



RANW MLS New Member Orientation

**MLS SECTION**

# Welcome to the REALTORS® Association of Northeast Wisconsin MLS!



The MLS is a service of the REALTORS® Association of Northeast Wisconsin, offering Brokers and Appraisers the largest database listing of properties for sale and sold in Northeast Wisconsin.

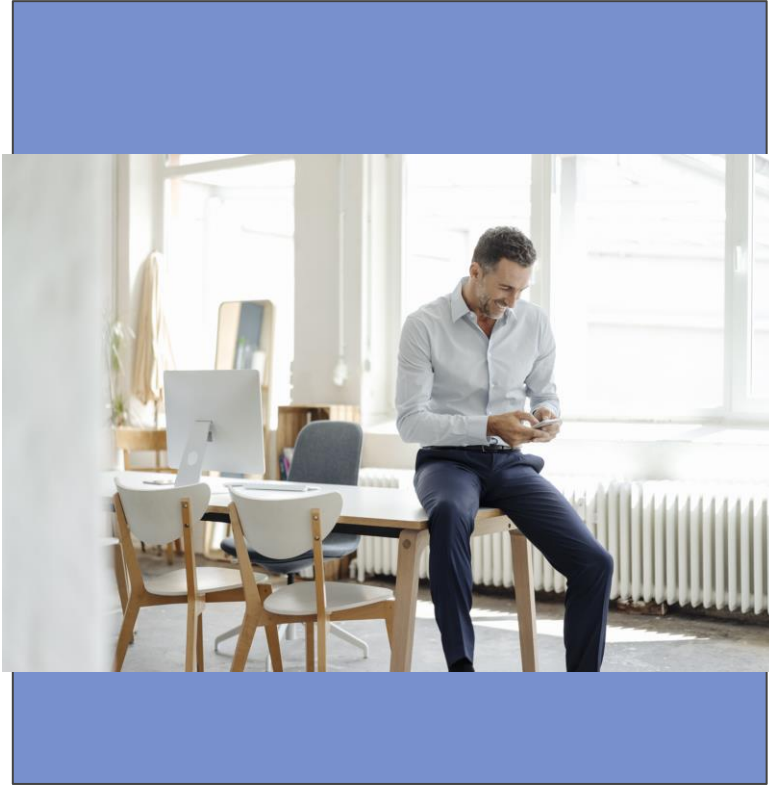
The MLS is a cooperative business offering that enables a REALTOR® participating in the MLS to help people buy or sell property more effectively through the increased marketing exposure that the MLS provides.

Participating Brokers cooperate with other Participants, acting either through sub-agency or buyer agency as defined by Wisconsin law, to facilitate the sale of property listed with their company.

MLS is also a means by which information is accumulated and disseminated to enable authorized Participants to prepare appraisals and other valuations of real property and by which participants engaging in Real Estate Appraisals contribute to common databases.

**For more information from NAR on what MLS is and Anti-trust compliance, please visit-  
<https://www.nar.realtor/handbook-on-multiple-listing-policy/policies-mls-antitrust-compliance-policy>**

# Who is the MLS Participant?



The Participant is any REALTOR® member who is a corporate officer or branch manager who has agreed in writing to conform to the MLS Rules and Regulations.

All agents in the Participants office derive their rights and responsibilities to the MLS systems from the Participants membership.

MLS Members are able to access listings via our Paragon system.

Use of the Paragon MLS system is for MLS members only. Unauthorized use is subject to penalties.

[For more information, please see: RANW MLS Rules and Regulations Section 2.1](#)



# NAR MLS Antitrust Compliance Policy

The purpose of multiple listing is the orderly correlation and dissemination of listing information to participants so they may better serve the buying and selling public. Boards and associations of REALTORS® and their multiple listing services shall not enact or enforce any rule which restricts, limits, or interferes with participants in their relations with each other, in their broker/client relationships, or in the conduct of their business in the following areas.

