



Just a friendly reminder.....

12/3/19

As of November 2015, Lakeland REALTORS® adopted a new process to organize and distribute the list of upcoming Brokers Opens. The new method – new since 2015 - allows you, the agent more flexibility with your listings.

In STELLAR MLS agents input their own data and can make cancellations or revisions to a Brokers Open, as necessary before the report is pulled by staff on Monday morning and sent to other Lakeland REALTOR® Members in the Monday Broadcast.

The MLS option allows you to pick and choose which open houses you wish to attend & print out a list of details including driving directions - as well as canceling any homes that may have gone under contract over the weekend.

In addition, another nice feature allows you to "plan ahead." If you are thinking about hosting a Broker Open take a sneak peek at the list during the week you wish to host a Brokers Open so you can see how many are already scheduled. For instance- there were 8 scheduled Brokers Opens on 11/14/2019. This allows you to decide on the best day for your situation.

AS ALWAYS... we highly encourage you to pull the report again through STELLAR to check for accuracy as we do not send cancellations.

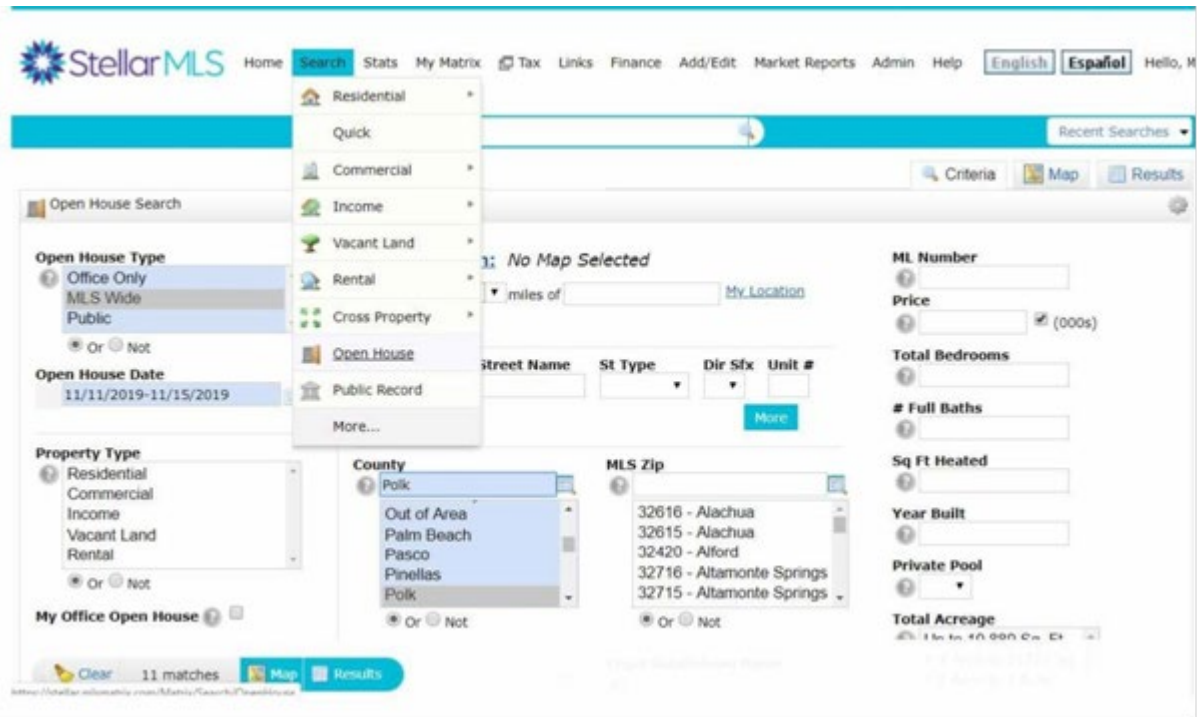
TO PULL A REPORT AND VIEW BROKERS OPENS: (BELOW)

1-Login to Stellar MLS

2-Hover over SEARCH and click OPEN HOUSE

3-HIGHLIGHT "MLS WIDE", enter the week (M-F only) and Highlight POLK under the County Field

4-Click RESULTS at the very bottom and you will see the BROKERS OPENS listed and if they begin with the letter "L" they are LAKELAND BROKERS OPENS and those are sent out each Monday, in the MONDAY BROADCAST EMAIL. **IF you double check the report after its emailed on Monday and you do **not** see the home you were going to visit any longer, chances are the Brokers Open was cancelled.



HOW TO SUBMIT A BROKERS OPEN: (BELOW)

- 1-All instructions on HOW to submit a Brokers Open can be found in each Monday Broadcast.
- 2-[CLICK HERE](#) for the PDF version.

****DO I HAVE TO SELECT MLS WIDE?** Yes, you have to select MLS WIDE for it to be considered a BROKERS OPEN and only members STELLAR MLS can search for the Brokers Open/ will receive the Monday report. We ONLY publish those that begin with the letter "L".

****If you choose OPEN HOUSE** that means the listing will syndicate to all channels your brokers have agreed to share data with (REALTOR.com, HomeSnap etc etc) and there will be a BANNER on your listings that say "OPEN HOUSE THIS FRIDAY 1-4pm!" etc.

OPEN HOUSE is for the PUBLIC to know.

MLS WIDE is for Lakeland REALTOR Members to know.

OFFICE ONLY will only show up if a STELLAR MLS subscriber from your office searches for an Open House in Matrix.



WEEKLY BROADCAST



Weekly Broker's Open Report

INSTRUCTIONS:

PLEASE NOTE: The report is usually sent first thing Monday morning, so please have your Brokers Open listed in MLS by 5pm FRIDAY the week



***Directions on how to input into MLS can be found [HERE](#).**
(Please choose MLS wide under "MLS Type" for your listing to participate in the report.) *We do not send out cancellations or corrections. Members may cancel or make corrections in the MLS ... we encourage members to check for updates in MLS before attending any Broker's Opens.*

[CLICK HERE for This Weeks Brokers Opens](#)

PLEASE NOTE: If we are CLOSED on a MONDAY, the email will go out the following day when we resume normal business hours.