# Paragon Listing Maintenance

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# Listings

The main function of Paragon MLS is to store listing information. Like all MLS programs, you can enter and store listing information. Once that information has been stored, you can search through the listings to find those that match your specific criteria.

## *Add*

- ⌨ Click on LISTINGS (on blue menu bar)
- ⌨ Click on ADD from the drop-down menu
- ⌨ Select a property class (residential, condo, etc.).

Once you have selected a property class, an input screen will appear with several sections (see example below).



The open and close button on the right of the screen is used to expand or minimize the screens for Input and Maintenance and allow for the data fields to be displayed.

The different section are listed here:

- *General Info*: Information such as type, area, asking price, status, etc.
- *Property Info*: Number of bedrooms, bathrooms, garage capacity, etc.
- *Unit Info*: Rental unit information; for Income properties only
- *House Info:* Number of bedrooms, bathrooms, sq ft, etc; for Farm listings only
- *Farm/Land Info:* Outbuildings, acreage, etc; for Farm listings only
- *Remarks*: Includes MLS remarks plus additional wisconsinhomes.com remarks and Broker-to-Broker information.
- *Features*: Can be entered by selecting from list or by typing feature ids, separated by commas (e.g. a1,b1,c4,d2,d4, etc)
- *Sold Info*: Includes information on how a listing was sold (for Sold Comps only).

Many fields in these sections are lookups; this means you select an entry from a drop down list. Other fields will require that you type in the information.

Some fields are REQUIRED for Input and Maintenance. An "R" indicates that a field is required; a "P" to designate which fields are required to save a partial entry. When a user clicks on REQUIRED ONLY at the top of the screen, only the required fields will display. The Required only button then changes to DISPLAY ALL, to allow you to get back all the fields for listing entry.

The TAX AUTOFILL button allows you to import data for certain fields.  To use this feature:

- ⌨ Click on TAX AUTOFILL
- ⌨ Select the correct county (default is set at Columbia)
- ⌨ Enter Parcel number or address to find tax record
- ⌨ Click on COUNT, then click on SEARCH if matches were found
- ⌨ Select the appropriate match and click on the AUTOFILL button at the top to load to fields on the listing input screen

After the first input section is completed, open other sections of the Input form to complete the listing (*HINT*: tabbing from the last field in one section will automatically open the next section). The second section includes additional information. After you have completed at least the required information in all sections you will want to save the listing.

- ⌨ Enter all required data
- ⌨ Click on SAVE at the top of the screen.

If a required field is missing, Paragon will alert the user. The number for the missing field is indicated. In order to save a listing that has not been completed, you must complete fields marked with an "R". The partial save will alert you to fields that are missing in the same way.

### Partial Save

PARTIAL SAVE will allow you to save a partially completed listing.  To do this:

- ⌨ Click on PARTIAL SAVE
- ⌨ A web dialog box will open, select a Save Action (Continue Entering Data – if you wish to save data, but continue entering more data or Close Listing Input – if you wish to exit the listing input screen)
- ⌨ Click on SAVE (or CANCEL to go back to input screen without saving data)

To go back later and finish entry of the partially saved listing – see the *LOAD PARTIAL* section.

### Reset

The RESET button allows you to clear all fields and start over.  If you imported tax data, it may not clear all those imported fields automatically.  In that case you should go back to the Listings drop-down menu on the blue menu bar and start over.

## Maintain Listing

- 🖳 Click on LISTINGS (on blue menu bar)
- 🖳 Click on MAINTAIN LISTING from the drop-down menu
- 🖳 Choose the listing you want to modify

Many options are available at the Maintain Listing main screen. A list of available listings is provided on the screen. You can narrow down the search of listings by using the **Listing Owner, Status, Address or MLS #** fields. You may change an existing listing by following the steps listed below:

➢ First, select the listing to be changed by clicking on the radio button in the list of properties displayed (or enter the MLS number directly into the box provided and click on Filter).

