



January Doorify MLS Town Hall



Allan Nielsen
VP of MLS Systems

MLS System Announcements

Service Updates

- ShowingTime Nextgen
- Residential Lease

New Product Announcements

- CMASnap
- Zenlist

ShowingTime Upgrades

New User Interface

- Cutover:
February 18
- Ability to switch
to old version
available until
March 18

The screenshot displays the ShowingTime dashboard at the URL `agent.showingtime.com/dashboard`. The interface features a dark blue header with the ShowingTime logo and the tagline "Exit the next generation experience". A navigation sidebar on the left includes links for Dashboard, Listings, Calendar, Feedback, Reports, and Contacts. The main content area is divided into three columns:

- Agenda:** A calendar for January 2025 with the 15th highlighted. Below the calendar, it shows "No upcoming appointments" and a "Schedule Showing" button.
- Appointment Totals:** A section with tabs for "My Showings" and "My Listings". It displays counts for "Today", "Tomorrow", and "Beyond" for Confirmed, Requested, and Cancelled appointments. All counts are currently zero.
- Action Items:** A section with tabs for "Tasks (0)" and "Give Feedback (0)". It features a briefcase icon and the message "You're caught up on tasks!".

ShowingTime Upgrade

Accessible already now
via the “Try it now” link

The screenshot shows the ShowingTime appointment center interface. At the top, a banner reads "The new version of ShowingTime is here. Try it now." A pink arrow points to this banner. The interface includes a sidebar with navigation options: Home, Messages, Showings, Listings, Contacts, Feedback, Reports, Help & Support, and a user profile for Christy Robertson Webster. The main content area is divided into several sections: "My Profile" (with contact information and an "Edit Profile" button), "Messages" (with "unread conversations"), "Showings I Have Requested" (with a table of scheduled showings), "Showings Requested on My Listings" (with a similar table), "Feedback Requests" (with a list of requests), and "Listing Notices" (with a list of notices). A blue banner at the bottom contains a message about NAR rules and a "Close" button.

Home

The new version of ShowingTime is here. Try it now.

ShowingTime
appointment center

- Home >
- Messages >
- Showings >
- Listings >
- Contacts >
- Feedback >
- Reports >
- Help & Support >

Christy Robertson Webster

Logoff

My Profile

Christy Robertson Webster
919-459-7066 (Mobile Phone)
(919) 459-7066 (Office Direct Line)
(919) 654-5419 (Office Main Line)
christy@doorflyms.com

Edit Profile

Messages

unread conversations

Showings I Have Requested

Scheduled For	Not Yet Confirmed	Confirmed
Today	0	0
Tomorrow	0	0
Beyond	0	0

Schedule a Showing

Showings Requested on My Listings

Scheduled For	Not Yet Confirmed	Confirmed
Today	0	0
Tomorrow	0	0
Beyond	0	0

Feedback Requests

- appointments requesting your feedback
- new feedback responses available for review
- new feedback responses available to homeowner
- feedback requests unanswered by the showing agent

