



South Central Wisconsin MLS Corporation  
4801 Forest Run Road  
Madison, Wisconsin 53704

Phone: (608)240-2800  
FAX: (608)240-2801

# Paragon

P5

## Adding Listings

MLS property listings on the World Wide Web: [www.wisconsinhomes.com](http://www.wisconsinhomes.com)  
[www.realtor.com](http://www.realtor.com)

Additional MLS information and forms are on the MLS website: [www.scwmls.com](http://www.scwmls.com)

### UPDATES

For a current online version of this document, [Click Here](#)  
Or go to [www.scwmls.com](http://www.scwmls.com) under *Listing Info* – click on *Submitting New Listings*

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## ENTERING NEW LISTINGS

**Input Deadline** – MLS listings must be entered in the MLS system within seven (7) days of the effective date (first day of the term) of the listing contract. **There is a \$100 per day fine for late input of listings.**

**MLS Input** – If your Office inputs its own listings, do not send paperwork to the SCWMLS office. If you want the MLS to input your listing, email a **completed profile sheet** and a **copy of the listing contract** to [listings@wisre.com](mailto:listings@wisre.com). The cost of inputting a listing is \$20.00 if loaded by the SCWMLS and \$0 if loaded by your office.

NOTE: All MLS listed properties can be entered only once in each applicable category. An exception can be made for properties with legally divisible parcels of land.

**No Punctuation** – Do not include dollar signs, periods or commas for dollar fields; punctuation is generally not allowed on Paragon listings – with the exception of *Directions* and the *Remarks* which are free-form fields.

**Personal Data on Listings** – Photos, photo labels, unbranded virtual tours, public associated documents, general MLS remarks and directions fields may not include personal data, contact information, or instructions to contact/call anyone. No information such as names, phone numbers, websites, etc. are allowed in these sections of an MLS listing.

**R equals Required** – On the Paragon input screen you will see a red (R) next to the fields that require an entry – these are the fields that are white on the Profile Sheet. This means you must have something in the field. NOTE: You may be assessed \$5/day for missing or incorrect information on a listing.

**Accuracy of Data** – You are responsible for the accuracy of the data you report. No member will intentionally insert false or misleading data. One party listings and building contracts added to the MLS system as comparables must contain the same information as is required on active listings. You may be assessed \$5/day for incorrect data that is not corrected.

**No Showings** – Active listings that cannot be shown, per the seller's request, can be entered with the status of Active or with the status of Withheld/Delayed. While a listing is in the status of Withheld/Delayed, days on market are not counted, the listing will not come up in active searches, nor will it be included on public websites. Listings in Withheld/Delayed or those marked as "no showings" are NOT available for any agent to show to potential buyers, including the listing agent. Agents from companies other than the listing company are not allowed to preview.

**Re-entering Listings** – A new listing contract must be secured before a listing can be entered as new. You may not expire a property only to reenter that same property for the purpose of getting a new MLS number and exposure as a new listing.

**Net Taxes** – When entering Net Taxes, the figure that should be used would be after other taxes, specials and the lottery credit (if applicable) are applied.

**Commissions** – Under no circumstances may a listing be placed on the SCWMLS unless there is a commission being offered to other Participants – NO EXCEPTIONS. Commission should be reported as the commission to the selling company, NOT the total commission paid by the Seller.

**Street Names** – When entering a street name, spell out the name of the street (no abbreviations), but abbreviate the street tag. **If there is a street tag** for a particular address, **you must list it** and you must use the correct form of that street tag. For a list of the required street tag abbreviations, [go to page 16.](#)

**Mailing Address** – This field is used for data exports to websites, and is particularly important for township properties.

**Parcel Number Format** – When adding listings in many of the counties there is a correct format for the parcel number. Paragon will require you to input the parcel number in the correct format. If you do not have enough digits (or have too many), you can look this information up in the Tax Program on Paragon.

