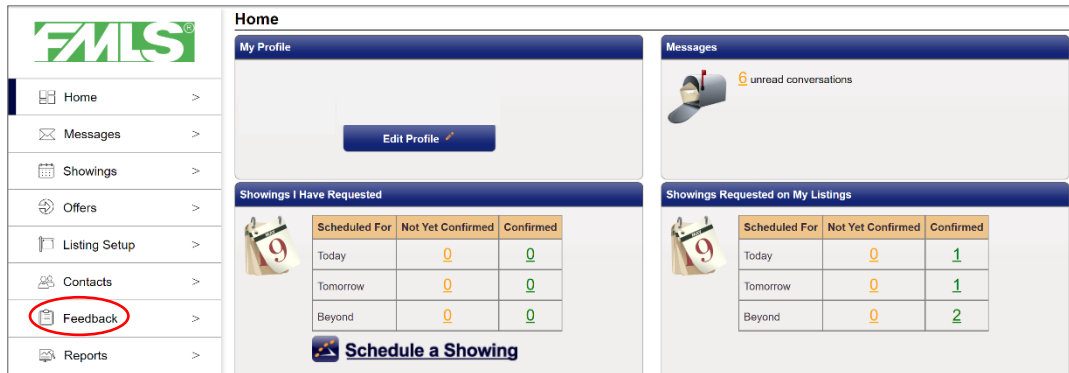


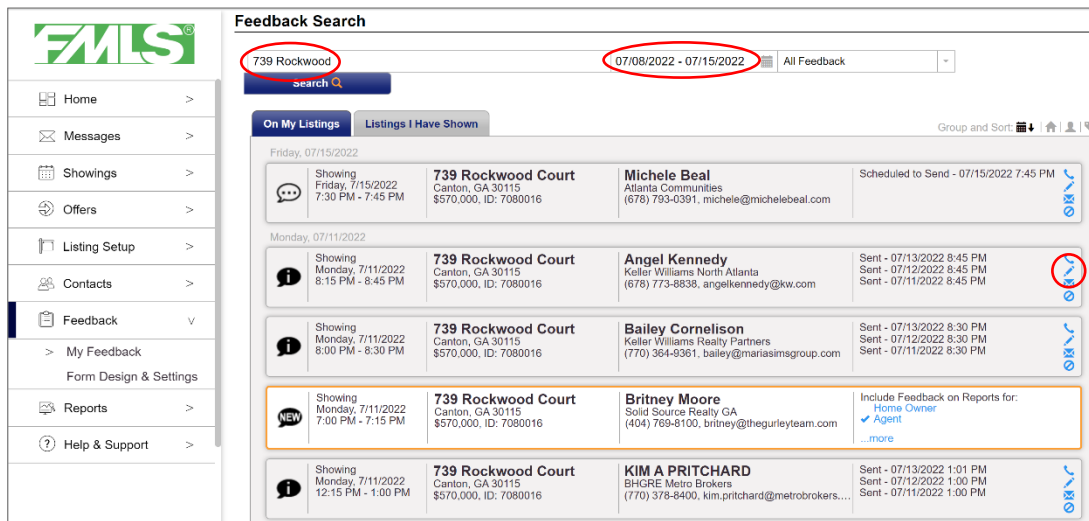
# Listing Process

## Maintain the Listing

- Be sure that your seller keeps the electricity, water, and gas services on for the duration of the listing, even if the property is vacant. These are a must for property inspections and appraisals, and it truly helps during showings.
- To view any showing feedback you've received, login to FMLS and go to ShowingTime. Click on Feedback.



- In the search bar, enter the subject property's address, select a time range for the feedback, then click Search. A list of showings will appear. Any new feedback received will be highlighted. If the agents have not provided any feedback, you may wish to call them to get their thoughts on the listing, especially if your seller is anxious. You can add each agent's verbal feedback to the report manually by clicking on the Enter Feedback icon that looks like a pencil.



- Periodically, you may wish to provide your seller with a listing activity report. Login to FMLS and go to ShowingTime. Click on Reports, then in the Listing Activity Report section, click Run Report.

**FMLS® Reports Home**

Sales Associate Reports

**Pricing Benchmark Report** [Buy Now](#)  
This premium report highlights how an agent's listing compares to the competition, with an adjustable filter for "similar properties" that lets the agent determine the comparable market. The report enables the agent to compare the listing's relative pricing, showing activity, DOM and more against competing listings, valuable for keeping sellers apprised of their market position during the life of a listing. [Learn More](#)

**MarketStats** [Run Report](#)  
A customizable tool which allows users to compare trends of up to four areas at the same time. Select an area, choose a metric, filter results and share! It's even possible to define custom geographies!