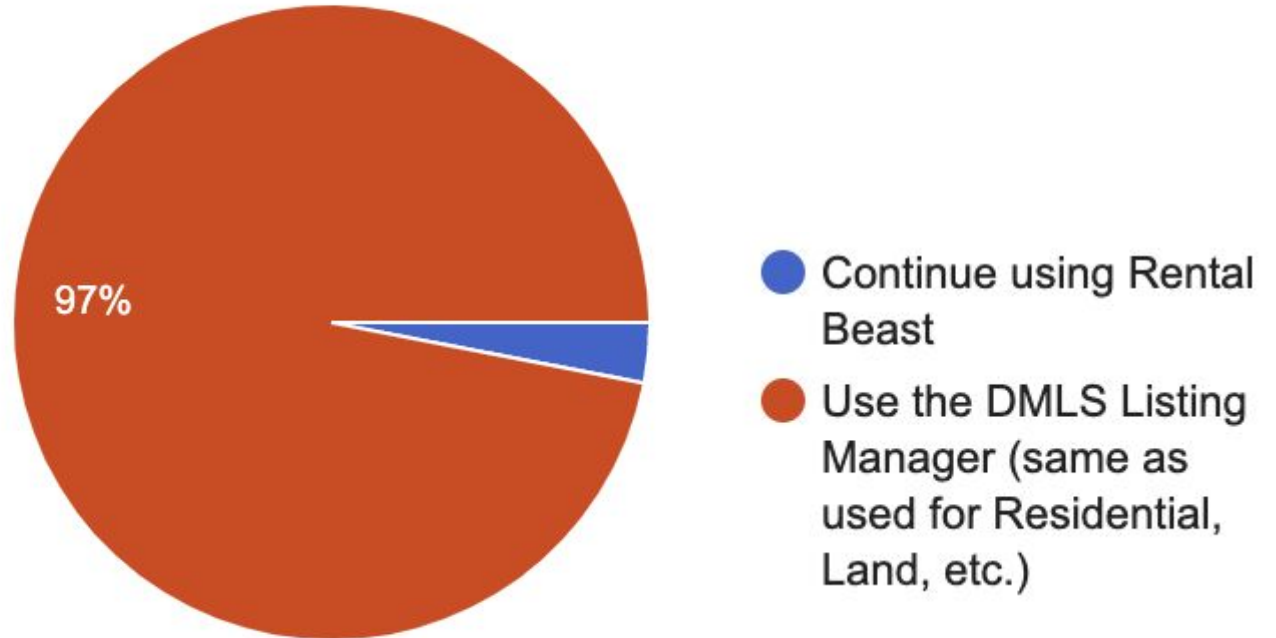
Listing Notices

- listings need complete showing instructions
- active listings
- pending listings
- pending, show for backup contract
- price changes in the last 24 hours
- status changes in the last 24 hours
- listings will expire in the next 14 days

Due to the new NAR rules, compensation details are not allowed inside of ShowingTime. This includes showing instructions, agent comments, or via attachments uploaded to the platform. [Close](#)

Residential Lease

Subscriber wide survey



Residential Lease

- Sunsetting Rental Beast in Mid March
- Moving Add/Edit to the Doorify Listing Manager
 - Conducted several surveys with Rental professionals to ensure we are getting it right



CMAsnap with Tom Cunningham



Tom Cunningham

19m · 🌐



Got an interesting question today. "What's a realtor's job?"
What say you?

Tom's Post



1



Like



Comment

Top comments ▼



Steven D. Zamouzakis ★ Rising contributor

"Whatever you say it is Drill Sergeant" !!



