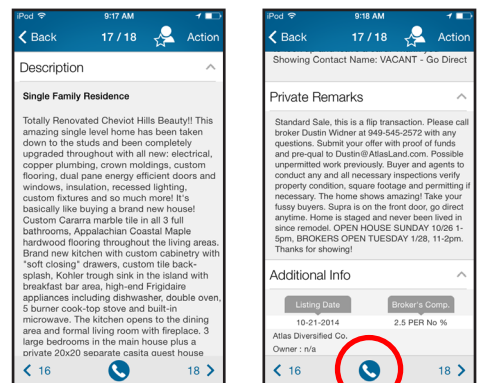
Swipe over the displayed picture to see any additional pictures associated to this listing on the MLS®.

Press on the [Open All] button to view all the listing's details.

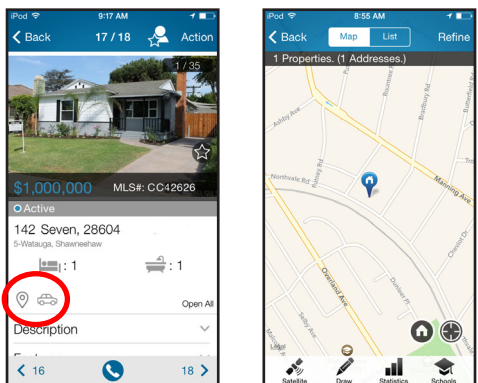


These may vary depending on your MLS®. Most will include: showing instructions, description, inclusions/exclusions, features and listing agent details.

To reach the listing agent by phone, simply press the phone icon located at the bottom of the listing, which will instantly dial the preferred number of the listing agent selected.



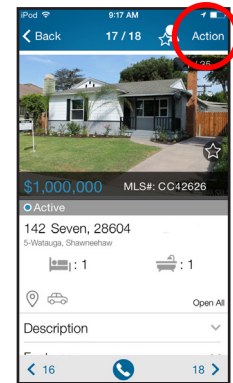
Find out where the property is located by pressing the [Location icon] or pull up the driving directions to get there by pressing the [Car icon].



# Working With Listings

MLS-Touch is more than a simple search engine. It is also a powerful machine that allows you to accomplish many tasks in just a few seconds by pressing the [Action] button located in the upper-right corner.

You can calculate mortgage payments on the spot, send the listing by e-mail to a contact immediately, email multiple listings, link the listing to a contact, and bring up recent sold comparables prior to or when you are negotiating offers!



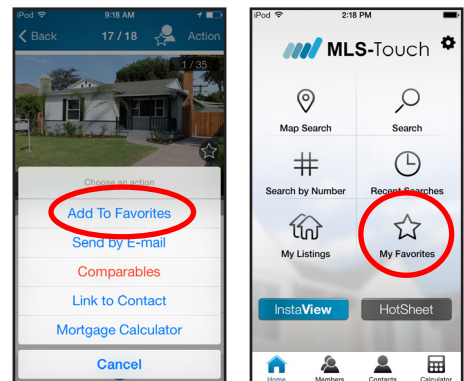
## Adding A Listing To Your Favorites

If you want to keep an eye on a listing, press the [Action] and [Add to Favorites] buttons or simply press the [Star] icon located in the bottom-right corner of its picture.

You can access your favorites list by pressing the [Favorites] button on your Home Screen. You will then see the list.

### Useful Tip :

You can remove any property from your list of favorites with the help of the [Delete] button found under the [Action] menu in the top-right corner.