<u>County</u>	<u>Parcel Format</u>	<u>Notes</u>
Adams	000-00000-0000	3-5-4
Columbia	00000-varies	No mask
Crawford	Open	No mask
Dane	0000-000-0000-0	4-3-4-1
Dodge	000-0000-0000-000	3-4-4-3
Grant	000-00000-0000	3-5-4
Green	000-0000.0000	3-4.4
Green Lake	000-00000-0000	3-5-4
Iowa	000-open	No mask
Jefferson	000-0000-0000-000	3-4-4-3
Juneau	Open	No mask
Lafayette	000-0000-0000	3-4-4
Marquette	000-00000-0000	3-5-4
Monroe	000-00000-0000	3-5-4
Richland	000-0000-0000	3-4-4
Rock	Open	No mask
Sauk	000-0000-00000	3-4-5
Vernon	000-00000-0000	3-5-4
Waushara	000-00000-0000	3-5-4

If your listing has more than one parcel number, you should enter “Multiple” in the parcel number field and list each of the separate parcel numbers in the remarks section.

If your listing does not have a parcel number assigned at the time of input, you should use "Not Assigned" in the parcel number field. Once a valid parcel number is assigned, you should revise the listing.

### **TAX AUTOFILL in Paragon**

When adding a new listing, you have the ability to import data contained within the Paragon Public Records. To use this feature (from the listing input screen):

1. Click on the TAX AUTOFILL link (Do this before you start adding listing data)
2. Select the correct county
3. Enter Parcel number, OR other search parameters to find the tax record for the property you are adding
4. Click on COUNT, then click on SEARCH if matches were found
5. Select the appropriate match and click on the AUTOFILL button to load to fields on the listing input screen

The following information is available for importing (some or all, depending on municipality tax records):

- Parcel Number
- Street Number and Name
- Municipality
- Assessments (land, improvements & total) and Year
- Net Taxes and Year
- Owner Name
- School District
- Total Acres
- Zoning (for City of Madison and rural Dane County)
- Zip Code (for City of Madison)
- Elementary, Middle & High Schools (for City of Madison)

**Yes/No Questions** – For an explanation of the Yes/No questions under the Listing Broker Information section of the profile sheets, go to [www.scwmls.com/pdf/yes\\_no.pdf](http://www.scwmls.com/pdf/yes_no.pdf)

**Square Footage** – It is important that REALTORS be consistent in measuring the finished square footage of homes. Therefore, the SCWMLS has developed guidelines to aid you in completing the square footage fields on a listing. Square footage is a required entry and must be completed on all Single Family and Condo listings. For a copy of the Square Footage Guidelines, go to [www.scwmls.com/pdf/sqftguide.pdf](http://www.scwmls.com/pdf/sqftguide.pdf)

**Bathrooms** – Please use the following guidelines when identifying bathrooms in the MLS:

- A half bath includes a stool and a sink
- A full bath includes a stool, a sink and a bathtub or shower (or both)

**Schools** – There is an edit check table set up for school names (elementary, middle and high). When entering schools, use the actual school name, not the school district. School District is a separate field. If there is a situation of uncertainty by the school district (NOT the REALTOR) as to which school the children of a family buying a particular property will go to, you may enter CALL DIST. Entering CALL DIST may cause your listing to be missed in a search if there is truly no uncertainty regarding boundaries in the school district. For a list of schools by county and school district in PDF format, go to [www.scwmls.com/pdf/schoolsforweb.pdf](http://www.scwmls.com/pdf/schoolsforweb.pdf)

**Remarks** – Paragon accepts 600 characters for the MLS General (Public) Remarks.

- The General MLS Remarks section is reserved for information describing the property. Agent and office information, such as **names, phone numbers, websites or special showing instructions cannot be included in this section**.
- The Additional Wisconsinhomes Remarks section can be used for information not allowed in the general remarks section. This, along with the general remarks, is the verbiage that will display on the Internet listing for the property on wisconsinhomes.com.
- Broker to Broker Info will only display on Agent Reports. This is the section to use for listing agent and office information such as names, phones numbers, websites, bonuses, co-list information, special showing information, etc.

**Features** – At least one entry is required under feature categories marked with a red (R). You may select multiple choices under each category, so please select as many as apply. If you select OTHER, you should specify in the remarks what the other characteristic is.

**Open House/Tour** – To load Open House information, open the OPEN HOUSE/TOUR section of the listing input screen and add the appropriate date and times. NOTE: Times must be entered in the format: 2:00-3:00.