Boards and associations of REALTORS® and their MLSs shall not:

1. Brokerage services (Interpretation 14).
2. Fix, control, recommend, or suggest the cooperative compensation offered by listing brokers to potential cooperating brokers.
3. Base dues, fees, or charges on commissions, listed prices, or sales prices. Initial participation fees and charges should directly relate to the costs incurred in bringing services to new participants.
4. Modify, or attempt to modify, the terms of any listing agreement; this does not prohibit administrative corrections of property information necessary to ensure accuracy or consistency in MLS compilations.

# NAR MLS Antitrust Compliance Policy, contd.

5. Refuse to include any listing in an MLS compilation solely on the basis of the listed price.
6. Prohibit or discourage participants from taking exclusive agency listings or refusing to include any listing in an MLS compilation solely on the basis that the property is listed on an exclusive agency basis.
7. Prohibit or discourage participants from taking “office exclusive” listings; certification may be required from the seller or listing broker that the listing is being withheld from the MLS at the direction of the seller.
8. Give participants or subscribers blanket authority to deal with or negotiate with buyers or sellers exclusively represented by other participants (Interpretation 10).
9. Establish, or permit establishment of, any representational or contractual relationship between an MLS and sellers, buyers, landlords, or tenants.
10. Prohibit or discourage cooperation between participants and brokers that do not participate in the MLS.
11. Prohibit or discourage participants or subscribers from participating in political activities (Interpretation 15).
12. Interfere in or restrict participants in their relationships with their affiliated licensees Interpretations 16 and 17).

**For more information from NAR on what MLS is and Anti-trust compliance, please visit-**  
**<https://www.nar.realtor/handbook-on-multiple-listing-policy/policies-mls-antitrust-compliance-policy>**

# Gather Information for Listing Submission



Listing Data sheets are available at ranw.org. and in zipForms. Complete all Required fields on a data sheet or in Paragon including "other see remarks" descriptions in Public Remarks.

A main photo and photos of any finished below grade area, finished bathroom in below grade area, as well as waterfront photos if applicable, are required.

DO NOT upload your listing contract to RANW. Should we request it, you have 1 business day to furnish it. Make sure it's signed and that all information on the property matches the listing submission.

Be sure to manually map the listing. Include any other required documents (Seller authorization form, late listing form, auction form, limited service form, etc.) at the time of listing.

# Putting Information Into Paragon

Listing information is entered by the via Listing Input Maintenance (LIM).

The listing company decides who within their company is granted access to LIM.

You must have taken your LIM training in order to access the system.

If an agent has not yet been trained and authorized for LIM, the company broker, manager, or office administrator can enter, edit, or close listings for anyone in their office.



**Remember to describe the property not the buyer when you create your description!**

**For more information on How to Submit a Listing and to Obtain the full set of MLS Rules and Regulations, please visit- <https://ranw.org/mls/submit-a-listing>**



# Using LIM for Listing Input

The Listing Agent or other authorized user enters listing information into Paragon within the allotted time frame.

At least 1 exterior photo must be uploaded as the Main photo in order to save listing to the system.

If the property includes any finished below grade square footage areas, a photo of the finished areas must also be uploaded. A photo of a finished bathroom in the below grade is also required.

If the property is waterfront, a photo showing the properties relation to the body of water is required.

Agent uploads required documents (Late listing form, Sellers authorization, etc.) DO NOT upload the listing contract.

Once all information is complete and the listing has been saved as unconfirmed, the listing goes in line to be confirmed by Data Compliance.

For more information on LIM, please visit- <https://ranw.org/mls/submit-a-listing/listing-input-and-maintenance>





# Listing Issues



Be sure when you have entered your listing you verify that your property is properly manually mapped.

When entering a listing always be sure you are using the correct tax municipality.

If there are issues with the listing:

Data Compliance staff will contact the listing agent by email with corrections to be made.

Once corrections are made, listing goes back in line to be confirmed.

Delays in listing submission OR correction may cause the listing to be late, incurring fines.

**For more information on Submitting a Listing, please visit- <https://ranw.org/mls/submit-a-listing/submit-a-listing/submit-a-listing-outline/>**

# Unconfirmed to Confirmed Status



While collecting and inputting all the information, the listing is saved as a “Partial” listing.

