January Doorify MLS Town Hall

Allan Nielsen

VP of MLS Systems

MLS System Announcements

Service Updates

- ShowingTime Nextgen
- Residential Lease

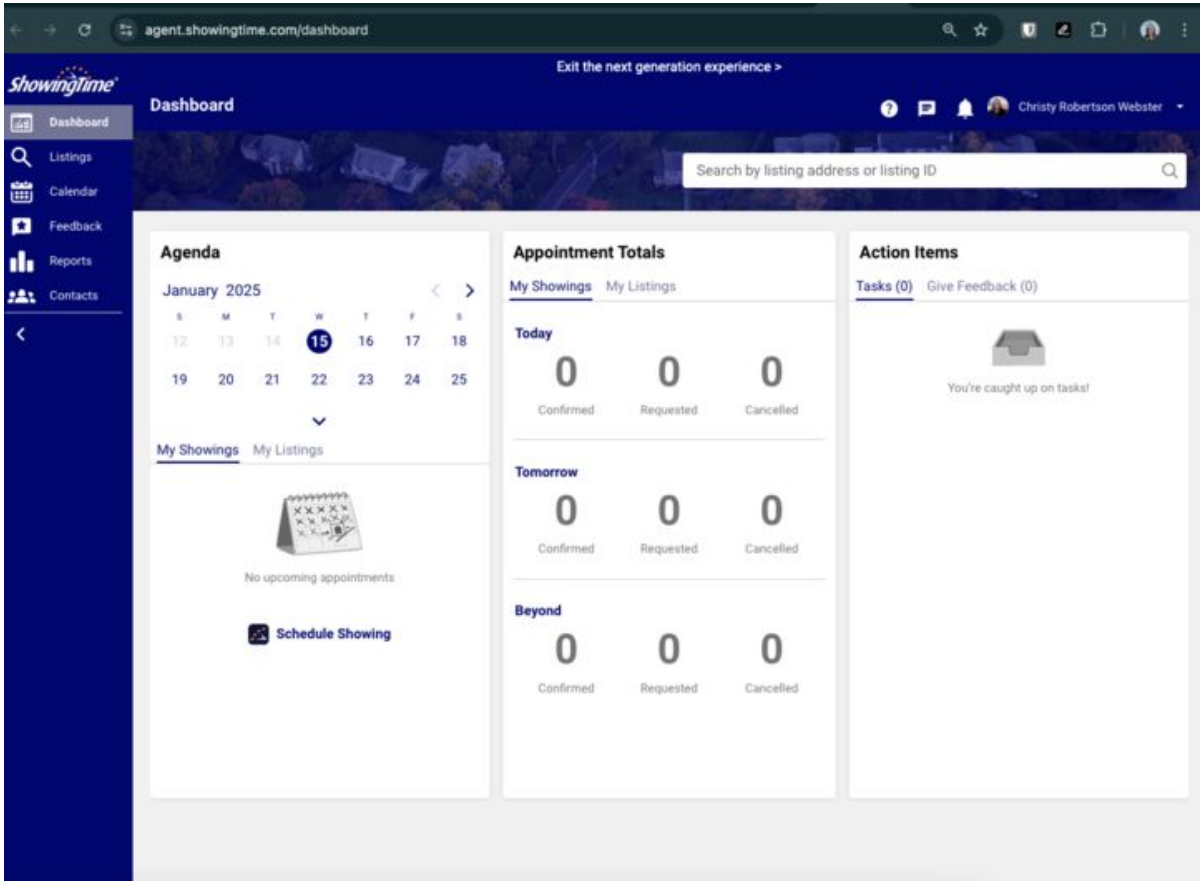
New Product Announcements

- CMASnap
- Zenlist

ShowingTime Upgrades