## SPECIAL TYPES OF LISTINGS

### Under Construction Listings –

- The *estimated completion date or stage of completion* at time of listing must be included in the first line of the Public Remarks section of all under construction listings.
- Under construction properties can be entered only once, and if construction has not been started, the “building plan with lot” feature must be selected (rather than “under construction”). The MLS will delete expired listings of properties for which construction was never started.
- If the house number is not yet on the property, be sure to include specifics such as *2<sup>nd</sup> from the corner* in the directions. Enter the lot number in the street number field (ex: L6).
- Sketches, floor plans and plat maps can be submitted as photos for properties under construction. If you submit a photo of a completed similar model, please affix the words *similar model* to the photograph or add *similar model* as a photo label. Once construction is complete, an actual photo of the front exterior of the property is required. The “under construction” feature should be removed at that time and replaced with the “new/never occupied” feature.
- If you add upgrades or finish more square footage than the original listing in the MLS states, please adjust the list price and data in the MLS to reflect these changes. We often see the sale price several thousand dollars more than the list price due to buyer requested additions/upgrades. This of course makes it difficult to use these solds for appraisals and CMAs, and you can be assessed \$5/day for incorrect data not adjusted.

### Condos –

- Only condos that are either stand-alone or half-duplexes are allowed to be marketed secondarily under the Single Family category. Condo fees must be listed in the first line of the MLS general remarks and Condo must be chosen under the Type feature.
- Only single family residential properties that have a shared wall or a monthly maintenance fee are allowed to be marketed secondarily under the Condo category.
- Studio condos can be identified as having 0 or 1 bedrooms, at the option of the listing agent. However, they must be identified by the Type feature “Studio.”

**Auction Listings** – Properties being sold at Auction must include the date of auction, preview dates, and an explanation of what is being represented as the list price within the first line of the public remarks. In addition, an Auction Information Form is required as an associated document. For a copy of this form, go to [www.scwmls.com/pdf/auction\\_form.pdf](http://www.scwmls.com/pdf/auction_form.pdf)

It is recommended that if there is a flyer with additional information about the auction, that this flyer be included as an associated document. You may also want to take advantage of photo labels and add AUCTION as a label for the first photo.

**Building Contracts** – Building contracts are only allowed on the MLS if they include land with the sale. You must select the “building plan with lot” feature under TYPE to identify this type of listing.

**Manufactured Homes with No Land** -- Members of the SCWMLS are allowed to place manufactured homes without land on the MLS. However, when listing a manufactured home without land, the MLS requires the following statement included in the Broker to Broker remarks of the listing:

*Personal property sale - No approved forms - See [www.scwmls.com/pdf/mh.pdf](http://www.scwmls.com/pdf/mh.pdf)*

NOTE: These listings are NOT allowed on public websites, so the Internet/IDX field will automatically change to NO. Go to [www.scwmls.com/pdf/mh.pdf](http://www.scwmls.com/pdf/mh.pdf) for details and restrictions pertaining to listing manufactured homes without land (personal property). Manufactured homes without land are deleted when they expire or sell.

**Homes with No Land** – Members of the SCWMLS are allowed to market existing homes with no land included in the sale on the MLS - the actual current physical location must be identified and a disclaimer must be included in the first line of the public remarks explaining that no land is included in the sale. Also, the following specific wording must be included in the Broker to Broker remarks section: “DSPS forms related to the listing and sale of real property may not be appropriate for this transaction.” The listing will be deleted when it expires or sells.

**Legally Condemned Properties** – A disclosure of the fact that a property is legally condemned must be included in the first line of public remarks (explanation of the reason for condemnation may be included, but is not required).

**Limited Service Listings** – If a Participant lists a property for which limited services are offered, Participant must disclose the services they will **not** provide. A form outlining exactly what services will not be provided by the Participant is required to be attached to all Limited Service Listings at the time the listing is entered into the MLS database. For a copy of this form, go to [www.scwmls.com/pdf/limited\\_service\\_disclosure.pdf](http://www.scwmls.com/pdf/limited_service_disclosure.pdf)

**Value Range Pricing** – Traditionally, when a property is listed for sale, it is placed on the market at a fixed price. Under value range pricing, the property is marketed in a range of values, rather than one specific price. It is important to understand that value range pricing is simply a marketing tool which brokers and sellers can elect to utilize (or not). Within the SCWMLS, if the list price is followed by a " + ", the price listed is at the low end of the range. If the list price is followed by a " - ", the price listed is at the high end of the range. If the list price is followed by a " = ", the price listed is in the middle

of the range. If a property is a value range priced listing, the listing agent must include the price range in the MLS Public Remarks.

