

PRESENTED BY:
CALIFORNIA REGIONAL MULTIPLE LISTING SERVICE



Live CRMLS Matrix Training

MATRIX: ENGAGING CLIENTS 9:00AM-10:00AM

DID YOU KNOW THAT YOU CAN MANAGE CLIENT INFORMATION IN CRMLS MATRIX? LEARNING TO PROPERLY SET UP THE FEATURES PROVIDED IN CRMLS MATRIX WILL EXPAND YOUR OPTIONS FOR ENGAGING WITH CLIENTS AND GROWING YOUR RELATIONSHIPS. THIS CLASS WILL COVER:

- SETTING UP CONTACTS
- HOW TO SETUP PERSONAL INFORMATION AND ONEHOME BRANDING
- HOW TO SET UP AUTO EMAILS FOR YOUR CLIENTS TO RECEIVE NEW LISTINGS
- HOW TO PREVIEW YOUR CLIENTS' EMAILS TO SEE WHAT LISTINGS THEY HAVE RECEIVED
- HOW TO PREVIEW YOUR CLIENTS ONEHOME ACTIVITY
- SETTING UP SAVED AND FAVORITE SEARCHES

MATRIX: CREATING A CMA 10:00AM-11:00AM

CREATING A COMPARATIVE MARKET ANALYSIS (CMA) PRESENTATION FOR YOUR CURRENT AND POTENTIAL CLIENTS IS ONE OF THE MOST IMPORTANT TOOLS IN YOUR TOOLBOX. IT'S AN APPEALING, INFORMATIVE DEMONSTRATION OF YOUR KNOWLEDGE AND COMPETENCY THAT CAN BOTH IMPRESS YOUR CLIENTS AND EARN THEIR TRUST.

IN THIS CLASS, YOU WILL LEARN:

- HOW TO CREATE, SAVE, AND MODIFY A CMA PRESENTATION IN MATRIX
- HOW TO USE THE NEW MATRIX 360 CMA FOR COMPARABLES AND REPORTS
- HOW TO USE MAP SEARCH AND DATE RANGE SEARCHING TO FIND COMPARABLES

DOWN PAYMENT RESOURCE 11:00AM-12:00PM

DOWN PAYMENT RESOURCE MAKES IT EASY FOR HOME BUYERS TO LEARN ABOUT DOWN PAYMENT ASSISTANCE OPTIONS. FULLY INTEGRATED WITH YOUR MLS PLATFORM, DPR TRACKS OVER 2,000 HOMEOWNERSHIP PROGRAMS AVAILABLE FROM HOUSING FINANCE AGENCY PARTNERS. FIND THE RIGHT PROGRAMS TO CREATE OPPORTUNITY FOR YOUR CLIENTS.

THIS CLASS WILL COVER HOW YOU CAN USE DOWN PAYMENT RESOURCE TO BROADEN YOUR BUYERS' POSSIBILITIES, INCLUDING:

- HOW TO ACCESS DOWN PAYMENT RESOURCE IN YOUR MLS PLATFORMS
- HOW YOUR CLIENT CAN USE DOWN PAYMENT RESOURCE IN THEIR CLIENT PORTALS
- HOW TO USE DOWN PAYMENT RESOURCE AS A LEAD GENERATION AND MARKETING RESOURCE TOOL



Register Now

October 26th, 2022
9:00 AM – 12:00 PM

401 Old Newport BLVD Suite 100
Newport Beach, CA 92663