



Easy access to MLS with your Smart Phone

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By: Nunzio Del Greco, RCE

The use of smart phones has dramatically increased in the past few years. Mobile phones now provide awesome applications unheard of just a generation ago. Following are a couple of Realtor quotes regarding phones:

* "We are removing land lines from the office and going mobile."

* "The future of the industry will lie in the palm of your hand."

We are truly living in exciting times which bring accelerated change and huge opportunities.

Realizing the value of easy access to Multiple Listing Service (MLS) using a mobile phone, our board approved the renewal of MLS vendor contract to include the feature for MLS users at no additional cost. The Mobility feature utilizes the latest in wireless technology to search your MLS listings live, view additional photographs, map properties and email clients, financial calculator, easy installation and user friendly interface, software updates and enhancements, and automatic email notifications allow agents to receive prospect updates.

Providing cutting edge technology will keep our MLS members more competitive. Regardless of the size of your firm, large, mid-sized, or small, your company can benefit from membership. Membership includes all companies servicing the business community and real estate industry. Companies do not need an office in Manhattan or the Bronx to be active members of the association.

MLS Fee \$200 per month for the Entire Office

In addition to the Free New Mobility Features, MLS membership includes: Free agent MLS access for up to 15 member agents (no agent access fee), Free unlimited exclusive listings can be entered by members (no per listing fee), upload up to 40 photographs for each listing or video tours, free Worldwide advertising of your exclusive MLS listings on premium Internet search engines automatically on: Realtor.com, Google Base, Trulia, Zillow, MySpace Classified, Lycos.com, Yahoo Real Estate, AOL.com, Cyberhomes, Overstock.com, HotPads, Properazzi, Oodle, Vast, Homescape.com, Backpage.com, Listpic.com, Military.com, Local.com, FrontDoor, and HGTV. Consumers and buyers around the world can view your listings and contact you directly. Close more deals by having thousands of agents worldwide working to sell your listings. Unlimited access to the BMAR MLS: 24 hours per day / 7 days per week.

VOW and IDX

Solutions Are Available

In addition to the excellent comprehensive benefits of MLS, we also sponsor low cost solutions and access to NAR approved Virtual Office Website (VOW) and Internet Data Exchange (IDX). Set-up fees for IDX and VOW have been waived. The waiving of the set-up fees is a significant savings. For

information on the Easy Access to MLS using your smart phone, MLS or Association membership, contact Grace Rivera at (212) 242-4343; (718) 892-3000 or email: G.Rivera@bmar.org.

BMAR membership is composed of licensed real estate brokers and agents, multi-dwelling property owners, building service vendors and suppliers, unlicensed property managers, attorneys, appraisers, banks, mortgage companies, fuel service and energy companies, title and abstract companies, insurance companies and insurance brokers; contractors and other companies servicing the real estate industry.

Founded in 1924, BMAR is the local chapter for the NYS Association of Realtors and the National Association of Realtors, Inc. BMAR has a history with an extraordinary culture of inclusiveness, camaraderie, successful and dynamic business professionals. This fact is very evident since many of our members are 3rd or 4th generation of active companies in the organization.

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