

# CTREAL.COM FREQUENTLY ASKED QUESTIONS

## FOR THE PUBLIC

### **1. Q: What is CTReal.com and where does its data come from?**

**A:** CTReal.com is real estate search engine dedicated to properties for sale or rent in Connecticut, and is the official search engine of the Connecticut Association of REALTORS®, Inc.

### **2. Q: What Connecticut towns are available on CTReal.com?**

**A:** The Connecticut Statewide Multiple Listing Service and CTReal.com serve the entire State of Connecticut, although not every REALTOR® is yet a member of CTMLS. For your listing to appear on CTReal.com, your realtor must be a member of CTMLS and request that your listing be published on CTReal.com.

### **3. Q: What is CTMLS?**

**A:** The Connecticut Statewide Multiple Listing Service is sponsored by the Connecticut Association of REALTORS®, Inc. The mission of CTMLS is to improve the orderliness and efficiency of the real estate market in the State of Connecticut. It is the only statewide multiple listing service in Connecticut and is open to all Connecticut REALTORS® to search for and publish real estate listings on behalf of their clients.

### **4. Q: How many REALTORS® use CT Statewide MLS?**

**A:** More than 13,000 REALTORS® use CTMLS to publish and search for listings on behalf of their clients.

### **5. Q: Why isn't my listing on CTReal.com?**

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### **6. Q: Why should I use a REALTOR®?**

**A:** All real estate licensees are not the same. Only real estate licensees who are members of the NATIONAL ASSOCIATION OF REALTORS® are properly called REALTORS®. They proudly display the REALTOR "®" logo on the business card or other marketing and sales literature. REALTORS® are committed to treat all parties to a transaction honestly. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. An independent survey reports that 84% of home buyers would use the same REALTOR® again.

Real estate transactions involve one of the biggest financial investments most people experience in their lifetime. Transactions today usually exceed \$100,000. If you had a \$100,000 income tax problem, would you attempt to deal with it without the help of a CPA? If you had a \$100,000 legal question, would you deal with it without the help of an attorney? Considering the small upside cost and the large downside risk, it would be foolish to consider a deal in real estate without the professional assistance of a REALTOR®.

But if you're still not convinced of the value of a REALTOR®, [here are some more reasons to use a REALTOR®.](#)

### **7. Q: What is the benefit of my listing being on CT Statewide MLS and CTReal.com?**

**A:** Exposure, exposure, exposure. CT Statewide MLS is used by more REALTORS® than any other MLS in Connecticut, and CTReal.com is the official real estate search engine of the Connecticut Association of REALTORS®, Inc. When your property is listed on CTMLS, it will be seen by REALTORS® all over the State, and depending on your preferences, immediately published on CTReal.com.

**8. Q: Why isn't my listing on CTReal.com?**

**A:** If you are searching for a listing you know is for sale/rent, but your search returned no results, the property may be listed by a REALTOR® who does not subscribe to the Connecticut Statewide MLS (CTMLS). Though CTMLS is the statewide MLS in Connecticut, subscription by REALTORS® is voluntary.

If you would like your listing to be available to the 13,000 REALTORS® and their clients currently using CTMLS to buy and sell property, ask your REALTOR® to join CTMLS.

**9. Q: Can I have a virtual tour on my CTReal.com listing?**

**A:** Absolutely! All properties listed on CTReal.com are eligible for virtual tours. Just ask your REALTOR® to add this popular feature to your listing!

**10. Q: How is CTReal.com being promoted to increase exposure of my listing?**

**A:** CTReal.com is using state-of-the-art search engine optimization as well as search engine marketing, advertising and public relations campaigns to rapidly grow awareness and traffic on the site.

**11. Q: What's the difference between CT Statewide MLS and other MLS systems in Connecticut?**

**A:** CT Statewide MLS is the only multiple listing service with a mission to serve all of Connecticut and create an orderly and efficient market for all participants. Other MLS systems are confined to a local area, and because of this, listings on these other MLS systems are not exposed to the maximum number of REALTORS® and potential buyers. For more information, visit CTMLS.

**12. Q: How do consumers and REALTORS® benefit as CT Statewide MLS expands?**

**A:** As CTMLS expands to include all listings within the State of Connecticut, each listing will be assured of receiving the maximum exposure to interested buyers and creating the most efficient market possible (benefits expected include reducing time to sale and increasing realized price).

**13. Q: Do you collect personally identifiable data, and how is it used?**

**A:** As of March 12, 2008, CTReal.com collects no personally identifiable data. If this practice changes we will update this FAQ and the privacy policy accordingly.

**FOR CTMLS PARTICIPANTS AND SUBSCRIBERS:**

**1. Q: My photo is not showing on my listings on CTReal.com. How can I fix that?**

**A:** Photos on CTREAL.com are drawn directly from MLXchange. Any photos you want to display on CTREAL.com should be added to MLXchange; photos are updated on CTREAL every 24 hours at around 2 a.m. In MLXchange, go to "Tools", then "Images", then "Member Images" to add a photo.

**2. Q: I understand that a link to my company and/or personal web site can be displayed on my listings on CTReal.com. How do I add the link(s)?**

**A:** A link to the company website is currently the default. We are investigating whether with the broker's permission we can have the link go directly to the agent's site, but this capability is not available, yet. Fields will be added to the office and membership entry screen in MLXchange for MLS/Service Center staff to administer.

**3. Q: The bubble on the map for one of my listings is not in the correct location. Can that be fixed?**

**A:** If the property has been mapped incorrectly by Google, that is to say it is located in the same wrong place by Google, Rand McNally, Map Quest, etc., there is probably not much we can do. However, please have them contact Devlin to alert him to the issue so we can determine if the problem can be fixed or not.