When all the information has been entered, and the listing is ready to be made public, the listing is saved as “Unconfirmed”.

The listing is now ready to be reviewed by Data Compliance. If you entered incomplete or incorrect information on your listing, you will receive an email notice from MLS Compliance – asking you to update your listing to allow for it to be completely processed and Confirmed.

Data Entry will also review the Remarks section for potential violations of Fair Housing and [Wisconsin License Law REEB 24.04](#) regarding Advertising practices, and the NAR Settlement.

\*\* Please note that the appropriate photos must be entered at time of listing before a listing will be “confirmed”.

After they complete their review, Data Compliance will place the listing into “Confirmed” status and it will be sent to numerous websites.

For more information on Fair Housing, please visit- <https://www.nar.realtor/fair-housing>

# Time Frame Allotted



Your completed listing must be submitted to the MLS by midnight of the 5th business day after the later of the list date or the date of the last seller signature on the listing contract.

(10th business day for business/commercial listings).

UNLESS marketing to the public has begun,

in that event, your listing must be submitted completely within (1) one business day of commencement of marketing or a substantial fine could be imposed.

# What is the NAR MLS Clear Cooperation Policy?

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Effective May 1, 2020, the National Association of Realtors® MLS Clear Cooperation Policy requires Listing Brokers who are Participants in a multiple listing service to submit their listing to the MLS within **one (1) business day of marketing the property to the public.**



[For more information, please see- MLS Rules & Regs, Section 4.3 B. Clear Cooperation Submission Deadlines](#)

# What is considered public marketing?



Flyers Displayed in Windows



Yard Signs



Multi-Brokerage Listing Sharing Networks



Open Houses



Digital Communications Marketing (email blasts)



Brokerage Website Displays (Including IDX & Vow)



Digital Marketing on Public Facing Websites

Once a listing is publicly marketed MLS Participants must enter the listing into the MLS within one (1) business day.

[For more information, please see- MLS Rules & Regs, Section 4.3 B. Clear Cooperation Submission Deadlines](#)

# Listing Submission Rules



If your listing submission will be late;  
a Late Listing form is to be submitted  
BEFORE the listing is late

Any delay in submission to MLS for the entry  
of the listing or delay in showings must be  
indicated in the listing contract.

Additionally, the Sellers Authorization Form  
must be submitted with any delayed showing  
listings.

Fines are assessed for late listings. In the  
event marketing has begun on the property  
the fine can be significant.

To obtain a Late Listing form, please visit- <https://www.ranw.org/media/dumpevtv/form-latelisting.pdf>

# What Is Considered Finished Square Footage?



1. Space that is intended for human occupancy,
2. Heated by a permanently-installed heating system(s),
3. Directly accessible from other living areas through a door or by a heated hallway or stairway, except for a finished lower level room or bathroom,
4. Finished, with all walls, floors and ceiling in materials generally accepted for interior finished construction (for example, painted drywall, sheet rock, or paneled walls, carpeted or vinyl or hardwood flooring, epoxy floors.)

**\*\* Please note:** these are RANW MLS Square Footage policies. You may see other forms of reporting from other MLS's or Appraisers, etc that differ based on criteria. Our RANW Appraisers are valuable resources for members to reach out to with questions.

[5 Appraisal Topics Every Agent Should Know | Realtor Magazine](#)

[For more information, please see- MLS Rules & Regs, Section 29, Square Footage Guidelines](#)



# Finished Square Footage, contd.



**The Finished space must be:** a) heated,  
b) have finished walls,  
c) have a finished ceiling (no exposed floor joists), and  
d) have finished floor (painted concrete walls or floors does not count).

**If one of these four components is missing,** the space may still be counted as “finished square feet”, but disclosure of the missing component must be included in RANW MLS Public Remarks.

**This finished space rule applies to all room levels.**

**The only exception to this rule:** would be a Seasonal Dwelling with non-permanent heat source, the Seasonal Dwelling may include the finished square footage, and if there is any form of heat source it is to be included in Public Remarks.

