

The Most Flexible MLS Platform

MLXchange™ is a full-featured, Web-based Multiple Listing Service system that includes listing search and maintenance, office and member search and maintenance, hot sheets, reports and CMAs, statistics, mapping and driving directions, customizable reporting, CRM, e-mail, integrated tax, financial functions, and much more.

The platform that powers MLXchange is ideal for large and medium sized MLSs looking for uncompromising MLS functionality and unmatched flexibility. It's built to handle the largest organizations and the most complex business rules, and can be customized easily for the special needs of regional MLSs, resort-style, or commercial real estate boards.

Ultimate Search and Display

Users can construct searches and search templates using any unrestricted field in the database and an array of advanced search operators. Users can save any number of customized search results formats, including column names, column order, sort order, and much more. Detailed report views can be easily created or customized using the system's class-leading Report Editor. These same powerful search and reporting tools are used throughout the program for working with all types of records, including tax, member, office, listing, contact, etc.

Fast and Easy System Customization

MLXchange employs an advanced meta-model design that enables a high level of system customization and multi-board regionalization capabilities without requiring changes to the standardized program code.

Leading RETS Technologies

Customers can take advantage of MarketLinx's state-of-the-art RETS technology, which includes RETS Professional — an optional product that offers user-level data analysis, IP address filtering, data and image tagging, quotas, throttling, and a guaranteed service level agreement — and RETS Connector, the industry's easiest-to-use RETS client application for automating routine data downloads.

SmartLink Technology

Our SmartLinx technology makes it easy to deep-link with third-party software to seamlessly access record-specific information without having to leave the MLS and log into a different system.

"We have a longstanding relationship with MarketLinx and the features of MLXchange were just what we were looking for. Their commitment to design a product that meets the needs of our membership was instrumental in the selection process."

Annette Fachko, MLS Director
Western New York Real Estate
Information Services



Features

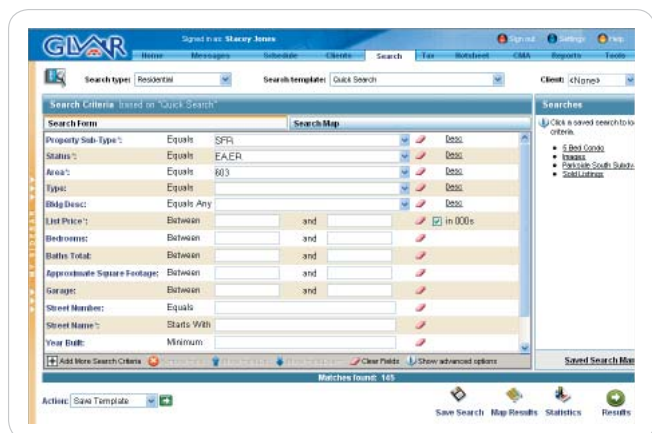
The comprehensive nature of MarketLinx's MLS platform makes it impossible to list every feature in MLXchange, but some of the more important ones are listed below.

Login

- › Localized branding (login page and program header)
- › Simultaneous logon prevention
- › Identity sharing among team members
- › Enforcement of strong passwords and periodic password changes
- › Support for RSA & SafeMLS tokens

Home Page

- › New prospecting match count
- › "Inventory Watch" of expiring, active and pending listings, pending sales, etc.
- › Quick search for listings and contacts
- › Today's Hotsheet
- › Customizable links to Web-based resources
- › System messages displayed upon login



Search Construction

- › Consistent process and interface for different record types (tax, member, office, listing, etc.)
- › Potentially search on any field in the database
- › Cross-property type searching
- › Boolean operators such as Includes All, Not Equals and Not Starting With, as well as advanced operators for combining And, Not and Or in multi-select fields
- › Search by area using multiple maps to graphically delimit the desired region (radius, rectangle, or irregular polygon)
- › Count on the Fly
- › Save search templates
- › Per record type and property type search defaults