➢ Next, select which information is to be changed by clicking on the appropriate action in the *Select an Action* box:

- ▪ Maintain Listing: Allows revision of any/all fields of a listing. Once the user has entered the new/revised information for the listing and clicked on SAVE, the listing information is updated.
- ▪ Copy/Clone Listing: ability to replicate a listing
- ▪ Price Change: dialog window for changing price
- ▪ Expiration Date: dialog window for changing expiration date
- ▪ Remarks: dialog window for changing remarks
- ▪ Virtual Tour: a page for attaching a virtual tour to a listing
- ▪ Change GeoCode: change a listings GeoCode area
- ▪ Associated Documents: a page for attaching documents
- ▪ Picture Admin: page for attaching & deleting photos
- ▪ Sold/Closed: Change status of listing to Sold/Closed

### Maintain Listing (including Open House Info)

You can change any field on the listing by selecting Maintain Listing.

NOTE:  To load Open House information, open the V TOUR/OPEN HOUSE section of the listing input screen and add the appropriate date and times.  This information will download to the public website where it will display as a banner across the listing.

### Copy/Clone

Paragon MLS allows you to copy listing information from one MLS number to create another. *Note: you can only copy your own listings (Brokers and administrative personnel can copy any office or firm listing.* To copy current listing information to a new listing:

Select the MLS number to copy from the list on the screen. Select "Copy/Clone" from the Select Action box. Change the necessary information (dates, price, etc) and click "Save" to save the listing information.

NOTE:  You cannot copy one class to create a listing in another class.

### Price Change

To change a listing price, select the MLS number you want to change from the list displayed on the Listing Maintenance screen. Select Price Change from the Actions List. The Price field will display on the screen. Enter the updated price into the Price field and click "SAVE AND CLOSE".  NOTE:  Be sure NOT to use commas, decimal points or dollar signs.

### Expiration Date

To change a listing expiration date, select Expiration Date from the Actions List. Select the MLS number from the list displayed.  Enter the expiration date into the field and click on "Save and Close."

### Remarks

Select the MLS number that you want to change by clicking the radio button next to the MLS number. Next, select "Remarks" from the Actions list. The Remarks text field appears on the Listing Maintenance. You can add or change the Remarks field. However, the Remarks field will only hold 255 characters. When you have finished, click "Save and Close" to save your updated remarks.

### Virtual Tour

If you want to add a link to a virtual tour, select the listing to change from the list of MLS numbers. Then select virtual tour from the actions list. The virtual tour field displays in a new box. Enter the URL of the virtual tour into this field. *Note: The URL must include "http://" at the beginning.* Click "Save and Close" to save the changes.

### Change Map GeoCode

If a listing address is not displaying the correct map, you can the map GeoCode so that it displays correctly. To change the GeoCode, select the MLS number from the list on the Listing Maintenance screen. Select "Change GeoCode" from the Actions list. Paragon displays the change GeoCode screen.

You can map the listing by three different methods. You can map by the address, the saved GeoCode information, and by latitude and longitude.

If the saved GeoCode information is incorrect, enter the correct latitude and longitude into the appropriate fields. Click "Map It" to display the correct map information. Once the correct map is displayed, click "SaveClose" to save the GeoCode values for that listing.

Or, you can move the icon on the displayed map by double-clicking on a new location. You may have to do this several times to move the icon to the appropriate location. Once you have the icon in the correct location DO NOT click on "Map It," but click on "SaveClose" to save your corrections.

# Associated Documents

Paragon MLS allows you to attach documents to the listing information. Documents that you may attach include seller's disclosures, lead-based paint disclosure, flood information, etc. Any agent viewing the listing is able to download or print these documents.

To associate documents with listings, select the appropriate MLS number from the Listing Maintenance screen. Choose "Associate Documents" from the Actions list. A field appears. Click on the "Browse" button next to this field to find the file on your computer. *Note: The file must be saved on your computer so that Paragon can find it. If it is not in electronic format, you will not be able to attach the document.*

All documents associated with that MLS number are listed in a box under the "Browse" button. Click "Save" to add the document to the other documents listed. If you want to remove a document, highlight it in the list and click "Remove".

# Picture Administration

To add or change listing photos, select the MLS number to change, and select "Picture Administration' from the Select an Action box. Paragon will display a window with 2 options at the top.