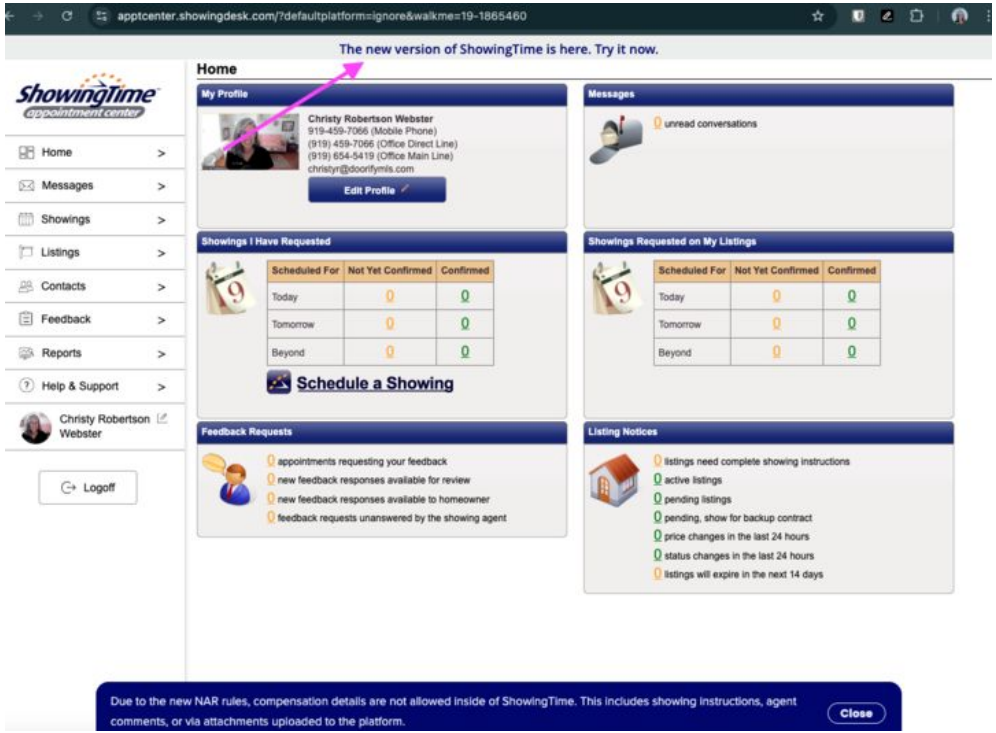
New User Interface

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



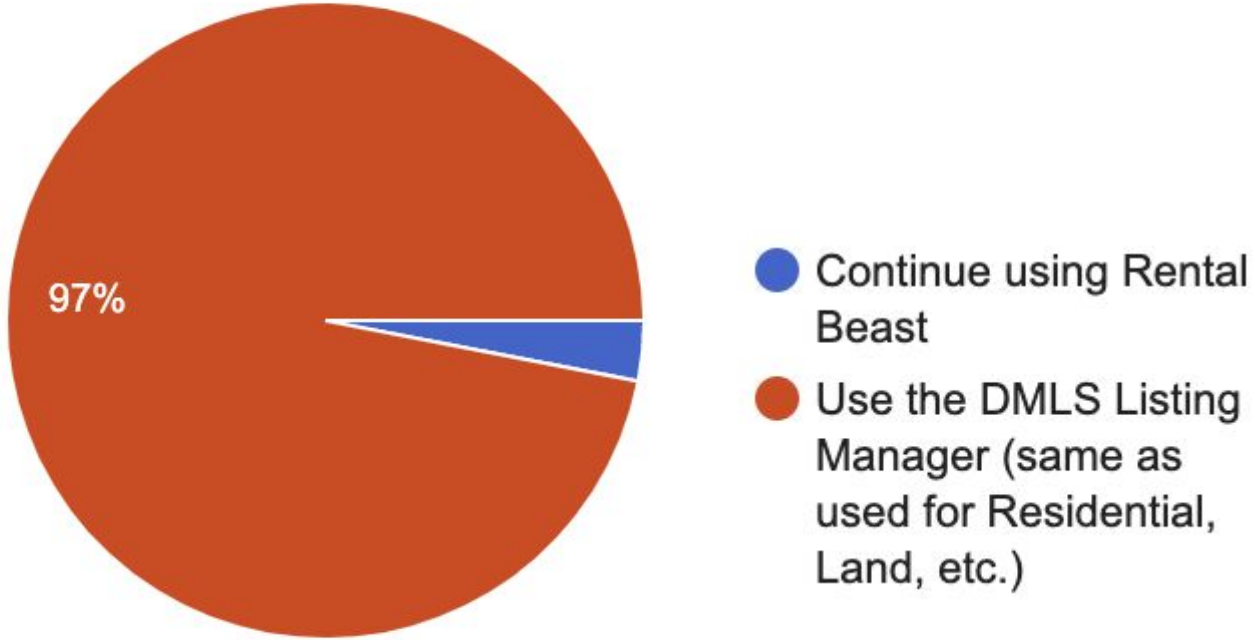
ShowingTime Upgrade

Accessible already now via the “Try it now” link



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 "!!

