

South Central Wisconsin MLS Corporation
4801 Forest Run Road
Madison, Wisconsin 53704

Office Telephone: (608)240-2800
Fax Number: (608)240-2801



Paragon

Adding Listings

MLS property listings on the World Wide Web: www.wisconsinhomes.com
www.realtor.com

Additional MLS information and forms are on the MLS website: www.scwmls.com

UPDATES

For a current online version of this document, go to www.scwmls.com under *Paragon Info* – click on *Submitting New Listings*

2/08

ENTERING NEW LISTINGS

Input Deadline – MLS listings must be entered in the MLS system within five (5) business days of the listing date, effective date or signature date on the listing contract. Any day that the MLS office is open is considered a business day. **There is a \$100 per day fine for late input of listings.**

MLS Input – If your Office inputs its own listings, do not send paperwork to the SCWMLS office. If want the MLS to input your listing, send a **completed profile sheet** and a **copy of the listing contract** to the SCWMLS office. The cost of inputting a listing is \$10.00 if loaded by the SCWMLS and \$0 if loaded by your office.

No Punctuation -- Do not include dollar signs, periods or commas for dollar fields; punctuation is generally not allowed on Paragon listings – with the exception of *Directions* and the *Remarks* which are free-form fields.

Personal Data on Listings -- Photos, virtual tours, general MLS remarks and directions fields may not include personal data. No agent or office information such as names, phone numbers, and web addresses, etc. are allowed in these sections of an MLS listing.

R equals Required -- On the Paragon input screen you will see a blue R next to the fields that require an entry -- These are the fields that are white on the Profile Sheet. This means you must have something in the field. Don't use 0 or NA if the field was left blank -- the correct information should be determined before adding the listing. NOTE: You may be assessed \$5/day for missing or incorrect information on a listing.

Accuracy of Data -- You are responsible for the accuracy of the data you report. No member will intentionally insert false or misleading data. One party listings and building contracts added to the MLS system as comparables must contain the same information as is required on active listings. You may be assessed \$5/day for incorrect data that is not corrected.

No Show – Active listings that cannot be shown, per the seller's request, can remain active in the MLS, but must include the *date showings will be allowed* within the first line of the MLS Remarks. If you do not have a specific when showings will be allowed, the listing should be put in **withdrawn** status.

Re-entering Listings -- A new listing contract or an extension of an old contract must be secured before a listing can be entered as new. You may not withdraw a property only to reenter that same property for the purpose of getting a new MLS number and exposure as a new listing.

Net Taxes – When entering Net Taxes, the figure that should be used would be after other taxes, specials and the lottery credit (if applicable) are applied

Commissions -- Under no circumstances may a listing be placed on the SCWMLS unless there is a commission being offered to other Participants – NO EXCEPTIONS. Commission should be reported as the commission to the selling company, NOT the total commission paid by the Seller.

Location Codes can be found on the MLS Area/Subarea Chart, or on the Madison Area/Subarea Map for Madison properties.

Street Names – When entering a street name, spell out the name of the street (no abbreviations), but abbreviate the street tag. **If there is a street tag** for a particular address, **you must list it** and you must use the correct form of that street tag. For a list of the required street tag abbreviations, [go to page 13](#).

Parcel Number Format – When adding listings in many of the counties there is a correct format for the parcel number. Paragon will require you to input the parcel number in the correct format. If you do not have enough digits (or have too many), you can look this information up in the Tax program on Paragon.

<u>County</u>	<u>Parcel Format</u>	<u>Notes</u>
Adams	000-00000-0000	3-5-4
Columbia	00000-varies	No mask
Dane	0000-000-0000-0	4-3-4-1
Dodge	000-0000-0000-000	3-4-4-3
Grant	000-00000-0000	3-5-4
Green	open	No mask
Iowa	000-open	No mask
Jefferson	000-0000-0000-000	3-4-4-3
Juneau	open	
Lafayette	000-0000-0000	3-4-4
Marquette	000-00000-0000	3-5-4
Monroe	000-00000-0000	3-5-4
Richland	000-0000-0000	3-4-4
Rock	open	No mask
Sauk	000-0000-00000	3-4-5
Vernon	000-00000-0000	3-5-4
Waushara	000-00000-0000	3-5-4

TAX AUTOFILL in Paragon

When adding a new listing you have the ability to import data contained within the Paragon Public Records. To use this feature (from the listing input screen):