NOTE: When sold, the list price will be changed to the top end of the specified range.

**Waterfront Properties** – Properties marked with the “has actual water frontage” feature must be located on a lake, river or channel.

**Co-Listing with Non-Members** – Properties that are listed with both a Participant and a non-participant of the South Central Wisconsin MLS may be submitted for publication to the SCWMLS provided said non-participant is a REALTOR and is a member of another REALTOR MLS or CIREX, and provided said non-participant agrees in writing to abide by the [Rules and Regulations](#) of the South Central Wisconsin MLS. A completed and signed MLS Co-Listing Agreement (go to [www.scwmls.com/pdf/colist.pdf](http://www.scwmls.com/pdf/colist.pdf) for the document in PDF Format) must be submitted to the SCWMLS office before a listing is input.

**Farm Listings** – There is not a separate Farm category – Farm type properties with a residence should be listed under the Single Family category (without a residence they belong under the Lots & Acreage category). If you enter a listing under either category and select the “Farm” Type feature, you are required to attach a Farm Associated Document at the time the listing is entered into the MLS database. For a copy of this form, go to [www.scwmls.com/pdf/FarmDoc.pdf](http://www.scwmls.com/pdf/FarmDoc.pdf)

Farm-type properties with no residential structure are restricted to the Lots & Acreage category.

### **Vacant Land Listings –**

- If you have several lots for sale, you may wish to add a listing for each lot, OR add one to represent some or all of the lots. If you choose to enter one listing to represent more than one lot, **do not list the total acreage of the combined lots** in conjunction with the price of one lot. Pick one lot; list the size of that lot in conjunction with the price of that one lot. Mention the other available lots in the remarks. It is very difficult to search using acreage and price when the acreage entered doesn't match the price listed.
- If you choose to market more than one lot under one single MLS number, ***how do you report a sale when one of those lots sells?*** Enter the lot that sold as a new listing – a Comp Sale. Instead of entering it as an Active listing, **enter it as a Sold Comp**; use the actual list date (the 7-day input rule does not apply to listings entered as Sold) and expiration date. Remember to adjust the remaining Active MLS listing to reflect the lots that are left to be sold. You can use the Copy/Clone feature in Paragon to save a lot of time – details are listed under the Additional Paragon Features section.
- The Lots & Acreage category is limited to vacant land, and land with buildings other than residential structures. An exception can be made for properties that



have a residential structure with little or no value. Those listings can be listed under Lots & Acreage, provided the “residential structure with little or no value” feature is selected under the Improvements feature group.

### **Multi Family Listings –**

- The Multi Family category is limited to multi-unit buildings that contain two or more separate dwelling units. An exception can be made for single unit properties that are zoned multi family. For single unit properties that are zoned multi family, the listing must have the “single family-zoned multi family” feature selected under the Type feature group. [The listing agent for this type of property can choose to enter it as Single Family or Multi Family, but not both.]
- Single family listings are not allowed in the Multi Family category, and multi family listings are not allowed in the Single Family category, with the exception of multi family dwellings that were originally single family dwellings and can be converted back (these may be listed in Single Family as well as Multi Family). What is required to convert it back to single family use must be clearly indicated in the public remarks.

### **Reporting FSBOs and Other Non-MLS Listed Comp Sales –** When entering non-MLS listed properties as Comp Sales, the following guidelines are to be used:

1. FSBO sales, One-Party listings & other properties not listed on MLS while active cannot be entered until after closing.
2. Add the listing as **Sold** instead of Active.
3. For *listing date*, use the verifiable date on which the owner/builder began marketing the property to the public at large (must be the accepted offer date or earlier), unless you have an actual contractual date. This will allow the days on market to truly reflect the open market exposure time for the property, which in turn will help appraisers locate useable comps. The 7-day rule does not apply for listings entered as Sold.
4. For *expiration date*, use the closing date (or actual contractual date).
5. Room sizes, if unavailable, are not required, but room numbers and levels are required.
6. ALL other listing rules that apply to active listings apply to Sold Comps, including photo requirements.
7. If a FSBO is entered as a sold, the list side should be recorded as the *actual Selling Agent* and the sale side as the *actual Selling Agent*. **After the listing is entered, email [listings@wisre.com](mailto:listings@wisre.com) and request the list side be changed to **Sold by REALTOR**.**
8. If an exclusive agency listing is sold by the seller, the list side should be recorded as the *actual Listing Agent* and the sale side as *Seller Sold Listing*.
9. If a one-party listing is entered as a sold, the list side should be recorded as the *actual Listing Agent*, and the sale side should be recorded as the *actual Selling Agent*.

10. If a property sells to a seller listed exclusion, the list side should be recorded as the *actual Listing Agent* and the sale side should be recorded as the *actual Selling Agent*, if the buyer was represented by an agent. If not, the sale side should be recorded as *Seller Sold Listing*. **After the listing is entered, email [listings@wisre.com](mailto:listings@wisre.com) and request the list side be changed to *Seller Sold Listing*.**
11. If a property sells to a listed exclusion under a previous listing, that previous listing should be reported as sold, and any subsequent listing should be expired or deleted – email [listings@wisre.com](mailto:listings@wisre.com) for assistance with deletions.
12. For co-broke sales where an agent acts on their own behalf in purchasing an MLS listed property, the sale-side of the transaction should be recorded under the listing office. If another agent in his/her firm represents the agent/buyer, the sale-side of the transaction shall be recorded under the firm representing the buyer.

**Non-Member Sales** – If the selling agent/office of your listing is not a member of our MLS, use *SCWMLS Non-Member* for selling agent and selling office. Please use this option only if the office/agent is not listed in our database. Members of Rock/Green MLS are listed in our database, and therefore should be entered when they are the selling side on your listing.

If you are the selling agent of a listing that is not in our MLS, but rather listed by a member of another MLS, you may enter the listing as a comp sale **ONLY IF YOU HAVE PERMISSION FROM THE LISTING BROKER/AGENT**. Enter yourself as the listing and selling side and then email [listings@wisre.com](mailto:listings@wisre.com) to request the listing side be changed to *SCWMLS Non-Member*.

**Rentals** – Residential properties for rent can be included within the Paragon program. If you have access to add listings, you can add rentals by clicking on **Listings – Add Listing – Rental**. To search for rentals click on **Search – Search by Class – Rental**. For a copy of the Rental Profile Sheet, go to [www.scwmls.com/resources/associated\\_docs.html](http://www.scwmls.com/resources/associated_docs.html)

## MLS STATUSES AND WHEN TO USE THEM

Status	Listing Contract/Offer to Purchase	Can Show?
ACTIVE	Under contract	Listing is available for showings
OFFER W/BUMP	Under contract with accepted offer	Listing is available for showings
OFFER-SHOW	Under contract with accepted offer	Listing is available for showings
WITHDRAWN BY SELLER	Under contract – off market for term of contract	No showings allowed
WITHHELD/DELAYED	Under contract – off market temporarily	No showings allowed
OFFER-NO SHOW	Under contract with accepted offer	No showings allowed
SOLD	Closed	No showings
EXPIRED	Released from contract (or contract expired)	No showings

## STATUS CHANGES REQUIRED IN PARAGON

**Accepted Offers** - When you receive an accepted offer, you have 3 calendar days to change the status of that listing to either Offer-Show (AC) or Offer-No Show (PND). The only exception is if there is a bump clause in the offer or a short sale situation. If there is a bump, or if the property is a short sale, you will have 3 calendar days to either change the status to Offer-Show (AC), Offer-No Show (PND), Offer-Bump (AB), or you can leave the status as Active, but you must disclose the existence of the offer in the Broker to Broker remarks (Accepted Offer Bump Clause or Accepted Offer Short Sale). When recording an Accepted Offer, you will be prompted to enter the date of the acceptance and if there were competing offers at the time of acceptance.

If your seller has instructed you to not disclose the existence of the offer, the status must then be changed (within 3 days) to Withdrawn by Seller until such a time as the property closes, or the offer falls through.

