

# NJMLS

## Highlights

**Mission Statement:** To provide cost effective and comprehensive real estate information using the latest proven technology.

## New! Add to Contacts

(See page 2 for details.)

### YOUR EMAIL HAS BEEN SENT

The e-mail addresses below are not in your contacts.

If you would like to add the following emails to your contact list enter the first and last name and hit "Add to Contacts"

Email Address	First Name	Last Name
francisB@yahoo.com	<input type="text"/>	<input type="text"/>

Add First and Last Name of Your Contact, then select "Add to Contacts."

Add to Contacts

Return to Email

\* First and Last Name are required for any contact to be saved.

AUGUST 2011

## The Hotsheet

### In This Issue:

#### Our Public Website Works Hard For You

See page 4 for details on how njmls.com can help with your personal marketing.

#### Create Shortcuts for Agent Mobile

See page 3 for instructions on how to do this.

#### What's New in XL Paragon?

Go to page 2 to see what's new.

#### Contact Us:

##### HAWORTH

Mon - Fri 9:00am - 5:00pm  
(by appointment from 5:00 - 7:00pm)  
160 Terrace St. 2nd floor, 07641  
Phone: 201-387-1150  
Fax: 201-387-2535

##### RUTHERFORD

Mon - Wed 9:00am - 5:00pm  
(closed from 12:00 - 1:00pm)  
97 Chestnut St., 07070  
Phone: 201-842-6144  
Fax: 201-842-6146



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## FROM OUR EXECUTIVE DIRECTOR

It is never too late to learn something new. Education is very important at the NJMLS, and you'll find tips and hints throughout this edition of the newsletter that will help save time and maximize the tools you have at your fingertips in the XL Paragon system.

We recently introduced a new enhancement, Add to Contacts, which allows you to quickly save email addresses to your Contact list. After emailing a recipient not in your Contact list, you will be given the option to enter their name and immediately save them to your Contacts in XL Paragon. Next time you email that customer, they will appear in a drop down list of email addresses for you automatically, saving you the time of recalling their email address and retyping it. Just another change we have made to XL Paragon in an effort to save you some time in a simple way.

If you're an Android or iPhone user, and you haven't taken a look at Agent Mobile, this is a great time to do so. If you're on the go, having the Agent Mobile shortcut set up on your phone can be of great value. Follow the simple steps on page 3 and you'll have XL Paragon with you wherever summer's end finds you.

*Michelle*

**NJMLS**  
Your Independent Source for Real Estate Data



# What's New In XL Paragon?

**Add to Contacts:** The system will now recognize email addresses that are not in your **Contacts** and give you the option to add them. After sending an email, if that email address isn't in your contacts, a prompt will appear asking if you would like to add it. Enter the first and last name and click "Add to Contacts" to complete this task.

**YOUR EMAIL HAS BEEN SENT**  
The e-mail addresses below are not in your contacts.  
If you would like to add the following emails to your contact list enter the first and last name and hit "Add to Contacts"

Email Address	First Name	Last Name
francisB@yahoo.com	<input type="text"/>	<input type="text"/>

\* First and Last Name are required for any contact to be saved.

**Add First and Last Name of Your Contact, then select "Add to Contacts."**

The next time you email this customer, you will have the advantage of being able to select the address from the drop-down list.

## More About Contacts:

- You can view your contacts at any time by going to Toolkit>Contacts.
- You can use Contacts to create a virtual address book because you are able to add additional information such as phone number, street address, web address, and personal notes.
- You have "Print Report" options including the ability to create a Phone List and Mailing Labels.
- You can also export all your contacts to a spreadsheet using the Import/Export option.

