

# Connections Newsletter



**MLS Now champions a cooperative and collaborative real estate experience by focusing on Data and Solutions with Expertise**

## **What to expect:**

- **New CEO Welcome**
- **Stats Highlight**
- **Staff Spotlight**
- **Training Class Schedule**
- **NAR Settlement Letter**
- **Ohio REALTORS Copyright Article**
- **Vendor Updates**
- **New Agent Welcome**

**Quarter 2: April - June 2024**

# MLS Now Welcomes New CEO!

**John Kurlich, COO &  
Quality Assurance Manager  
Executive Report**



MLS Now announces the appointment of Garry Marsoubian as its new CEO! Garry is a seasoned technology executive known for his leadership in IT management and innovation in the real estate sector. Marsoubian's appointment promises to steer MLS Now towards greater technological advancements, enhancing services for over 14,000 subscribers across Ohio and West Virginia.



Garry Marsoubian's impressive career is marked by his role in the merger of major U.S. MLS systems, both at MRIS and Bright MLS, and his ability to enhance value through developing a robust database system, and his leadership in achieving significant improvements in system availability and security. "Garry's exceptional leadership skills and his forward-thinking approach to technology make him the ideal leader to guide MLS Now as we continue to innovate and serve our subscribers with the best tools and resources in the industry," said Lenny Lawrence, Chairperson of the Board of Directors at MLS Now.

## **About MLS Now**

MLS Now is Ohio's largest multiple listing service, serving approximately 14,000+ subscribers belonging to 11 Associations of REALTORS®, across 32 primary counties in Ohio and West Virginia. Known for its commitment to providing innovative digital tools and resources, MLS Now stands out as a leader in the real estate industry. For more information, visit [mlsnow.com](https://mlsnow.com).

John Kurlich, COO & Quality Assurance Manager  
John@mlsnow.com - (216) 485-4154

**Quarter 2: April - June 2024**

**MLS Now -**

**Market Stats Flyer:**

**February 2024**



# MLS NOW MARKET STATS HIGHLIGHTS FEBRUARY 2024

## Sales Price

Median Sales Price has increased by 11.4% across all properties since February of 2023.

## New Listings

New Listings have increased across all residential property types by 6.7% since February of 2023.

## Pending Sales

Pending Sales have decreased by 10.9% since February of 2023.

## Days on Market

Historical Days on Market have decreased across all property types by 5.6% since February of 2023.

## Home Inventory

Home Inventory has increased across all residential property types by 10% since February of 2023.

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# MLS Now Team Spotlight!

## Featuring Dan Jones

## & Tracy McNeil



Dan Jones began at the MLS in 2018 due to his interest in Real Estate and helping others. Becoming an Account Executive that trains members how to use the MLS and answer questions has been very rewarding.

Beyond that, his favorite thing about MLS Now is the team he works with every day. "They are a supportive, and more importantly, a fun group to be around."

Dan lives in Willoughby with his wonderful wife Gina, and his two daughters. He also loves playing and coaching basketball and helping out with youth teams in his area.

Tracy McNeil started off in Real Estate in 2006 where she worked as a Real Estate Agent until 2012 when she joined CRIS MLS which later became MLS Now.

As an Account Executive Tracy helps agents every day with their business questions and assists them in using every facet of the MLS. She says the most rewarding part of her job is working with her esteemed colleagues. "Working with such kind and collaborative people to make the Real Estate Industry a more friendly place to do business in is what sets MLS Now apart."

Tracy is happily married with one son who is also soon to be married himself. She loves cats and enjoys true crime shows, gaming, and relaxing with a cold pepsi.