Prospecting Searches

- › Automatically notify selected recipients by e-mail when a new or changed listing matches saved search criteria
- › E-mails contain a link to an online (real-time) listing report
- › Select different reports for different recipients
- › Select frequency of e-mail deliveries and set expiry dates
- › Re-send notifications when new photos are added or when a price change occurs

Search Results

- › Consistent process and interface for different record types
- › Save search, associated with specific contact
- › Customize results list format, including column display, column order, sort order, etc.
- › Drag & drop columns and 3 level sorting
- › Thumbnail record preview
- › Aerial map view of results
- › Turn-by-turn driving directions
- › Save default Search Results format for each record and property type
- › E-mail and export records
- › Pop-up toolbar to common functions (view details, view tax, edit, map, print, e-mail, etc.)
- › Quickly filter by selection, status and price
- › Print Search Results showing search criteria and summary statistics
- › Market Area and List vs Sell Price charts

Details and Reports

- › Detailed record information and multi-record comparisons
- › Related property records (tax records, history, etc.)
- › Access to additional rich content, including maps, images, virtual tours, financial calculators and worksheets, market activity charts, attached documents, and links to integrated third-party applications like Supra KeyBox™, ShowingAssist™, and more
- › Print and e-mail reports
- › Report data errors



Report Editor

- › Online and downloadable report editors
- › WYSIWIG report design
- › Create mailing labels, multi-column reports, multi-row reports, listing brochures, CMA pages, tabular reports, multi-photo reports, and marketing booklets
- › ML numbers, agent codes, office codes and Tax IDs act as link to the appropriate records

Listing Maintenance

- › Real-time data entry with field-level help
- › Auto-save after every field
- › Auto-population from integrated tax or Web-based tax (Realist, GeoJet, and iMapp)
- › Manual override of property geocoding
- › Data validation: spell-checking, prohibited words, and any number of configurable business rules
- › Save partial listing for completion later
- › Image upload and media management
- › Upload documents and fax attachments

Hotsheets

- › Displays recent market activity according to user-defined criteria
- › Personal, home page, and days back (date range)
- › Different report sections for new listings, price changes, status changes, deletions and other transaction types
- › Full range of details and report options available (e-mail, maps, customized reports, export capabilities, etc.)

Public Records and Property History

- › Integrated tax and property history record capabilities
- › Uses the same powerful tools as the program's listing search engine, including customizable search templates, search results and report views

Contact Management

- › Maintain client names, addresses, phone numbers and e-mail addresses
- › Full customizable search interface and results list, just like listing search
- › Filter by contact type, status and selection
- › Import records from MS Outlook and Top Producer
- › Print contact list, detailed records, mailing labels and user-created reports
- › Send e-mail and view e-mail history
- › View a contact's saved searches, CMAs



CMA/Buyer Tour

- › Wizard for easy, step-by-step report creation
- › Fully customizable using report editor
- › Add comparables from the MLS, integrated tax, Web-based tax, or manually
- › Side-by-side adjustments for any type of comparable
- › Multiple options for calculating suggested price
- › E-mail, print or save as PDF

Financial Functions

- › Full complement of industry-standard financial calculators and worksheets
- › Loan options, pre-qualification forms, closing costs, net proceeds and more

Office and Membership Options

- › Office and member roster search capabilities that use customizable search templates, search result lists, and report views
- › Full office and membership maintenance, including temporary suspensions
- › Works with MarketLinx's Membership Director software and other popular membership management systems

Data Access Options

- › RETS 1.7 compliant server implementation for access to a host of third-party products
- › Built-in IDX options to suit a range of broker and agent needs
- › Configurable ASCII export of search results
- › SmartLink technology for directly accessing record-specific data in third-party applications, such as Realist®, Property Panorama, RatePlug, Showingtime™, etc.

