

## Frequently Asked Questions (for Members)

### **Why are you rebranding the ACTRIS MLS?**

It's more important than ever to reinforce the value of the MLS among consumers and empower agents to clearly communicate their value proposition to clients. A memorable, clear, engaging MLS brand is key to doing that. ACTRIS is a too-complex acronym that is unrecognizable to the public, and, when used alone, "MLS" may be confused with other acronyms (like major league soccer) or another MLS.

This rebrand is a consumer-centered approach to distinguish the vital role of REALTORS® and the MLS in the homebuying, selling, and renting process. With a new brand and mobile app, we're able to be much more proactive and impactful with consumer campaigns, community engagement, client resources, and market intelligence that reinforce your value as a REALTOR®.

### **Why "Unlock MLS"?**

Put simply, the MLS unlocks opportunity. The name "Unlock MLS" succinctly captures the enormous value that agents and consumers gain through the MLS, including market intelligence, reliable data, marketplace transparency, client opportunity, and innovative technology for agents.

The brand tagline, *Data Driving Dreams*, speaks to the unbeatable combination of the MLS and REALTORS®. The MLS provides a lightning-fast, accurate database and REALTORS® are the human counterpart who bring meaning to that data. Both are needed to make Central Texans' dreams of homeownership come true. The MLS unlocks opportunity, but REALTORS® bring it home.

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### **Whose idea was it to rebrand our MLS?**

The MLS rebrand was incorporated as part of the 2019-2023 ACTRIS MLS Strategic Plan to "build a comprehensive MLS brand and marketing strategy to engage stakeholders on multiple communications platforms." The Unlock MLS brand identity is a result of years of planning, research, and development and we're proud to finally bring it to life with a new, superior mobile app experience.

### **How was the Unlock MLS brand chosen? Why wasn't this presented to the membership for a decision?**

Consistent with historical decisions of this nature, the Unlock MLS brand was approved by our Board of Directors, who are elected by REALTOR® members to make decisions on the behalf of our 20,000 MLS subscribers.

### **Are there any additional benefits that subscribers will receive because of this rebrand?**

With the launch of Unlock MLS, subscribers now have access to a new, innovative mobile app that puts the power of the MLS in your pocket. You can edit listings, pull comps and local listings on the fly, and connect with clients in one app that's branded to YOUR business! For more information on the Unlock MLS app and to watch a video of how to download, brand, and share the app, visit [abor.com/unlockmls/app](http://abor.com/unlockmls/app).

### **Will my log-in information change?**

No. All your log-in information will remain the same single-sign-on (SSO) as it is through Matrix.

### **How do I access the MLS now?**

You can access Unlock MLS by visiting [www.UnlockMLS.com](http://www.UnlockMLS.com) or [www.abor.com](http://www.abor.com). You can access the Unlock MLS dashboard directly by visiting [matrix.UnlockMLS.com](http://matrix.UnlockMLS.com), but any existing bookmarks should continue to work as well. Download the Unlock MLS app by searching "Unlock MLS" in the Google Play or Apple App Store.

## Unlock MLS App FAQs

### **Will my MLS fees increase due to the new brand and app?**

No. There are no plans to raise fees due to the new brand and app. Unlock MLS replaces the current goMLS app in our market and delivers way more functionality and value.

**How do I download the new app?**

In your phone's app store, please search "Unlock MLS," it will be the app with the Texas logo. Click "get," and the app will download onto your device. The login will be the same SSO credentials as when you log into the MLS.

**Is this an IDX, VOW, or syndication site?**

No, the Unlock MLS app is an official MLS tool and will include all listings in the MLS, regardless of syndication and Internet Display settings.

**Can I edit my listings from the app?**

Yes, you can update your listings in real time while out in the field. The Edit feature will link to Matrix Mobile for any high-level edits (ex. Price Change, Change to Pending, etc.). Note that for full listing input and edits, Matrix on desktop will need to continue be used.

**Can I add new listings from the app?**

No, at this time you can only edit your existing listings.

**Is it free for my clients and I to use?**

Yes, it is free to download in the app store and included in your MLS subscription.

**Does my client also need to download the app?**

Your client will also download the app to use it. However, a client can only log into the app via an access code sent from you as the agent, or a direct download link to the app. When they follow that code/link, you will be automatically linked as their agent.

**Can any member of the public download, log in, and use the app?**

The app can be found and downloaded by anyone in the app stores. However, there will be no way for them to access listing data without being invited by and connected with an agent.

**Can I access my Saved Searches from Matrix? How about my Auto Emails?**

Your current Saved Searches will be imported from Matrix and appear in the Unlock MLS app. However, Auto Emails from Matrix will not appear in the app at this time.