**Agent Activity Report** [Run Report](#)  
Agents can view a summary of their activity in one report, including total new listings taken, price changes, status changes, total showings and listings nearing expiration. In addition, managers can monitor each agent's activities by viewing their Agent Activity Reports.

**Listing Activity Report** [Run Report](#)  
Review all activity details for the life of each listing. You can easily review feedback from showings, document open houses, advertisements or other events and display basic information that can be printed and shared with sellers. You can even market the listing from this report by sending out a group email to showing representatives who have brought buyers to the listing, notifying them of an upcoming open house or recent price adjustment.

- Search for the property you wish to view, then click on it to open the report.

**FMLS® Search for a Listing**

Search:  [Search](#) Found 1 results in 38ms.  
Search by listing's address or ID [Advanced Search](#)

Search Archived Listings:

Source	Listing ID	Listing Agents	Owners	Address	City	Zip	Subdivision	Status	In-House Status	Listing Price
First MLS	First MLS: 7237948, Georgia MLS: 10176052			1860 Cedar Cliff Drive SE	Smyrna	30080	Cedar Cliffs	ACTIVE		\$725,000

Page 1 of 1 40

- The report will look similar to this example, giving you the showing statistics and feedback responses.

**Listing Activity Report for 700 Talc Mine Road, Jasper, GA 30143 (7074974)**

Snapshot for Jun 29, 2022 - Oct 30, 2022

Listing ID: 7074974  
Address: 700 Talc Mine Road, Jasper, GA 30143  
Price: \$355,000  
Status: ACTIVE

Total number of appointments: 39  
Appointments in the last 30 days: 8  
Appointments in the last 7 days: 2

Total number of agent previews: 1  
Total number of agent inquiries: 0

**Attachments**

- [Copy of 700 Talc Mine Road - Legal Description.pdf](#)
- [700 Talc Mine Road - Legal Description.pdf](#)
- [Copy of 700 Talc Mine Road - SPD.pdf](#)
- [700 Talc Mine Road - SPD.pdf](#)

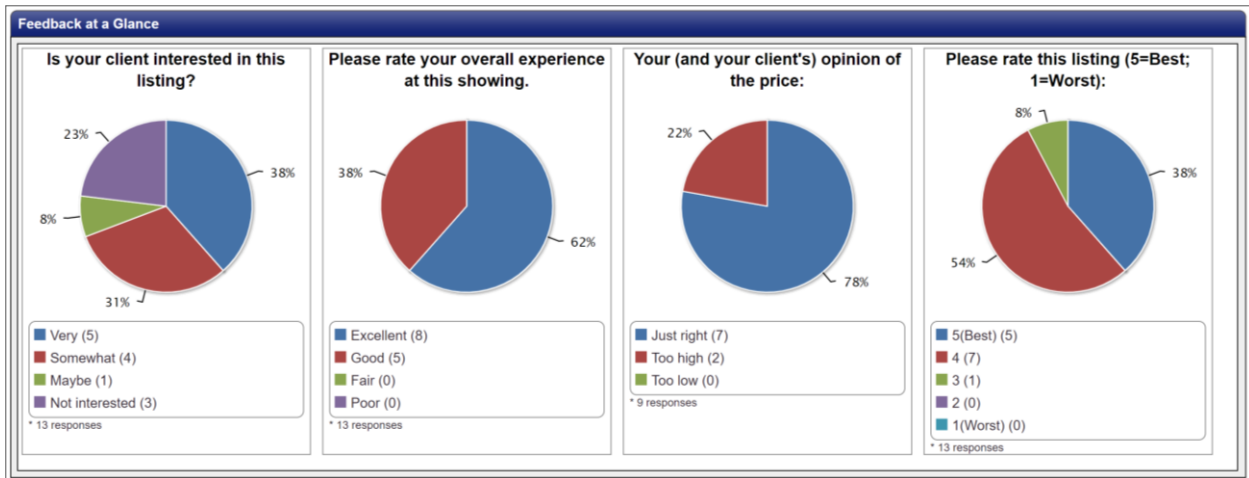
[Back to Listing](#)  
[Homeowner Version](#)  
[Change Date Range](#)  
[Display Options](#)  
[Add Activity](#)  
[Send Notification](#)  
[Email Report](#)  
[Attachments](#)  
[Print Report](#)  
[Download PDF](#)

**Appointments Per Week**

Number of showings

For the week starting on

Week Starting On	Number of Showings
06/26/2022	3
07/03/2022	9
07/10/2022	2
07/17/2022	0
07/24/2022	0
07/31/2022	0
08/07/2022	0
08/14/2022	4
08/21/2022	4
08/28/2022	3
09/04/2022	0
09/11/2022	2
09/18/2022	3
09/25/2022	2
10/02/2022	1
10/09/2022	1
10/16/2022	2
10/23/2022	2
10/30/2022	1



