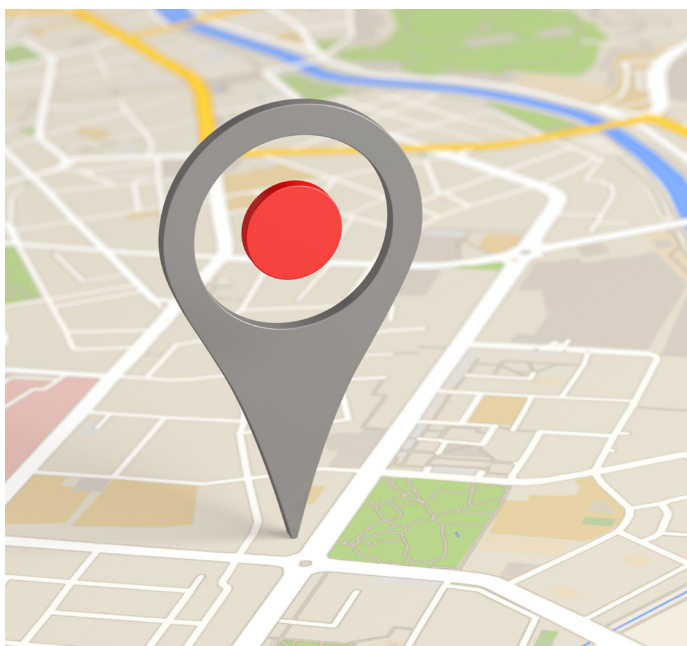




CCAR
CONTRA COSTA
ASSOCIATION OF REALTORS®
MOVES YOU FORWARD.

MLS PRODUCTS & SERVICES



MLS TOOLS | MOBILE APPLICATIONS | TRANSACTIONAL TOOLS | SYNDICATION TOOLS | MARKETING TOOLS

MARKETING TOOLS

Corefact

Corefact is a powerful direct marketing/farming system combining both online and offline components that enable members to easily capture Seller leads and develop customized marketing campaigns using digital tools, flyers, email, post cards, note cards, and unique printed materials. | <https://ccartoday.com/marketing-tools> |

Homebot

Homebot client engagement system is an automated service that uses the latest data to help homeowners build equity and improve the homeownership experience. | <https://homebot.ai> |

Homes Open Today

Homes Open Today (HOT) is CCAR's open home marketing platform and is the most complete source for open homes in the greater East Bay area. HOT shows the number of open homes in a given area and allows buyers to drill down to individual homes through one or multiple localities, then contact listing agents directly. | www.homesopentoday.com |

IDX Center

Internet Data Exchange, also known as Broker Reciprocity, is an online property search and marketing tool that automatically feeds MLS listing data into member websites, making it easier for members to market their listings and easier for consumers to search and find their ideal homes. Members may select from any one of a variety of CCAR-approved IDX vendors. | <https://ccartoday.com/mls-resources-information/idx-center> |

LionDesk

LionDesk is a simple integrated CRM enabling you to manage transactions and documents as well as tasks and calendaring, lead importing, email tracking and marketing, team sharing, deal and pipeline management, video, and much more. | <https://ccartoday.com/liondesk> |

Placester

Placester provides members with a single, user-friendly, online platform for marketing, relationship management and business development. It features IDX listing integration capability, customizable templates, advanced lead capture, dynamic map search, valuation tools, and desktop/mobile marketing and email tools. | <https://placester.com/> |

RateMyAgent

Demonstrate your experience and sales ability with RateMyAgent. Claim your profile, report your results and request reviews from your clients. | <https://ccartoday.com/ratemyagent> |

ShowingTime

ShowingTime is a full-featured online showing scheduling application. Quickly schedule showing appointments, confirm appointments for your listings, provide/receive feedback, and the option to grant sellers access to see schedules and feedback. | <https://ccartoday.com/showingtime> |

SmartStats

SmartStats is an exclusive member tool that provides instant analyses and reporting of any local market accessible via the CCAR MLS. Statistical data is searchable by MLS#, full address, zip code, county, MLS area, price and property type, and can be viewed in both quantitative and graphic formats. Comprehensive statistical reports are easily created using the built-in Generate Report tool. | <https://ccartoday.com/marketing-tools> |

StreetURLs.com

CCAR's StreetURLs automatically generates individual websites for each listing submitted to the MLS. Listings are indexed by Google and other search engines, making them easily accessible and searchable. Each individual website features accurate, real-time property details, photos, and market information. | <http://streeturls.com> |