**MICHELE CUCCI**  
ABR, AHWD, CRB  
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Contact Phone: (201) 555-5555  
[mcucci@newjerseymls.com](mailto:mcucci@newjerseymls.com)  
NEW JERSEY MLS

☒ Display Property Address ☐ Include Virtual Tours  
☐ Include Consumer Information Statement ☒ View - Print Personalization  
☐ Include e-card information ☐ Personalize each page

E-Mail Address Client - E-mail

Recipient #1 or -choose one-  
Recipient #2 or choose one-  
Recipient #3 agent\_arcandia - myassistant@verizon.net  
Recipient #4 ant\_adam - adamant@njmls.com  
Recipient #5 [francisB@yahoo.com](mailto:francisB@yahoo.com)  
or Cucci, Chris - mcucci@njmls.com  
or Cucci, Chris - mcucci@njmls.com  
Cucci, Michele - AngelinaJ@msn.com  
Cucci, Michele - AngelinaJ@msn.com  
Jolie, Angelina - michelecucci61@gmail.com  
Lucci, Michele - myassistant@verizon.net

Your E-Mail: [mcucci@newjerseymls.com](mailto:mcucci@newjerseymls.com)  
Subject line: Cucci, Michele - myassistant@verizon.net

Prospects **Item** -- None Saved --

Last Name: Black MI: First Name: Francis  
Alias: Prefix: Status: Active  
Title: Company:

Address 1:  
Address 2:  
City:  
State: Zip: Mailing Addr: ☐

Phone 1: Fax:  
Cell Phone 1: Pager:  
E-Mail Addr 1: [francisB@yahoo.com](mailto:francisB@yahoo.com)  
Web Addr:  
Notes:

**Ability to Print Mailing Labels and Phone Lists!**

Category: Cust Type:

Avery 8150 - 5150

Sort by: Alias Asc

**ALL**

[agent\\_arcandia](#)  
[ant\\_adam](#)  
[Black, Francis](#)  
[Cucci, Chris](#)  
[Cucci, Michele](#)  
[Jolie, Angelina](#)  
[Lucci, Michele](#)

☒ Active Only (will reload from server)

# What's New In XL Paragon?

(continued from Page 2)

[Desktop](#)
[Search](#)
[CMA](#)
[Prospect](#)
[Tour/Open House](#)
[Roster](#)
[Toolkit](#)
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# STATISTICS REPORT

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Statistics for: Entire MLS

Prop Type:

Beginning: 1/1/2011

As of: 7/27/2011 10:02:04 AM

County: BERGEN

Ending: 7/1/2011

Listing Status	Total	Total List/Sale Dollars	Average List Price	Average Sold Price	Median Sold Price	Sale Price/List Price*	Avg DOM
Sold	3070	\$ 1,536,472,471	\$ 564,442	\$ 500,480	\$ 385,000	88.668	113
Co-Broker	2336	\$ 1,177,674,833	\$ 567,406	\$ 504,142	\$ 390,000	88.850	110
List/Sold	734	\$ 358,797,638	\$ 555,008	\$ 488,825	\$ 371,000	88.075	123
New	14395	\$ 6,110,400,850	\$ 424,481				
Under Contract	4218	\$ 2,259,242,257	\$ 535,619				110
Withdrawn	4030	\$ 1,758,242,126	\$ 436,288				137
Expired	4590	\$ 2,400,825,200	\$ 523,056				243
Back on Market	1011	\$ 474,929,751	\$ 469,762				154
Extended	3136	\$ 1,954,434,973	\$ 623,225				242
Current Active	9816	\$ 5,397,431,446	\$ 549,861				
Lease/Rent	3250	\$ 10,236,163	\$ 3,150	\$ 2,006	\$ 1,750	63.683	65
Active on 7/1/2011	10039	\$ 5,468,846,449	\$ 544,760				(estimate for comparison only)

Results do not include Mobile Homes

To calculate Total Sold for agent / office / or company results: add the SOLD + Co-broker.

Results do not include Garages

--- Information herein deemed reliable but not guaranteed. 7/27/2011 10:02:04 AM ---

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The Statistics report option in **Statistical Reports** now displays Days on Market (DOM) for Sold, Under Contract, Withdrawn, and Expired listings. Go to **Toolkit>Statistical Reports**.

