BAREIS® MLS

Bay Area Real Estate Information Services, Inc.

Products & Services

153 Stony Circle, Suite 200
Santa Rosa, CA 95401
Phone: 707.575.8000
Toll Free: 800.776.5252
Fax: 707.577.0140

Bay Area Real Estate Information Services, Inc.

Welcome to BAREIS MLS®

We're glad to have you as part of our member driven organization.

BAREIS is the primary MLS in Marin, Mendocino, Napa, Solano, and Sonoma counties. As a partner in the Northern California MLS Alliance, BAREIS also provides its members the ability to list and search data from 7 Northern California MLSs. The integrated BAREIS Plus MLS database contains listing data for 26 counties, including Alameda, Amador, Butte, Colusa, Contra Costa, El Dorado, Marin, Mendocino, Merced, Monterey, Napa, Nevada, Placer, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Sutter, Yuba, and Yolo.

State of the Art Security and Convenience

The BAREIS Single Sign-On (SSO) Dashboard, designed by Clareity for MLSs and Associations, centralizes access to your most used products and services under a single login.
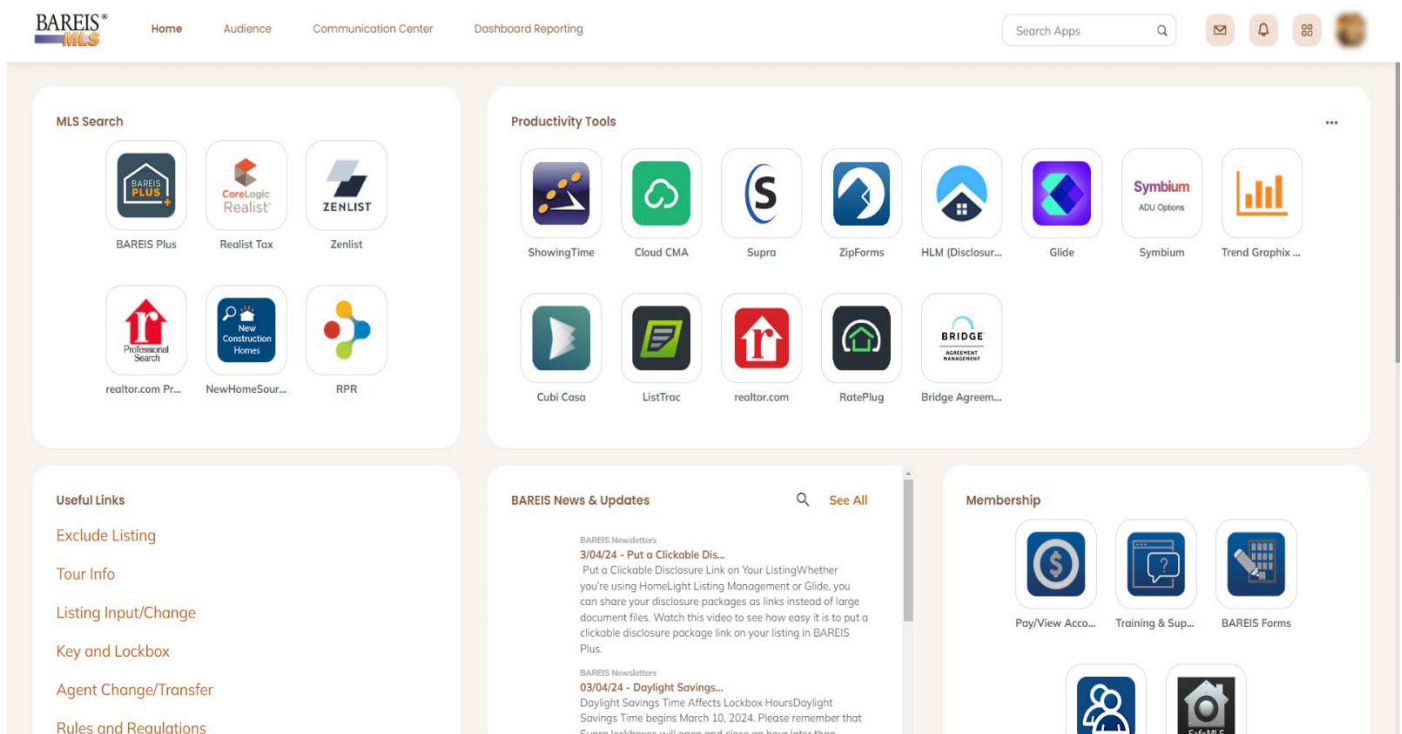
BAREIS® MLS

Bay Area Real Estate Information Services, Inc.

RapattoniMLS

MLS System by Rapattoni MLS

➢ Search Listings

➢ Contact/Prospect Management

➢ Client Portal

➢ Mapping and Aerial Images

➢ CMA & Reports

➢ and so much more

March 2024

Bay Area Real Estate Information Services, Inc.