Feedback Responses				
Activity Details	Showing Agent	Received	Available to Homeowner?	Feedback
Showing 07/30/2023 11:30 AM - 12:00 PM	Cassie Reynolds Atlanta Communities	07/30/2023 04:15 PM	No Publish Remove	Is your client interested in this listing? Somewhat Please rate your overall experience at this showing. Good Your (and your client's) opinion of the price: Too high Please rate this listing (5=Best; 1=Worst): 4 COMMENTS/RECOMMENDATIONS:
Showing 07/26/2023 1:00 PM - 1:30 PM	KERLINE PIERRE Robert Slack LLC	07/27/2023 09:32 AM	No Publish Remove	Is your client interested in this listing? Somewhat Please rate your overall experience at this showing. Good Your (and your client's) opinion of the price: Just right Please rate this listing (5=Best; 1=Worst): 4 COMMENTS/RECOMMENDATIONS:

- There are some additional listing statistics you can view in FMLS. Exit ShowingTime and from the FMLS Dashboard, click on My Hit Counters.

FMLS Home | Matrix Mobile | Training | Support/Live Chat | FAQs | Contact Us | Logout

**FMLS** MY MATRIX | SEARCH | STATS | PUBLIC RECORDS | DOCS | LINKS | FINANCE | ADD/EDIT

Enter Shorthand or MLS#

Alert! Teams Feature is ON. Also! 2 people have full access to your account; see My Matrix>Settings>Teams.

**News & Alerts**

Jul 12 - Sold Listing Notice for 4120 Ruby ...

**My Stats**

You have no stats links

**My Listings**

My Incomplete Listings (0)  
My Editable Listings (20)  
My Active Listings (13)  
My Active Under Contract Listings (4)  
My Pending Listings (3)  
My Closed Listings (6 Months) (52)  
**My Hit Counters (13)**

My Office Active Listings (27)  
My Office Pending Listings (9)  
My Office Pending Sales (7)

Refresh

**Express Search**

MLS# [ ]  
Street# [ ]  
Street Name [ ]  
Unit# [ ]  
Subdivision [ ]

Search

**External Links**

- Remine
- CloudCMA
- CloudStreams
- CloudMLX
- ShowingTime
- Offer Manager
- Realtor.com Professional Search
- Property Panorama
- Data Dive (Use Most Accurate Information)

**Market Watch**

New Listing (204)  
Back On Market (38)  
Price Decrease (199)  
Price Increase (8)  
Pending (84)  
Hold (8)  
Withdrawn (8)

- Find the subject property, then click on the number under Client Portals.

The screenshot shows the FMLS 'My Listings' interface. At the top, there are navigation links: FMLS Homepage, Matrix Mobile, Training, Support/Live Chat, FAQs, Contact Us, and Logout. Below this is a search bar with the text 'Enter Shorthand or MLS#' and a 'Recent Searches' button. The main content area is titled 'My Listings (13)' and includes a search filter 'Show My Hit Counters' and a search input 'Search: -- MLS # --'. A table of listings is displayed with columns for ML#, Status, Type, Address, Price, Client Portals, Client Views, Client Favorites, Possibilities, Auto Emails, Prev 14 Day Views, Agent Published, Agent Rejected, Agent IDX, and Agent Views. The listing for '739 ROCKWOOD COURT' is highlighted, and the number '291' in the 'Client Portals' column is circled in red. Below the table are 'Share', 'Reverse Prospect', and 'Print' buttons, and a pagination control showing 'Previous 1 2 Next'.

- This graph shows the trend for the number of Portal Views (Buyer Views) that your listing has received on FMLS. You can also select Agent Views to see a graph showing the number of agents that have viewed your listing.

The screenshot shows the FMLS 'My Listings' interface with a 'Historical Views for 739 ROCKWOOD COURT' graph overlay. The graph plots 'Portal Views' on the y-axis (0 to 30) against dates from July 8 to July 15 on the x-axis. The data points are approximately: July 8 (28), July 9 (22), July 10 (15), July 11 (10), July 12 (5), July 13 (5), July 14 (5), and July 15 (2). The graph is titled 'Historical Views for 739 ROCKWOOD COURT' and includes a legend with 'Portal Views' selected. Below the graph, there is a 'Time Frame' dropdown set to 'Past 4 Weeks' and three checkboxes: 'Show Portal Views' (checked), 'Show Agent Views', and 'Show IDX Views'. The 'Show Portal Views' checkbox is circled in red. The background shows the same listing table as the previous screenshot, with the 'Client Portals' column for the listing at 739 ROCKWOOD COURT circled in red.

