

DATA COOP (WiREX) TIPS

NW WI MLS members are now able to access WiREX listing data through a new product called *Data Coop*.

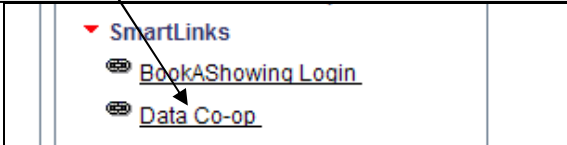
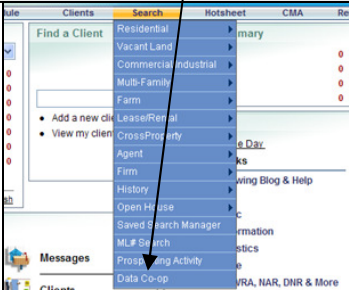
Data Coop is

- provided by CoreLogic MarketLinx (*our MLS vendor*)
- a “what-you-see-is-what-you-get” application
- designed for MLSs across the country to share reciprocity rights, *if desired* (***You may notice as you enter search criteria that MLS areas, counties, property types, etc may include selection options that are not included in RANWW or WiREX data***)
- searches, prints, emails, saves listings; does not include CMA options or allow for program customization, *at this time*. ***Members should continue to use MLXchange for most of their NW WI MLS needs; use Data Coop access WiREX and/or limited RANWW data***

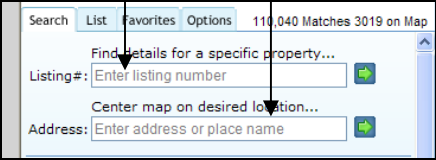
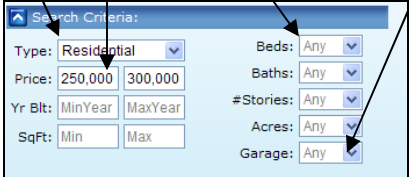
WiREX

- *currently* contains data from RANWW, CWBR (*Central WI*), Metro (*Milwaukee*), RANW (*Appleton*), SCWMLS (*South Central*), and WWRA (*Western WI*); Marinette County and Superior are scheduled to join summer 2011
- contains property details, summaries and features; listing agent information; tax information (*when available*); school and community information; real estate trends, etc
- indicates the Association/MLS providing data (ie: WIREX-RANW, WIREX-CWBR, etc)

There are **TWO WAYS** to access *Data Coop* from *MLXchange*:

From SmartLinks (click to open)	OR	from the Search tab (last menu)
		

SEARCH OPTIONS

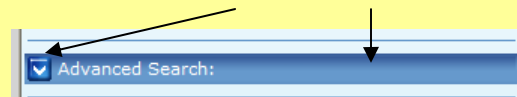
1) MLS # or Address	OR	2) Type, Price, Bedrooms, Garage, etc
		

OR 3) ADVANCE SEARCH

HINT: Always CLEAR RESULTS before starting a new search



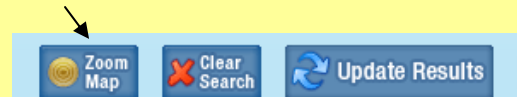
HINT: To expand or collapse Search Criteria, Advanced Search, Estimate Drive Time or Saved Search Options, click Arrow or Title Bar



Advance Search

- Select State, County, Area, etc
- Word Search:
 1. Remarks: enter word in **'in Features'** field (*activates REMARKS search*)
 2. Features (fireplace, vinyl, crawl space, etc): enter word in 'in Remarks' field (*activates FEATURES search*)

HINT: To select appropriate Counties and/or MLS Areas, ZOOM map closer to desired location



Advanced Search:

State: Wisconsin Pool: Yes No

County: Zoom in closer... Waterfront:

Area: All MLS Areas Scenic view:

School: School or District Photo:

Place: Town/Subdivision

ZIP: 5 digit ZIP code

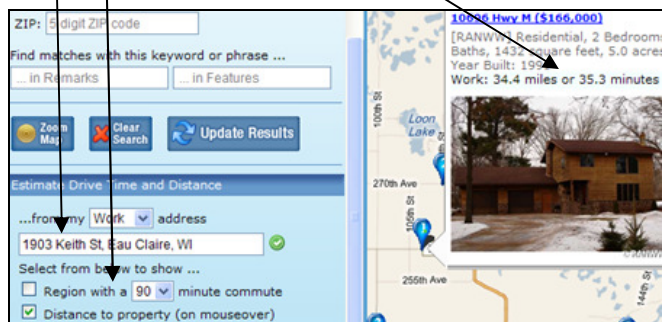
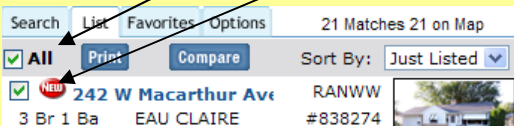
Find matches with this keyword or phrase ...