# MLS Now - Education Department Training Schedule - April - June 2024



## INDEPENDENCE - NORTH OFFICE 5605 Valley Belt Rd Independence, OH 44131

Intro to MLS			
Wed	03/13	9:00 - 11:30	
Thu	03/28	1:30 - 4:00	
Wed	04/10	1:30 - 4:00	
Thu	04/25	9:00 - 11:30	
Wed	05/08	1:30 - 4:00	
Thu	05/23	9:00 - 11:30	
Wed	05/29	1:30 - 4:00	
Matrix Listing Input			
Wed	03/13	1:30 - 3:30	
Thu	03/28	9:00 - 11:00	
Wed	04/10	9:00 - 11:00	
Thu	04/25	1:30 - 3:30	
Wed	05/08	9:00 - 11:00	
Thu	05/23	1:30 - 3:30	
Wed	05/29	9:00 - 11:00	
CMA			
Thu	03/14	9:00 - 11:00	CEU-2
Wed	04/17	1:30 - 3:30	CEU-2
Wed	05/15	9:00 - 11:00	CEU-2
Buyer Basics			
Wed	03/20	1:30 - 3:30	CEU-2
Wed	04/24	9:00 - 11:00	CEU-2
Wed	05/22	1:30 - 3:30	CEU-2

## ONLINE WEBINARS

Intro to MLS - Webinar			
Mon	03/04	2:00 - 4:00	
Wed	03/20	10:00 - 12:00	
Wed	04/03	2:00 - 4:00	
Thu	04/18	10:00 - 12:00	
Thu	05/02	2:00 - 4:00	
Mon	05/13	2:00 - 4:00	
Listing Input - Webinar			
Fri	03/08	10:00 - 11:30	
Tue	03/19	2:00 - 3:30	
Fri	04/05	10:00 - 11:30	
Mon	04/15	2:00 - 3:30	
Fri	05/03	10:00 - 11:30	
Thu	05/16	10:00 - 11:30	
Buyer Basics - Webinar			
Thu	03/07	2:00 - 3:00	CEU-1
CMA - Webinar			
Mon	04/22	2:00 - 3:00	CEU-1
Realist Using Tax Data - Webinar			
Wed	05/15	2:00 - 3:00	CEU-1

Realist: Using Tax Data			
Wed	03/27	9:00 - 11:00	CEU-2
Wed	04/24	1:30 - 3:30	CEU-2
Fri	05/24	9:00 - 11:00	CEU-2
MLS Touch			
Wed	04/17	9:00 - 10:00	
My Matrix and More			
Wed	03/06	1:30 - 3:30	CEU-2
Thu	04/11	9:00 - 11:00	CEU-2
Thu	05/09	1:30 - 3:30	CEU-2
Rules and Regulations			
Thu	03/07	9:00 - 11:00	
Thu	04/04	9:00 - 11:00	
Thu	05/02	9:00 - 11:00	

## N. CANTON - SOUTH LOCATION 7110 Whipple Ave NW North Canton, OH 44720

MLS Touch App			
Thu	05/16	9:00 - 10:00	
My Matrix and More			
Thu	03/21	1:30 - 3:30	CEU-2
Rules and Regulations			
Thu	03/21	9:00 - 11:00	
Thu	04/18	9:00 - 11:00	
CMA			
Thu	04/18	1:30 - 3:30	CEU-2
Realist: Using Tax Data			
Thu	05/16	1:30 - 3:30	CEU-2

MLS WEBINAR - Map Search			
Wed	03/27	2:00 - 3:00	
Wed	05/22	10:00 - 11:00	
MLS WEBINAR - MLS Now Trivia			
Mon	04/08	10:00 - 11:00	
MLS WEBINAR - MLS Touch			
Fri	03/22	10:00 - 11:00	
Thu	04/04	2:00 - 3:00	
Thu	05/09	10:00 - 11:00	
Thu	05/30	10:00 - 11:00	
MLS WEBINAR - MLS/Matrix Updates			
Thu	03/14	2:00 - 3:00	
MLS WEBINAR - Statistics			
Tue	03/12	11:00 - 12:00	
Fri	05/17	10:00 - 11:00	

*Classes are free for MLS Now members. If a class is offered for Ohio CEU, you will receive a certificate if you arrive on time, show a photo ID and remain in class until end.*

*Webinars are free for MLS Now members. If a webinar is offered for Ohio CEU, you will be emailed a certificate if you check-in on time, follow all prompts and remain in webinar until end.*



# Spotlight Article: NAR® Settlement Letter



NATIONAL  
ASSOCIATION OF  
REALTORS®

"I have received many questions regarding the recent settlement news. I want to provide you with some information and resources as well as the following message that was sent to NAR members from NAR President, Kevin Sears. While it is still a little early to identify all of the changes the settlement will require of the MLS, I believe we can be certain that later in the year, offers of compensation will be removed from the MLSs and members working with Buyers will be required to use written Buyer agreements.