BAREIS® MLS

BAREIS PLUS — BEYOND THE MLS

With BAREIS Plus, members have access to cutting-edge MLS technology tools and integrated data from 26 Northern California counties, including Sonoma, Marin, Napa, Solano, Mendocino, Alameda, Amador, Butte, Colusa, Contra Costa, El Dorado, Merced, Monterey, Nevada, Placer, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Stanislaus, Sutter, Yolo, and Yuba counties.
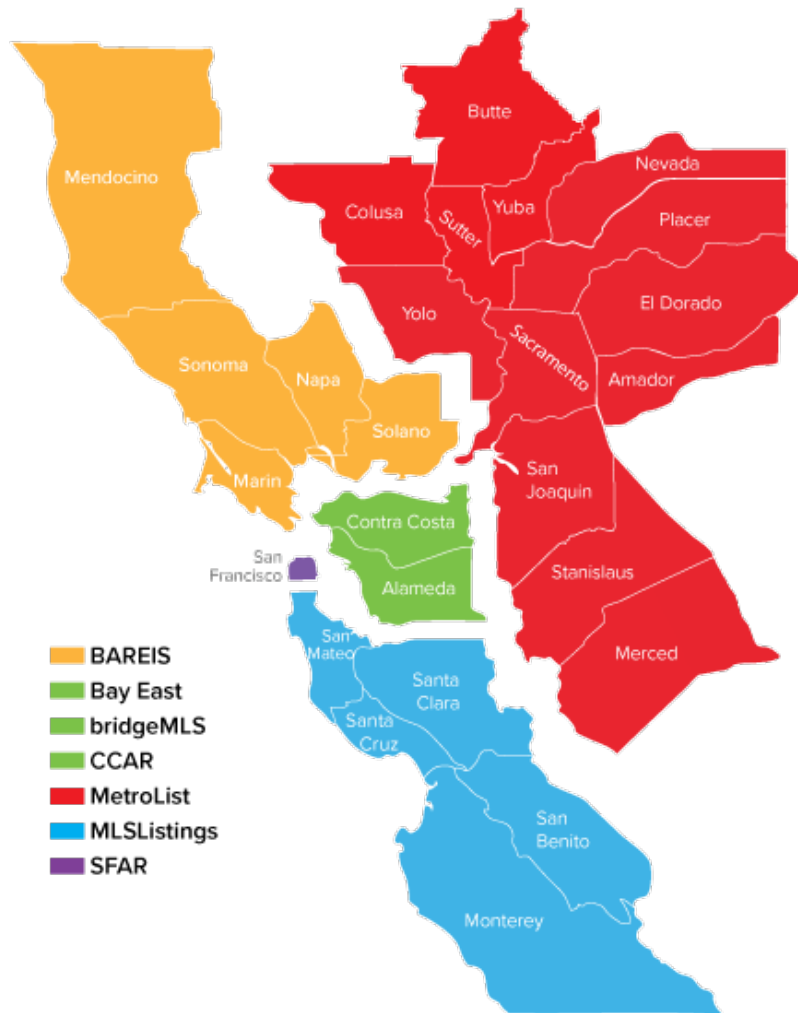
Legend:
- BAREIS
- Bay East
- bridgeMLS
- CCAR
- MetroList
- MLSListings
- SFAR

March 2024

BAREIS® MLS

Bay Area Real Estate Information Services, Inc.

Statewide Property Tax Records

CoreLogic®

Realist®

All BAREIS members have easy access to Realist®, the premier provider of California statewide property tax records. Realist offers searchable access to tax records in all 58 California counties. Some exciting features included in Realist are Search Pre-foreclosure, Bank Owned and Auction Properties, Generate CMA's, Mapping Tools, Mortgage History & Rate Information, Search Customization, and the ability to export 5,000 records per month.

March 2024

BAREIS® MLS

Bay Area Real Estate Information Services, Inc.

Realtor.com Professional Search

With over 121 million properties, **Realtor.com Pro Search** is the Ultimate Nationwide Real Estate Research Tool! Rather than being a listing centric system, like an MLS system, Realtor.com Pro Search is a property centric system. This means you can search all properties with available data within the U.S. regardless of whether they are For Sale, For Rent, Recently Sold or Not For Sale. This database is available to all BAREIS MLS® members.

➢ 121 Million Property Records
➢ Every Listed Property in Realtor.com with over 800 Contributing MLSs Nationwide
➢ Community Comparison Feature
➢ Property Search Reports
➢ Google-like Search
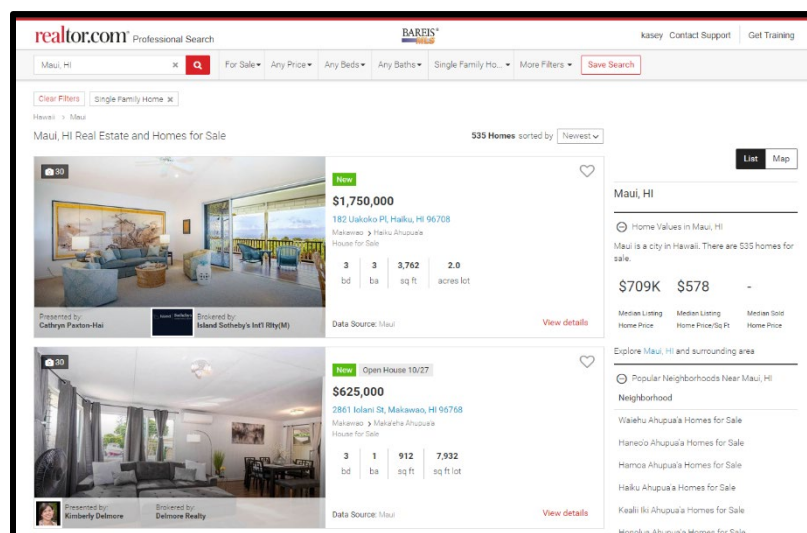
March 2024

BAREIS® MLS

Bay Area Real Estate Information Services

New Home Source Professional
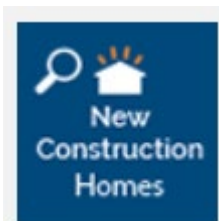
NewHomeSource Professional is your one stop for all the information you need about new homes in Northern California. In addition to the most comprehensive database of new homes, you will also have access to professional incentives, promotions, events, and spec homes.

Bay Area Real Estate Information Services

The Industry's most powerful real estate showing and feedback management tool for our members

With the ShowingTime for the MLS "Schedule a Showing" button, you will attract more showings as it makes it easier for agents to request showings online and plan their buyer tours, 24/7.

Other benefits for agents and offices:

- Buyer's agents can quickly generate showing requests
- Listing agents avoid repetitive calls from agents checking availability
- Listing agents can have ShowingTime automatically notify sellers about showings and feedback on their property

BAREIS® MLS

Cloud CMA

Cloud CMA is an online report generator that includes four report sets: buyer tours, property reports, listing flyers, and real estate's most innovative CMA.
Available as part of your BAREIS membership!