**You may be assessed \$5/day for status changes that are not done in a timely fashion.**

**Withheld/Delayed** - If you and your seller decide that a new listing will not be ready for showings until after the required 7 days for listing input, or if a seller suspends showings for an existing listing during the term of the contract with the intent to allow showings at a later date, you can enter that listing into the status of Withheld/Delayed until such time as it is ready to market and show. The Show Date field is required for listings in Withheld/Delayed. While a listing is in the status of Withheld/Delayed, days on market are not counted, the listing will not come up in active searches, nor will it be included on public websites. While a listing is in the status of Withheld/Delayed, it cannot be shown to potential buyers. Agents from companies other than the listing company are not allowed to preview. **Fines up to \$15,000 and suspension of MLS services may be imposed on both the listing agent and the showing agent if found in violation.**

NOTE: Listings for which the seller is not ready for showings can be entered as Active instead of Withheld/Delayed. If entered as Active, the date showings will be allowed must be in the first line of the Public MLS remarks. The same restrictions apply regarding no showings to potential buyers.

**Withdrawn by Seller** – If a seller no longer wants you to market their property, but you as the listing broker/agent do not release them from their contract, that listing should be put in Withdrawn by Seller. While a listing is in the status of Withdrawn by Seller, it is not available for anyone, including the listing company, to show.

**Expired** – If your office releases a seller from their listing contract before the expiration date, the listing must be moved to an expired status in MLS.

**Sold** – Once the listing is sold and closed, be sure to change the status in Paragon.

When closing out a property, you are required to identify if the sale was court approved, non-arm's length, relocation, a short sale, or if the property was bank owned/REO. A choice for N/A is available if none of these apply.

**If the seller made concessions, be sure to indicate that amount in the Seller Concessions field.** Seller Concessions is defined as: Points paid by seller on behalf of buyer, seller-paid buyer closing costs, cash or cash allowances not escrowed, down payment assistance, and personal property not usual and customary to such transactions conveyed from seller to buyer having an agreed upon monetary value.

Reports of closed sales, exchanges and rentals must be done on the Paragon system within ten (10) calendar days of the date of closing. **You will be assessed \$5/day for status changes that are not done in a timely fashion, up to a maximum of \$25. In addition, if the closing date is falsified to avoid the late fee, a fine of \$100 will be assessed, in addition to the \$5 per day fee.**

**Price Changes & General Information Changes** – When there is a change to the price or any other material condition of the original listing, it must be reported on the Paragon MLS System within 48 hours (excluding Saturdays, Sundays and MLS Holidays). **You may be assessed \$5/day for price changes and other information changes that are not done in a timely fashion.**

## ADDITIONAL PARAGON LISTING FEATURES

**Associated Documents** – Paragon MLS allows you to attach documents to the listing information. Documents that you may attach include seller's disclosures, lead-based paint disclosure, flood information, etc. Any agent viewing the listing is able to download or print these documents. Go to [www.scwmls.com/pdf/AssociatedDocuments.pdf](http://www.scwmls.com/pdf/AssociatedDocuments.pdf) for instructions on how to associate documents in Paragon. NOTE: PDF files work best.

You can set your associated documents to be automatically included when a listing is emailed from Paragon. Within the Associated Documents maintenance window, you will see a check box for Public. Check this box only for documents that are appropriate for the public. Also, when entering the description for your document, please remember your audience includes the public.

### **The MLS requires specific associated documents for Auctions, Farms, and Limited Service Listings.**

**Photos** – Up to 25 photos can be stored for each property. For detailed instructions on how to add or change listing photos, go to [www.scwmls.com/paragon/photo.html](http://www.scwmls.com/paragon/photo.html)

Photos are required for all active and Sold Comp listings, but exclude vacant land, commercial property and properties under construction. One photo must be an outside front view from street, but it is not required to be in the first photo position, and an exception will be made if seller requests that no photo appear (whether one or all). If an active listing, as identified above, does not have a photo after 7 days from the contractual listing date (input date for sold comps), the MLS will send a notice to the Broker and listing agent with 5 days to provide a photo. The MLS will send a photographer out to take a photo, **and assess a \$50 fee to listing Broker if a photo is not provided after such notice.**

No photos of *bodies of water* are allowed unless the view is visible from the property, or from the deeded access.