- ✓ Click on the red TAX AUTOFILL (Do this before you start adding listing data)
- ✓ Select the correct county (default is set at Dane)
- ✓ Enter Parcel number, OR other search parameters to find the tax record for the property you are adding
- ✓ Click on COUNT, then click on SEARCH if matches were found
- ✓ Select the appropriate match and click on the red AUTOFILL button to load to fields on the listing input screen

The following information is available for importing:

Parcel Number
Street Number and Name
Municipality
Assessments (land, improvements & total) and Year
Net Taxes and Year
Owner Name
Legal Description
Zoning (for City of Madison and rural Dane County)
Zip Code (for City of Madison)
Elementary, Middle & High Schools (for City of Madison)

Yes/No Questions – For an explanation of the eight Yes/No questions under the Listing Broker Information section of the profile sheets, go to http://www.scwmls.com/pdf/yes_no.pdf

Square Footage -- It is important that REALTORS be consistent in measuring the finished square footage of homes. Therefore, the SCWMLS has developed guidelines to aid you in completing the square footage fields on a listing. Square footage is a required entry and must be completed on all Residential, Condominium, and Farm/Farmette listings. For a copy of the Square Footage Guidelines, go to http://www.scwmls.com/mls_resource/finsqft.html

Bathrooms – Please use the following guidelines when identifying bathrooms in the MLS:

- A quarter bath includes a stool
- A half bath includes a stool and a sink
- A three-quarter bath includes a stool, a sink and a shower
- A full bath includes a stool, a sink and a bathtub (a shower may also be included)

Schools – There is an edit check table set up for school names. When entering schools, use the actual school name, not the school district. If there is a situation of uncertainty by the school district (NOT the REALTOR) as to which school the children of a family buying a particular property will go to, you may enter CALL DIST. Entering CALL DIST may cause your listing to be missed in a search if there is truly no uncertainty regarding boundaries in the school district. For a list of schools by county and school district in PDF format, go to http://www.scwmls.com/mls_articles/03_08/schoolsforweb.pdf

Remarks – When drafting the MLS remarks for your subject property OR 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)*.

- The general MLS Remarks section is reserved for information describing the property. Agent and office information, such as **names, phone numbers, web addresses or special showing instructions cannot be included in this section**.
- The Additional wisconsinhomes Remarks section can be used for information not allowed in the general remarks section. This, along with the general remarks, is the verbiage that will display on the Internet listing for the property on wisconsinhomes.com.
- Broker to broker info will only display on Agent Reports. This is the section to use for listing agent and office information such as names, phones numbers, web addresses, bonuses, co-list information, special showing information, etc.

Features – An entry is required under each feature category. If a feature category does not apply to the property you are listing, choose **N/A**. Do not select **OTHER** unless you are going to specify in the Remarks what that Other characteristic is. NOTE: You may select as many choices under each feature letter as apply to the property.

Open House Banner on Listings -- 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.

SPECIAL TYPES OF LISTINGS

New Construction Listings –

- The *estimated completion date* and percentage of completion at time of listing must be included in the remarks section of all new construction listings.
- New construction properties can be entered only once, and if construction has not been started, this must be disclosed in the beginning of the general MLS remarks.
- If the house number is not yet on the property, be sure to include specifics such as *2nd from the corner* in the directions.
- Sketches, floor plans and plat maps can be submitted as photos for new construction. If you submit a photo of a completed similar model, please affix the words *similar model* to the photograph.
- If you add upgrades or finish more square footage than the original listing in the MLS states, please adjust the list price and data in the MLS to reflect these changes. We often see the sale price several thousand dollars more than the list price due to buyer requested additions/upgrades. This of course makes it difficult to use these solds for appraisals and CMAs, and you can be assessed \$5/day for incorrect data if it is not corrected.

Condos –

- Only condos that are either stand-alone or half-duplexes are allowed to be marketed secondarily under the Residential category.
- Single-family residential properties may not be entered under the condominium category unless there are condo docs or a monthly maintenance fee associated with the property.
- Studio condos can be identified as having 0 or 1 bedrooms, at the option of the listing agent. However, they must be identified by the Style feature "Studio."

Auction Listings – Properties being sold at Auction must include the date of auction, preview dates, and an explanation of what is being represented as the list price within the first line of MLS Remarks. Also, it is recommended that if there is a flyer with additional information about the auction, that this flyer be included as an associated document.

In addition, an Auction Information Form is required as an associated document go to http://www.scwmls.com/pdf/auction_form.pdf

Building Contracts – are only allowed on the MLS if they include land with the sale.