➢ Unlimited, Great looking CMAs
➢ Informative Buyer Tours
➢ Comprehensive Property Reports
➢ Innovative Flyers
➢ Interactive iPad® CMA
➢ Dozens of report themes, fonts, and styles to personalize your reports

Comparative Market Analysis

BUYER TOUR

Just Listed

*sample reports show optional Power Pack covers

➢ Cloud CMA is web-based so there is NOTHING TO INSTALL. You can use Cloud CMA from any computer or mobile device at your home or office.
➢ Cloud CMA reports are so EASY to create, you won't hesitate to bring them to every client meeting to make a great first impression
➢ Cloud CMA works with your smartphone and iPad, so you can easily create and share reports on the go! With Cloud CMA's interactive iPad CMA, you'll "wow" clients at your next listing presentation

TRENDVision by Trend Graphix

Bay Area Real Estate Information Services, Inc.

TRENDVision is a comprehensive statistical product available to our members. By understanding key market dynamics that drive sales and pricing trends, you can strategically position resources to work more effectively with clients towards a successful sale.

➢ Integrated into Rapattoni Toolbar

➢ Trends in Your Market Area

➢ Customize Data Viewed on Reports

➢ Post to Your Website
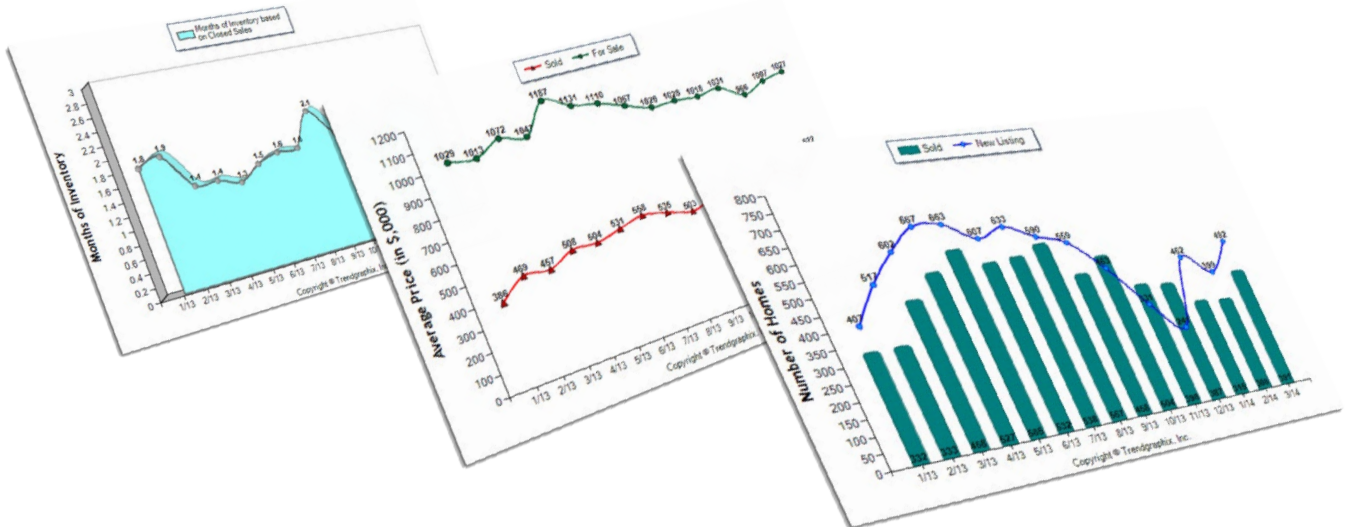
We know disclosure packages can be a pain, that's why we've partnered with HomeLight Listing Management, the easiest way to create, share and manage disclosure packages.

Why is HomeLight great?

- Create clean, professional disclosure packages quickly

- Share disclosures with buyer agents, your clients and your team

- Track who has access to your disclosure package

What is the partnership?

- Agents can:

  - Access HomeLight from the BAREIS Dashboard or from within the Rapattoni MLS system.

  - Sign into HomeLight using their BAREIS credentials.

  - Copy and paste a link to their disclosure package into the Agent Only Remarks Section of their Listing in the MLS.

Are there additional costs?

HomeLight has a free version and a paid version. All BAREIS members have access to the free version and can sign up for a Pro (paid) account if they want to.
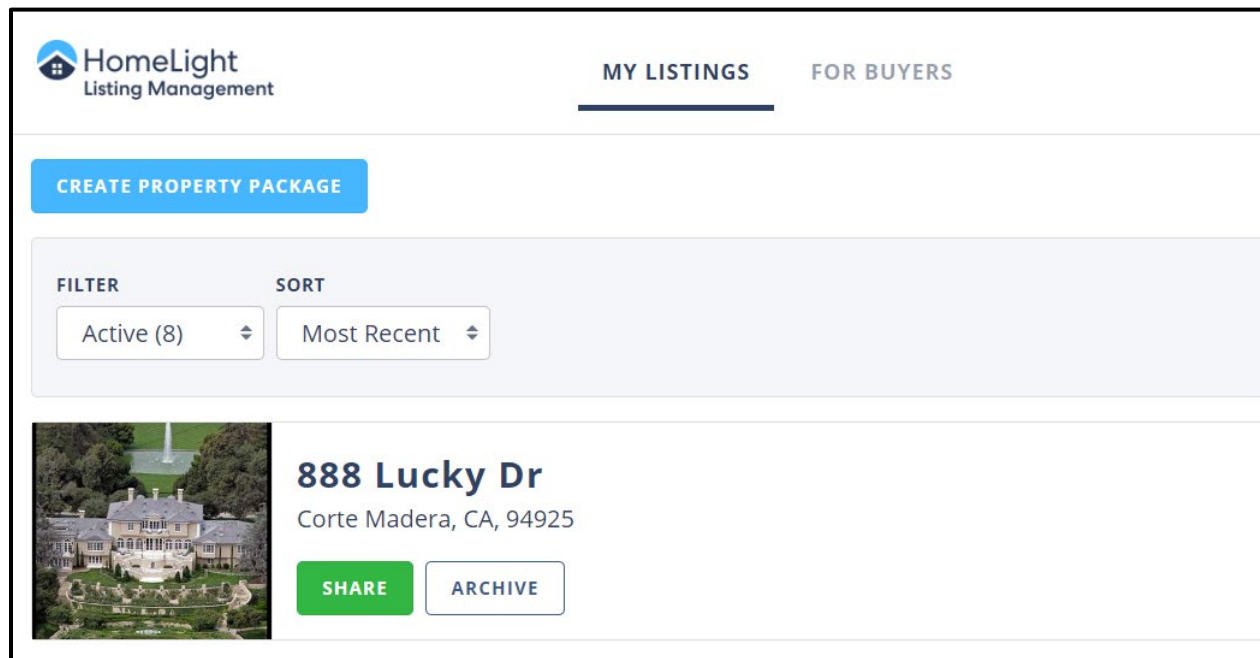
Glide