9m

Haha

Reply

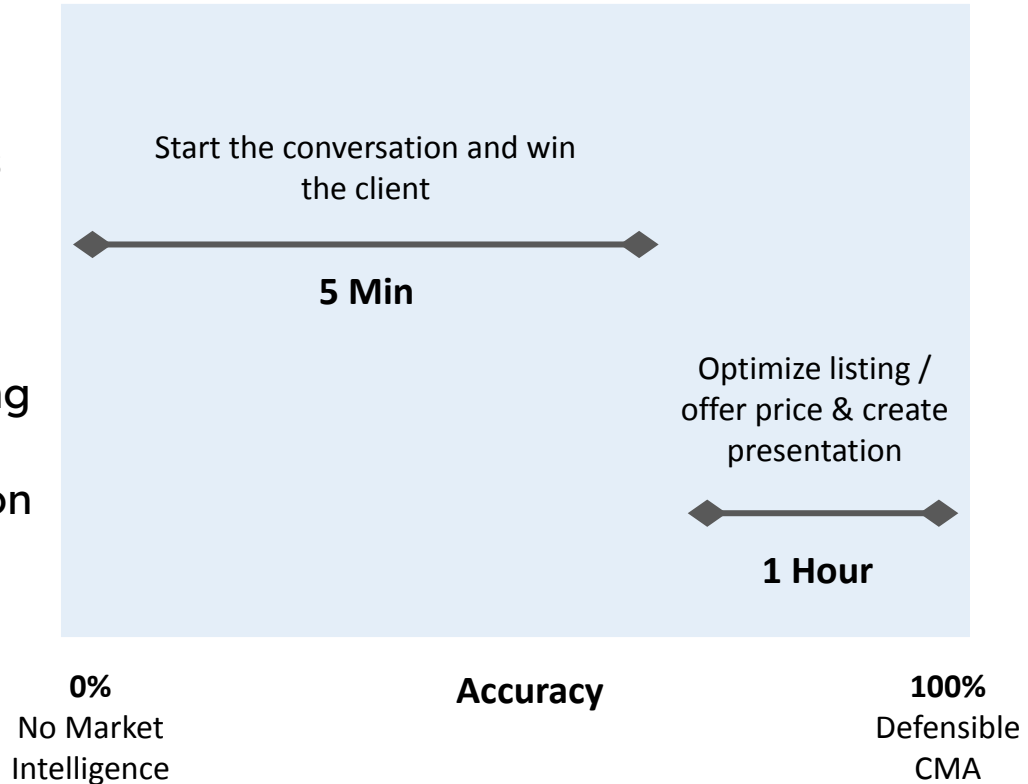


REALTOR CHALLENGE: Convert opportunities

Speed to answer is paramount

Comparative market analysis is a critical (and required), but painful function for realtors.

Available CMA tools are geared toward building a detailed listing presentation vs. getting the realtor actionable intelligence on pricing.

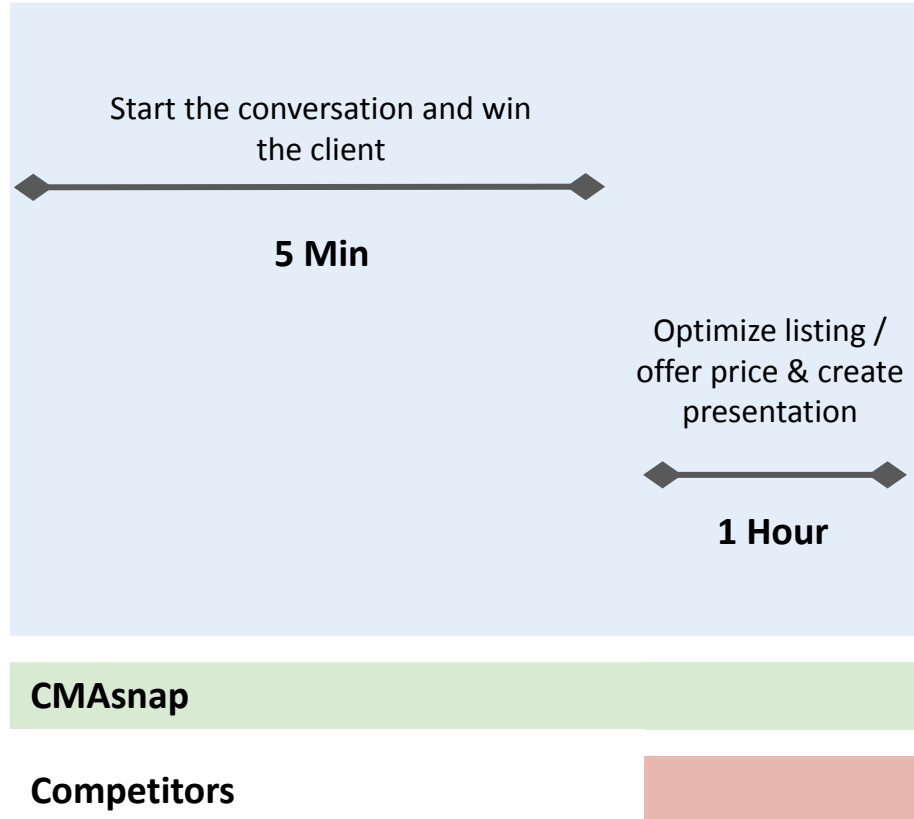


REALTOR SOLUTION: CMAsnap

Intelligent inclusion and adjustment algorithms allow CMAsnap to get the realtor an accurate price analysis in a fraction of the time it takes other products.