Listings that are **Temporarily Saved** when using **Create Listing Agreement** or **Add/Modify Listing** will now remain in that folder for 60 days.

When reporting a property as Under Contract, you can now enter either the selling **Agent ID number** or Agent's last name.

**Office Search:** An option to look up an office by town name is now available.

## How to Create Shortcuts for Agent Mobile Website

Did you know that Android and iPhone users can create a shortcut for our Agent Mobile website? Simply follow these steps:

### For Android Users


- Go to [www.newjerseymls.com/m](http://www.newjerseymls.com/m)
- Bookmark the page by pressing the menu button and selecting "add bookmark."
- Go to the browser bookmarks screen and "long-press" on the bookmark for NJMLS Agent Mobile.
- Select "Add to Home Screen."

### For iPhone Users

- Go to [www.newjerseymls.com/m](http://www.newjerseymls.com/m) and hit the "+" sign, or the box with the arrow, on the menu bar on the bottom of the screen.
- Select "Add to Home Screen"
- Enter a name for the shortcut or use the name suggested.
- Select "Add" on the upper menu bar.
- The NJMLS shortcut will now be available as part of the Apps list on the Home Screen of the iPhone.

### Top Three Reasons to Use Agent Mobile:

- You can look up recently sold properties from wherever you are.
- You can look up information, such as contact phone number, for another NJMLS member.
- If you're out with a customer and you see a property that you want to show, you can easily look up information about that property such as the showing instructions and tax information.



**Member Login**

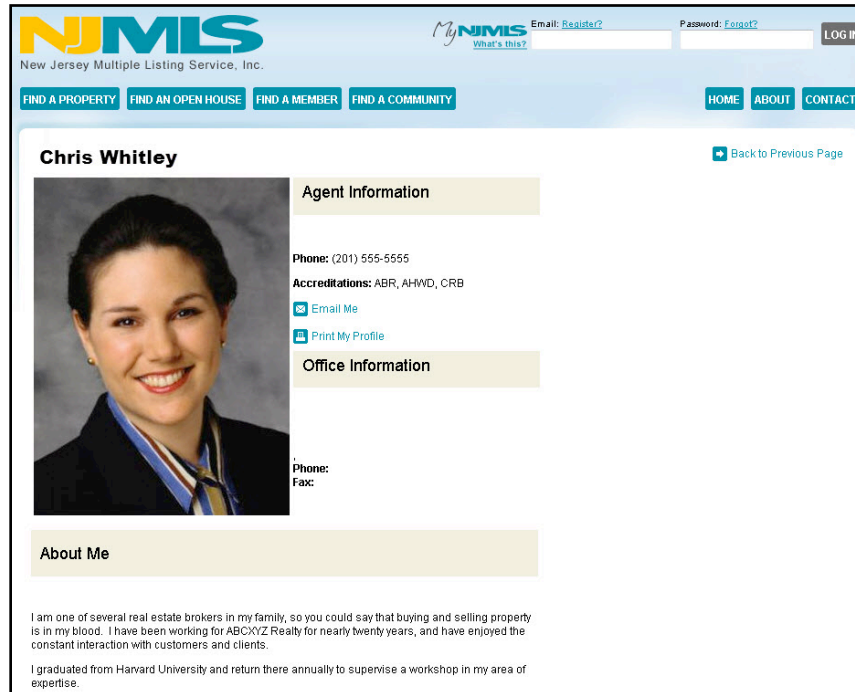
Please enter your credentials

User ID / XLParagon User Name:

Password:

Login

## Our Public Website Works Hard to Showcase YOU



It is very easy to update your agent information in XL Paragon. Take the time this month to make sure that your information is accurate and complete. This is the information the consumer will see on your listings and is also what is used to search for a member on our public site.