**Only finished square footage should be reported.**

**[For more information, please see- MLS Rules & Regs, Section 29, Square Footage Guidelines](#)**

# Above Grade Square Footage

Above Grade Square Footage is defined as space on any level of a dwelling that has finished square footage and no earth adjacent to any exterior wall on that level.

Space that is “at” or on-grade” is considered “above grade”.

Always include the Source of all finished Square Footage whether above or below grade, ie, the Assessor, the Seller, etc.



[For more information, please see- MLS Rules & Regs, Section 29, Square Footage Guidelines](#)

# Below Grade Square Footage

Below Grade Square Footage is any space on a level that has:

- a) finished square footage,
  - b) is accessible by interior stairs, and
  - c) has earth adjacent to any wall on that level.
- Then the ENTIRE LEVEL is considered "below grade".

If below-grade finished square footage is reported: at least one photo of the finished below-grade area is required (and must be shown in a Virtual Tour), AND at least one finished room must be recorded in the Lower Level. If a bathroom is finished in Lower Level, a photo is also required.

If there is NO below-grade finished square footage reported, then NO finished rooms may be included in the Lower Level.

Exception: a finished bathroom on the lower level



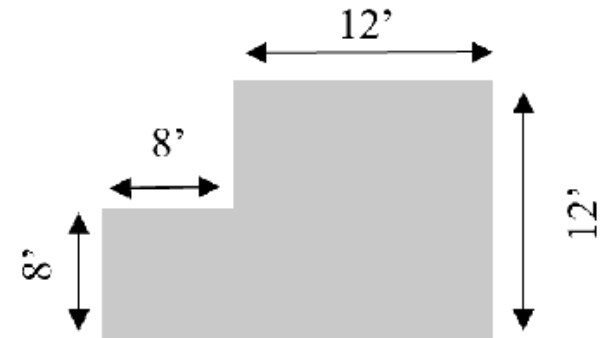
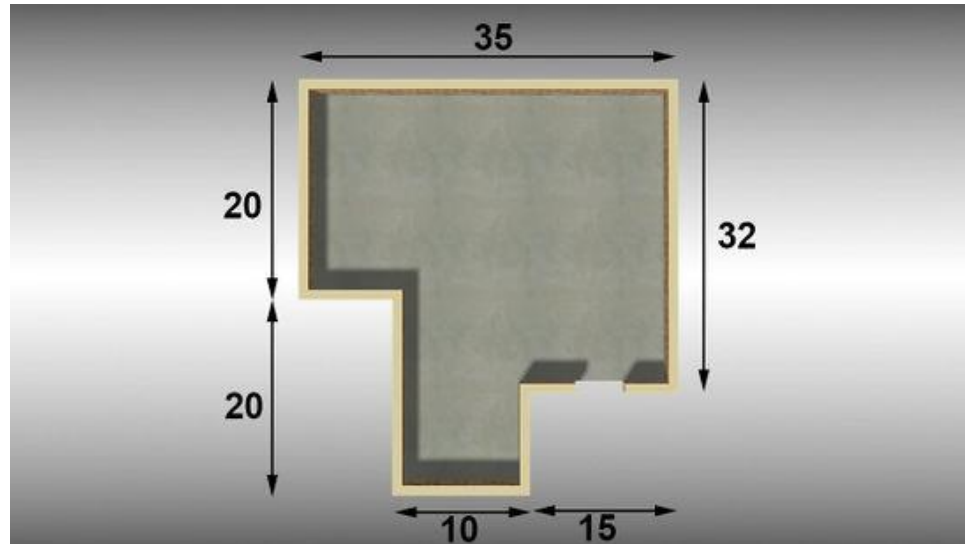
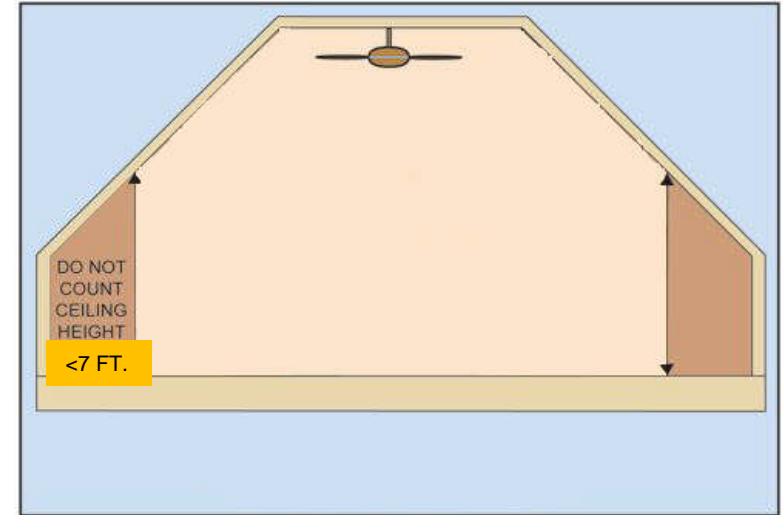
**For more information, please see- MLS Rules & Regs, Section 29, Square Footage Guidelines**