This allows the realtor to gain traction during in the client's critical exploratory phase.

CMAsnap can then create a full price and listing presentation.



Overview: CMAsnap



CMAsnap REPORT ELEMENTS



- Summarize subject
- Evaluate comps
- Auto Selections (One-click override)
- Automated Adjustments (One-click override)



- Area DOM and List/Sold Ratios
- Area market condition report
- Rental Analysis
- Sales Trend Analysis



- Market Stats Infographics
- Property Map Display
- Personal branding
- NAR compliant disclaimer

CMAsnap REPORTING SPEED METRICS

← Avg Report Seconds by Dataset Last 7 Days

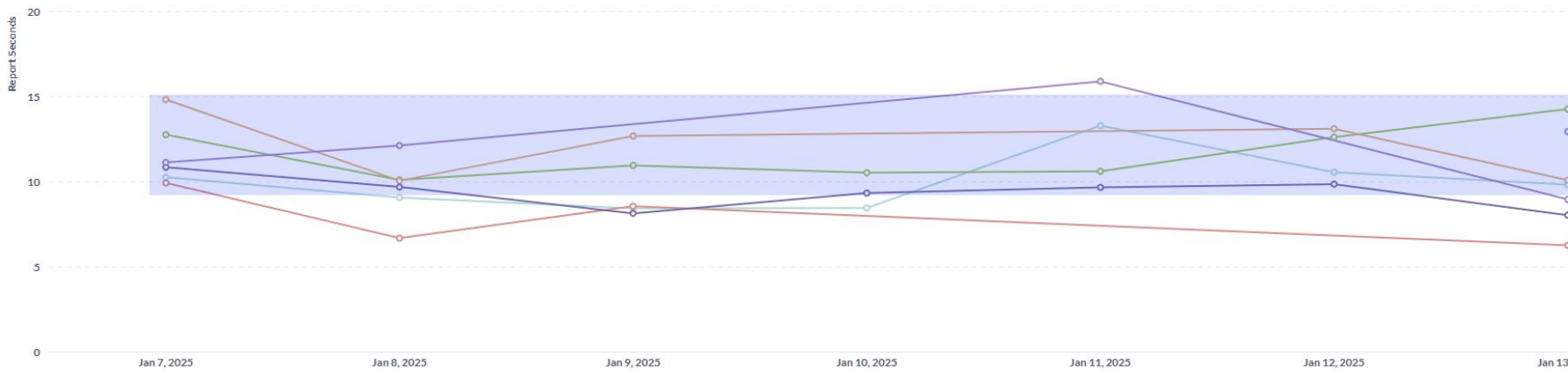
Filter 1 Summarize Show Editor ↻ ↗

actris ctmls har ntreis nwmls sabor tmls triangle



TARGETED MAXIMUM RANGE FOR REPORT GENERATION

8-15 seconds





<https://arco.de/bfgekf>

Tom Cunningham

CMAsnap
SMART. FAST. SIMPLE.

THANK
YOU!