Manufactured Homes with No Land -- Members of the SCWMLS are allowed to place manufactured homes without land on the MLS. However, when listing a manufactured home without land, the MLS requires the following statement included in the Broker-to-Broker remarks of the listing:

Personal property sale-No approved forms-See www.scwmls.com/mh.pdf

NOTE: These listings are NOT allowed on public websites, so the Internet/IDX field is automatically marked NO. Go to <http://www.scwmls.com/mh.pdf> for details and restrictions pertaining to listing manufactured homes without land (personal property).

Limited Service Listings -- If a Participant lists a property for which limited services are offered, Participant must disclose the services the will **not** provide. A form outlining exactly what services will **not** be provided by the Participant is required to be attached to all Limited Service Listings at the time the listing is entered into the MLS database. For a sample form, go to http://www.scwmls.com/mls_resource/limited_service_disclosure.pdf

Value Range Pricing -- Traditionally, when a property is listed for sale, it is placed on the market at a fixed price. Under value range pricing, the property is marketed in a range of values, rather than one specific price. It is important to understand that value range pricing is simply a marketing tool which brokers and sellers can elect to utilize (or not). Within the SCWMLS, if the list price is followed by a " + ", the price listed is at the low end of the range. If the list price is followed by a " - ", the price listed is at the high end of the range. If the list price is followed by a " = ", the price listed is in the middle of the range.

Co-Listing with Non-Members – Properties that are listed with both a Participant and a non-participant of the South Central Wisconsin MLS may be submitted for publication to the SCWMLS provided said non-participant in a REALTOR and is a member of another REALTOR MLS or CIREX, and provided said non-participant agrees in writing to abide by the Rules and Regulations of the South Central Wisconsin MLS. A completed and signed MLS Co-Listing Agreement (go to <http://www.scwmls.com/pdf/colist.pdf> for the document in PDF Format) must be submitted to the SCWMLS office before listing is input.

Vacant Land Listings –

- If you have several lots for sale, you may wish to add a listing for each lot, OR add one to represent some or all of the lots. If you choose to enter one listing to represent more than one lot, **do not list the total acreage of the combined lots** in conjunction with the price of one lot. Pick one lot; list the size of that lot in conjunction with the price of that one lot. Mention the other available lots in the remarks. It is very difficult to search using acreage and price when the acreage entered doesn't match the price listed.
- If you choose to market more than one lot under one single MLS number, ***how do you report a sale when one of those lots sells?*** Enter the lot that sold as a new listing – a Comp Sale. Instead of entering it as an Active listing, **enter is as a Sold Comp**; use the actual list date (the 5-day input rule does not apply to listings entered as Sold) and expiration date. Remember to adjust the remaining Active MLS listing to reflect the lots that are left to be sold. You can use the Copy/Clone feature in Paragon to save a lot of time – details are listed under the Additional Paragon Features section.

Reporting FSBOs & Other Non-MLS Listed Comps – When entering non-MLS listed properties the following guidelines are to be used:

- FSBO sales, One-Party listings & other non-MLS listed properties cannot be entered until after closing
- Add the listing as a **Sold** instead of Active listing
- For *listing date*, use the date before your Accepted-Offer Date, unless you have an actual contractual date -- the 5-day rule does not apply for listings entered as Sold
- For *expiration date*, use the closing date (or actual contractual date)
- If a FSBO is entered as a sold, the list side should be recorded as *Selling Agent* and the sale side as the *actual Selling agent*. **After the listing is entered, call the MLS office and request the list side be changed to *Sold by REALTOR.***
- If an exclusive agency listing is sold by the seller, the list side should be recorded as the *actual listing agent* and the sale side as *Sold by Seller*.
- If a one-party listing is entered as a sold, the list side should be recorded as the *actual listing agent*, and the sale side should be recorded as the *actual selling agent*.
- If a property sells to a seller listed exclusion, the list side should be recorded as *Listing Agent* and the sale side should be recorded as *Sold by Seller*. **After the listing is entered, call the MLS office and request the list side be changed to *Sold by Seller***
- *For co-broke sales where an agent acts on their own behalf in purchasing an MLS listed property, the sale-side of the transaction shall be recorded under the listing office. If another agent in his/her firm represents the agent/buyer, the sale-side of the transaction shall be recorded under the firm representing the buyer.*

Non-Member Sales – For co-broke sales with a non-MLS member, use Non-Member for selling agent and selling office. Please use this option **only if the office/agent is not listed in the SCWMLS**. Members of Rock/Green MLS and the Dodge County MLS are listed in our database, and therefore their actual office and agent codes should be used when they are the selling side on your listing.