To add a photo, make sure the radial button for UPLOAD PHOTOS is selected. Click the BROWSE button next to the PRIMARY photo spot, and search your computer for the photo you would like show as the first photo in the sequence. Double click on the photo when you find it, and it will automatically upload the photo into this space. Continue uploading photos from A to H, in the order you would like them to appear. **Remember that Wisconsinhomes.com will only take the first 4 images, and many other sites only take the primary.

To delete a photo, click on the red "x" next to the image, and it will disappear. To insert another image in it's place, click the Browse button next to the box, and continue as instructed above.

To change the order your photos, make sure the radial button next to REORDER PHOTOS is selected. You can then click and drag images to reorder them. If you would like to insert the image between two existing photos, click and drag the photo, holding it over the line that separates the images. The existing images will then shuffle down, inserting the new image between the two existing. Before you close the window, make sure you click on APPLY in the upper right-hand corner.

To print thumbnail images of the pictures, click the PRINT option in the upper right-hand corner of the REORDER PHOTOS tab.

**Remember that images loaded onto the MLS must be in .jpg format, and less than 32KB in size.

## Sold/Closed

To change a listing to Sold/Closed, select the MLS number to change, and select "Sold/Closed" from the Actions menu. Paragon MLS will change the status field and display the Sold/Closed fields for you to complete.


## *Load Partial*

Paragon MLS allows you to save partially completed listings. You can then add more information to the listing and Paragon assigns an actual MLS number when you save the completed listing. To make changes to a partially saved listing:

- 🖥 Click on LISTINGS (on blue menu bar)
- 🖥 Click on LOAD PARTIAL from the drop-down menu
- 🖥 Select the Partial MLS number from the list on the screen, or enter the partial number in the MLS# box and click SEARCH.
- 🖥 Select MAINTAIN PARTIAL from the "Select an Action" list.
- 🖥 Enter in all additional listing information and click "Save" to save the listing information and get the new MLS number assigned.

# *Converting Temporary Listings*

Agents have the ability to enter new listings into Paragon as temporary listings using the CMA program.  If an agent gives the temporary listing number to the person responsible for adding and changing listing, after checking the listing for accuracy, that listing can be converted to a real MLS listing.

## Adding a Temporary Listing

- 💻 Select CMA from the blue menu bar in Paragon
- 💻 Select Subject Property/Temp Listing
- 💻 Select Add
- 💻 Choose Property Type
- 💻 Fill out fields as instructed.  In order to convert a temporary listing to a real MLS listing, all the fields in white on the MLS profile sheet are required.    The listing date and the expiration date will be filled in at the time of conversion.
- 💻 When you are done entering all the General Info, Property Info, Remarks, Features and Virtual Tour/Open House info (if applicable), click on SAVE at the top of the screen.  Write down the Temp Listing Number assigned.  Submit this number to the person responsible for adding and changing listing or the MLS office.

## Converting a Temporary Listing to an Actual MLS Listing

- 💻 Select CMA from the blue menu bar in Paragon
- 💻 Select Subject Property/Temp Listings
- 💻 Select Modify
- 💻 Select Convert
- 💻 Enter the temporary number assigned by Paragon or click on Browse to select it from the list.
- 💻 Click the Convert button
- 💻 Review the information as input by the agent.  Click on the Convert link at the top of the screen.  If there are errors you will be prompted to correct them.
- 💻 Click the Convert button again and you will be prompted to enter status, listing date & expiration date.
- 💻 Click Convert one more time and the listing will be saved with a 7-digit MLS number

# Firm Inventory

To perform a search for all your listings, another agent's listings (depending on security code), or listings for the firm or office:

- 🖥 Click on SEARCH (on blue menu bar)
- 🖥 Click on FIRM INVENTORY from the drop-down menu

The firm inventory screen will display the search options. You may search the inventory by class, status, price, date range, or price. *(NOTE: Type is not used by our MLS).*

Brokers may search for listings for the firm, the office, their own listings, or another agent's listings in addition to the above search criteria. *NOTE: Brokers may only search for other agents that are assigned to the firm.*

To search by class, select the class from the list: residential, condo, etc.