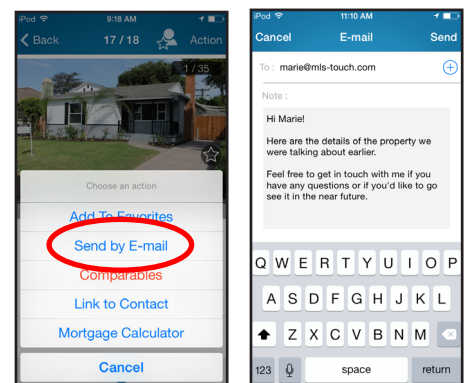


## Sending Listing Information by E-mail

To send a listing to a contact, press the [Action] menu located in the upper-right corner of a listing or list of listings, and then press [Send by E-mail].

### Interesting Fact :

MLS-Touch is amongst the few applications out there allowing you to e-mail multiple listings at once.





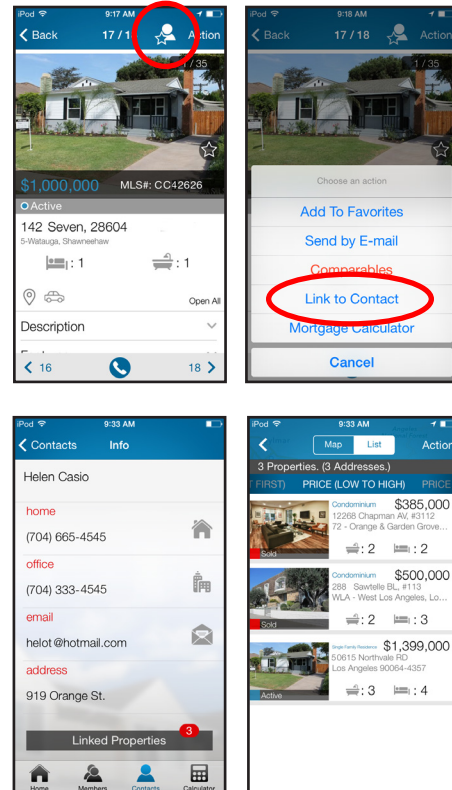
## Linking A Property To A Contact

To link a listing to a contact record, press the [Action] menu located in the upper-right corner of a listing or list of listings, and then press [Link to contact] or simply press the button on the left of the [Action] menu.

To view the list of linked properties for any of your contacts, press the [Contacts] button located at the bottom of the Home Screen. When you have found the desired contact in your address book, press on their name to view their record.

Press the [Linked Properties] button of the contact to access a list of the properties you have linked to the contact so far.

You can remove any linked property from this list by opening the [Action] menu in the top-right corner, and then pressing the [Delete] button.



## Searching For Comparable Properties

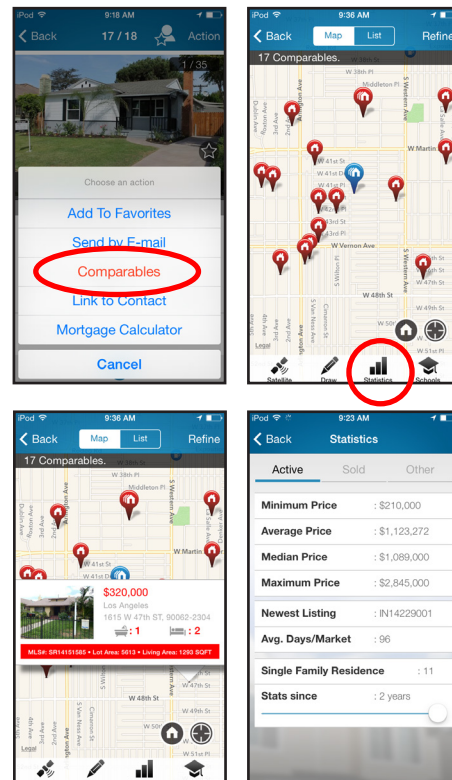
To verify if a property was listed at a reasonable price, or to have an idea of the value of comparable properties in the area, touch the [Comparables] button located in the [Action] menu of any listing.

MLS-Touch will find up to 20 comparable properties in the area and will display them on a map.