... in Remarks ... in Features

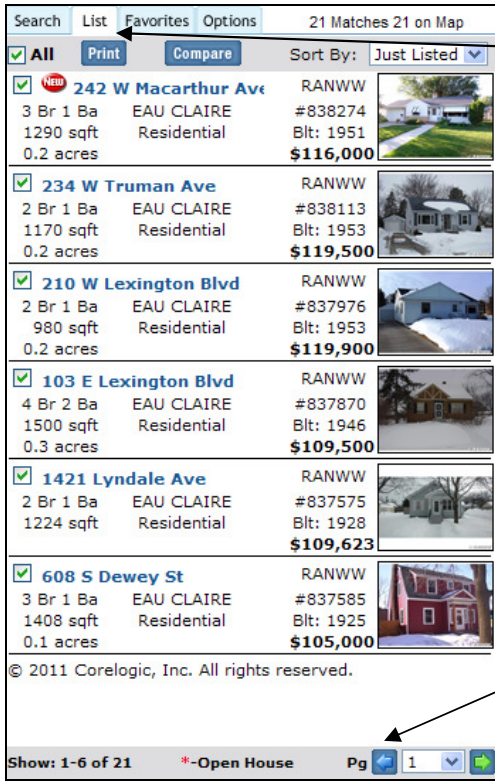
ESTIMATED DRIVE TIME & DISTANCE:

1. Select **Home, Work or Other**
2. Enter address, *separated by commas* (ie: 1903 Keith St, Eau Claire, WI)
3. Select **Region** with commute (5-90 minutes) **OR Distance** (*mouse over property*)
4. Distance is calculated and displayed on listing thumbnail

HINT: A LIST of properties may be **printed**. *By default, all listings are selected.* To **print only listings of interest**, uncheck All and check those to be included



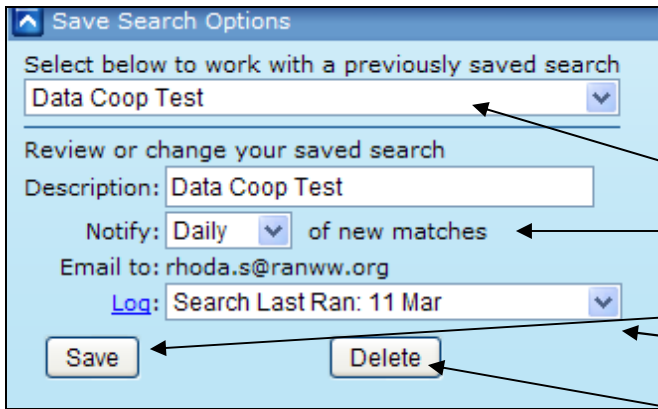
NOTE: Unless RANWW is unchecked in the Options tab, searches results may include listings that appear both as RANWW and WiREX listings



- ### LIST View
1. Enter search criteria, get results
 2. Click List tab
 3. For more details hover mouse over photo or click address link
 4. Six listings are displayed per page
 5. To advance to more listings, click green arrow at bottom of screen
 6. To go back to previous pages, click blue arrow at bottom of the screen



- ### THUMBNAIL View
1. Click on blue listing balloon on map
 2. To access property details, click on address link



- ### SAVE SEARCH:
- 1) Enter search criteria
 - 2) Open or scroll to Save Search Options
 - 3) Enter name for search
 - 4) Select Notify option (daily, weekly, etc)
 - 5) Click Save
- A log will auto-populate with date search was last run
 - To delete a search, select the search name, click Delete

Listing source (*RANWW or WiREX-association providing data*) is identified on Header and in Listing Details on upper left column). Example: WIREX-WWRA (Western WI), WIREX-RANW (Northeast WI), WIREX-CWBR (Central WI), WIREX-SCW (South Central WI), etc

WIREX-WWRA Listing
ML Number: 4011007

WIREX-RANW Listing
ML Number: 50017726

WIREX-CWBR Listing
ML Number: 1007659

WIREX-SCW Listing
ML Number: 1591097

CUSTOMIZING “GADGETS”

‘Gadgets’ in Data Coop (*Property Photo, Property Location, Property Details, , Tax Record Details, etc*) are displayed in a 3-column format and can be re-arranged (*customized*) to user preference.