NOTE: Use of photos or associated documents that you do not have the right to may lead to a fine of \$25 per photograph/document in addition to any legal or equitable remedies available to the copyright owner of the photograph(s)/document(s).

**ShowingTime for the MLS™** – To customize each listing individually for the ShowingTime for the MLS™ feature, you can go to Maintain Listings and select the Showing Time option from the Select an Action drop-down box. For details on the ShowingTime for the MLS™ feature, go to [www.showingtime.com/products/showingassist/overview-for-showingassist](http://www.showingtime.com/products/showingassist/overview-for-showingassist)

**Copy/Clone** – Paragon MLS allows you to copy listing information from one MLS number to create another. *Note: you can only copy your own listings (Brokers and administrative personnel can copy any office or firm listing).* To copy an existing listing and create a new listing – Go to **Maintain Listing** (on the Listing Menu) and select the appropriate listing by entering the MLS number or address; Select Copy/Clone Listing from the Select an Action box. Change the necessary information (dates, price, etc.) and click Save to save the listing information.

NOTE: You cannot copy one class to create a listing in another class.

**Mapping** – If the map for your listing needs to be added or corrected, you can make those changes. Go to **Maintain Listing** (on the Listing Menu) and select the appropriate listing by entering the MLS number or address; Select *Change Geocode* from the Select an Action box. Select the correct location by using the Map It buttons and zooming in and out on the map grid; click *Save* to save the map changes.

**Partial Save** – PARTIAL SAVE will allow you to save a partially completed listing. To do this:

1. Click on SAVE AS PARTIAL LISTING on the SAVE drop-down menu at any time during the listing input process
2. A web dialog box will open, select a Save Action (*Continue Input* – if you wish to save data, but continue entering more data or *Finished* – if you wish to exit the listing input screen)
3. To go back and finish the partially saved listing – go to the Listing drop-down menu and select MAINTAIN PARTIALS.

**Converting Subject Properties** - If you have administrative access to the Paragon system, you can convert your Subject Property to a regular MLS listing.

1. Select CMA from the menu bar in Paragon
2. Select Maintain Subject Properties
3. Locate correct listing – click on “Select an Action”
4. Select Convert Subject Property
5. Review the information. Click the Convert button at top of screen (if you SAVE – you still have a subject property). If there are errors you will be prompted to correct them. Click the Convert Button again after corrections.
6. A box will come up and you will be prompted to enter status, listing date & expiration date. Be absolutely sure to enter SOLD as the status for Sold Comp listings, or you may be subject to a late input fee.
7. Click SAVE and the listing will be saved with a 7-digit MLS number

**Other Marketing Area for Rural Properties** – The MLS understands that it is sometimes difficult to market rural property, as the physical location of that property is identified by a township name, not by the name of a more recognizable city or village. For instance, when searching on public websites, the public does not realize that the rural area south of McFarland is called the Township of Dunn. They just know that they would like to find houses in the country south of McFarland so they choose McFarland.

To help minimize this problem, you may include an *Other Market Area* within your rural listings on the MLS. When an agent searches *Paragon*, or the public searches [www.wisconsinhomes.com](http://www.wisconsinhomes.com) (and other public websites if other market area is incorporated), properties that include the area selected as either the primary area or the "other marketing area", will come up as matches.

When deciding whether or not to include an *Other Market Area* on your listing, please keep in mind the other market area chosen must be an area that is contiguous to the actual area. It can be listed as any contiguous city or village that the agent deems as most appropriate. An agent may consider location, school district, or mailing address when making this decision.

The only exception that will allow an *Other Market Area* to be used outside a township is for cities and villages that cross county lines. In these cases, *Paragon* will automatically include the other county code for that municipality as other market area.

City/Village	Counties	Area Codes
Baraboo/West Baraboo	Sauk	Q34/Q01
Belleville	Dane/Green	D02/H04
Blanchardville	Iowa/Lafayette	J05/M08
Brooklyn	Dane/Green	D10/H07
Cambridge	Dane/Jefferson	D12/K02
Cuba City	Grant/Lafayette	G12/M09
Edgerton	Dane/Rock	D245/P08
Livingston	Grant/Iowa	G27/J19
Muscoda	Grant/Iowa	G34/J21
Randolph	Dodge/Columbia	F31/B28
Watertown	Jefferson/Dodge	K24/F38
Waupun	Dodge/Fond Du Lac	F39/T31
West Baraboo	West Baraboo/Baraboo	Q34/Q01
Wisconsin Dells	Sauk/Columbia	Q37/B33

**Virtual Tours** – If you purchase an unbranded virtual tour for your listing, you can include that link on *Paragon* reports. To include your tour, enter the tour link as part of your initial listing input (OPEN HOUSE/TOUR/HitCount tab in Add Listing) or choose

Virtual Tour from the Listing Maintenance "Select an Action" drop-down list if adding it later.