Press on the red pins displayed on screen to view the details of any property. If you wish to view statistics based on all displayed comparables, press the [Statistics] button! (see Generating Valuable Market Statistics for more info).

### Hot Tip :

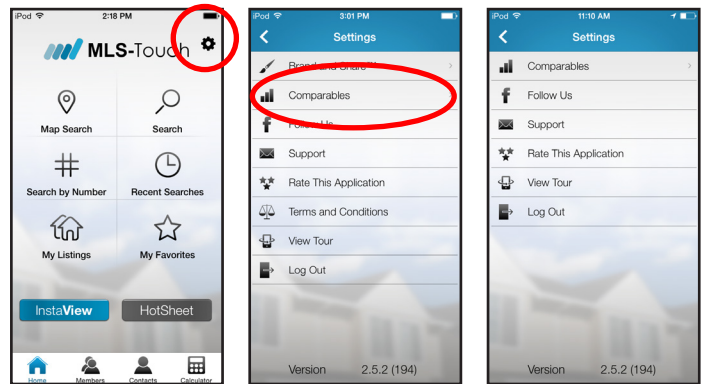
You can define your own parameters when searching for comparable properties. See "Choosing Settings in the Comparables Search Tool".



# Choosing Settings in the Comparables Search Tool

You can define your own parameters when searching for comparable properties. To access the Settings window, click on the [Settings] icon on the upper-right corner of the Home Screen, and choose [Comparables].

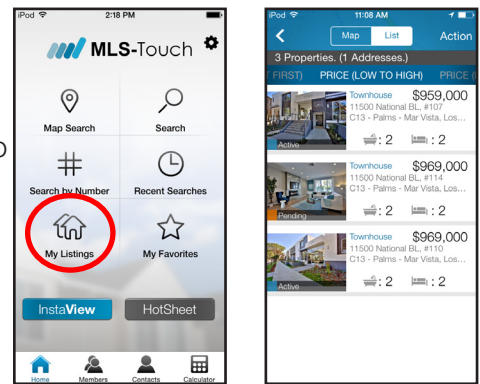
You can change the Price Range, the Search Radius, the time frame (Since) and the number of Comparables. Your choices are saved, and can be changed anytime.



## My Listings

You can access your full listings inventory at any time with the [My Listings] feature!

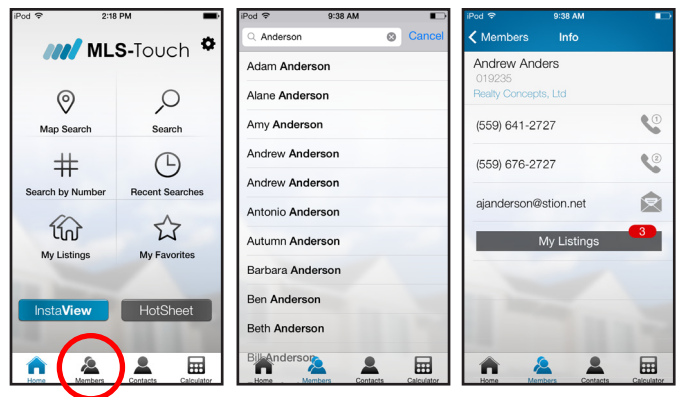
You can view the details of these listings, and you can also send them to potential buyers by email through the [Action] menu available in the upper-right corner.



## Members Directory

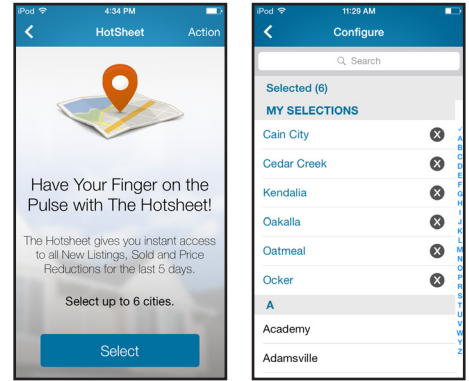
You can look up agents and their listings with the [Members Directory] feature. Through the member's record, you will have access to their contact information as well as the list of their active listings.