Please read the letter from NAR President Kevin Sears and follow the links to gain additional insight and information. " - John Kurlich, COO of MLS Now

*Fellow members,*

*I'm reaching out to let you know that NAR Chief Legal Officer Katie Johnson and I recorded a webinar on Friday where we further discussed the settlement agreement and what it means for both the association and its members. Today, we have posted it to [facts.realtor](#), and you can navigate directly to it [here](#).*

*Please note that [facts.realtor](#) has additional materials to support you, including:*

- The latest settlement FAQs*
- FAQs focused on financing and interested party contributions*
- Slides that cover the key terms of the settlement*
- A timeline showing anticipated next steps in the process*
- An overview of the scope of the release for NAR members*

*Please continue to check [facts.realtor](#) for the latest resources for our members. If you'd like to direct people to information about the settlement, please continue to invite them to visit [competition.realtor](#).*

*Before closing, I'd like to reiterate a sentiment I shared in my [on the road video](#) last week. I am deeply grateful for our community of REALTORS®. The outpouring of support the Leadership Team and I have received over the past few days fills me with optimism for our association and our industry. I urge you all to continue to be an advocate for NAR and our industry, and we are working hard to ensure you have the tools you need to do so.*

*Thank you, as always, for your continued support.*

*Regards,*

*Kevin - 03/22/2024*

**MLS Now**

**Spotlight Article:  
OHIO REALTORS® –  
Copyright Infringement**



THE  
**buzz**



**OHIO  
REALTORS®**



**Copyright issues for real estate professionals**

Mar 24, 2023, By Stephen McCoy, Ohio REALTORS Vice President of Legal & Regulatory Affairs

While grabbing a cool photo from the internet to use in your day-to-day marketing efforts is tempting, doing so without permission from the owner could put you in legal jeopardy.

The National Association of REALTORS recently prepared an informative video detailing the legal concerns about using copyrighted material -- such as photos, logos, music, videos -- in marketing materials. Chloe Hecht, NAR senior legal counsel, provides tips to avoid "copyright infringement" claims, notably the need to obtain permission from the owner prior to using the image or song in your marketing efforts. REALTORS should review their marketing materials to ensure that any logos or symbols used in marketing are original or that you have the express written permission from the owner of such logos or symbols prior to using in any marketing materials. Failure to do so could result in a license law violation and civil liability -- in addition to the lost expenses associated with creating your marketing materials.

In short, do you have permission from the owner to use the material? If not, you could be held liable for copyright infringement. Take steps to protect yourself by [CLICKING HERE](#) to access NAR's "Copyright Issues for Real Estate Professionals" video.

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# MLS Now Vendor

## Feature Article:

## Tips and Tech to

## Transform Your Business



 **REtechnology™**

TIPS AND TECHNOLOGY TO  
TRANSFORM YOUR BUSINESS

### Daily Education

Daily insights from various industry experts to make your business more efficient and convert more sales.



### Live Webinars

From best practices to in-depth product demonstrations, see the latest technologies in action.



### Technology Directory

Find the perfect technology solution for your business in one of our 100+ curated categories.



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MLS Now

Vendor Update:

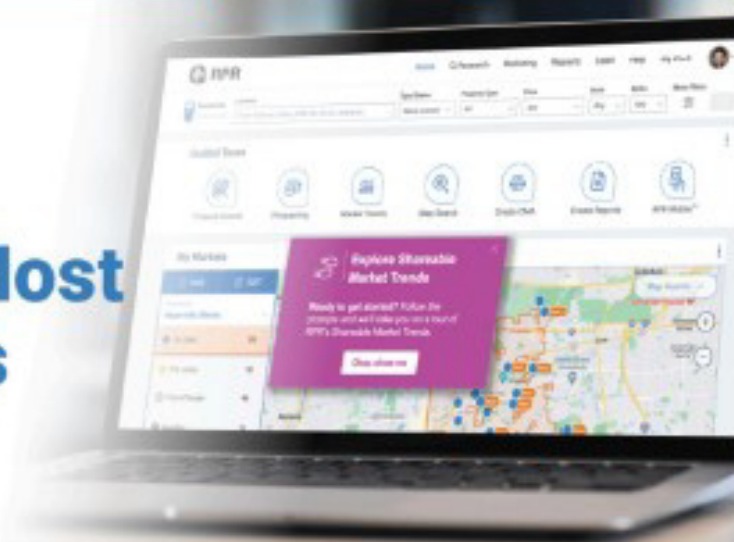
RPR®



Unlock RPR to its fullest!

**Tour Your way  
Through RPR's Most  
Popular Features**

[Take a Guided Tour Today!](#)

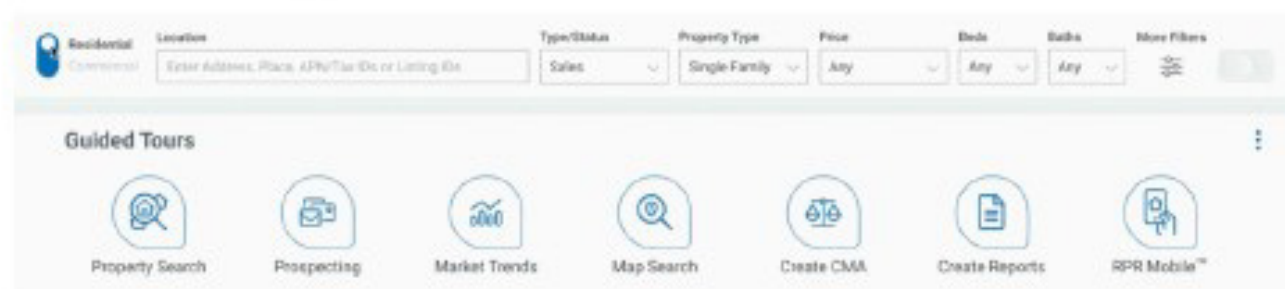


Guided Tours from RPR® (Realtors Property Resource®) will take you on a learning journey.

You simply click your way through and follow the prompts to see how the feature works and to get a feel for the workflow.

This online walkthrough leads you through some of RPR's most popular offerings. Each tour is easy to follow, doesn't take too much time, and it's a smart way to get your feet wet and learn some new skills!

*Pro tip: drop the toggle to "Commercial" and you'll see a whole new set of Guided Tours, just for commercial real estate.*



[Take a Guided Tour Today!](#)

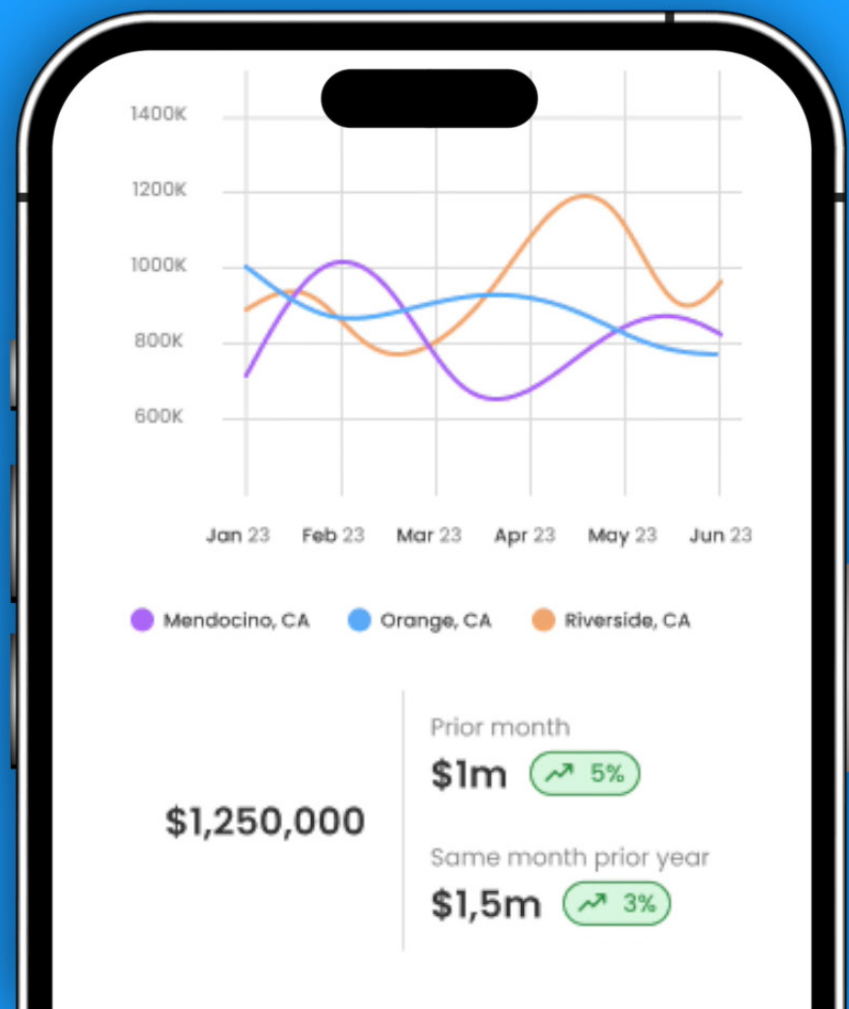
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**MLS Now**