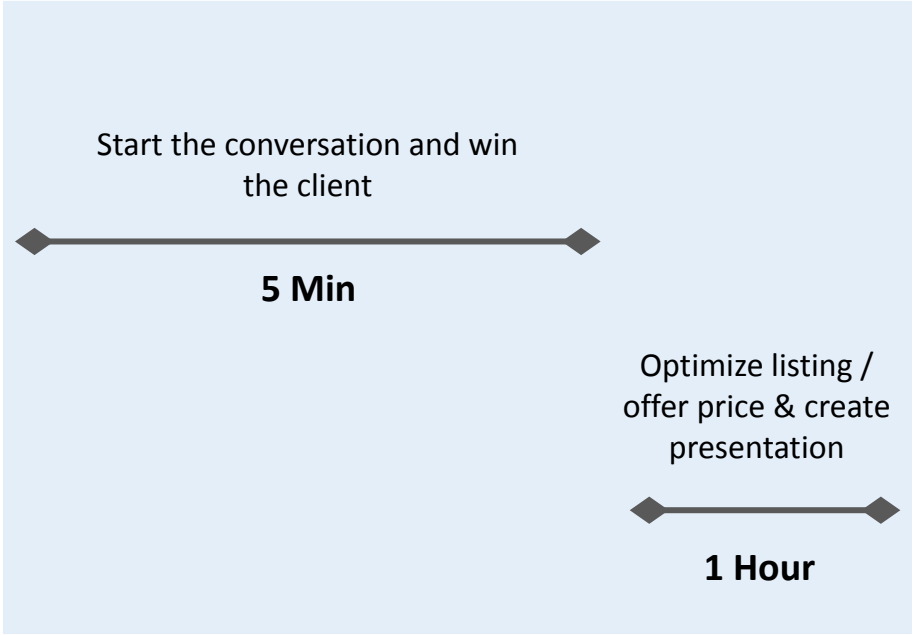
9m Haha Reply

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.



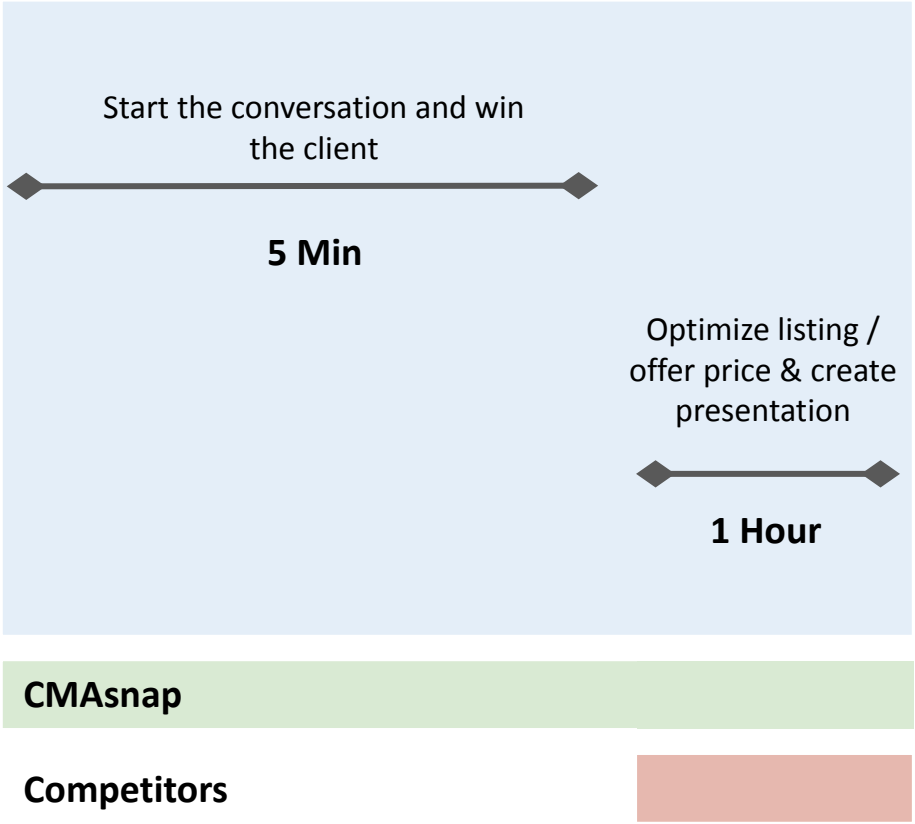
CMAsnap
SMART. FAST. SIMPLE.

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.



CMAsnap
SMART. FAST. SIMPLE.