The screenshot shows a real estate listing page with six gadgets arranged in a 2x3 grid. The top row includes 'Property Photos' (with a photo), 'MLS Listing Details' (with listing information), and 'Property Location' (with a street view image). The bottom row includes 'Tax Record Detail' (with owner information), 'Property Reports' (with a link), and 'Nearby Schools' (with school names and distances).

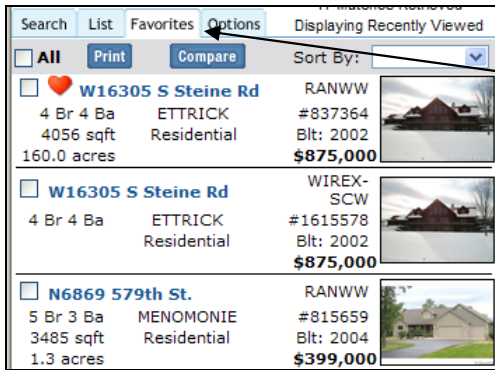
The 'Table of Contents' menu lists various gadgets with checkboxes and blue up arrows. The items are: Property Photos (checked), Photo Slide Show (unchecked), MLS Listing Details (checked), Property Location (checked), Tax Record Detail (checked), Property Reports (checked), Nearby Schools (checked), Agent Information (checked), and Nearby Comparable Sales (checked).

- TO MOVE GADGETS:**
1. **Scroll to Table of Contents** (*lower right screen*)
 2. To **hide**, **uncheck** its box
 3. To **display**, **check** the its box
 4. To **move**, **click blue UP arrow** – *gadgets display 3 across, left to right*

HINT: Property Location views
Well populated areas may display ‘aerial’ view

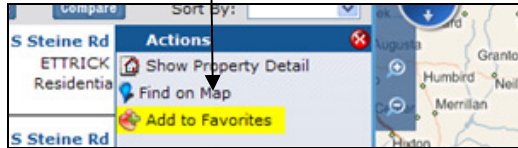
Rural areas may display ‘street’ view

The hint section shows two examples of the 'Property Location' gadget. The first is an aerial view of a residential area. The second is a street view showing a road intersection with labels for '90th St' and 'State Road 48'.

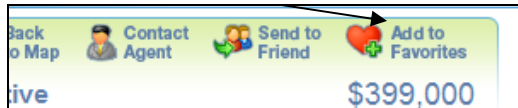


FAVORITES

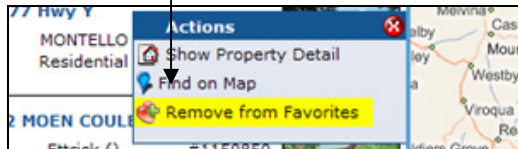
1. Conduct **Search**
2. Click **Favorites** (screen displays # of listings)
3. Click **Return to Map** (screen displays list)
4. **Add to Favorites**, click Thumbnail>Add to Favorites



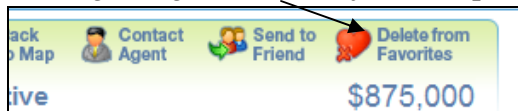
(Listings may be Added from Property Detail)



5. **Remove from Favorites**, click Thumbnail>Remove from Favorites



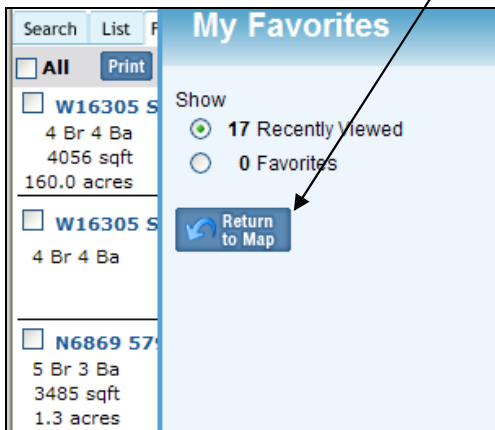
(Listings may be **Deleted** from Property Detail)



6. Compare by checking listing boxes, click **Compare** (print, if desired)



- 7.