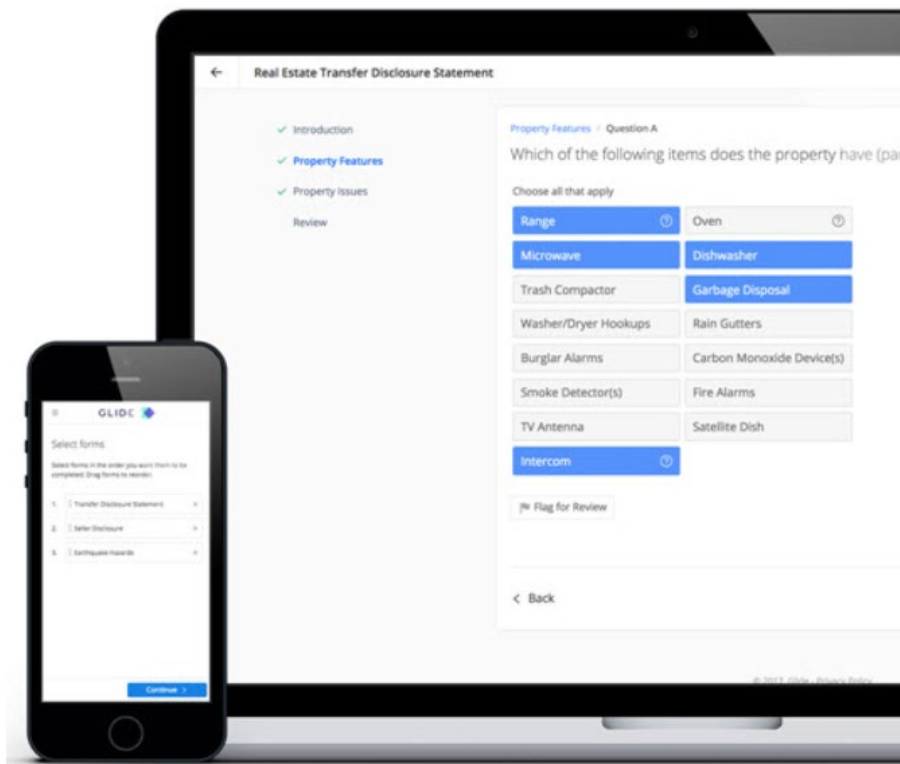Complete and sign transaction forms with Glide, including TDS, SPQ, and other seller-completed forms. Complete your AVID from your mobile device while you are at the property. Share disclosure packages amongst all interested parties with complete tracking.

Symbium

Symbium is a resource for ADU visualization and planning, building permit history, and property information.

- Instantly access permit history for most California properties;
- Visualize whether and where an ADU is allowed on any California property;
- Explore different ADU designs and visualize how they will fit on a property;
- Connect with a design professional to help your clients get an ADU built;
- Understand detailed ADU development standards, such as placement, size, height, and more for a property following a combination of State and local regulations ; and
- Generate an ADU report for a listing presentation, disclosure packet, or to explain the potential ROI of a property to buyers or sellers of California real estate.

BAREIS MLS — CUBICASA
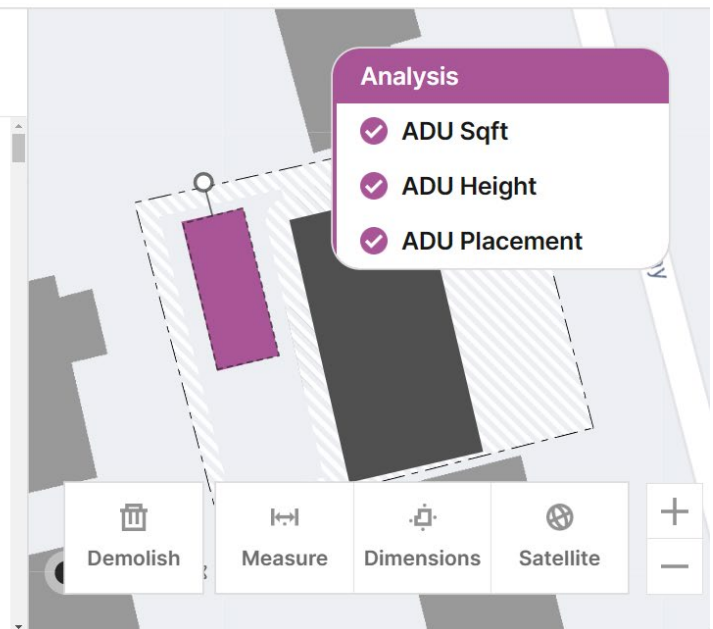
CubiCasa is a mobile app that produces detailed and attractive floor plans from a simple five-minute scan of a home. The app requires no training and no extra equipment; it will work with almost any smartphone or tablet you already own. Because it is so easy to use, it can be used widely by agents, appraisers, real estate photographers and more. Consumers consistently rank floor plans as their most desired listing content after standard photos and property data (Per the annual NAR Homebuyers and Sellers Survey). Floor plans help home buyers really understand how a home will fit their needs like no other digital asset. BAREIS members receive unlimited free floor plans under 5,000 sq ft and a 25% discount on other CubiCasa services.