Press the desired phone number and your device will immediately dial it. Press the email address displayed and a new email window will appear. Press the [My Listings] button to bring up the list of their active inventory.

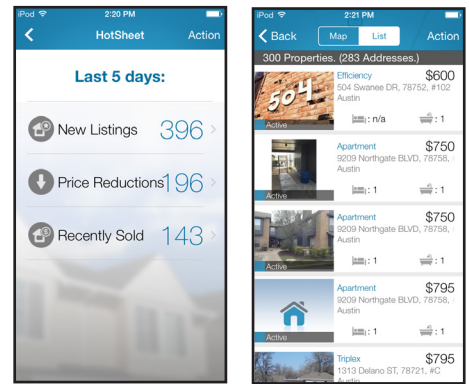


# The Hotsheet Button

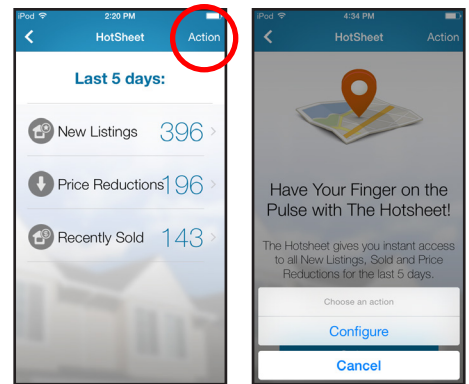
The Hotsheet gives you instant access to all New Listings, Sold and Price Reductions for the last 5 days.



You can select up to 6 municipalities.



This selection can be changed at any point with the help of [Action] button on the top-right corner.



# 6- The Brand And Share Feature

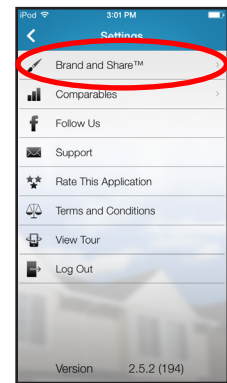
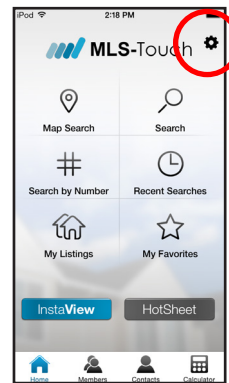
One of the most important thing in real estate is your brand and at MLS-Touch we're committed to help you do just that.

The new Brand and Share feature allows you to build your own mobile app in a few seconds! It will brand the detailed listing reports that you can send by email through MLS-Touch as well.

This section will guide you through the few steps you need to succesfully share your brand!

## Setting Up The Brand And Share Feature

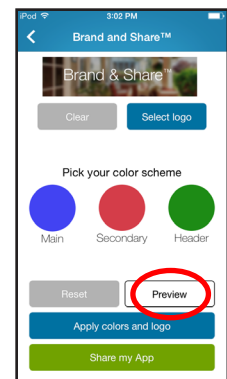
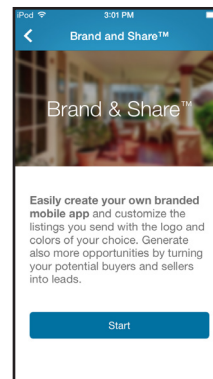
You can configure the Brand and Share feature by pressing the [Settings] icon of the Home Screen, and choosing the [Brand and Share] option.



Press the [Start] button to continue!

You will be invited to select the logo and colors of your choice that will personalize the experience of your clients when you email them listings through MLS-Touch or when they use your branded application.

To see the final results, press the [Preview] button. If satisfied, press the [Apply colors and logo] button to save the modifications you've made.



### Hot Tip :

Send yourself a listing through MLS-Touch when you are done to see how it looks!