Search	List	Favorites	Options	Displaying Recently V
<input type="checkbox"/> All	Print	Compare	Sort By:	
<input type="checkbox"/> W16305 S Steine Rd	RANWW			
4 Br 4 Ba	ETTRICK	#837364		
4056 sqft	Residential	Blt: 2002		
160.0 acres		\$875,000		
<input type="checkbox"/> W16305 S Steine Rd	WIREX-SCW			
4 Br 4 Ba	ETTRICK	#1615578		
	Residential	Blt: 2002		
		\$875,000		
<input type="checkbox"/> N6869 579th St.	RANWW			
5 Br 3 Ba	MENOMONIE	#815659		
3485 sqft	Residential	Blt: 2004		
1.3 acres		\$399,000		
<input type="checkbox"/> N4577 Hwy Y	WIREX-SCW			
4 Br 3 Ba	MONTELLO	#1592935		
	Residential	Blt: 2003		
		\$375,000		
<input type="checkbox"/> W18002 MOEN COULEE R	WIREX-METRO			
2 Br 3 Ba	Ettrick ()	#1150850		
	Residential	Blt: 2006		
		\$299,900		

Comparison	1	2	3
ML#	837364	1615578	815659
Status	For Sale	For Sale	For Sale
Address	W16305 S Steine Rd	W16305 S Steine Rd	N6869 579th St.
City	ETTRICK	ETTRICK	MENOMONIE

17 Matches Retrieved
Displaying Recently Viewed

Search List Favorites Options

Display Options:

- Enlarge thumbnail photo on mouseover
- Show mini map
- Map parcel and school boundaries

Points of Interest: None

Data Overlays

Show?	Listings from MLS Data	Count
<input checked="" type="checkbox"/>	For Sale	8
<input type="checkbox"/>	Sale Pending	-
<input type="checkbox"/>	Sold: All Available	-
<input type="checkbox"/>	Off-Market: All Available	-

Show?	CoreLogic Property Data	Count
<input type="checkbox"/>	Foreclosure - Pre-/Default	-

- ### OPTIONS
1. Set User Preferences under Options
 2. **Check boxes** to select, uncheck to deselect
 3. **Points of interest** (displayed in on map view)
 4. Listing **Statuses**:
 - a. **For Sale** (*actives*)
 - b. **Sale Pending**
 - c. **Solds** (*1 mo-2 yrs*)
 - d. **Off market** (*withdrawns, expireds; 1 mo- 1 yr*)
 5. **Foreclosure, Auction** properties may be included
 6. **Contributing MLS's** data may be included/excluded

Points of Interest: None

- None
- Airports
- Bus Stations
- Child Care
- Churches
- Gas Stations
- Golf Courses
- Grocery
- Hospital
- Libraries
- Parks
- Pharmacy
- Real Estate Office

Data Overlays

Show?	Listings from MLS Data	Count
<input checked="" type="checkbox"/>	For Sale	8
<input type="checkbox"/>	Sale Pending	-
<input type="checkbox"/>	Sold: All Available	-
<input type="checkbox"/>	Off-Market: All Available	-

Data Overlays

Show?	Listings from MLS Data	Count
<input checked="" type="checkbox"/>	For Sale	95515
<input type="checkbox"/>	Sale Pending	-
<input type="checkbox"/>	Sold: All Available	-
<input type="checkbox"/>	Off-Market: All Available	-

Show?	CoreLogic Property Data	Count
<input type="checkbox"/>	Foreclosure - Pre-/Default	-
<input type="checkbox"/>	Foreclosure - Auction	-
<input type="checkbox"/>	Foreclosure - REO/Bank Owned	-

MLS Systems Included in Search:

MLS	Active	Pend	Sold	Off-Mkt
<input checked="" type="checkbox"/> RANWW	9,860	480	9,683	10,296
<input checked="" type="checkbox"/> WIREX-C...	5,346	48	6,330	5,548
<input checked="" type="checkbox"/> WIREX-M...	35,152	1,872	45,690	33,676
<input checked="" type="checkbox"/> WIREX-R...	17,973	449	18,066	13,613
<input checked="" type="checkbox"/> WIREX-S...	23,248	912	24,575	19,056
<input checked="" type="checkbox"/> WIREX-W...	5,200	197	5,120	6,201
Total:	96,779	3,958	109,464	88,390

REMINDER: Always CLEAR RESULTS before starting a new search

Zoom Map Clear Search Update Results !

DATA COOP FAQs

Why is there criteria already selected when I log in?

Data Coop remembers your last search when you logon, regardless of the computer you use. This includes the last map location displayed before logging out. **Unless you want to repeat this search, CLEAR RESULTS.**

What's the most important strategy to remember when searching in Data Coop?

Data Coop is a map centric application. Only those listings whose location is represented on the current map *view* will be retrieved under the **List** tab, regardless of the actual geographic location indicated in the criteria section. The displayed map *view* location supersedes all other criteria. *Example:* If search yields 99 listings, but map is zoomed to 35 listings, only those 35 properties will appear in the **List** tab.