- You may also choose to share listing statistics from Zillow with your seller. Login to Zillow, hover over Agent Hub, then click Listings.

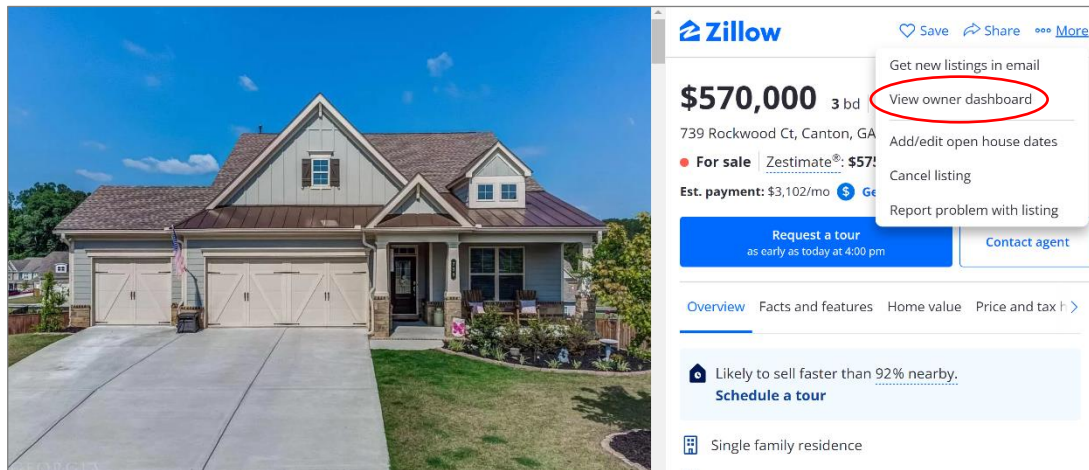
The screenshot shows the Zillow website. At the top, there are navigation links: Buy, Rent, Sell, Home Loans, Agent finder, Zillow, Manage Rentals, Advertise, Agent Hub, and Help. The main content area features a large image of a house with the text 'Find it. Tour it. Own it.' and a search input 'Enter an address, neighborhood, city, or ZIP code'. On the right side, there is a 'My Hub' menu with links: Dashboard, Inbox, Profile, Listings (circled in red), Account, Advertising, Training, and My website.

- Click on the subject property.

**Active listings (21)**

Property	Price	Source	Status	3D home tour
 1591 Jerusalem Church Rd Waleska, GA 30183	\$1,200,000	Keller Williams Rlty. Partners	For sale	No 3D home tour
 739 Rockwood Ct Canton, GA 30115	\$570,000	Keller Williams Rlty. Partners	For sale	No 3D home tour
 15 Mineral Springs Rd Ball Ground, GA 30107	\$180,000	Keller Williams Rlty. Partners	For sale	No 3D home tour
 7 Mineral Springs Rd Ball Ground, GA 30107	\$190,000	Keller Williams Rlty. Partners	For sale	No 3D home tour

- In the upper right-hand corner, click on More, then View Owner Dashboard.



**Zillow** Save Share More

**\$570,000** 3 bd

739 Rockwood Ct, Canton, GA

**For sale** Zestimate®: \$570,000

Est. payment: \$3,102/mo

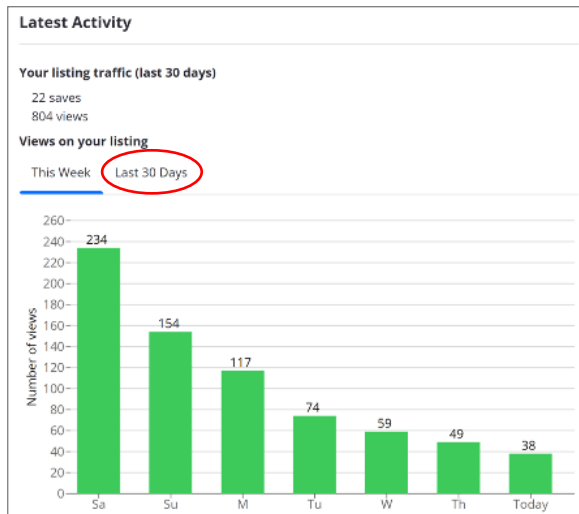
Request a tour as early as today at 4:00 pm Contact agent

Overview Facts and features Home value Price and tax

Likely to sell faster than 92% nearby. Schedule a tour

Single family residence

- Scroll down to view the Latest Activity. This Week should be selected by default. You can also click Last 30 Days to see the activity over the past month.



- The general rule of thumb is if your listing has gone 10 days with no showings, or has received 10 showings but no offers, then it is time for a price reduction.
- If you wish to host an open house or agent caravan, see the instructions on how to enter those in the “Enter the Listing” tutorial.