Overview: CMAsnap

CMAsnap REPORT ELEMENTS

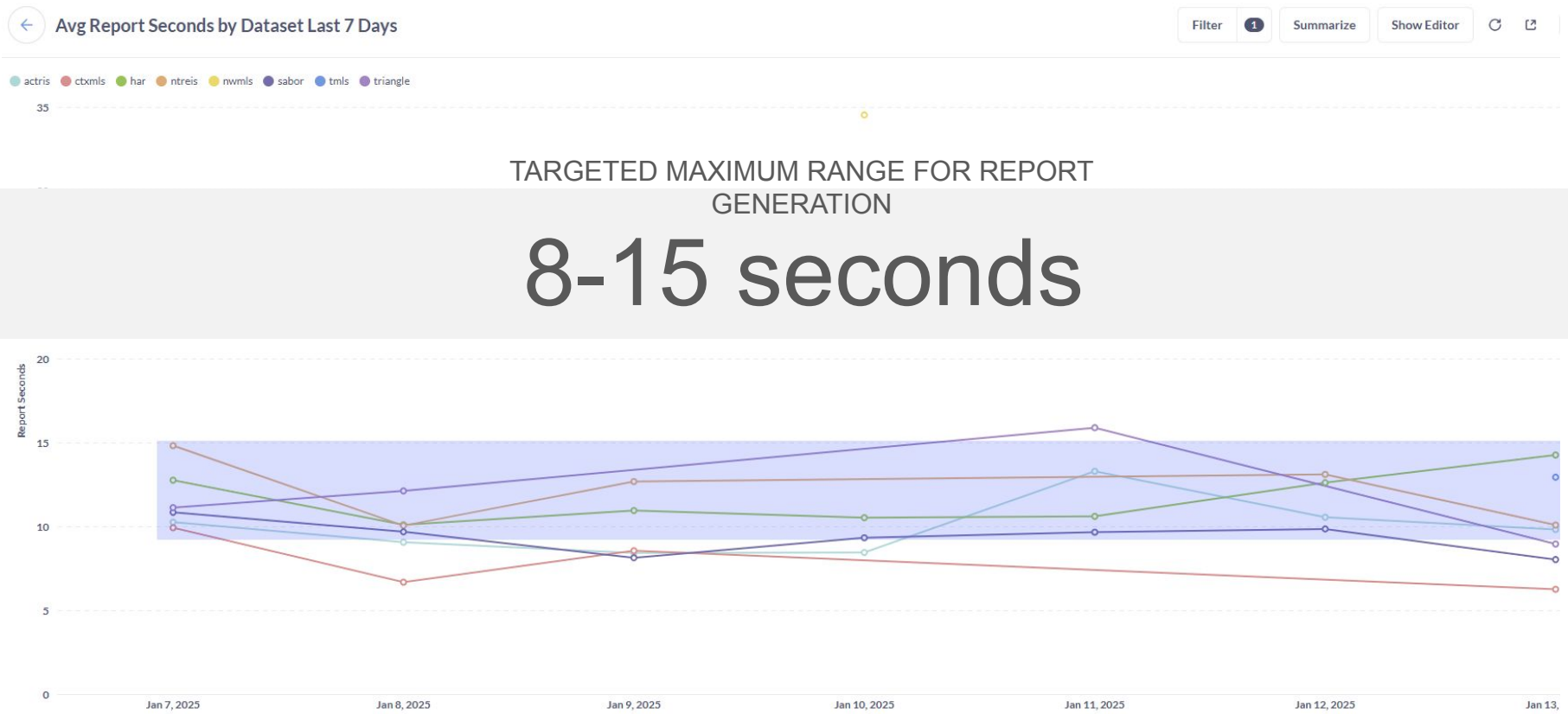
- Summarize subject
- Evaluate comps
- Auto Selections (One-click override)
- Automated Adjustments (One-click override)

- 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
SMART. FAST. SIMPLE.

CMAsnap REPORTING SPEED METRICS



CMAsnap
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CMAsnap Short Report

https://qrco.de/bfgekf

CMAsnap

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CMAsnap Long Report

https://qrco.de/bfgi4D

THANK YOU!