Status defaults to ACT, AC and AB. To search the inventory by any other status, open the status and select the appropriate status(es). If you want to search for all statuses, leave the status field blank (you can deselect the active statuses) or mark all statuses.

If you want to limit your search to a specific date range, select the date range box. Then enter the beginning and ending dates in the appropriate text boxes or click on the calendar to select the dates. If you are searching for listings with a sold status, select either accepted offer date or closing date.

When you have finished entering all information, click COUNT to display the number of matches and SEARCH to display the listings.

# Reports

The Paragon MLS system allows agents to generate roster reports. The purpose of each type of report is as follows:

- Member Roster: Generates a report of all member offices in the MLS system.
- Agent Roster: Generates a report of all agents in the MLS system.
- eSchool Profile Report: Generates a report of high schools in your market.

## *Member Roster*

To generate a report:

- 💻 Click on REPORTS (on blue menu bar)
- 💻 Click on MEMBER ROSTER from the drop-down menu



- 💻 Click the OPEN button next to the fields you wish to use in narrowing down your search (Board ID, agent status, agent type, etc.)
- 💻 Be sure that your choices show up under Criteria Summary, then click on VIEW RESULTS to display all selected member offices (sorted in alpha order). This report may be printed or e-mailed. If you have more than one screen of matches and you want to include all pages, be sure to click on GET ALL before printing or e-mailing.

*NOTE:* While viewing the report on screen you can access detailed information on the office, or an agent within the office by clicking on the blue underlined name.

To print the Member Roster:

- 💻 Click the PRINT button in the upper-right corner of the screen.

To e-mail the Member Roster:

- 💻 Click on FILE (on the Internet Explorer menu bar)
- 💻 Highlight the SEND
- 💻 Click on PAGE BY E-MAIL to open your e-mail program and send the report

## Agent Roster

To view agents in Paragon MLS, click Agent Roster in the Reports submenu.  Follow the steps for *searching* and *printing* as listed under Member Roster. The Agent Roster displays the agent name, office name, phone numbers and e-mail addresses for that agent. *NOTE:* You can send e-mail to the agent by clicking on their e-mail address.

NOTE:  Paragon does not currently support mass emailings to agents.

## eSchool Profile Report

To view school reports via Paragon MLS, click on eSchool Profile on the Reports submenu.

When you click on eSchool Profile for the first time, it requires you to set up an account. Once you are set up, subsequent accesses to the eSchool profile will bypass the Account Sign-up screen.

# Tips & Tricks

- ✓ Include the X when entering room sizes.

- ✓ Do not include dollar signs or commas for money fields.

- ✓ **Value Range**
  - o + indicates List Price is at top of Value Range
  - o - indicates List Price is at bottom of Value Range
  - o = indicates List Price is mid-range

- ✓ **C/T/V**
  - o C = City
  - o T = Town
  - o V = Village

- ✓ **Bathrooms**: are entered by type and level and must be entered as a one-digit number, but display as a 4-digit number.  For example, this house has one full bath on the upper level, one full bath on the main level and also a half bath on the main level, as shown on the grid below:

  | o | | Full | ¾ | ½ | ¼ | |
  |---|---|---|---|---|---|---|
  | o | Upper | 1 | 0 | 0 | 0 | |
  | o | Main | 1 | 0 | 1 | 0 | |
  | o | Lower | 0 | 0 | 0 | 0 | |
  | ▪ | | 2 | 0 | 1 | 0 | = 2010 (or two full & one ½ bath) |

  To enter this in Paragon you enter all the individual numbers, including zeros:

  1
  0
  0
  0
  1
  0
  1
  0
  0
  0
  0
  0

- ✓ **Room Levels**
    - o L = Lower
    - o M = Main
    - o N = None (or Not Applicable)
    - o U = Upper

- ✓ **Remarks**:  When drafting the MLS remarks for your subject property/temporary listing, you may find it easier to compose in Microsoft Word and then copy/paste your remarks into Paragon.  Composing in Word allows you to spell check and check the word count.  Paragon accepts 512 characters for the MLS Remarks. To check the word count in Microsoft Word, click on Tools and Word Count.  Use the number that shows for Characters (with spaces