# Measuring & Reporting Square Footage

In the case of slanted ceiling measure floor area to 7' ceiling height

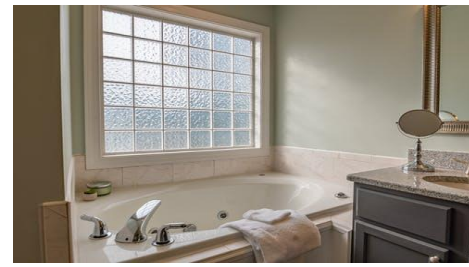
Round Measurements down to the nearest foot.

Always be conservative in your room measurements and report the largest amount of usable floor space.





# Bedrooms & Bathrooms



## Bedrooms:

Must conform with access standards in order to be called a bedroom. These are not determined by RANW- Check municipal codes.

If a room in the lower level/basement does not meet the local or state housing codes for a bedroom, then the room should be reported as an “other room”, not a bedroom. If you’re unsure if a room qualifies as a bedroom- don’t call it a bedroom.

No bedroom closet is required per MLS, but check the municipal code.

A walk-through bedroom (a room, off another room, with no other access) can be counted as a room, but not as an additional bedroom.

## Bathrooms:

A Half bath has sink and toilet only.

A Full bath has sink, toilet and either shower or tub.

Finished Full Baths in lower levels / basements may be counted in bath count.

RANW MLS does not use  $\frac{3}{4}$  bath designation.

**For more information, please see- MLS Rules & Regs, Section 29, Square Footage Guidelines**





## Garages

Members may report/describe up to two separate garages.

Garage size is measured by width not depth.

A tandem Garage may be considered as two stalls as applicable but must be indicated as a Tandem.

A 2.5 car garage has a minimum width of 24'.

[For more information, please see- MLS Rules & Regs, Section 29, Square Footage Guidelines](#)

# Condo? Duplex? Zero Lot Line?

You can't always tell what type of ownership a property falls under by just looking at it. Be sure you know what you are listing by reading the property's legal description carefully.



## **Condominium Units that require WI Chapter 703**

**documents:** Have units that may be sold separately with their own parcel numbers and are owned under the restrictions of a Condominium. These properties **MUST** be under the Condo property type.

When disclosing the association or condo fee, state the dollar amount and the time frame it covers. Condo documents can be added as attachments to Paragon.

**Zero Lot Line:** Has attached units that may be sold separately and have their own parcel numbers.

They may or may not be subject to Wisconsin Statute 703. If the property is a 703 Condo it **MUST** be placed under the Condo property type.

Maintenance or management documents can be added as attachments to Paragon.

**A Duplex:** is a Multifamily Apartment.



# New Construction Listings



**New Construction** listings fall into 3 categories:

- **Completed:** Home has been built/completed and has never been lived in.
- **Under Construction:** Home has a street address and foundation in place, but is not yet completed. Must state an estimated completion date and addition of the builders name is optional.
- **To Be Built** (with lot): Contract home with lot.

