



- A new marketing system combining the best features of MLSAlliance and Neighborhoods web based CMA, BuyerTour, and Flyer applications.
- Mercado enables California real estate professionals to service their clients with world class marketing materials regardless of their MLS affiliation.
- The ideal web based marketing tools to compliment your MLS system. SSO interface provides transparent integration with existing systems.



Start Page

Search listings from MLSs throughout California and quickly produce high-impact listing presentations, CMAs, buyer presentations, property flyers, postcards, and brochures.

The Start Page provides easy access to helpful links like sales training materials, news feeds and information on support and training.

Property Search

Included are all the great features from MLSAlliance including Client Alerts, Neighborhood and School Information, Financials, and Map Search. Search all statuses, multiple property types, across MLS boundaries. The property search is also the fastest and easiest method of getting listing information into CMA's and Buyer Tours.

CMA

Easy to generate personalized listing presentations and CMAs, combining listings from multiple MLSs. The Mercado CMA includes neighborhood and school information in the overall market analysis, giving your clients a more accurate depiction of the true market value of their home. Automatic adjustments, customized net-sheets, intelligent price calculator, and dozens of high impact design themes.

Edit Command	ML Sltum	Status	Address	List Price	Sold Price	Year Built	List Date	Sold Date	DOM	Beds
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5545424	Active	24108 Fairway	\$825,000		1987	08/26/08		147	4 3
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5550521	Active	13 Seaciff	\$844,000		1992	10/09/08		103	4 5
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5498699	Active	58 Dornoch	\$849,000		1996	07/26/07		544	3 3
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5547353	Active	12 Ginger Lily	\$849,000		1999	09/12/08		130	5 4
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5530294	Pending	23381 Via Alondra	\$849,999		2001	04/25/08		270	4 8
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5511554	Pending	2 Via Barcoza	\$855,000		1990	11/02/07		445	3 3
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5320485	Sold	7 Rollinghills	\$799,900	\$815,000	1990	06/19/03	07/21/03	2	4 4
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5282541	Sold	23192 Via Celeste	\$819,000	\$808,000	1986	03/15/02	06/03/02	57	4 3
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5279604	Sold	54 Vela	\$819,000	\$810,000	1999	04/29/02	07/15/02	31	4 4
<input type="checkbox"/> Edit <input type="checkbox"/> Delete	5306257	Sold	22 Prestwick	\$819,000	\$819,000	1995	02/01/03	09/10/03	131	4 3



BuyerTour

Combine listings from multiple MLSs into personalized buyer presentations. Choose from dozens of professional design themes. Consumers today have more direct access to property information than ever before. The eNeighborhoods BuyerTour combines property information, neighborhood demographics, loan scenarios, and school information into powerful buyer presentations branded with your personal information.



Flyers

Generate high-quality flyers, postcards, and listing brochures. Choose from dozens of preformatted design themes and professionally written titles, property features, and remarks. Build your marketing materials quickly, selecting from menus of creative copy. Save flyers and brochures as .pdf files to post on your website. Include neighborhood and school information on your marketing materials.



Reports

Reports, reports, and more reports that enable real estate professionals to more effectively market their services to clients. Select from dozens of design themes for CMA and buyer presentations, all of which are personally branded to the agent. Includes not only MLS oriented reports but multiple pages of marketing and sales content.