Rentals -- Residential properties for rent can be included within the Paragon program. If you have access to add listings, you can add rentals by clicking on **Listings – Add – Rental**. To search for rentals click on **Search – Property – Rental**. For a copy of the Rental Profile Sheet, go to www.scwmls.com under the Forms section (Listing Profile Sheets).

Listing Restrictions –

- All MLS listed properties can be entered only once in each applicable category. An exception can be made for properties with legally divisible parcels of land.
- Single-family listings are not allowed in the multi-family category, and multi-family listings are not allowed in the single-family category, with the exception of multi-family dwellings that were originally single-family dwellings and can be converted back (these may be listed in single-family as well as multi-family).

STATUS CHANGES REQUIRED IN PARAGON

Accepted Offers –

We encourage you to use one of the following options to identify the correct status of the offer on a listing with an accepted offer that is *still available for showings*:

- AB (Offer with Bump) - still available for showings
- AC (Offer - Continue to show) - still available for showings

Listings with either the Offer w/Bump or Offer-Show status will be treated as Active listings. They will continue to come up in active searches. They will be included on websites as active. The AB and AC statuses are optional (not required) for listings with offers that are still available for showings.

Listings that **are not available for showings** due to an accepted offer MUST be moved to **Pending**.

Withdrawn – If a property is still under contract, but the sellers have requested that your company no longer market it, the listing must be moved to a withdrawn status in the MLS.

Expired – If your office releases a seller from their listing contract before the expiration date, the listing must be moved to an expired status in MLS.

Sold – Once the listing is sold and closed, be sure to change the status in Paragon. If the seller made concessions, such as paying closing costs or points on behalf of the buyer, be sure to indicate that amount in the *Points Paid/Seller Credits* field.

For a description of each of the MLS statuses, go to the end of this document.

MLS STATUSES AND WHEN TO USE THEM

Status	Listing Contract/Offer to Purchase	Can Show?
ACTIVE	Under contract	Listing is available for showings
WITHDRAWN	Under contract	No showings allowed (no accepted offer)
OFFER W/BUMP	Under contract with accepted offer	Listing is available for showings
OFFER-SHOW	Under contract with accepted offer	Listing is available for showings
PENDING	Under contract with accepted offer	No showings allowed
SOLD	Closed	No showings
EXPIRED	Released from contract (or contract expired)	No showings

ADDITIONAL PARAGON LISTING FEATURES

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. Go to <http://www.scwmls.com/pdf/AssociatedDocuments.pdf> for instructions on how to associate documents in Paragon. NOTE: PDF files work best

Photos – Up to nine photos can be stored for each property – only the first four photos of each listing will be included on www.wisconsinhomes.com. For detailed instructions on how to add or change listing photos, go to <http://www.scwmls.com/paragon/photo.html>

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

Showing Assist – To customize each listing individually for the ShowingAssist™ feature, you can go to Maintain Listings and select the ShowingAssist™ option from the Select an Action drop-down box. For details on the ShowingAssist™ feature, go to <http://corporate.showingtime.com/LandingPages/SCWMLS/tabid/228/Default.aspx>.

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 an existing listing and create a new listing – Go to **Maintain Listing** (on the Listing Menu) and select the appropriate listing by entering the MLS number or address; 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.

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

- Click on PARTIAL SAVE at any time during the listing input process
- 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 APPLY (or click on CANCEL to go back to input screen without saving data)
- To go back and finish the partially saved listing – go to the Listing drop-down menu and select LOAD PARTIAL.

Other Marketing Area for Rural Properties --The MLS understands that it is sometimes difficult to market rural property, as the physical location of that property is identified by a township name, not by the name of a more recognizable city or village. For instance, when searching on the [MLS websites](#), the public does not realize that the rural area south of McFarland is called the Township of Dunn. They just know that they would like to find houses in the country south of McFarland so they choose McFarland.

To help minimize this problem, the MLS allows you to include an *Other Market Area* within your rural listings on the MLS. When another REALTOR® searches *Paragon*, or the public searches [wisconsinhomes.com](#), properties that include the area selected within the search, as either the primary area or the "other marketing area", will come up as matches.

