

# **OREB - Matrix FAQ Archive**

Ottawa Real Estate Board | 1826 Woodward Drive, Ottawa ON, K2C 0P7 | 613-225-2240

## Q. Why is OREB switching its MLS® System to Matrix?

**A.** CoreLogic®, the company who provides the MLXchange, Fusion and Matrix MLS® platforms, plans to phase-out both MLXchange and Fusion by 2017. Therefore, our MLS® and Technology Committee, Board of Directors and OREB Staff and Consultants researched all MLS® platforms and ultimately decided on the Matrix system for our members due to its numerous, industry-leading advantages.

Matrix is a modern HTML-based MLS® System that places equal emphasis on performance and functionality. The Matrix program is renowned for its blazing fast search results, flexibility, nimbleness and mobility with the ability to adapt to technological advances yet to come – all important assets in today's fast-paced real estate market. Best of all Matrix works with virtually all computer operating systems, web browsers, and mobile devices.

CoreLogic® is currently working on transferring their entire user base (nearly 200 MLS® Boards) off of MLXChange and Fusion and on to Matrix over the next two years.

## Q. What is this going to cost Members?

A. There are no additional costs or increases in fees for OREB members to use Matrix. All costs are covered through members' existing technology fees. OREB chose Matrix as its new MLS® System due in part to the potential cost savings for members in the future.

#### Q. Which devices can I use Matrix on?

**A.** Matrix is cross-platform compatible, meaning it works on all desktops, laptops, mobile phones, and tablet devices. This includes all Apple, Android, Windows, Blackberry products, and more.

#### Q. Which browsers can I run Matrix on?

**A.** Matrix is also cross-browser compatible, meaning it works on all browsers, including Safari, Internet Explorer, Firefox, Chrome and more.

# Q. Does Matrix still have the Client Gateway option? Will all the contacts 'favourites' and 'possibilities', etc. be carried over into Matrix as well?

**A.** The Matrix system has a different client gateway portal. The search itself will carry over, however, customized user criteria (such as favourites, notes, etc.) will not.

To test, try performing an active search in MLXchange or Fusion, do some customization in the portal (as the test subject), wait until it is transferred over to Matrix (data is mapped every 15 minutes), and then verify that your options have carried over.

Note that once you activate the client in Matrix, it will NO LONGER update from MLXchange and Fusion because it will assume that you want the data in Matrix to stay and not be overwritten.

Please read over the following document for more information. http://content.oreb.ca/matrix/pdfs/WelcometoMatrixParallel\_Dec\_15.pdf



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### Q. Does Matrix have a report editor?

A. While Matrix has set templates and customization options for the single line report, a report editor function, like the one Members are familiar with in MLXchange/Fusion, will not be available.

This was a known factor during the selection process for our new MLS® System. Leading MLS® System platforms no longer provide this functionality in order to maintain high performance and speed.

The review of OREB's report templates is on-going, using Member feedback to ensure all required report formats exist in Matrix and that each report provides all the necessary information.

Matrix, like all major MLS® System providers, is also changing the way MLS® System information is shared with clients. When Members email out MLS® System information, their clients will be sent a link directing them back to a web page to view the information. This webpage is shared with their real estate professional.

These web pages allow real estate professionals to track client activity in the system and provide a wealth of new interactive service options. In Matrix, these web pages are called client portals. Client portals are like customizable online profiles that members can tailor to each client and personalize with their own branding. Click here to view a video on how client portals in Matrix enhance client interaction with the MLS® System.

## Q. How different is Matrix from MLXchange and Fusion?

**A.** While the data structure and look of Matrix will differ from MLXchange and Fusion, the new system is expected to be intuitive for Members, with recognizable features and an easy-to-use interface. All of the data from MLXchange and Fusion has been carefully mapped over and displayed in a different format. There will be extensive training available to Members to help guide them through the new Matrix platform.

## Q. How do I show my clients how to use Matrix?

A. Matrix enhances how clients interact with the MLS® System. The new interface clients will see is very intuitive and easy-to-use.

Share the Matrix Client Portal video with clients to show them how to access information on listings from your auto-emails and even conduct their own property searches in the new MLS® System.

<u>This video</u> offers a step-by-step guide for clients to get started with their new Matrix client portal, which functions as a private online profile page that is shared with their real estate professional.

#### Q. Will we have more flexibility with the size of photos we load?

A. Yes. Matrix provides greater flexibility for photos to enhance your MLS® System experience.

Matrix also allows for multiple photos to be uploaded at once, and Members can conveniently drag-and-drop to rearrange and reorder them however they please.

The largest saved photo size recommended in Matrix is 1024 by 768 pixels. This will support a higher resolution, which improves the visibility on syndicated websites.

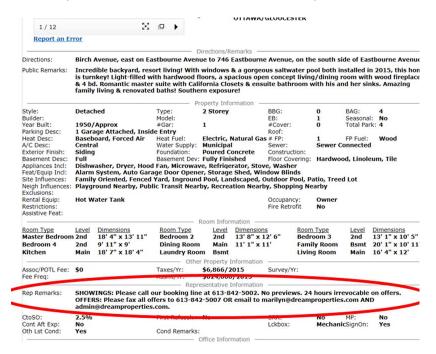


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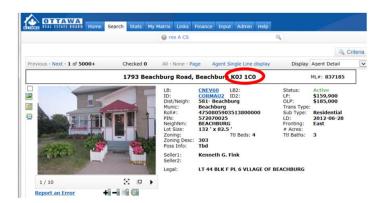
# Q. Help! I can't find the REALTOR® Remark section. Where has it been moved to in Matrix?

A. Salesperson Remarks can be found in the Rep Remarks section (see below).



# Q. I can't find the postal code field in any residential listing. What happened to this field?

A. The postal code can be found in the address bar at the top of the page (see image).



### Q. Does the Quick CMA use Cumulative Days on Market (CDOM)?

A. Yes, the Quick CMA uses CDOM, and the CDOM is updated on a daily basis.



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# Q. I am an administrator, but when I log-in on Matrix, I don't get the administrator prompt. How do I go about setting this up?

**A.** If you are assisting a Member and have been given permission to access their account through the settings in MLXchange and Fusion, these settings will NOT automatically be brought over to Matrix. You must manually set them up again. Please <u>click here</u> for instructions (on page 21) on how to set-up the sharing identity. This document is also posted under the News & Updates section.

#### Q. How do I access GeoWarehouse from Matrix?

**A.** After a much anticipated wait, a link to GeoWarehouse is now up and running in Matrix. Two access points have been added for your convenience – one under the "Links" tab and the other under its own "GeoWarehouse" tab at the top of the screen. Even better news is that you can now access GeoWarehouse right from your mobile device!

### Q. Does Matrix have a CRM System?

**A.** Matrix does not have a CRM System (Customer Relationship Management). There are many Contact Management system products on the market including: Top Producer, Outlook, Salesforce, iXact, AgentOffice, etc. that can be used instead.