**Be sure to update your listing photos and data throughout the building process and upon closing.**

# Waterfront Policy

The property/owner must:

1) own frontage abutting a basin, bay, channel, lake, river, or “other” body of water; that allots lawful riparian or littoral rights;

2) properties with “only deeded water access” do not qualify as “waterfront”;

3) require an inclusion of a GIS image, map image, or similar photo of the body of water; The request for a GIS image is to allow the viewer to see the property in relation to the body of water. If you do not have a GIS image, you may use the Google map from the Paragon system as one of the 90 photos in MLS to fill this requirement \*Note the How To\*\*; <https://ranw.org/mls/submit-a-listing/complete-your-listing/obtain-paragon-s-gis-map-photo-required-for-waterfront-listings/>

4) Required if “Other” is selected, an explanation is to be included in Public Remarks identifying what the Body of Water is;

5) the body of water is no longer required to be on the DNR Bodies of Water list, with the exception of a body of water that is referred to as a pond in name;

6) if the body of water has “pond” in the name, the body of water will need to be on the DNR Bodies of Water list, for example: Reservoir Pond or Chute Pond in Oconto County



## Odds & Ends

\* **Status changes:** must be made within 24 HOURS, per RANW MLS Rules and Regulations, Sec. 4.17. This includes updating the Active Offer-statuses when a listing is put into pending and when the listing closes.

\* **Contracts and Amendments:** must be signed by the seller.

All contracts and amendments to the contract must have written authorization by the seller (not signed by the agent on behalf of the seller, i.e. per phone conversation).

\* **Limited Service Listings:** If a listing is a “Limited Service” listing, the limited service document must be attached.

<https://ranw.org/media/tkei4vnr/form-limitedservice.doc>

\* **Paragon has hyperlinks to local taxing authorities** for easy access to information. <https://ranw.org/mls/submit-a-listing/municipal-tax-links/>

# Required Listing Photos

There may be 4 required photos to be uploaded to the listing before it will be confirmed and visible in MLS.

- 1) The main property photo must be of the exterior of the home/property being listed.
- 2) A second photo is required at the time of submission if the listing includes finished below-grade area square footage. Photo should be labeled as the lower level finished square footage.
- 3) A third photo is required for properties checked as “waterfront”. The photo is to be a GIS image to allow the viewer to see the property in relation to the body of water. You may use Paragon’s Google Map.



- 4) A fourth photo is required if there is a finished Bathroom on the lower level (below grade).

# Listing Photos - No Branding

- There should be nothing on the photo of the property except the property itself.
- Superimposed names, URLs, email addresses, company signs or logos, or images that say “No Photo Available” are not acceptable.
- Exception: “Photo Similar to Listing” or equivalent text may be included on an image when no photo of the actual listing is available.
- Unacceptable photos will be removed from the MLS ; listings may then appear on the No Photo Report with a late photo fee attached.

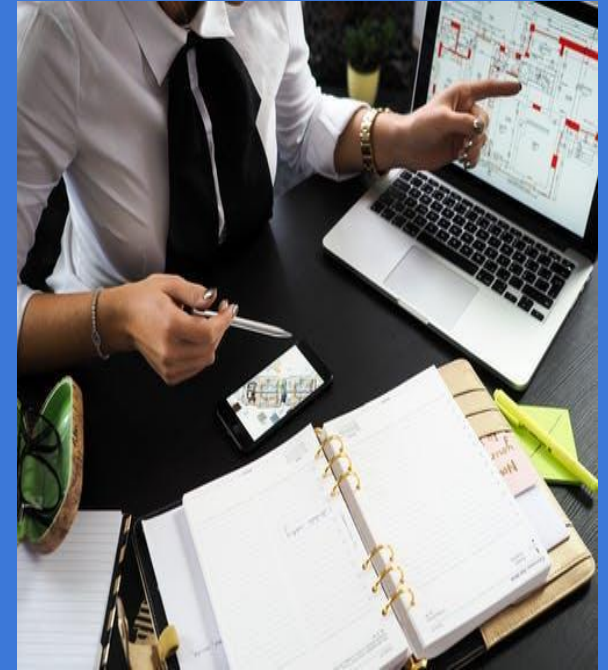


For more information on required photos, please see- [MLS Rules & Regulations, Section 4.12](#)