Tom Cunningham

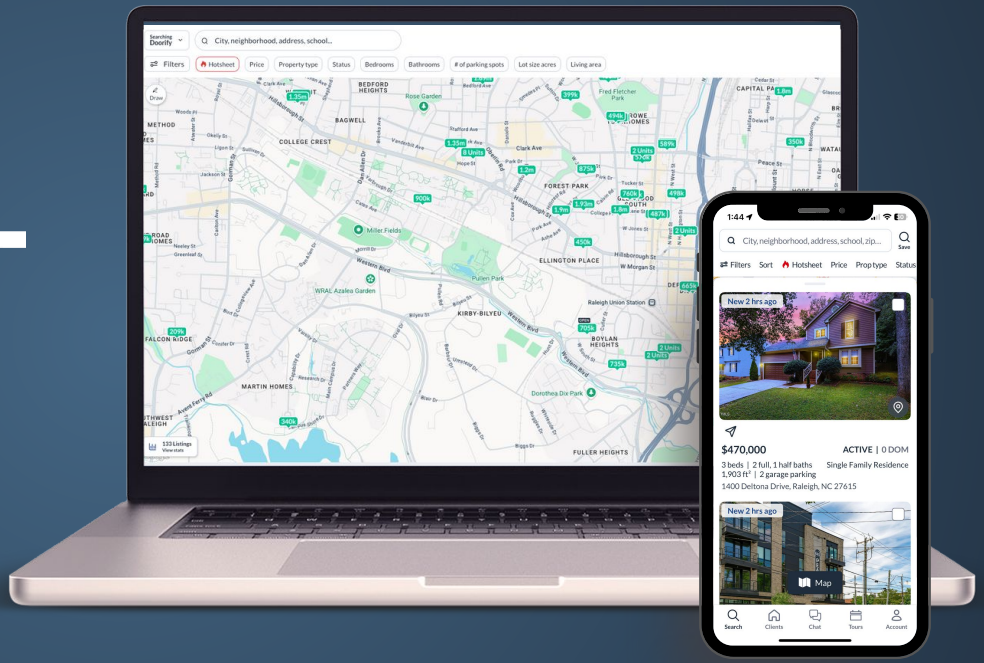
For inquiries, please contact

512-573-3724

tom@cmasnap.com

Zenlist with Nolan Walker

ZENLIST


City, neighborhood, address, school...
Filters
Hotsheet
Price
Property type
Status
Bedrooms
Bathrooms
# of parking spots
Lot size acres
Living area
BEDFORD HEIGHTS
BAGWELL
COLLEGE CREST
FOREST PARK
ELLINGTON PLACE
KIRBY-BILYEU
BOYLAN HEIGHTS
MARTIN HOMES
FULLER HEIGHTS
FALCON RIDGE
Miller Fields
WRAL Azalea Garden
Pullen Park
Raleigh Union Station
Dorothea Dix Park
1:44
City, neighborhood, address, school, zip...
Save
Filters
Sort
Hotsheet
Price
Prop type
Status
New 2 hrs ago
$470,000
ACTIVE | 0 DOM
3 beds | 2 full, 1 half baths
Single Family Residence
1,903 ft² | 2 garage parking
1400 Deltona Drive, Raleigh, NC 27615
New 2 hrs ago
Map
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Clients
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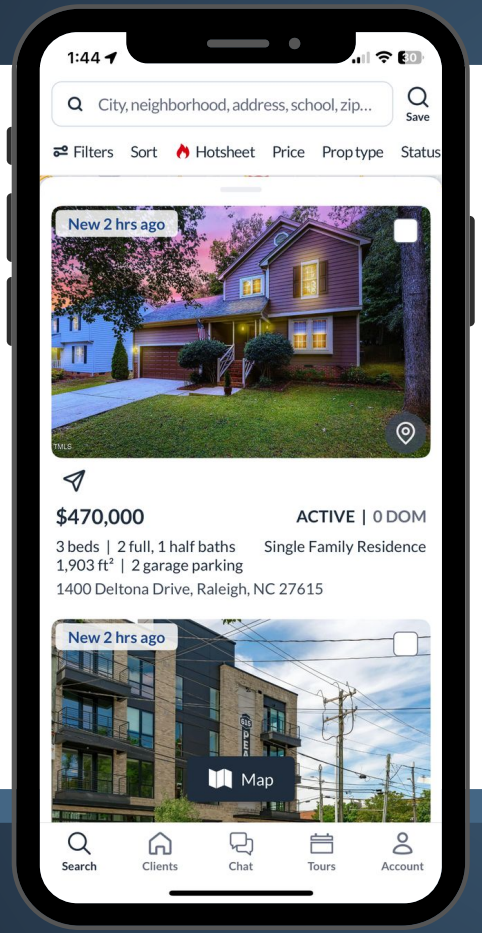
ZENLIST



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

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!

ZENLIST

Coming Soon for Doorify Members!

Q&A

Join us for a Product Showcase for CMASnap and Zenlist

CMAsnap
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February 4

ZENLIST

March 4

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.

@DoorifyMLS

Doorify Real Estate Podcast