

Technology Report, Sandy Carroll

Tech Training

Monthly Board Office training is coming back. MLS Board committed to updating our conference room with the wifi capability to train on androids, iphones, tablets and laptops.

We are looking into hiring national speakers, industry experts, producing video training and more. Sue O'Brien has been certified in Ziplogix training and Sandy Carroll has traveled to Fargo North Dakota with President Mary Jane White to learn the latest new developments including agent in-the-field training techniques.

- [Check out our calendar of events!](#)

Security

We are working continually on ensuring our systems are secure and responsive. We had a security audit that identified ways we could protect our member and association electronic data better and have taken those precautions.

- [Understanding what you are protecting](#)
- [NAR Data Security Toolkit](#)

We are working on informational pieces for REALTORS explaining the vulnerabilities of doing business on any wifi network that is now owned and operated by a trusted source, how to encrypt email, and how to properly explain the closing process to clients so that they don't get caught in phishing traps that attempt to steal closing funds from escrow moments before arriving at the lawyers offer.

We are also pushing for more awareness on REALTOR safety. Check out the tools we've compiled to help!

- [REALTOR Safety](#)

Facebook / Social Media

With the advent of Facebook's new Housing Section in their Marketplace, and Coming soon listings popping up all over, it's important that all members understand the limitations they have when marketing on social media.



- [Here's some helpful articles on the do's and don'ts of online marketing](#)
- [Facebook's New Marketplace](#)

New NAR Member Benefit: Delivered Through zipLogix™ Technology

This year NAR is providing a valuable member benefit to REALTORS® nationwide and has chosen zipLogix™ as the provider to deliver this comprehensive transaction platform.



The new benefit includes zipTMS™ robust **transaction management system**, unlimited zipVault® document storage, an exclusive NAR library of *REALTOR® Forms & Templates*, and access to the industry-standard zipForm® Plus forms engine where you can add and manage our own custom documents. State and local forms libraries may also be available if those forms are licensed to zipLogix™ by your state or local association (some fees, which are set by state and local associations/boards, may apply).

zipTMS™ -Transaction Management Software

- Seamless integration with zipForm® Plus
- Checklists, activities, calendar
- Complete audit trail
- Create transaction archives including checklists, notes and history
- Additional features listed at zipLogix.com/ziptms (link is external)

zipVault®

- Unlimited, secure document storage
- Add files to transactions (PDF, DOC, JPG, and more)
- Fax into and out of transaction

NAR's REALTOR® Forms Library

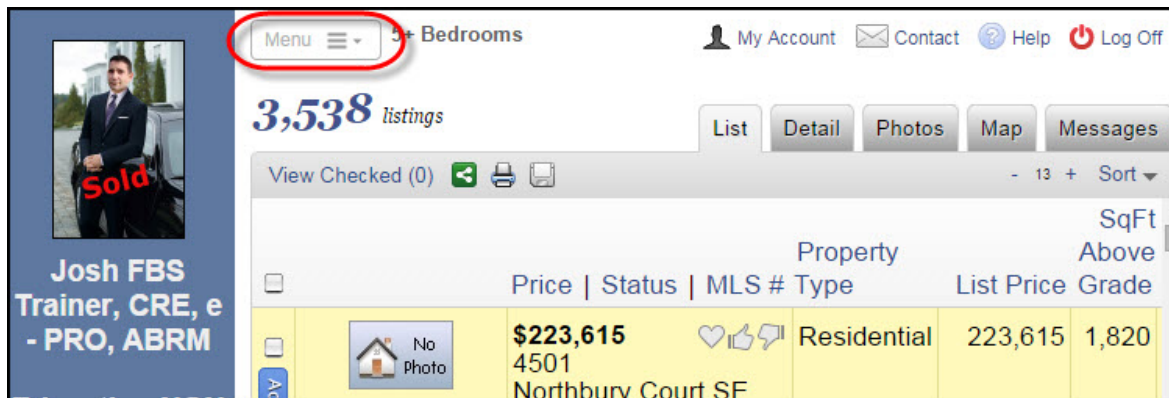
- Includes resources developed by NAR to enhance marketing and communications with clients including: business letter templates, customizable handout sof consumers, plus ethics, arbitration and mediation forms