**Vendor Update:  
CoreLogic's Realist**



Always available  
wherever you are



**The new Realist Insights Dashboard is here!  
Work smarter, faster with this new  
at-a-glance view of your market.**

**You'll find insights, trends, and quick access  
to your last viewed properties. Try it today  
and see how much easier it is to access the  
information you need! Click the image above  
for a deep dive into the new Dashboard!**

**#Realist #DoMoreIn24**

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# MLS Now

# Vendor Update:

# NHS Pro



NewHomeSource  
**PROFESSIONAL**



According to NAR, **89%** of 2023 home shoppers worked with a REALTOR when buying a home!

## Manage Emails for Agents and Clients in My Accounts

### My Account

Account Details **Email Management**

#### Email Subscription

Manage your NHS Professional emails here by turning them off or on (unsubscribe or subscribe). We will never spam you or sell your information. You will only receive the below emails, if turned on, plus possible emails from any applicable partners (e.g., MLS, Brokerage, New Home Co-Broker Academy, etc.). Please allow up to 24 hours for all subscribe/unsubscribe activity on this page to take effect.

Off  On **New Homes Insider | Weekly**

Send me an email every Thursday with new inventory homes, Grand Opening communities, featured communities, and agent promotions based on my below market(s) of interest.

Market(s): **Seattle-Bellevue, WA Area** × **Spokane-Couder d Alene, W...** × **Tacoma, WA Area** ×

Off  On **Client Activity | Transactional**

Send me an email based on client/user activity on [my ShowingNew microsite](#). The client activity includes:

- Client creates an account
- Client submits a message via my Contact Me form
- Client messages me on a saved listing
- Client saves a search
- Client saves a listing
- Client prints a report

Note: Even if you unsubscribe from these transactional emails, you will still receive emails when you Cc/Bcc yourself on the emails you send to clients.

Sign up to receive an email every Thursday with news from local builders.

Receive emails based on client/user activity on [my ShowingNew microsite](#). The client activity includes:

- Client creates an account
- Client submits a message via my Contact Me form
- Client messages me on a saved listing
- Client saves a search
- Client saves a listing
- Client prints a report

## Price Change Details—View in search results—List, Photo and Map View

248 ROSETTA LOOP (3924S)

Santa Rita Ranch 90'

Completed by **Perry Homes**

Liberty Hill, TX, 78642

**\$1,149,900** ~~\$1,377,900~~

↓ \$228,000

4 🏠 3.5 🚗 3924 Sft

Request to Register Client

Save/Email Listing

Report

Last Updated: 2 Days ago

## Buyers Are Searching Online, Make Sure It's With You!

Set up your NHS Pro account today!

