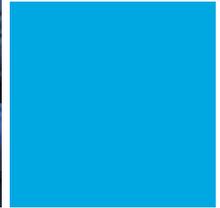
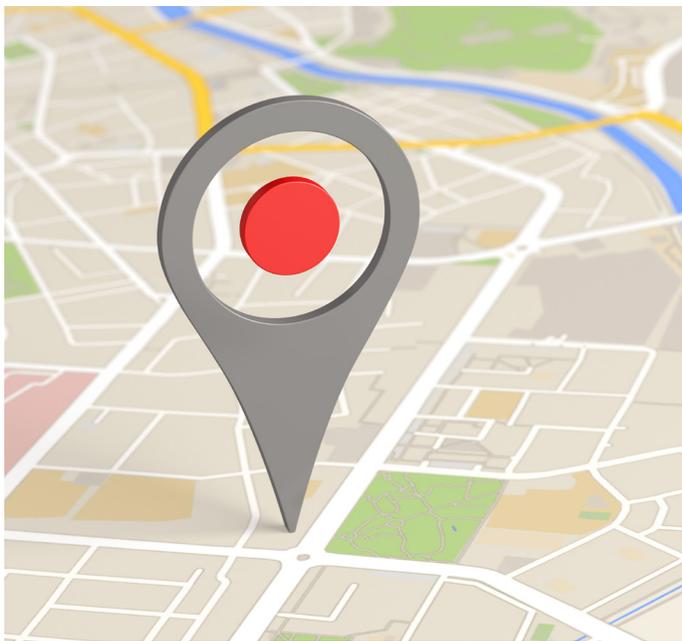




**CCAR**  
CONTRA COSTA  
ASSOCIATION OF REALTORS®  
MOVES YOU FORWARD.

# 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. | [www.ccartoday.com](http://www.ccartoday.com) > [corefact](#) |

### Homebot

Homebot client engagement system is an automated service that uses the latest data to help homeowners build equity and improve the homeownership experience. Try Homebot for free for 7 days. If you like the service, subscriptions are just \*\$25/month for 500 contacts. | [www.homebot.ai](http://www.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. Consistently ranked Number 1 on Google, 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](http://www.homesopentoday.com) |

### IDX

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. | [www.ccartoday.com](http://www.ccartoday.com) > [idx](#) |

### Keyboom Pro

Add power to listing presentations by offering Sellers exclusive listings on TV. Keyboom is the only fully interactive property search available on Smart TVs and streaming devices such as Roku, Apple TV and Amazon Fire Stick. CCAR Member price: \$23/mo for unlimited leads and marketing tools. | [www.ccartoday.com](http://www.ccartoday.com) > [Keyboom!](#) |

### MooveGuru

MooveGuru automated email marketing tool enables direct access to and deeper engagement with customers and provides them with money-saving offers from companies like Lowes, Papa John's, Home Depot, Pods, Budget Truck Rental, Target, and more. | [www.ccartoday.com](http://www.ccartoday.com) > [Mooveguru](#) |

### Placester

Placester is a user-friendly digital marketing platform that provides members with a single 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. A FREE NAR Member Benefit. | [placester.com](http://placester.com) |

### 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. | [www.ccartoday.com](http://www.ccartoday.com) > [SmartStats](#) |

### 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. | [www.streeturls.com](http://www.streeturls.com) |

## TRANSACTIONAL TOOLS

---

### Agent Inbox

Agent Inbox is a modern messaging system powered by MLS data that facilitates communication between all agent and transaction participants in one simple platform. Communication starts at first contact, is accessible everywhere and centralizes each deal through closing. | [agentinbox.com](http://agentinbox.com) |  
*\*Coming soon!*

### CloudCMA

CloudCMA software enables users to strategically design every aspect of the CMA to help win listings. It works directly with CCAR MLS to integrate listing information and enables easy, attractive page layout, readability, graphics and access to professionally written content. | [cloudcma.com](http://cloudcma.com) |

### Disclosures.io

Disclosures.io enables users to quickly and easily create clean professional disclosure packages, eliminating the hassle of preparing listing documents and simplifying the entire document management and tracking process—all from a single dashboard. Disclosures.io BASIC is FREE to members; Disclosures.io PRO may be purchased for \$399/year. | [disclosures.io](http://disclosures.io) |

### 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. | [www.glide.com/forms](http://www.glide.com/forms) |

### RatePlug

Close deals faster, better qualify home buyers and automate the management of your lender relationships. 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. | [rateplug.com](http://rateplug.com) |

### Area Demographics

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

### 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. | [clareity.com/products/safemls-plus](http://clareity.com/products/safemls-plus) |

### COMING SOON: Cloud MLX | Cloud Streams

**Cloud MLX** is an alternative front-end platform that enables MLS users to get up and running faster and do more work in less time; **Cloud Streams** is a listing alert and client collaboration tool that works directly with the MLS to provide users and their clients with the most timely, accurate and up-to-date real estate listing data...

### Find.com

Find.com 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.

### 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. | [paragonconnect.paragonrels.com](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. | [propertyradar.com](http://propertyradar.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.

### 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. | [ccartoday.com](http://ccartoday.com) > [mls area search](#) |

Explore our comprehensive portfolio of products designed to optimize user experience and support every aspect of the real estate transaction.

### MLSListings Cross-Pollination

CCAR MLS Participants and Subscribers enjoy expanded access to MLS data covering the greater East and South Bay Areas from one single point-of-entry. One log-in provides easy access to listings in Contra Costa and Alameda Counties, Silicon Valley, Monterey, Santa Cruz, San Benito and San Mateo Counties, along with multiple jurisdictions served by cooperating-MLS, MLSListings. Together, these integrated systems enable thousands of agents from across northern California to access a sizable and geographically expansive database of listings from one single portal.

### 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. | [newhomesourceprofessional.com](http://newhomesourceprofessional.com) |

### 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. | [narrpr.com](http://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.

### Wireless MLS

CCAR's mobile MLS platform enables members to access real-time MLS listing data from anywhere using a variety of mobile devices. This service, provided by Black Knight, features enhanced search and other capabilities. | [ccartoday.com](http://ccartoday.com) > [mobile mls](#) |

*All products FREE to CCAR Participants and Subscribers unless otherwise noted.*

### Homesnap

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.com](http://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. | [homespotter.com/agents](http://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. | [mytheo.com/agents](http://mytheo.com/agents) |

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.

### Bridge Interactive

Bridge Interactive is an MLS syndication tool that enables individual real estate brokerages to opt-in to a service that enables a direct feed from the MLS to Zillow and Trulia. Once Brokers opt-in, agents in their offices can also enjoy a wide range of additional features including prominent automatic agent identification on every listing, free automatic leads, and direct links to brokerage/agent websites. | [cartoday.com/content/bridge-listings-distribution-agreement-zillow](http://cartoday.com/content/bridge-listings-distribution-agreement-zillow) |

### 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. | [listhub.com](http://listhub.com) |

---

## RESOURCES

### CCAR Member Service Center | Tech Support

☎ 925.295.1270 support  
✉ [support@cartoday.com](mailto:support@cartoday.com)

### Elisabeth Morgan | Education Coordinator

☎ 925.295.9210 direct  
✉ [elisabeth@cartoday.com](mailto:elisabeth@cartoday.com)

### Jared White | Director of MLS Services

☎ 925.295.9209  
✉ [jared@cartoday.com](mailto:jared@cartoday.com)



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