Homes with floor plans available online receive an average of 20% more inquiries
2021 Home Buyers and Sellers Generational Trends Report by the National Association of REALTORS®

80% of buyers say they're more likely to view a home if the listing includes a floor plan
2021 Zillow Consumer Housing Trends
CUBICASA BAREIS MLS
Free floor plans for every listing
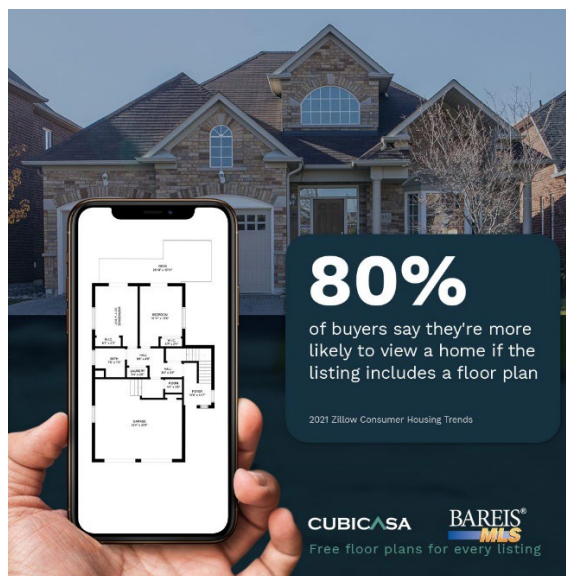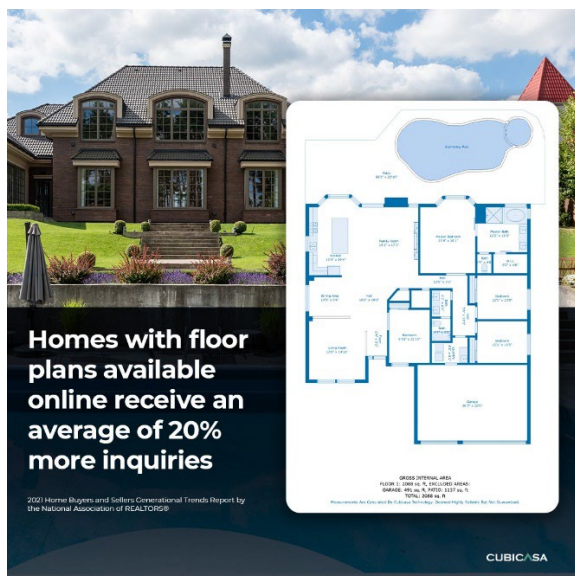
This mobile-first platform offers client collaboration with powerful insights on your clients and listings. Use on the computer or download the mobile app for intuitive searching, communication, and optimized tour routes.
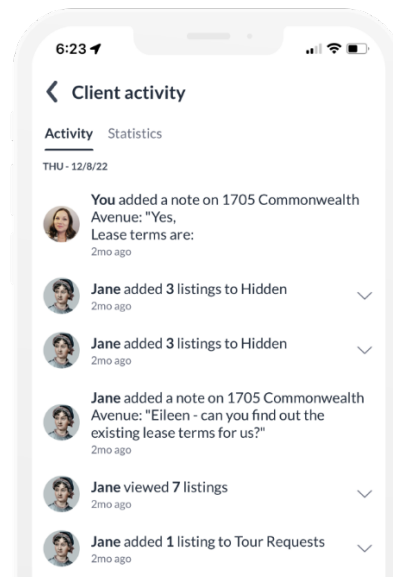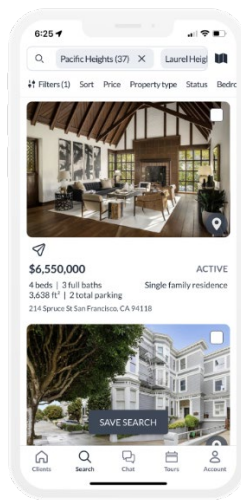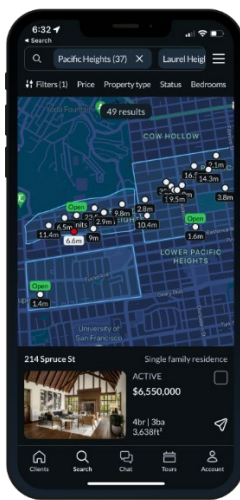
Successful agents consistently seek new strategies that will grow and brand their businesses, maximize their time, and help them gain a competitive edge in the marketplace. Fortunately, all those objectives, and more, can be met by tapping into Realtors Property Resource, the most powerful data platform available to members of the National Association of REALTORS®. As one of the most innovative benefits included in your NAR membership, and offered at no additional cost, RPR® offers exclusive access to analytics and custom branded reporting tools that can be printed, emailed, or texted from anywhere at any time.

March 2024

RatePlug provides BAREIS members the opportunity to display their preferred lender's live mortgage payment and product information on reports and property flyers. This gives homebuyers an accurate picture of monthly payments specific to the properties being considered. Agents can focus upon the properties their clients can afford, which means more closed transactions.

- Sell homes faster
- Choose the lender or lenders you want displayed
- Buyers can optimize available options to meet their financing requirements
- Property Flyer Program is included!
- Compliance protection (FTC-MAP, TRID, RESPA-TILA)
- Very simple and easy to use
- Free for brokers and agents

You can have multiple lenders setup in RatePlug and display up to three per report. Brokers have the option to add an affiliated mortgage entity for their agents.

BAREIS® MLS

ListTrac is a tool that allows you to see how your listings are performing online in the MLS system and consumer sites, IDX sites, and different real estate portals.