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**MLS Now -  
New Member Welcome  
Page 1**



Paul Gall	Melissa Long	Annie Stotts	Andrew Lembach
Samuel Garcia	Nathan Long	Brittany Zawisza	Paige Mercer
Mary Keohane	Charles Novince	Jennifer Smith Lingafelter	William Nichols
Michael Mathews	Summerly Rowlands	Brooke Bodnar	Nadeem Alamgir
Sarah Nauer	Brandon Shepherd	Jennifer Bomar	Roxanne Burnett
Jenni Teer	Colin Cook	Alanna Frole	Chad Frank
Kenisha Bey	John Ruple	Beth Goudy	Zachary Karas
Monique Chavers	Joseph Slusarczyk	Donald Kirk	Rodria Mays
Duncan Pagano	Alex Smolinski	John Lawson	Katelin Burgess
Alex Ryb	Elisette Lopez	Cody Myers	Patrick Hopkins
Gregory Smith	April Miller	Abigail Nespo	Janice Rolph-Modarelli
Adrian Cammon	Angeliki Trochalidi Goudas	Lisa Ray	Adam Roskoph
Christopher Sweeney	Janko Akovic	Seth Skoczen	Cynthia Schillig
Kelly Moore	Kristen Peters	David Zimmerman	Donna Stenger
Morgan Fassett	Colin Angus	Edward Balash	Davenia Akram
Heather Fondale	Chace Braden	Alisha Johnson	Laurie Broze
Bridgette Lewis	Roberta Grim	Yiannoula Mavroidis	Joanatte Gheith
Madison Wilber	Hanna Harb	Tiffany Tanno	Carla Hosier
Fustine Bebowgachem	Ashley Richards	Caitlynn Ujhazy	Athina Iorillo
Hannah Bindreiter	Michelino Sabo	Sean Allds	Tylar McDowell
April Brooks	Maria Dallacheisa	Kerri Barker	Amanda Mitchell
Tonya Carpenter	Brooke DiDonato	Larry Harbert	Patrick Mooney
Nadine Khattar	Jasmine Duerson	Casey Staton	Diana Noskova
Jalen Knight	Paula Harden	Dominique Abbey	Michael DiSalvo
Andrew Mason	Faithann Horstmann	Jalen Byrom	Jake Forehand
Andrew Salonen	Stella Piscitelli	Colleen Conroy	Cameron Gamiere
Daniel Temelkoff	Jennifer Sterns	Stacy Darnall	Traci Klingler
Aaron Yoder	Natalie Triggiano	Adam Ericson	Abdulrahman Maadat
Vanessa Fleming	Patricia VanScoy	Thomas Hoffman	Cory McPherson
Sophia Kastl	David Williams	Donna Jackson	Kelly Stevens
Fedra Moore	Braden Culler	Nathan Jacob	Louis Wall
Melanie Ratay	Dina Lukasko	Emily Partridge	Robert Bismark