I don't see fields I normally search for.

All Data Coop users around the country utilize the *same set of criteria*. Our area's specific listing format has been integrated into this standardized format. Data Coop consolidates numerous fields that contain external features into a common field called Exterior Features. Certain search fields in Data Coop actually search a number of fields, for example the **Remarks keyword** search field *searches Public and Agent remarks fields at the same time*. This rule also applies to the Features search criteria.

I don't recognize the areas listed in the Region criteria list.

When searching Region (*MLS areas*) and County, the list changes *dynamically* depending on your map *view*. The **List** tab will automatically display the regions and counties currently being viewed on the map.

If I move Gadgets (property photo, location, reports, details; tax records details, etc) around on the screen will Data Coop remember my view the next time I login?

Yes. Rearranged Gadgets remain in their new position across sessions and computers until moved again by user.

What's the second most important strategy to remember when searching in Data Coop?

Remember to click the "Update Results" button after changes have been made to your criteria.

I have the ability to view recent Sold and Off Market listings on my Search map. What is considered 'recent'?

Recent and Off Market listings are those that have sold within the past 365 days.

I have noticed that some listings are branded with a logo labeled "New". What are the requirements for "new"?

The "New" branding represents those listings that were added to the native MLS system (*MLXchange*) within the last 30 days.

The "Favorites" tab lists "Recently Viewed" listings. How does Data Coop populate this list?

Recently viewed listings are created automatically when you select the Detail view for a particular property.

ADDRESS SEARCH BONUS TIP

The address search is more flexible than you may imagine. This dialogue box allows you to search by a specific address or the name of a geographic landmark, popular location or municipality. This field utilizes a type of "Point of Interest" database to enhance your proximity search. *Examples:* University of Wisconsin Eau Claire, Freshwater Fishing Hall of Fame, Mable Tainter Theater.

WHY USE WiREX?

WiREX allows NW WI MLS users to access and view listing information not only from NW WI MLS, but *(currently)* also from Central *(based in Mosinee)* Metro *(based in Milwaukee)*, RANW *(based in Appleton)*, South Central *(based in Madison)*, and Western WI *(corporate offices in St Paul, MN)*; Marinette and Superior are scheduled to join summer of 2011. For those users who may need to find information beyond the market areas of the Northwestern Wisconsin MLS, WiREX can be a good resource.

Do I have to learn a different software application?

Yes. You will be using Data Coop to access WiREX data. However, Data Coop is being provided by the same vendor (CoreLogic MarketLinx) that provides MLXchange so users will see many similarities between the two products.

How often is WiREX data updated?

WiREX is updated hourly.

Can I customize, use Client Manager, run statistical reports or CMAs from the Data Coop?

Not currently. Data Coop is a ‘what-you-see-is-what-you-get’ application that allows you to search, print, email, save, and add to favorites.

Is IDX available for WiREX?

Yes, but you must contact WiREX directly for application forms and fees.

Is cooperation and compensation included in WiREX?

Yes. By your membership in NW WI MLS, your offer of compensation to other MLS participants is extended for properties listed with NW WI to MLS participants who are members of MLSs participating in WiREX. The MLSs *currently participating* in WiREX are Central *(based in Mosinee)* Metro *(based in Milwaukee)*, RANW *(based in Appleton)*, South Central *(based in Madison)*, and Western WI *(based in St Paul)*.; Marinette and Superior are scheduled to join summer of 2011.

The offer made by the listing broker is subject to local MLS rules and regulations and any agreements brokers may make between themselves on a listing.

Members are reminded that DRL regulations (RL24.03) state that licensees may not provide services which they are not competent to provide (unless the assistance of one who is competent is engaged). Brokers are responsible for the practice of their agents; before seeking to accept an offer of compensation, brokers and agents should consider whether or not they are competent to provide the services or whether they should make a referral.

What rules apply to WiREX data?

Use of NW WI MLS and WiREX data is subject to NW WI MLS Rules & Regulations, as amended from time to time. The current Rules & Regulations are available at online at ranww.org/MLS Information.

Is this a statewide MLS?

No. This is an agreement between participating Wisconsin MLSs to share data in a single database so participating MLSs may better serve their members. At this time, WiREX contains data from NW WI MLS, Central *(based in Mosinee)* Metro *(based in Milwaukee)*, RANW *(based in Appleton)*, South Central *(based in Madison)*, and Western WI *(based in St Paul)*; Marinette and Superior are scheduled to join summer of 2011.

END