BAREIS® MLS

Bay Area Real Estate Information Services, Inc.

BAREIS Plus Mobile App

BAREIS PLUS +

All the integrated MLS data available on BAREIS Plus is available on the BAREIS Plus Mobile app, allowing you to quickly run searches and find listings, as well as to edit and manage your listings when you're on the go.
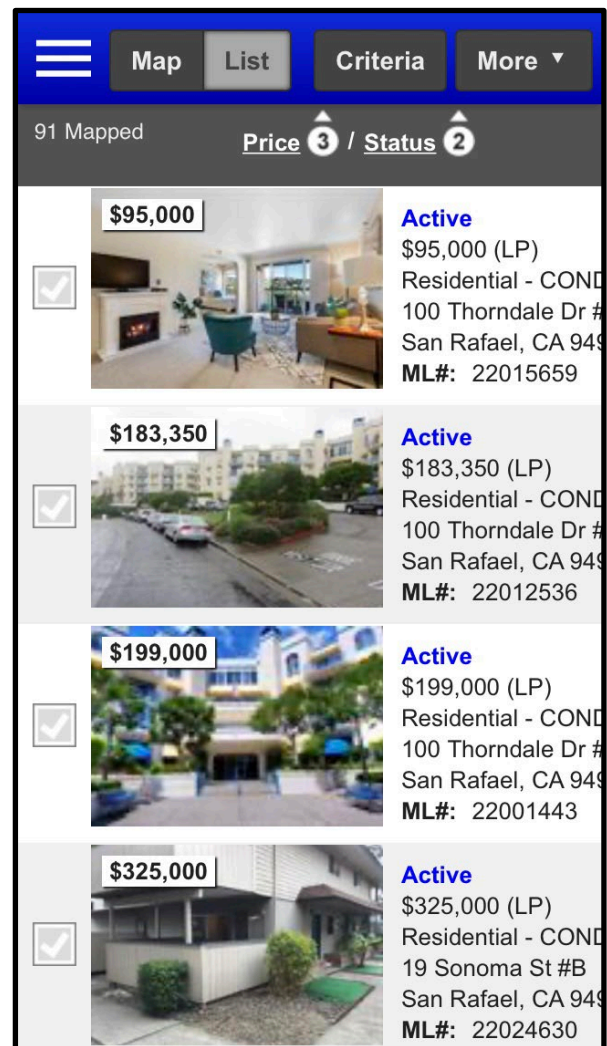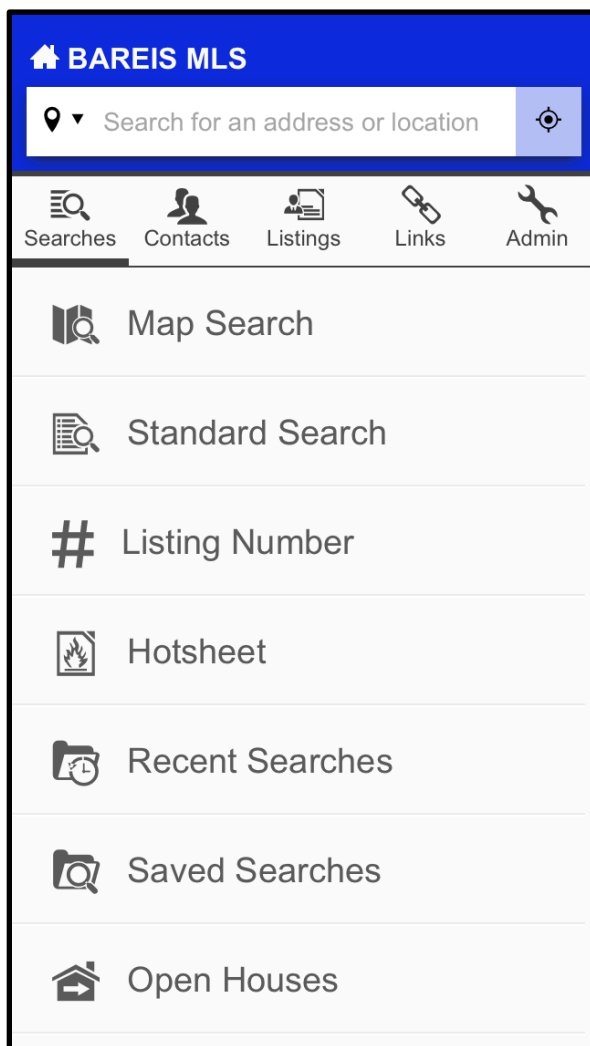
March 2024

HomeSpotter App

Access to all BAREIS MLS® data fields, including agent only remarks, showing instructions, and listing agent information for all listings in the MLS. State of the art search features like augmented reality and autocomplete search or use your location to see surrounding listings. Your very own branded app that can be shared with clients and prospects.