For inquiries, please contact

512-573-3724



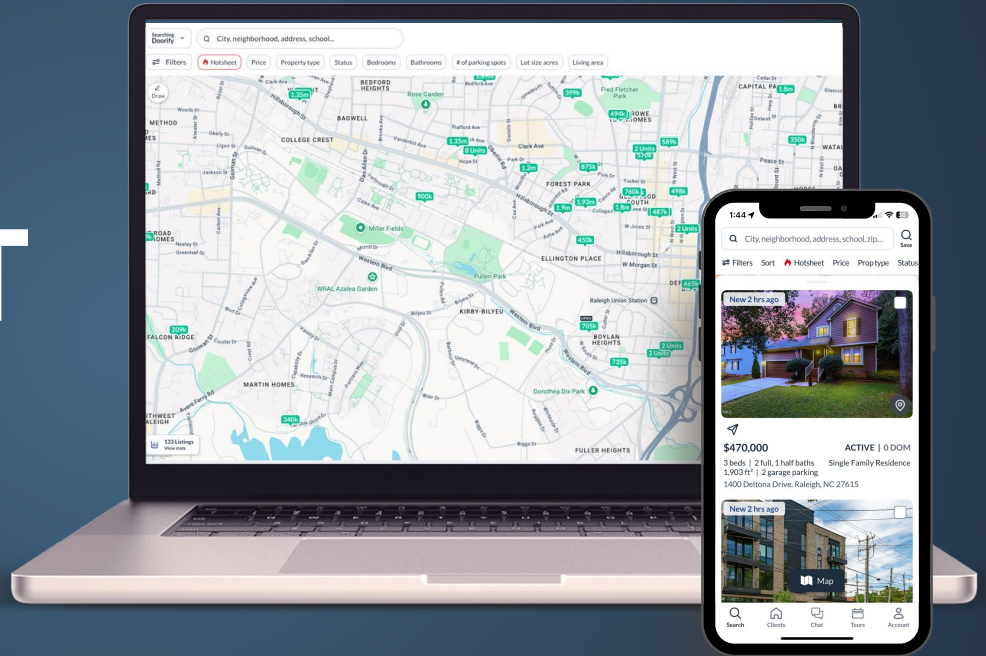
<https://arco.de/bfqi4D>

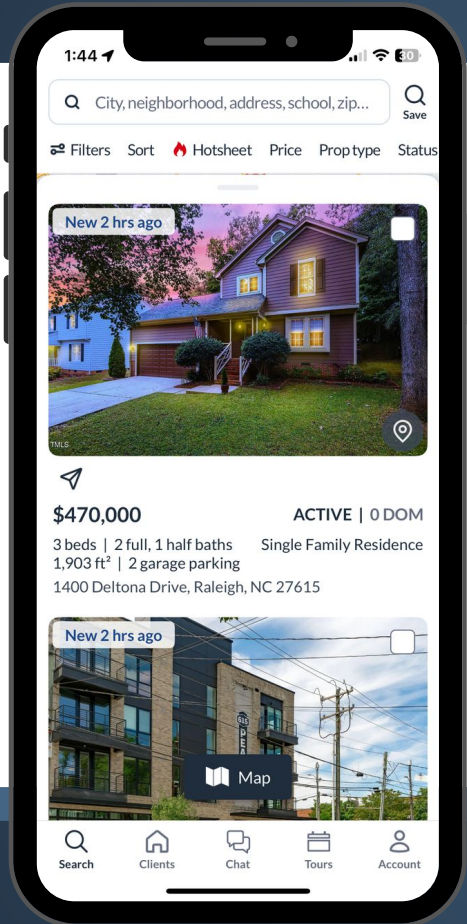
tom@cmasnap.com



Zenlist with Nolan Walker

ZENLIST





What Is Zenlist?

Zenlist is a **mobile-first** collaborative home search platform that enables efficiencies by putting everyone in the same space, transforming the home search into a **streamlined, collaborative experience** between agents and their clients.

Zenlist Features



Mobile First

Highly optimized mobile app for agents and their clients utilizing full MLS search, including **coming soon, closed and agent only information.**



MLS Level Search

Access the MLS inventory with advanced, **market-specific filters** and data granularity, from where you are



Agent Experience

Agent tools including Agent Statistic Lookup, **Showingtime Integration**, team collaboration, quick CMA, Hotsheet Reports, confidential docs, and more!



Superior Client Experience

Zenlist includes in app chat, listing notes, organized showings, client and listing **activity alerts**, client history log, and much more!

Coming Soon for Doorify Members!



Q&A

Join us for a Product Showcase for CMASnap and Zenlist



CMASnap
SMART. FAST. SIMPLE.

February 4



ZENLIST

March 4



@DoorifyMLS

Be sure to follow us on social for the latest updates and subscribe to our podcast where we talk about practical tips and clear strategies to help you grow your business.



23

Doorify Real Estate Podcast