zipForm® Plus Forms Engine

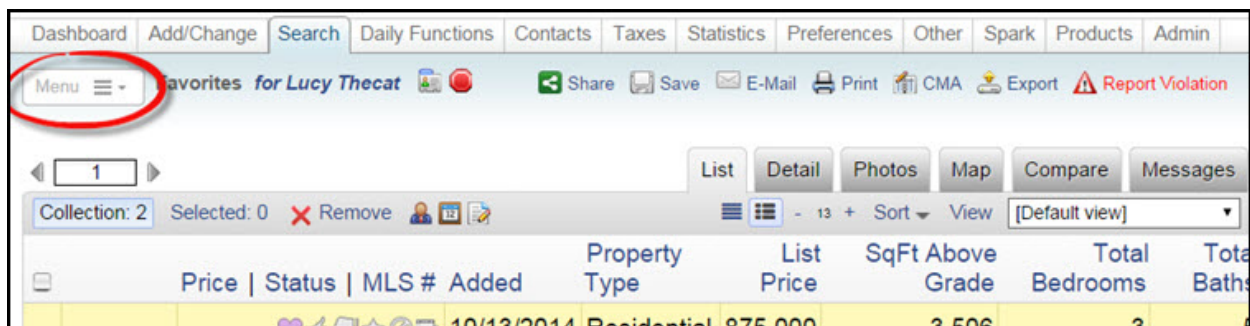
- Templates, clauses, address book
- Collaboration through zipLogix™ Community
- Notifications, strikeout, photos
- Add files to transactions
- Fax into and out of transaction
- Additional features listed at zipLogix.com/zipformplus (link is external)

Portal “Menu” for Clients New Feature Announcement!!

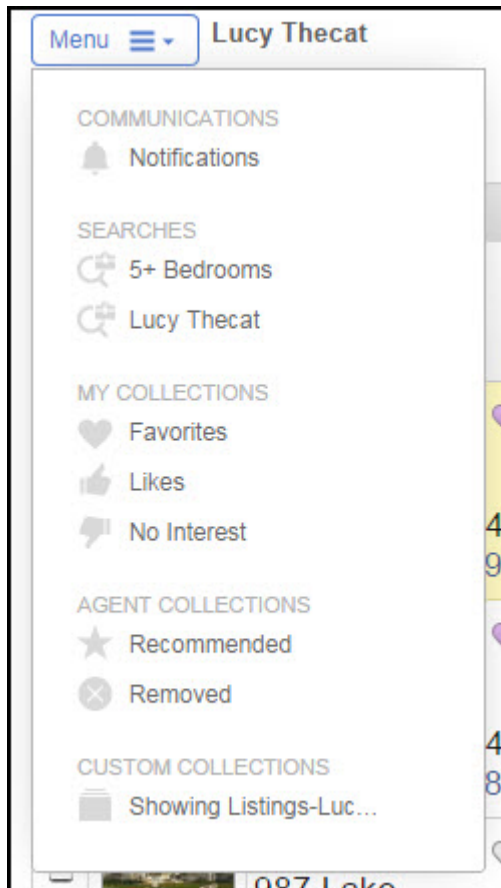
On Thursday, October 30, FBS will release a new Menu button for customer portals. When your clients view listings in the portal, clicking on the **Menu** button will open a menu that makes it easy for them to access listings they have received via auto email, saved searches, and listing collections. They will no longer have to return to the dashboard to view those options.



You will also have access to their portal menu button when you work on behalf of a contact in Flexmls (for more information on working on behalf of a contact click [here](#)). This will allow you to view your contact’s emailed listings, searches, and listing collections without leaving a search results screen.



Whether it is used in the portal or while you are working on behalf of a contact, clicking on the **Menu** button will open a menu that contains four default categories: Communications, Searches, My Collections, and Agent Collections. There will also be a Custom Collections category if you have saved a Listing Collection to that specific contact.



Communications

Click on **Notifications** to see listings that have been sent to your contact via auto email. Listings won't appear if you have marked them as Removed or if you or the contact has marked them as No Interest.

Note: The Notifications link may not be available to your MLS when the Menu button is released on October 30. If you do not see it, it will be released to your MLS at a future point in time.

Searches

Click on a search to view the listings. Any searches saved to the contact will appear under the Searches heading.

My Collections

Your contacts will see this heading as 'My Collections' in the portal, and you will see it as 'Client Collections' when working on behalf of a contact. Click on **Favorites**, **Likes**, or **No Interest** to view listings that you or your contact has placed in those categories.

Agent Collections

Click on **Recommended** to view listings that you have recommended for that contact. Click on **Removed** to view listings that you have removed from that contact's search. For more information about working on behalf of a contact

and recommending or removing listings click [here](#).