March 2024
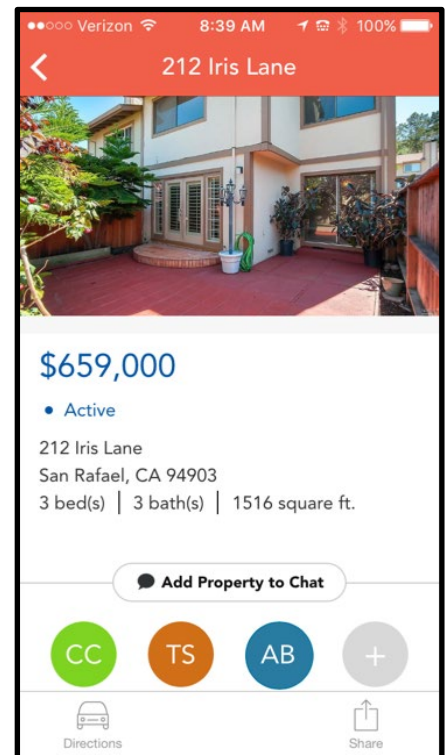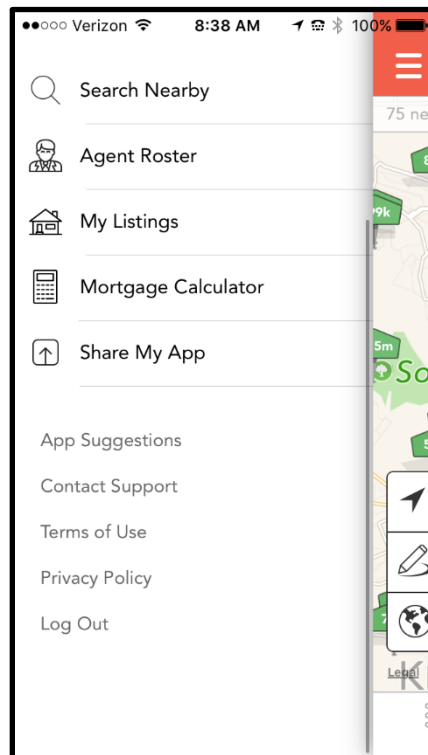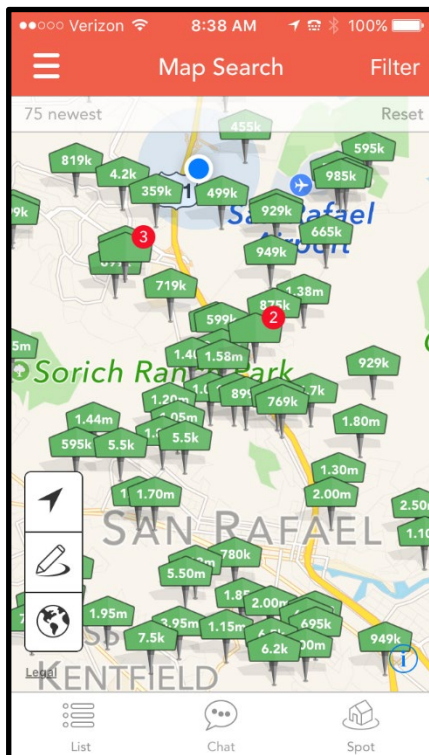
BAREIS® MLS

Bay Area Real Estate Information Services, Inc.

GreatHomes.org
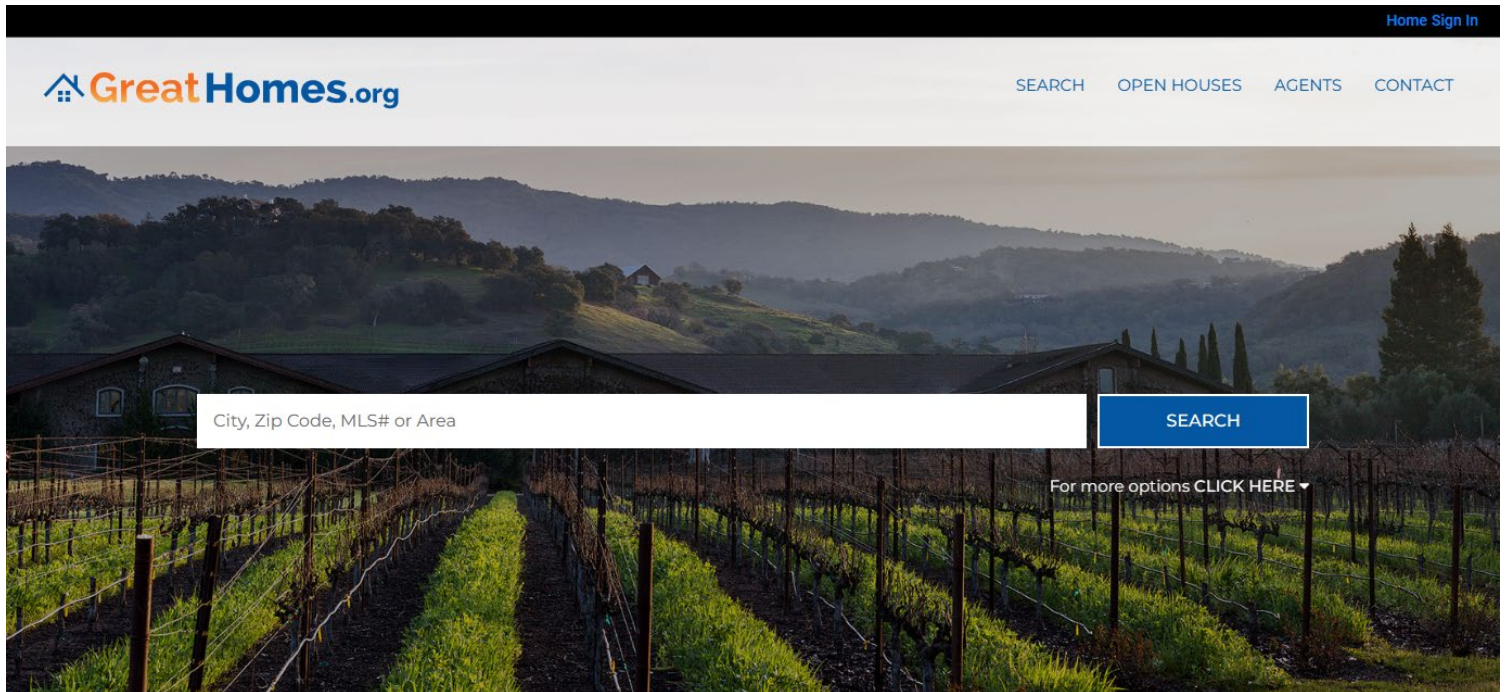
GreatHomes.org is BAREIS' public search website for consumers. This website gives the public the ability to search for listings that are currently Active on BAREIS MLS®.