MLS Rules prohibit the display of virtual tours that include agent information and/or office information. As with the Customer Full Report, office name is allowed. The reason for this restriction is that links to virtual tours on MLS listings in Paragon are included as part of the Customer Full Report. By design, the listing company is given credit on this report, but there is no agent information or office contact information. This report is the one members most often email from Paragon to their clients/customers. Before this restriction, some of the tour links on listings emailed from Paragon took the client/customer to a web page containing agent and office information along with a tour of the property. On some of these web pages the focus was on the agent/office and not the property.

Branded virtual tours (those containing office/agent promotion), can be added for the sole purpose of exporting to outside websites such as Zillow, Trulia, and Realtor.com. You must add the link for branded virtual tours in the field marked Branded Virtual Tour. Do not put links to branded virtual tours in the Virtual Tour field. Branded virtual tours do not display on Paragon reports.



# MLS STREET NAMES

**To create accurate history and mapping links, please follow the guidelines listed below:**

***Do not include periods in any street name.***

***Street names should be spelled out in their entirety***, with the exception of the following – which should be abbreviated as follows:

County Road/Highway (lettered)	County Road
State/Fed Highway (numbered)	Hwy
Saint	St
Mount	Mt

***Numbered streets*** (i.e. First St) should be entered as numbers (1st, 2nd, etc.)

***Street Names with Spaces*** (i.e. Mac Arthur, De Soto, La Grange, etc.) should be entered without the space

**If there is a street tag** for a particular address (*avenue, road, drive, etc.*), be sure to **list it** on the MLS and please use the correct form of that street tag as outlined below.

***Correct MLS street tag abbreviations*** (if not listed below, spell out full tag):

Avenue	AVE
Boulevard	BLVD
Circle	CIR
Court	CT
Drive	DR
Lane	LN
Parkway	PKY
Place	PL
Road	RD
Street	ST
Terrace	TERR
Trail	TR

***Vacant Land and other properties without an actual street number:***

Please use the format L24 (as opposed to Lot 24) or if no lot number is available, list the acreage (41.25 Ac) rather than zero (0) for the street number. The actual street name (not the subdivision name) should be used in the street name field.

Accepted Offers .....	10
Associated Documents .....	12
Auction Listings .....	5
Bathrooms .....	3
Building Contracts.....	6
Co-listing with Non-Members .....	7
Condo Listings.....	5
Copy/Clone .....	13
Farm Listings.....	7
Features .....	4
FSBOs/One-Party Listings .....	8
Homes with NO Land .....	6
Limited Service Listings .....	6
Mailing Address .....	2
Manufactured Homes .....	6
Mapping.....	13
Multi Family Listings.....	8
Non-Member Sales.....	9
Open House Info on Listings.....	4
Other Marketing Areas .....	14
Parcel Numbers .....	2
Partial Save .....	13
Photos on Paragon.....	12
Remarks .....	4
Rentals .....	9
Rules/Regulations for MLS Listings .....	1 & 16
Schools .....	4
ShowingTime™ .....	12
Sold Comps.....	8
Square Footage Rules .....	3
Statuses.....	9-11
Street Names .....	2 & 16
Subject Property Listings - Converting .....	13
Tax Autofill.....	3
Under Construction Listings .....	5
Vacant Land Listings .....	7
Value Range Pricing .....	6
Virtual Tours .....	14
Yes/No Questions .....	3

***COMPLETE LISTING OF SCWMLS RULES & REGULATIONS***

For a complete list of rules, see the MLS Handbook – go to  
<http://www.scwmls.com/pdf/mlshand.pdf>

***QUESTIONS*** -- Contact us by phone or email to [listings@wisre.com](mailto:listings@wisre.com)