Virtual Tour Cafe

Virtual Tour Cafe is an online DIY service that gives you the power to easily create virtual tours, print flyers and videos, along with professional photos and 3D walk-through home tours. | <https://virtualltourcafe.com/> |

Wise Agent

Wise Agent is a simple, smart, and affordable real estate CRM platform combining contact management, lead automation, transaction management, and real estate marketing software. | <https://wiseagent.com/contracosta> |

TRANSACTIONAL TOOLS

Clozio

Clozio is a productivity tool that keeps track of every task from pre-listing to close, while providing transparency to your clients and team. For an additional fee, agents can also rely on concierge support to manage execution services. | <https://ccartoday.com/clozio> |

Glide Forms

Glide Forms automates the entire forms process and enables users and their clients to complete disclosure forms securely online using a step-by-step wizard tool that saves time, ensures accuracy and integrates directly with existing zipLogix® accounts. | <https://glide.com/forms> |

HomeLight Listing Management

HomeLight Listing Management (*formerly Disclosures.io*) allows CCAR MLS users to link disclosure packages to listings in Paragon as well as request access to disclosure packages from other listings. Agents can share supplemental documents, monitor activity, and manage offers – all in one place. | <https://disclosures.io> |

RatePlug

RatePlug connects your trusted mortgage originators to your MLS listings and enables you to co-market your services and provide home buyers with direct access to home financing options customized to each listing. | <https://rateplug.com> |

RentSpree

RentSpree is a centralized platform for gathering rental applications. Input email addresses or send a customized link to applicants to receive a comprehensive report including credit report and score, eviction history, and a criminal background check: no paperwork, no scanning or faxing. | <https://www.rentspree.com/partner/ccar> |

Area Demographics

CCAR provides members with a robust set of demographic reports directly from the Association website. Search by address and access population, housing, economic and environmental information, along with maps, quality of life ratings and local school data.

| <https://ccartoday.com/mls-resources-information> |

Clareity SafeMLS

CCAR MLS data is protected with the Clareity SafeMLS security system which provides strong authentication solutions for secure online transactions, protecting sensitive consumer information against unauthorized access.

| <https://ccartoday.com/mls-resources-information/mls-tools> |

Cloud CMA

Cloud CMA produces one-click customized designer reports.

Cloud MLX combines the power of the MLS with improved design and enhanced search capabilities.

Cloud Streams is a listing alert and tool that provides the most timely, accurate and up-to-date real estate listing data.

| <https://ccartoday.com/cloud-agent-suite> |

CRS Tax

CRS Tax gives REALTORS® current tax data, detailed maps and robust features on all browsers and devices. Find listings and FSBOs quickly, evaluate them effectively and give clients professional presentations.

DataMaster

DataMaster's patented processes fetch the data needed to make valuation decisions in an intuitive interface, saving time and energy on each report. | <http://datamasterusa.com> |

Homes.com

Homes.com is the digital extension of the familiar print publication, Homes & Land Magazine. CCAR Participants and Subscribers may opt into the service and receive free customized advertising for all of their MLS listings. | <http://homes.com> |

MLS Area Search

CCAR's MLS Area Search tool provides members with a refined online mapping source to obtain the most accurate MLS Area codes. This tool is especially helpful for locating properties in cities with multiple areas and sub areas.

| <https://ccartoday.com/mls-resources-information/mls-tools> |

New Home Source Professional

New Home Source Professional is an online platform that enables CCAR MLS Participants and Subscribers to access and market new construction home listings. The service includes exclusive agent promotions from builders and a customizable platform to share listings with clients. | <https://www.newhomesourceprofessional.com> |

NORCAL MLS® ALLIANCE

The NORCAL MLS® ALLIANCE is a groundbreaking MLS Data integration project involving the 7 leading MLSs in Northern California. CCAR MLS users are now able to access the data from multiple MLSs within Paragon. Creating the NORCAL MLS® ALLIANCE, the 7 MLSs will be giving CCAR Members and their clients the most comprehensive access to listing data in Northern California!

