

PRESENTED BY:
CALIFORNIA REGIONAL MULTIPLE LISTING SERVICE



LIVE CRMLS Matrix Training

MATRIX: SEARCHING 101
9:00AM-10:00AM

WITH ACCESS TO AN IMMENSE DATABASE OF LISTINGS, HOW DO YOU FIND WHAT YOU NEED? THIS COURSE DIVES INTO CRMLS MATRIX'S MULTIPLE SEARCH OPTIONS TO LOCATE LISTINGS, PRINT AND EMAIL PROPERTY LISTINGS, AND TURN YOUR SEARCHES INTO CLOSINGS THAT MUCH FASTER.

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

COMPARATIVE MARKET ANALYSES (CMAS) ARE A VISUALLY APPEALING WAY TO PRESENT YOUR EXPERTISE TO YOUR CLIENTS AND GIVE THEM A BETTER UNDERSTANDING OF THE CURRENT MARKET. LEARNING HOW TO CREATE CMAS FROM MATRIX WILL NOT ONLY GO A LONG WAY TOWARDS IMPRESSING YOUR CLIENTS, BUT ALSO TOWARDS MAKING SURE YOU'RE INFORMED ABOUT THE LATEST MARKET TRENDS TO BETTER ASSIST YOUR REAL ESTATE BUSINESS. THIS COURSE WILL COVER:

- CREATING, SAVING, AND MODIFYING CMA PRESENTATIONS IN MATRIX
- HOW TO USE THE MATRIX 360 CMA FOR COMPARABLES AND REPORTS
- FINDING COMPARABLES THROUGH MAP SEARCH AND DATE RANGE SEARCHING

MATRIX: ENGAGING CLIENTS
11:00AM - 12:00PM

DID YOU KNOW THAT YOU CAN MANAGE CLIENT INFORMATION DIRECTLY IN CRMLS MATRIX? ENGAGE WITH YOUR CONTACTS AND KEEP THEIR INFORMATION CLOSE AT HAND TO BOOST YOUR COMMUNICATIONS. THIS CLASS COVERS:

- ENTERING YOUR CONTACTS IN MATRIX
- ONEHOME BRANDING & VIEWING YOUR CLIENTS' ACTIVITY
- SETTING UP AUTO EMAILS FOR YOUR CLIENTS
- SEARCHING OUTGOING CLIENT EMAILS FOR INFORMATION YOU'VE ALREADY SENT
- SETTING UP SAVED AND FAVORITE SEARCHES FOR YOUR CLIENTS



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May 31st, 2023
9:00AM - 12:00PM