# Listing Photos - Other

- Listing Photos must have a minimum resolution of 1280 x 960 px
- Acceptable file types are .jpg .jpeg .gif and .png. The maximum file upload size is 20MB (files will be compressed to 125K).
- Members may upload up to 90 images per listing.
- Members should not copy another person's listing photos and upload them to their own listing. Members who copy and post another person's image(s) may be violating copyright laws and MLS rules. (Please see DCMA Rule.)
- Photo “Letterboxing” is when white-space appears to the top and bottom or on the side of a photo. When this occurs on a main property photo, Open house information may not be able to appear on the photos when viewed on displays in paragon.
- Photo montages are not allowed in Paragon



**For more information on how to add photos, please visit- <https://ranw.org/mls/submit-a-listing/complete-your-listing/how-to-add-photos/>**

# Virtual Tours



- Virtual tours may be video or a slide show creation that has been uploaded to a neutral website.
- The URL (link) is then loaded into paragon.
- The “No Branding” stipulation applies to tours posted to listings as well.
- Be careful that the site you've uploaded the tour to does not display or link to any information that would be considered branding

For more information, please visit- <https://ranw.org/mls/submit-a-listing/complete-your-listing/how-to-add-a-virtual-tour/>



# Where will my Listings and Open Houses appear?

- Realtor.com (NAR)
- RPR, the REALTORS Property Resource (WRA)
- IDX, the Internet Data Exchange, for IDX data feeds/links available to RANW MLS members  
<https://ranw.org/mls/data-feeds-and-idx/easy-guide-to-data-feeds/>
- WIREX and in WIREX data feeds for WIREX members
- Prospect Listing Carts (Collab Center)
- Anywhere else your Broker/Manager has requested (via a data feed from MLS)





# The Wisconsin Real Estate Exchange

WIREX (Wisconsin Real Estate Exchange) started as a cooperative effort of Metro MLS, South Central WI MLS and Northeast WI MLS to combine and share listing data among their members.

Within WIREX, the now nine MLS members have created a shared database including over 90% of the MLS listed properties in Wisconsin. For those members who may need to find information beyond the RANW MLS market areas, WIREX can be a very helpful tool.

The WIREX database is updated automatically many times per day from the nine local participating MLS systems.

**Listings within WIREX can be accessed via Paragon.**

**For additional WIREX information, please visit- <https://ranw.org/mls/mls-partners/wirex/>**

# WIREX: The Wisconsin Real Estate Exchange

WIREX listings in the following counties are imported into the MLS side of Paragon:

Adams	Lincoln	Sheboygan
Brown	Manitowoc	Vilas
Calumet	Marathon	Waupaca
Dodge	Marinette	Waushara
Door	Marquette	Winnebago
Florence	Menominee	Wood
Fond du Lac	Menominee MI	
Forest	Oconto	
Green Lake	Oneida	
Iron	Outagamie	
Kewaunee	Portage	
Langlade	Shawano	

For additional WIREX service areas information, please visit- <https://ranw.org/media/eyojwnmw/wirex-and-board-map.pdf>



### SupraWEB

Real estate agent  
login to Supra system

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### SupraNET

Association/MLS  
login to Supra system

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#### Products



#### Sell more homes, faster

Showing alerts, mobile productivity tools, and listing activity reports are advantages of the Supra System that create sales opportunities for real estate agents.

[Share](#)  
[Print](#)

#### New Supra® eKEY® App Refresh Info



## Partnering with other Agents in WI who don't have a Supra eKey? Check out the One Day Code feature!

- Assign a One-Day Code to an Agent in WIREX (WIREX 1 Day Code)
  - Agent must participate in an MLS in WIREX. One-day codes not available for agents eligible for reciprocal key access.
- Reciprocal Key Access
  - Access to Supra lockboxes in South Central Wisconsin MLS and Central Wisconsin MLS.

# Lock Box System: Supra eKey

SupraWEB is the website Agents use to:

- ☐ Obtain an update code for a key
- ☐ Manage key box inventory
- ☐ View activity reports
- ☐ View and send showing feedback
- ☐ And more!

