

Multiple Listing Service of Elkhart County, Inc.

Smart Framing Program

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What is Smart Framing? Smart Framing is an Internet-based tool that displays approved local MLS listing information via the Participants' and agents' own website. Paragon's Smart Framing options offers an integrated search engine, photos, property thumbnails, and detailed views giving the data an appearance that it is provided directly from the Participant or agent own website.

Why would a member use Smart Framing? Smart Framing is designed to provide consumers with the ability to view real-time MLS listing information on the Internet, 24 hours a day. Customizable contact pages within the Smart Framing tool drive consumers directly to the subscribing Participant and agent. While the Smart Framing program has limited functionality and customization features, subscribers still have the ability to select the field layout in the search engine, thumbnail, and detail views in addition to selecting screen colors to match the Participant and agent website design.

Who can use Smart Framing? Smart Framing is available to all Participants and their agents who are members of the MLS. However, agents who wish to subscribe will require authorization from the Participant.

How much does it cost? All subscribers must agree to abide by the rules set forth in the Smart Framing contract. The contract is available in Paragon under MLS Docs and on the Board website at www.ecbor.com under Smart Framing. Subscribers will need to send a signed contract and a \$50 non-refundable set-up fee to the MLS prior to activation. The monthly cost to use the Smart Framing Product? It's absolutely FREE!

What are the steps to subscribe to Smart Farming?

1. Participant and/or Agent are responsible for submitting the Smart Framing Contract Signature Form and a \$50.00 set-up fee to the MLS office. Forms can be found in Paragon under MLS Docs in the Smart Framing Folder and at www.ecbor.com.
2. Participant and/or Agent must activate the request for Smart Framing in the MLS via Preferences and then IDX. The subscription request will show as pending.
3. Once the MLS office receives the contract and set-up fee, the subscription will be activated and the Participant/Agent will be notified via e-mail.

The Internet has become a powerful tool in today's business. The question is no longer "Do I need the Internet?" but "How do I use the Internet to MY advantage?" The Smart Framing product is a cost effective tool that can help you achieve the real estate advantage you have been looking for.

Please remember, the MLS does offer a fully customizable FTP download and a download that is RETS compliant. Both options are available to all members but require a different set of documentation, along with a \$150 set-up fee and cost \$25 a month payable quarterly. Call Kathy at the Board office for more information at 574-875-3283 or email at mls@ecbor.com.