When deciding whether or not to include an *Other Market Area* on your listing, please keep in mind the other market area chosen *must* be an area that is contiguous to the actual area. It can be listed as any contiguous city or village that the agent deems as most appropriate. An agent may consider location, school district, or mailing address when making this decision.

The only exception that will allow an *Other Market Area* to be used outside a township is for cities and villages that cross county lines. In these cases, Paragon will automatically include the other county code for that municipality as other market area.

City/Village	Counties	Area Codes
Belleville	Dane/Green	D02/H04
Blanchardville	Iowa/Lafayette	J05/M08
Brooklyn	Dane/Green	D10/H07
Cambridge	Dane/Jefferson	D12/K02
Livingston	Grant/Iowa	G27/J19
Muscoda	Grant/Iowa	G34/J21
Randolph	Dodge/Columbia	F31/B28
Watertown	Jefferson/Dodge	K24/F38
Waupun	Dodge/Fond Du Lac	F39/T31
Wisconsin Dells	Sauk/Columbia	Q37/B33

Virtual Tours -- If you purchased a virtual tour for your listing, you can include that link on the Customer Full Report in Paragon and within your listing on www.wisconsinhomes.com . To include your tour, either enter the tour link as part of your listing in Paragon (V Tour/Open House tab in Add Listing) or email the web link of your property tour to tour@wisre.com .Check with your virtual tour vendor as many of them automatically send tours to us as a service to you.

MLS Rules prohibit the display of virtual tours that include agent information and/or office information. As with the Customer Full Report, office name is allowed. The reason for this restriction is that links to virtual tours on MLS listings in Paragon are included as part of the Customer Full Report. By design, the listing company is given credit on this report, but there is no agent information or office contact information. This report is the one members most often email from Paragon to their clients/customers. Before this restriction, some of the tour links on listings emailed from Paragon took the client/customer to a web page containing agent and office information along with a tour of the property. On some of these web pages the focus was on the agent/office and not the property.

Although the MLS does not recommend any virtual tour company over any other, below are a few links to vendors currently providing virtual tours.

<http://www.360house.com>

<http://www.circlepix.com>

<http://www.homestore.com>

<http://www.justsnooping.com>

<http://www.realtourvision.com>

<http://www.virtualwi.com>

<http://www.visualtour.com>

<http://www.InTouchHomeTours.com>

MLS STREET NAMES

To create accurate history and mapping links, please follow the guidelines listed below:

Do not include periods in any street name.

Street names should be spelled out in their entirety, with the exception of the following –which should be abbreviated as follows:

Highway	HWY	(For ALL types of highways – Cty, State, Fed)
Saint	ST	
Mount	MT	
Rural Rt	RT	

Numbered streets (i.e. First St) should be entered as numbers (1st, 2nd, etc.)

<p>If there is a street tag for a particular address (<i>avenue, road, drive, etc.</i>), be sure to list it on the MLS and <u>please</u> use the correct form of that street tag as outlined below:</p>

Correct MLS street tag abbreviations:

Avenue	AVE
Boulevard	BLVD
Circle	CIR
Court	CT
Drive	DR
Lane	LN
Parkway	PKY
Place	PL
Road	RD
Street	ST
Terrace	TERR
Trail	TR

INDEX

Accepted Offers	9
Associated Documents	10
Auction Listings.....	5
Bathrooms.....	3
Building Contracts.....	5
Co-listings with Non-Members.....	6
Condo Listings	5
Copy/Clone.....	10
Features.....	4
FSBOs/One-Party Listings	7
Limited Service Listings	6
Listing Restrictions	8
Manufactured Homes with NO Land	6
New Construction Listings.....	5
Non-Member Sales.....	8
Open House Info on Listings.....	4
Other Marketing Area.....	11
Parcel Numbers	2
Partial Save	10
Photos on Paragon.....	10
Remarks.....	4
Rentals.....	8
Rules/Regulations for MLS Listings.....	1 & 14
Schools	4
Sold Comps	7
Square Footage Rules	3
Statuses	9
Street Names.....	2 & 13
Showing Assist™	10
Tax Autofill	3
Vacant Land Listings	7
Value Range Pricing	6
Virtual Tours.....	12
Yes/No Questions.....	3

COMPLETE LISTING OF SCWMLS RULES & REGULATIONS

For a complete list of rules, see the MLS Handbook – go to
(http://www.scwmls.com/mls_resource/resources.html#handbook)

QUESTIONS

Contact us by phone or email to support@wisre.com