Go to [www.supraekey.com](http://www.supraekey.com) and download the app

Select: Agents - Log on to SupraWEB



Each Realtor in an office must have their own Lock Box Access code (4 digit PIN). Passwords and access codes are for the use of authorized Realtor only.

**Be sure to check out the Safety Feature- ALERT in your eKEY!**

<https://youtu.be/wSuddRWxlyo?si=PIWI3msyc5DIPC26>

# Showing Tips

Be prompt for your appointment.

Knock or ring the doorbell and announce yourself when entering the property even if you believe no one is home.

Leaving a business card lets the sellers know who was in their property.

Remove shoes at the front door if requested.

Be courteous, you are a guest in the home.

Lock doors and turn off lights. Make sure that the property is secured before leaving.

Be prompt in leaving your showing report. Agents and Sellers appreciate a prompt report on your showing.

You can provide a showing report to the listing agent through your SupraWEB account.


[https://www.suprasystems.com/media/10104647P2-MobileSupraWEBGuide-2020\\_tcm1105-187131.pdf](https://www.suprasystems.com/media/10104647P2-MobileSupraWEBGuide-2020_tcm1105-187131.pdf)





**Above All- Be Safe and Trust Your Instincts when On Showings!**



Be sure to visit Supra and set up the [Safety ALERT Feature on your Supra eKey!](#)

# REALTOR® Safety is a Priority!!

 NATIONAL ASSOCIATION OF REALTORS®

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 > Videos > Window to the Law  Dark Theme

### Safety Best Practices for Real Estate Professionals

Taking proper precautions & understanding the legal considerations for implementing a safety plan can keep real estate professionals safe at work.

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## Window to the Law: Safety Best Practices for Real Estate Professionals

Please visit [://www.nar.realtor/window-to-the-law/safety-best-practices-for-real-estate-professionals](https://www.nar.realtor/window-to-the-law/safety-best-practices-for-real-estate-professionals) for Best Practice Tips and monitor Paragon daily for any important safety notices.





# Have questions? RANW.org has your answers!



Check out  
our other  
social media  
pages!



Search the entire site

SEARCH

HOME MEMBER SERVICES ▾ EVENTS/EDUCATION ▾ NEWS GOVERNMENT AFFAIRS ▾ MLS ▾ PROFESSIONAL STANDARDS ▾ ABOUT US ▾

FAIR HOUSING  
FOR ALL.



#### Member Portal

Update your information  
here



#### RPAC & Direct Giver

What do they do for you?



#### Login to Paragon

List and search for  
properties in the MLS

#### LATEST NEWS

##### April is Fair Housing Month!



Fair housing is more than a list of dos and don'ts, rights and penalties, and mandatory continuing education. As stewards of the right to own, use and transfer private property, fair housing protects our livelihood and business as REALTORS® and depends on a free, open market that embraces equal opportunity. REALTORS® recognize the significance of the Fair Housing Act and reaffirm their commitment to upholding fair housing law as well as their commitment to offering equal professional service to all in their search for real property. Read the full article for more resources and training opportunities.

#### USEFUL LINKS

- Paragon MLS
- WCIE Login
- Member Search
- Ranw.org (OldSite)

Like us on Facebook!! <https://www.facebook.com/RealtorsANW/>

Join our members only Facebook group! <https://www.facebook.com/groups/255538370442716>

# Some of the other resources made available to you by RANW MLS



Provides **Realtors** with tools, data, and reports to help clients and close more deals. Access the nation's largest property database, exclusively for **REALTORS**. 100% NAR Member Benefit right in Paragon!



ELECTRONIC EARNST MONEY

TrustFunds' electronic earnest money process ensures complete security for all parties.



Instantly verify:

- **Identity** (first name, last name, alias, and age)
- **Phone numbers** (residential and mobile history)
- **Address history** (rental, ownership, and associated addresses)
- **Financial indicators** (bankruptcy, lien, judgement, and foreclosure history)
- **Property records** (nationwide property ownership history)
- **Criminal records** (nationwide criminal history search)

Looking for Stats? Visit the stats page by clicking on the first link under Resources when you're logged in to Paragon