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New Member Welcome  
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Mary Hatem	Michael Panning	Alli Butera	Michael Bowkowski
Alexandra Reynolds	Dayanara Solivan	Colette Dowling	Kimberly O'Neil
Justin Smith	Kayle Wlodarczyk	James Felicetty	Brenda Rickenbacker
Avery Bennett	Riley Homa	Nikita Grillis	Jennifer Scocos
Hunter Heaton	Erin Kaye	Thomas Hall	Toni Wingler
Erika Marsh	Santosh Bhandari	Michael Horrigan	Aleksandr Yermolayev
Eric Saxton	Eric Brunney	Shane Moore	Benjamin Fekete
Timothy Tenney	Ryan Curtis	Ashley Torres	Cara Gaetano
Samantha Holcomb	Holly Data	Troy Dauberman	Patrick Gallagher
Tiara Villatoro-Lopez	Rachel Thompson	Sarah Goldstein	John Mirabile
Tiffany Adams	Megan Cvammen	Samuel McKenny	Quentin Pew
Kailyn Ferrari	Lakita Head	Nicholas Stewart	Amanda Tharp
Luca Franz	Brittani Jacko	Lolitha Shepherd	Jacob Chapman
Adam Gunnish	Alessia Maculaitis	Jordan Soster	Jessica Gaver
Elizabeth McDermott	Emily Taylor	Aaron Stratman	Ann Krall
Joyce Colovas	Geoffrey Thacker	Zion Wallace-Banks	Shyann Price
Shaun Faulkner	Natajlia Benn	Raymond Wallroff	Natalie Sutyak
Jessica Hartzell	Ta'sha Koontz	Joseph Spriestersbach	Michelle Watson
Paige Heran	Shawna Yucha	Troy Carter	Lachelle Drakeford
Steven Joslin	Alivia Arnold	John Griffith	Michael Owens
Cristiana Marinescu	Ximena Borden	Christian Marte	Melissa Sayers
Alaiyah Murray	John Boutros	Susan Paponetti	Kerlous Tadres
Matthew Osolin	Francis Freeman	Carolynn Ramey	Maxwell Ozerskiy
Brian Roberts	Brooke Hill	Jenna Sobat	Julee Shardy
Brittanie Elliott	Mark Hust	Emily Starosciak	Jason Baker
Peter Gembka	Jamie King	Danielle Swann	Christy Marchiando
Amanda Jordan	Kenneth Larabee	Michael Tachovsky	Pamela Papadakis
Mel Mcgrath	Karanbir Mann	Zacharias Kantouros	Brent Aspinwall
Suzette Tedford	John Ren	Brian Phillips	Darrick Benedict
Jamuna Thapa	Danielle Stewart	Shannon Roufail	Roman Coreno
Robert Whitney	Erica Tamburin	Andrew Skolmutch	Meghan Durst
Gretchen Wiles	Heather Conrad	Pria Myers	Alexandra von Gordon

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New Member Welcome  
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Tiffany Kovach	Jarret Blair	Joseph Latona	Jordan McGhee
Abigail Salvino	James Cvitkovich	Stephanie Miller	Jason Pentheny
Mark Skowron	Sabine Karim	Nicholas Scotese	Jevon Stewart
Asija Buljan	Andrew Lee	Cathy Maylish	Jordan Cera
John Flood	Rivka Linkov	Lisa Williams	Julie Christopher
Chinetha Hall	Elijah Miller	Victor DiGeronimo	Crystal Durst
Maria Householder	Thomas Puangchinda	Rebecca Grimke	Ryan Shirley
Heaven Plaines	Bonnie Scarpino	Sara Hughes	Kamdyn Stacey
Mark Wilson	Robin Gehlmann	Ryan Santha	Robyn Thompson
Bozana Agatic	Tyler Myszka	Sara Damante	Matthew Wasilk
Rashad Davis	Carrie Pozsgay	Benjamin Daniels	Kendra Carter
William Depiore	Darcy Soderstrom	Nakita Gaston	Amy Hurst
Angela Evers	Jared Bush	Lola Edmonds	
Raymond Kovach	Ranjit Kaur	Megan Greenwood	
Mark Ames	Adrienne Vonlehmden	Isaiah Hall	
Shardae Bradfield	Ian Hart	Larisa McMullen	
Jose Ortiz	Jennifer Kittle	Alejandro Preza Razo	
Kathy Weaver	Natasha Phares	Alex Vallejos	
Twyla Bankston	Ramarao Appana	Fawn Whitman	
David Breakiron	Emmanuel Betts	Tracey Dixon	
Emily Delaney	Samuel Cooper	Amanda Adkins	
Lauren Jefferson	Kayla Dawes	Jennifer Day	
Adam Kelbach	Jeffrey Kanowsky	Hailey Helter	
Christina Lebedev	Matthew Pastier	Kimberly Neal	
Daniel Rohrbaugh	Robin Slattery	Dylan Sallaz	
Jesse Allison	Valeria Boehler	Brandon Davis	
Cassandra Baer	Shawna McCaman	Tremayne DuBose	
Emma Barrett	Dominic D'Agostino	Robert Ely	
Beyarda De Pena	Aiden Fraiser	Ryan Walsh	
Yani Elias	Ronnie Gallion	SarahDuke	
Madeline Miralia	LaShawnda Gilbert	Preston Ford	
Alfonso Rodriguez	Samuel Koon	Charles Meyer	