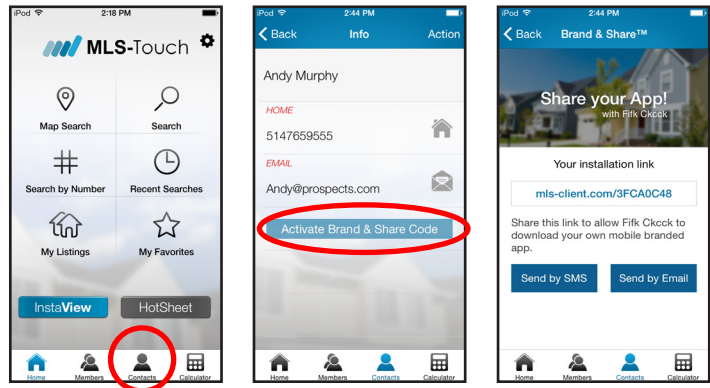
# Providing Your Branded Mobile App To Clients

You can share your branded mobile application with existing clients and potential ones as well.

## For existing clients...

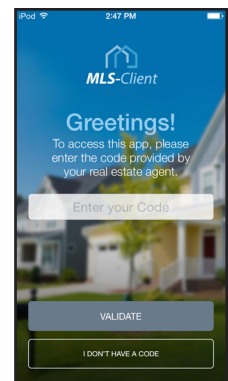
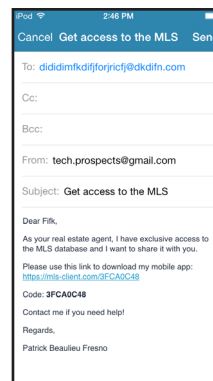
Start by finding the individual you wish to send it to under your MLS-Touch [Contacts].

When you have their contact information on screen, press on the [Activate Brand & Share Code] button.



You'll easily be able to send them all the information they need to download, install and use the application via text message or email.

Your clients will be required to enter the code that you provided them in that message to benefit from the branding done under the [Settings] of MLS-Touch.

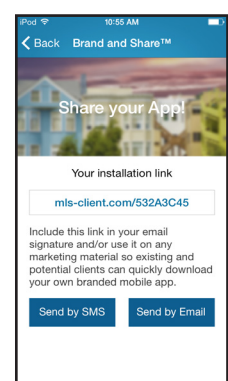
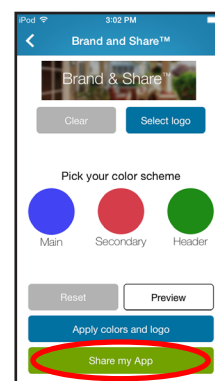


## For potential clients/leads...

You can provide your branded mobile app to potential buyer and/or leads through the [Brand And Share] option under the [Settings] of MLS-Touch.

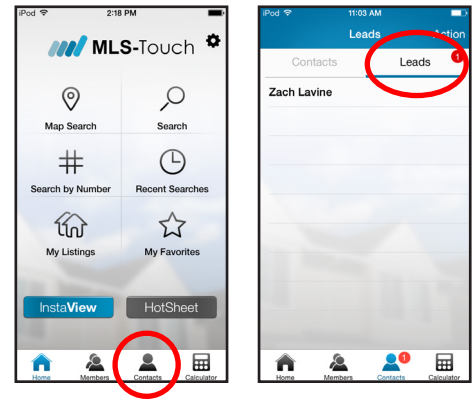
Just press the [Share my App] button and a generic code will be created so you can share your branded application with whomever you want.

Add this link to your mailings and various web presences (website, facebook page, ...etc) as a lead generator!



If any leads install and start using your branded application, they will be required to fill out a form so you can later add them to your MLS-Touch [Contacts] and communicate with them if you wish.

It's under the [Contacts] section of MLS-Touch that you can view your leads and either accept or reject them.



