

## **Paragon® 101: Unlocking the Power of Your MLS® System**

This comprehensive 3-hour course is designed to equip you with essential skills for utilizing the Paragon® MLS® system as your primary business tool. Through a detailed exploration of Paragon's® core features and functions, you will gain the expertise needed to maximize your productivity and streamline your real estate operations.

- **Access the Paragon® Residential MLS® system:** Learn how to log in and navigate the system efficiently.
- **Homepage Navigation:** Get acquainted with the layout and key elements of the Paragon® homepage to enhance your workflow.
- **Effective Search Techniques:** Discover advanced search functionalities to find the right properties quickly and accurately.
- **Manage Search Results:** Master the art of organizing and interpreting search results to better serve your clients.
- **Reports Management:** Learn how to view, email, and print detailed reports for client presentations and documentation.
- **Conduct Tax Searches:** Utilize Paragon's® tools to perform comprehensive tax searches and access property tax information.
- **Contact Management:** Manage and organize your contacts effectively to maintain strong client relationships.
- **Auto Email:** Set up and automate email notifications to keep clients updated with new listings and market changes.
- **Customize Preferences:** Set up and adjust your Paragon® preferences to tailor the system to your unique needs and preferences.

By the end of this course, you will have a solid understanding of how to leverage Paragon® MLS® to enhance your real estate business operations and provide exceptional service to your clients.

**Target Audience:** Real estate agents, brokers, sales professionals, and real estate assistants who are interested in mastering the Paragon® system to leverage its full potential for maximizing efficiency and effectiveness in their roles.

## **Maximize Buyer and Seller Engagement with Paragon®**

Paragon® has a powerful feature within the MLS® platform that allows real estate agents to effortlessly connect, communicate, and collaborate with clients from anywhere, at any time. Built for mobile users, the system provides a simple, user-friendly interface enhancing the client experience whether they are buying or selling property.

### **For Buyers:**

Agents can share listings and other vital information through a personalized, private website set up specifically for each client. This portal gives buyers the same view the agent sees, fostering transparency and strengthening the client-agent relationship.

### **For Sellers:**

Agents can set up a Seller's Side in the Collaboration Center, providing sellers with their own private website. This site gives sellers detailed reports on their listing's performance in the market, offering real-time data to keep them informed and engaged.

### **What You'll Learn in This 3-Hour Course:**

- Setting up private websites for buyers and sellers in the Collaboration Center.
- Navigating the Collaboration Center as both agent and client.
- Organizing and tracking listings with folders and labels like Favorite, Possible, or Reject.
- Utilizing the Source drop-down to manage multiple saved searches.
- Creating Agent-Recommended Searches for clients.
- Enabling clients to request showings and send comments.
- Leveraging Seller Reports to track listing performance.

By the end of this course, you'll have the skills to fully leverage the MLS® system, providing a higher level of service to your clients and enhancing your overall business efficiency. Get ready to transform the way you work with Paragon® and take your real estate career to new heights!

**Target Audience:** Real estate agents, brokers, sales professionals & real estate assistants looking to improve their understanding of the Paragon® system when it comes to working with Buyers & Sellers.

## **Smart Valuations in Paragon® for Accurate Pricing!**

In the dynamic world of real estate, accurate pricing is crucial for successful transactions.

This course, Smart Valuations: Paragon® CMA & Cloud CMA for Accurate Pricing, is designed for real estate professionals who want to master the art of property valuation using the latest tools. Participants will dive into the features of Paragon® CMA and Cloud CMA, learning how to leverage these platforms for creating precise Comparative Market Analysis (CMAs).

Through hands-on training, you'll discover how to analyze market trends, select the most relevant Comparables, and present your findings in a professional, client-friendly format. Whether you're working with buyers or sellers, this course will equip you with the skills to set competitive prices and make informed decisions.

### **Key Takeaways:**

- Master the functionalities of Paragon® CMA and Cloud CMA.
- Develop & understand strategies for selecting accurate Comparables.
- Enhance your ability to advise clients on property pricing.
- Recognize the influence of market conditions on pricing.
- Develop effective communication skills to explain pricing strategies to clients.
- Learn how to present CMAs in a clear and persuasive manner.

Join us in this 3-hour course to elevate your valuation skills and ensure your pricing strategies stand out in today's competitive market!

## The REALTOR'S® Paragon® Masterclass: Tips, Tricks, and Tactics

This comprehensive course is designed for real estate professionals looking to maximize their efficiency and effectiveness within the Paragon® MLS® system. Participants will gain in-depth knowledge and hands-on experience with advanced features that can be customized to meet their unique business needs.

### **Course Features:**

- **Customize Grids:** Learn how to tailor your grid views to display the most relevant information, making it easier to analyze and compare listings quickly.
- **Customize Criteria:** Discover how to set up and save custom search criteria that align with your clients' specific preferences, ensuring more accurate and efficient property searches.
- **Listing Carts:** Understand how to utilize listing carts to organize and manage properties of interest for individual clients, streamlining the buying process.
- **Advanced Search and Filtering:** Learn how to use advanced search features to find relevant listings and client information quickly.
- **Edit Searches (Email & Collab Center):** Master the skills needed to edit saved searches, ensuring your clients receive the most up-to-date listings via email and the Collaboration Center.
- **Preferences & Setup:** Get a complete walkthrough of the MLS® system's preferences and setup options, allowing you to personalize your workspace for maximum productivity.
- **Client Manager:** Explore the Client Manager tool to effectively organize and track client interactions, ensuring a seamless experience from first contact to closing.
- **Custom Hot Sheets:** Learn to create and customize hot sheets that keep you informed of new listings and market changes in real time, tailored to specific market areas or property types.
- **Advanced Map Search:** Understand Interactive Map Interface, set up customizable search areas & explore properties visually in their desired locations. This feature often includes zoom and pan functionalities, allowing users to explore neighborhoods in detail, view nearby amenities, and better understand the property's surroundings.
- **Reports:** Gain proficiency in generating and customizing reports that provide valuable insights to your clients, helping them make informed decisions.

**Target Audience:** Real estate agents, brokers, sales professionals & real estate assistants looking to improve their efficiency and effectiveness in managing sales transactions and prepare offers that stand out!