![BAREIS MLS logo] **Bay Area Real Estate Information Services, Inc.**

Supra Products

Keybox System

Supra iBox BT LE Lockboxes

iBox BT LE lockboxes are electronic access control devices which provide agents with a BAREIS eKey to enter listed properties. BT LE lockboxes create a digital record each time the lockbox is used to provide access to the property.

iBox BT LE Benefits

- ➢ Helps listing agents better serve their sellers by giving them greater flexibility and control over when the property is available for viewing by agents and buyers.
- ➢ iBox BT LE can be programmed to allow listing access at times that fit the seller's schedule or restrict access using the Call Before Showing (CBS) Feature.
- ➢ iBox BT LE can send reports of showing activity to listing agent and seller.

BAREIS lockboxes can be purchased online and picked up at a BAREIS service center or shipped to you: **Order Form**

![BAREIS MLS logo]

Bay Area Real Estate Information Services, Inc.

Lockbox Keys

Supra electronic lockbox keys contain unique identifiers that register each key holder that accesses a Supra lockbox. Lockbox Keys are assigned individually and by subscription and may not be shared.

The eKEY

An activated eKEY App turns your smartphone or tablet /iPad into your electronic lockbox key, allowing you to access BAREIS lockboxes, send and receive real-time showing information and manage your lockboxes.

Active BAREIS membership, payment of activation fee and monthly subscription charges are required to sign up for Supra eKEY service.

Please refer to your New Member Welcome email for detailed instructions about activating BAREIS Supra eKEY service.

Reciprocal Lockbox Access

BAREIS members can "co-op" their keys to access lockboxes in additional Northern California counties without joining MLSs or Associations that are part of the NorCal MLS Alliance. To program your key for co-op key holder access in other areas, please contact the local MLS or Association in the area you will be accessing lockboxes for full details.

March 2024

Bay Area Real Estate Information Services, Inc.

Listing Syndication and IDX

By selecting "Yes" in the "Publish to Internet" field when loading your listing in the BAREIS MLS® database, your listing will be viewed on these websites:

Newspapers and Public Sites:
- GreatHomes.org®
- Realtor.com®
- Apartments.com (Rental listings only)
- San Francisco Examiner
- Napa Valley Register
- Wine Country Real Estate Reader

If Broker has opted into IDX, will also include:
- Data Syndicators
- BAREIS Member Websites
- Real Estate Product Vendors

Increase the exposure of your listings on the internet!

Post your listing(s) on your Facebook page, by using the buttons available on your listing detail.

MLS Rules and Compliance

The MLS Rules are the cornerstone to how BAREIS members interact with the real estate data that allows the MLS system to operate equitably and with the highest level of data integrity. BAREIS MLS® Rules are accessible on www.bareis.com

As a Multiple Listing Service, one of our most important responsibilities is to ensure the integrity and proper maintenance of the MLS data. The Data Integrity team works to ensure listing information is accurate, so you are able to provide up-to-date and meaningful information to your clients.

The Data Integrity team is also tasked with rules enforcement. All reports of potential errors or violations of MLS rules will be reviewed by BAREIS staff. Inside each BAREIS® MLS listing is a link to report suspected errors. Errors on listings entered by a member of another MLS may be reported to rules@norcalmls.com. The source of a reported complaint is kept confidential.

March 2024

Bay Area Real Estate Information Services, Inc.

Training

The Training Department is responsible for the ongoing education and training of BAREIS® MLS members. The Training Team focuses on helping you maximize your knowledge, understanding, and use of the Rapattoni system. In addition, our experienced and well-qualified training specialists provide education and support on the full range of BAREIS® MLS products, services, and tools.

➢ Webinar Topics
- MLS Fundamentals
- Auto Prospecting
- CMA
- Realist Tax
- Cloud Suite
- Mobile MLS
- Statistics

➢ Personalized Office Training

➢ Webinars – live and recorded

https://bareis.com/training

BAREIS® MLS Bay Area Real Estate Information Services, Inc.

Communications

BAREIS Board of Directors, committees, and staff work hard to keep you informed and up to date on news, changes, events, products, and services. Here are some of the methods we use to keep in touch with our members.

Direct email – Keep up with the latest MLS news by reading the BAREIS newsletter delivered directly to your inbox.
Quarterly billing notices are emailed by our Accounting team.
It is also how we send out electronic election ballots and notify members of time-sensitive important information. Please do not unsubscribe from our emails!

BAREIS.com – BAREIS.com includes membership forms & information, listing input forms, rules, Broker tours, lockbox & key information, market statistics, local service center hours and locations, and training information.

BAREIS Dashboard and BAREIS Plus – Broadcast notices and messages from BAREIS and Rapattoni are timely and important notices about your account or the MLS system.

BAREIS® MLS

Bay Area Real Estate Information Services, Inc.

Member Services

Questions? Call us!

Every member of our team is well equipped to answer your questions.

Monday – Friday   8:30 am – 5:00 pm
Wednesday   9:00 am – 5:00 pm
              (707) 575-8000

Or outside of the 707-area code, call (800) 776-5252

March 2024

BAREIS® MLS

Bay Area Real Estate Information Services, Inc.

Member Services

For your convenience, BAREIS provides services remotely—by phone and online. In-person services are available by appointment at service centers located throughout our service area.

BAREIS® Corporate Office
153 Stony Circle, Suite 200
Santa Rosa, CA 95401
Phone: 707.575.8000
Toll Free: 800.776.5252
Fax: 707.577.0140

BAREIS Mendocino Office
320 S. State St. #1
Ukiah, CA 95482
Phone: 707.462.3878

Northern Solano County Association of REALTORS®
3690 Hilborn Rd.
Fairfield, CA 94534
Phone: 707.422.5306
Fax: 707.422.9140

Marin Association of REALTORS®
40 Mitchell Blvd.
San Rafael, CA 94903
Phone: 415.507.1000
Fax: 415.507.1031

Solano Association of REALTORS®
1302 Springs Rd.
Vallejo, CA 94591
Phone: 707.644.5525
Fax: 707.644.3715

March 2024