## View Clients Favorites And Send Suggestions

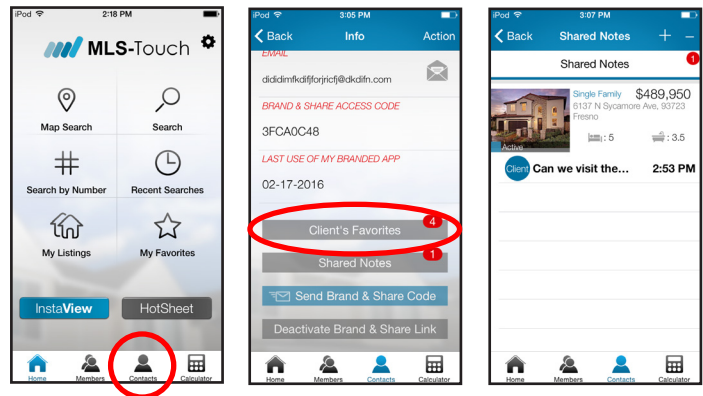
You will be able to view the properties that your clients have added to their own favorites and send them suggestions through your branded application.

### To view favorites and share notes...

Start by finding the desired individual in the [Contacts] section of MLS-Touch.

Use the [Client's Favorites] button to view the properties they added to their favorites.

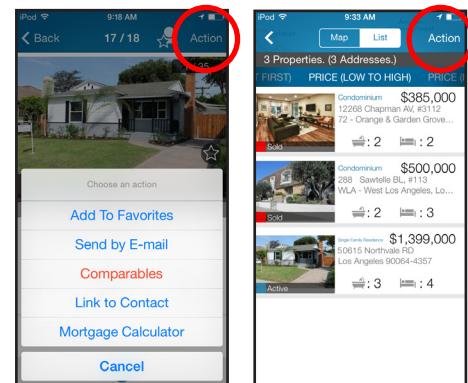
You can also exchange notes with them by pressing the [Shared Notes] button.



### To suggest listings to your clients...

You want to suggest a listing to one of your clients using your branded application?

Simply use the [Linked to Contact] option found under the [Action] menu of any listing and lists of listings.



# Managing Your MLS-Touch Account

You can view your account information, view your invoices and manage your devices through MLS-Touch's web portal.

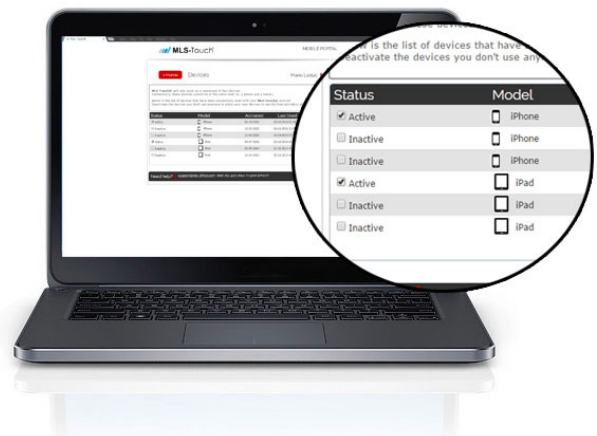
To access your account, go to [www.mls-touch.com](http://www.mls-touch.com) and click on the [Member Login] button located in the upper-right corner. Your login information for this portal is identical to the one used to access the application.

## Managing Your Devices

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Most real estate associations limit the use of MLS-Touch to 2 devices at any time. In that case, you will only be able to use MLS-Touch on a single smartphone and a single tablet simultaneously.

This means that if you ever change devices, you will have to deactivate the application from your previous device before being able to use it on a new one. This can be done easily in the [Devices] section of the portal.



## Need Help?

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Contact us! We'll be glad to assist you.

By email: [support@mls-touch.com](mailto:support@mls-touch.com)

By phone: 1-888-765-9223 Mon-Fri 9am-6pm ET