One nuance to this setup is that any *results* that come from an Auto Email—set up for a specific client—will appear under your Contact's profile within the app. These results will be placed in the "Sent Listings" section of that Contact's profile. But to clarify: the actual Auto Email created and running in Matrix will *not* appear under your saved searches in the app.

**Will my contacts from Matrix transfer over?**

Yes, the app will automatically import your Matrix and phone contacts. When you add a contact in the app, it will also add it to Matrix (note: you must at least have an email tied to a new contact created in the app for it to appear in Matrix).

**Can I search Realist or public data on the app?**

Yes, zoom into any parcel and tap on it to show data pulled directly from Realist. There is no ability to search within the app like you search within Realist desktop, but the public record, Realist data is tied to each parcel.

**Is there a map search?**

Yes, you can use criteria and/or the map to search for properties, just like in Matrix.

### **How do I load my own branding in the app?**

From the app homescreen, click More, select Brand & Share, click Continue. You have the option to select your three brand colors to use; there is also a limited list of Preset brokerage branding options that you can select. In addition to the colors, you're also able to upload a header logo/image to use (note: recommended size is 400 pixels X 100 pixels). As you select your branding, use the Preview button to see variations of how it looks within the app, email, and listing layout. Select "Apply colors and logo" to save your selections.

### **I've noticed some of the Central Texas brokerages already have their branding saved in the app. Can I have my brokerage added as a default setting as well?**

Unfortunately, we had a limited number of spots available to add brokerages to the preset options, but we've created a video on how to brand and share to make it easier on you to learn how to add your brokerage, which you can [watch here](#).

### **How do I share the app with my clients?**

- From Brand & Share
  - From the Brand & Share section under the More menu, select the "Share my App" button. This will create a unique URL for you to copy/paste, as well as direct options to Send by SMS and Send by Email.
- From Contacts
  - From the Contacts menu, select a Contact (reminder: these are pulled from your current Matrix Contacts!). Select the "Share my App" option.

### **How do I share a listing in the app?**

Pull up any listing within the app. On the property details, there is a large "Share" button at the top. Select Share and you're given the option to share via SMS, Email, Message (in app), or copy the Listing ID.

### **Can I find Showing Instructions in the app?**

Of course! On the property details of a listing, look for the menu "Showing Information." Select this menu to expand the details related to Showing Information, which includes Showing Requirements, Showing Instructions, Lock Box Description, Access Code, and more.

### **How can I find listings near me in the app?**

The simplest way to find listings near you is to press the "Instaview" button on the app homescreen. This will pull up any listings in your immediate radius. Important Note: You MUST have Location Settings turned on within the app to allow the app to show listings near you.

Also, on the Map Search view, the map will default to your location and show any listings that match the criteria entered for your search.

### **How can I contact my clients in the app? How about contacting other agents?**

**To contact your clients directly within the app**, go to the Messages menu across the bottom menu, click the "New Message" icon in the top right, select your client from Contacts, and type your message. Alternatively, you can select the Contacts menu on the bottom, select your client, then select the "Messages" icon to begin a chat with them in app. When you send an in-app message, the client will receive a push notification of the message on their phone.

**To contact other agents**, go to the More menu, select Find Members, then search by name. You can directly text, call, or email from their profile.

**To contact the Listing Agent of a specific listing**, go to the property details of the listing, and select Contact Agent at the bottom of the screen. You will be given the option to text, email, call, visit their

website, or schedule a showing (note: the Schedule a Showing icon opens an email through your native phone email app, and preloads verbiage to schedule a showing for that specific property).

**Do I have the ability to run any stats and/or comparables in the app?**

Yes! Whenever you run a search and find a listing, there is a button that says “Comparables.” Select that and then make some high-level adjustments to search for other comparables similar to the listing.

For a more aggregated stats report, run any search and then select the “Stats” tab that appears (to the right of Map and List). The numbers presented will be calculated from the results of the search you’re currently running. Important note: if your search includes both Residential and Residential Lease listings, the Stats will be mixed with those listings. To get a more accurate statistical analysis, be sure to only select one Property Type on your search.

**How do I select just one property type selection when pulling stats on the app?**

On your search, select “Filters (#)” in the top right corner. Then select Property Type, and select one or multiple sub-types, or the “All” option for the Property Type. Select “Apply” to save the criteria, then select “Search” (along with any other criteria selected) to execute the search. When selecting “Stats,” the data will only use the single Property Type selected.

**How do I update my agent photo in the app?**

To update your agent photo in the Unlock MLS app, visit Matrix on desktop. Go to Add/Edit. On the Agent Roster section, enter your MLS ID and select Edit. Select Manage Photos. Upload your new photo and ensure its in the Primary Photo slot, and select Certify and Save. Once saved, the new photo will send to the app; please allow for up to 24 hours for the photo to update.