

## **Mercado Frequently Asked Questions**

### ***What is Mercado?***

Mercado is a new marketing system combining the best features of MLSAlliance and powerful new web based CMA, BuyerTour, and Flyer applications, enabling California real estate professionals to service their clients with world class marketing materials regardless of their MLS affiliation.

### ***What happened to MLS Alliance?***

Mercado is an upgrade to the California MLSAlliance, the original single source of MLS information from multiple MLSs in California. All of the functionality that you had access to in MLS Alliance is available in Mercado. Plus, Mercado adds robust new marketing functionality to the MLSAlliance property search, allowing California real estate professionals to search listings throughout the state and quickly produce high-impact listing presentations, CMAs, buyer presentations, property flyers, postcards, and brochures.

### ***I use Alliance all the time and have saved searches and Client Alerts, will these be moved over to Mercado?***

Yes, all of your saved searches and Client Alerts will be converted from MLSAlliance to Mercado. Following the cutover to Mercado any saved searches or client alerts created in MLS Alliance will not show up in Mercado.

### ***I used to use eNeighborhoods CMA but I do not have it installed anymore, can I use Mercado?***

Yes, you can use Mercado. The functionality contained within the old eNeighborhoods Desktop CMA program has been replicated and upgraded in the CMA, Buyer Tour and Flyer modules in Mercado. In addition, you can search right in Mercado and create a CMA or Buyer Tour with one click. All of this is now available right through your web browser, no software is required to be installed on your PC.

### ***Can I search in my MLS system and create a CMA or Buyer Tour in Mercado?***

Yes, just like previous versions of our products, you can search in your MLS system for listings and then export them into Mercado.

### ***Where does the list of Cities and Areas in the search menu come from?***

Cities and areas are defined by the source MLS. Mercado™ is a mirror image of each participating MLS system.

### ***How accurate and up to date are the listings on Mercado***

In most cases, the Mercado™ web server synchronizes with each MLS host system automatically. Once a property listing is posted on one of the participating MLS systems, it usually becomes available in Mercado™ within one hour. In some cases, however, where automated server synchronization isn't established, it may take up to few hours or even a day before the listings are available on Mercado™.

***How do I sign up?***

You don't have to sign up for Mercado™. However, you do need to be a member of MRMLS with good standing. To log into Mercado™ website, please use log on to MRMLS Matrix. And click on Mercado under the External links on the Matrix Home page. If you don't know your User ID, User PIN and SafeMLS Password, please contact your MLS.

***Is there public access to Mercado?***

There is no direct public access to Mercado™. However, you can email listings in appropriate report format to your clients. Your clients will receive your email with a link to the Mercado™ server where they can view only the listings that you have sent to them. The listing reports contain real time data; and are viewable for 30 days. Any changes made on a listing, such as price change, listing status change, etc., will be reflected on the listing reports for your clients. Please do not provide your MLS User ID and Password to your clients, as it's a violation of your MLS Rules and Regulations.

***Am I required to accept the Mercado End User Agreement?***

Yes, you are required to accept the Mercado™ End User Agreement before you can access the Mercado™ website.

***What's the minimum browser requirement?***

Certain features in Mercado™ are not supported in older version of browsers. Mercado™ website is optimized for Internet Explorer 6.0 or higher browsers.