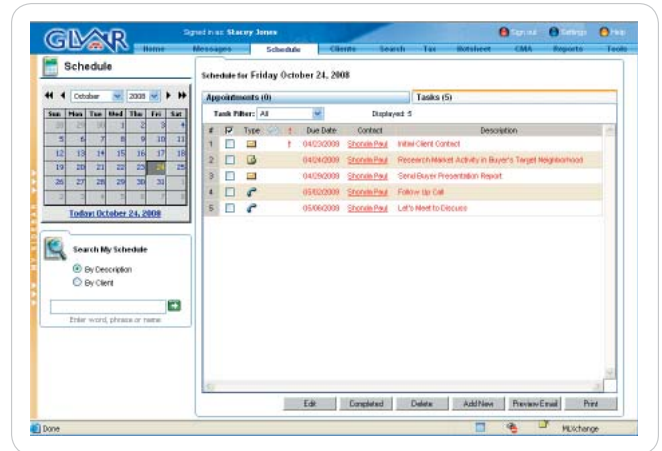
Visit www.marketlinx.com for an online demo!

MLX Professional

Advanced CRM and Web Marketing for MLXchange

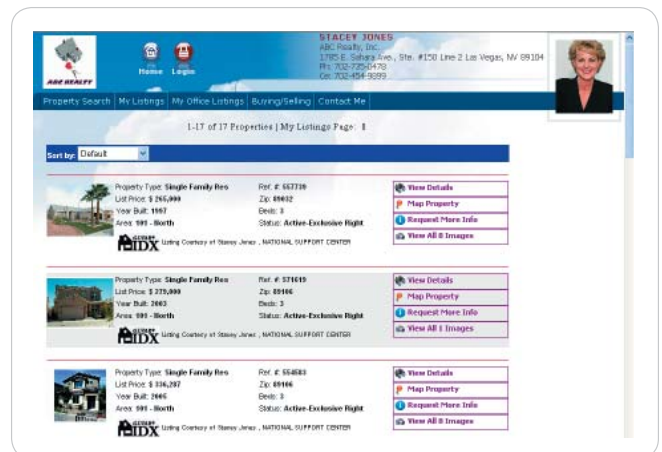
Help your REALTORS® compete on the Internet with MLX Professional. MLX Professional plugs into the MLXchange MLS system to give your members a suite of sales and marketing tools to generate leads, improve customer service, communicate with clients, and increase sales. With an MLS site license of MLX Professional, every user gets:

- › An **Agent Web Site** with built-in IDX Property Search
- › **Client Web Pages** for automatic customer communications
- › **Internet lead capture** with instant e-mail notification to a cell phone or pager
- › **E-mail templates** that merge contact and MLS data
- › Enhanced **client and task management** using a scheduler and action plans



With MLX Professional, your members can:

- › **Minimize the learning curve.** MLX Professional simply adds new features to MLXchange – a program your members already use every day.
- › **Advertise listings online.** A direct connection with MLXchange lets agents advertise their listings (including team members' listings) on their Web sites. A built-in IDX Property Search (if permitted) gives site visitors access to real-time MLS data.
- › **Easily synchronize with Microsoft Outlook™** all of their Clients, Tasks and Appointments.
- › **Provide 24/7 customer service** by automatically displaying their clients' property matches, CMAs, scheduled appointments, and completed tasks on their password-protected Client Web Pages. The Agent Web Site also has agent/client property list collaboration.
- › **Capture more business** by immediately responding to new Internet leads.
- › **Manage their prospects** using customizable e-mail templates that can merge both contact and MLS data to create personalized mass mailings.
- › **Organize their day** using a secure Client Manager that schedules follow-up tasks and reminders, organizes search criteria and properties of interest, and tracks customer history.
- › **Automatically schedule activities** for listings, transactions and prospecting campaigns through fully customizable "time-released" Action Plans.



A member of The First American Corporation (NYSE: FAF) family of companies, MarketLinx is a premier residential real estate information technology vendor that offers a full line of Agent, Broker, MLS and MLS-related products and services. MarketLinx serves some 150 MLS customers across the US and Canada representing about half of the REALTORS® in North America. MarketLinx serves some of the largest real estate organizations in the world, including eight that have more than 20,000 members each. MarketLinx also serves over 1300 broker customers, including both independent companies and brokerages that are part of major franchises.

Visit our Web site for an online demo of MLXchange!

To learn more about our products, call 866.397.3286 or visit www.marketlinx.com today.

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