### Update your Agent Page via User Preferences in Toolkit

Go to *Section 8 of User Preferences* (in Toolkit):

- Preview Your Agent Page on [njmls.com](http://njmls.com)
- Add/Modify Your Agent Biography on [njmls.com](http://njmls.com)
- Add/Modify Your Accomplishments on [njmls.com](http://njmls.com)

Simply adding or changing a photo can get more attention, so take a moment to **Load/Change Your Agent Photo** in *Section 3 of User Preferences*.

**And don't forget to include these other important facts about YOU:**

### Define Your Service Area

Members can define which towns they specialize in. An option available in *Section 8 of User Preferences* allows you to **choose a total of six towns serviced**. Towns selected here are used on our public website as a way for consumers to search for a member who specializes in a particular town.

### Include Languages Spoken

There is an option for members to select languages spoken. Go to *Section 6 of User Preferences* and **select up to five languages spoken** from the drop-down menu, and click SUBMIT in this section to save. The languages you select appear on your E-card in XL Paragon and on our new public website. In addition, consumers on the public website can search for a member who speaks a certain language in the *Find a Member* roster.

### Include Your Accreditations

Make sure you are displaying your **Accreditations** on your E-card in XL Paragon and on your Agent Page on the public website. Go to *Section 6 of User Preferences* and check the Accreditations that apply.

### Include Your Office Extension

**Office Extension** displays in *Section 6 of User Preferences*. If your office extension needs to be added or changed, select the link labeled **Update Your Member Information** to go to *Internet Member Services* where you can enter and save your Office Extension. While there, make sure your **Email Address**, **Website Address** (if applicable), and your **Contact Phone** number are up-to-date. Changes made in *Internet Member Services* will display in one hour in XL Paragon.

**Remember to click SUBMIT to save any changes you make in User Preferences.**



### On The Move

NJMLS would like to welcome the following new offices and Designated Realtors:

**Realty Executive Exceptional Realtors** in Clifton has appointed **Diana Bustamante** as their Designated Realtor.

**Keller Williams Village Square** in Ridgewood has appointed **Colleen Kossoff** as their Designated Realtor.

**LK Residential Appraisals** in Union and Appraiser, **Lawrence Sansone**.

**Elite Brokers LLC** in Kearny and their Designated Realtor, **Stan Klotz**.

### Reminder

Please remember that you are not permitted to approach a property owner about taking a listing when there is already an active listing with another broker. Standard of Practice 16-4 in the Code of Ethics states:

“Realtors shall not solicit a listing which is currently listed exclusively with another broker.”

Thank you for your cooperation.

### Office Exclusives

It is necessary to fax Office Exclusive paperwork to the NJMLS within 24 hours of the listing start date. Section 1.3 of our Rules and Regulations states: “...the Participant may take the listing as an “Office Exclusive” and the listing must be filed with the Service, accompanied by an Office Exclusive...”

Fully executed paperwork -- the signed Listing Agreement, worksheet, and either the signed Waiver of Broker Cooperation or the Non-Dissemination form-should be faxed to the NJMLS at 201-387-0241.

## Food for Thought

Going on vacation? Here are some words of wisdom about traveling and being away from home to get you in the mood to venture outside your own backyard:

“A wise traveler never despises his own country.”

William Hazlitt

“He travels the fastest who travels alone.”

Rudyard Kipling

“I dislike feeling at home when I am abroad.”

George Bernard Shaw

“Certainly, travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living.”

Miriam Beard

“I think a major element of jetlag is psychological. Nobody ever tells me what time it is at home.”

David Attenborough

“It is better to travel well than to arrive.”

Buddah

“Our deeds still travel with us from afar, and what we have been makes us what we are.”

George Eliot

“Though we travel the world over to find the beautiful, we must carry it with us or we find it not.”

Ralph Waldo Emerson

“Tourists don’t know where they’ve been, travelers don’t know where they’re going.”

Paul Theroux

“We travel, some of us forever, to seek other states, other lives, other souls.”

Anais Nin