| <https://ccartoday.com/mls-resources-information/norcal-mls-alliance/> |

Paragon 5 MLS

CCAR's advanced MLS system is easy to use, accessible from both PC and MAC, and compatible with the most popular browsers. Advanced features include intuitive navigation and workflow, data entry auto-complete, easy-to-use dashboard widgets, agent/client hit counts reflecting listing activity, multi-tasking capabilities, and the Collaboration Center enables agents to collaborate directly with clients. | <http://paragonconnect.paragonrels.com> |

PropertyRadar®

PropertyRadar, formerly known as ForeclosureRadar, provides accurate, up-to-date foreclosure data including notices of default, Trustee Sales and Deeds. It also tracks and updates auction information every 15 minutes and provides the latest updates on bank-owned properties weeks ahead of other services.

| <http://propertyradar.com> |

realtor.com Professional

realtor.com Professional enables users to simplify and customize their online search experience and create individual search engines customized for their specific needs and interests. It eliminates all the clicking back-and-forth between browser tabs and is integrated with social media platforms for sharing news and information with clients and colleagues.

Realtors Property Resource® - RPR®

NAR's Realtors Property Resource® is a powerful national MLS data platform that features analytics, exclusive valuation information and customized branded reporting tools to help support and grow your business. The service is easily accessible with both desktop and mobile applications. | <https://www.narrpr.com> |

reInputforms.com

reInputforms simplifies the listing input process with authorized user-friendly digital listing forms for all 10 property classes. Simply complete the online forms and submit, or save partially completed forms for easy access later. | <https://reininputforms.com> |

Title Toolbox

Title Toolbox provides agents with instant access to Seller's Net Sheets and Property Profiles. Agents can access this service via a single sign-on link on their MLS homepage or by selecting "Title Toolbox" from the "Resources" menu in the MLS.

The **Property Profile** is based on the latest Title and Assessors data and provides agents with a comprehensive look at an individual property. It includes detailed property information, property history, current and historical listing photos, local market statistics, listing activity, foreclosure activity, neighborhood demographics, and additional features.

CCAR MLS and its service partners provide innovative tools and technology to list, market and sell real estate in the greater East Bay Area and beyond.

Homesnap | Homesnap Premium Pro

Homesnap mobile application provides MLS access on-the-go. It is the simplest, most streamlined way to put homebuyers directly in touch with agents and stay connected throughout the entire transactional process. Users can create and run Facebook ad campaigns, attract and manage new leads, and track the market in real time.

Homesnap Premium Pro provides a suite of advanced features that link Paragon MLS information directly to Homesnap, enabling easy real-time editing and importing of key information and eliminating manual duplication on multiple platforms. Adjust a property's status, price and public/agent remarks from any mobile device and quickly access all associated listing documents.

| <https://www.homesnap.com> |

HomeSpotter

HomeSpotter mobile application treats every listing as a conversation. Buyers can search homes and communicate with agents in a familiar text-like setting. Agents can track and manage all client conversations in one view, communicate with other agents, and stay organized and efficient within one single app. Now includes data from BAREIS and SFAR. | <https://homespotter.com/agents> |

myTheo

myTheo mobile app provides accurate, dynamic data straight from the MLS, updated every 15 minutes. It enables direct email/in-app chat communications synchronized across all devices, Broker Tour information can be managed, monitored and customized anywhere, anytime. myTheo's EastBayBasic subscription is offered to CCAR members at a 10% discount; subscriptions to EastBayPro may be purchased at a 20% discount. | <https://mytheo.com/agents> |

Paragon Connect

Paragon Connect is a true web application, not just a mobile solution, allowing you to use the program on almost any device. Paragon Connect is a feature rich application offering commonly used workflows and functionality. Work where you want, how you want, when you want. There are a host of options included in Paragon Connect, including: full property search, contact manager, hotsheet search, and more.

| <https://ccartoday.com/paragon-connect/> |

ListHub

ListHub is an MLS syndication tool that maximizes listing exposure by enabling auto-generated data to appear on marketing websites like Yahoo, AOL Real Estate, Homescape, FrontDoor, and many more. No data entry required. It provides a single dashboard for controlling online marketing strategy, analytics and reporting. | <https://www.listhub.com> |

RESOURCES

CCAR Member Service Center | Tech Support

☎ 925.295.1270 • support

✉ support@ccartoday.com

Jared White | Director of MLS Services

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✉ jared@ccartoday.com

Phillip Kuhn | Support Analyst & MLS Administrator

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Angel Lara | MLS Compliance Administrator

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The leading resource and advocate for real estate professionals and the communities we serve.

