

## GoPher It Class Registration

### User Guide



MFR MLS GoPher It Class Registration Portal is your gateway to continuing your My Florida Regional MLS education. We offer a variety of classes designed to help you get the most out of your MFR MLS subscription. Our trainers and member advocates travel regularly to your local association headquarters. All classes offered by MFR MLS are **free** to member subscribers. Take advantage of the many benefits provided to you as a member of the largest MLS in Florida!

This User Guide will provide you with a list of all the classes currently offered by MFR MLS, including a brief description of each class. You'll also find instructions on navigating in the GoPher It Class Registration Portal.

All classes are 'hands-on' unless otherwise indicated in the class description. Of course, bringing your computer or mobile device and following along with your instructor is always optional.

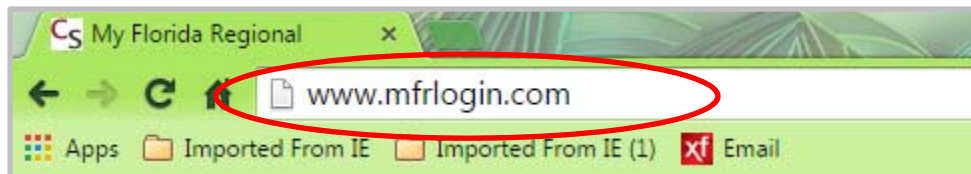
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## GoPher It Class Registration Portal

Start by typing [mfrlogin.com](http://mfrlogin.com) into your browser.



Enter your Member ID and Password into the fields as seen below.

A screenshot of a login screen titled 'Your Success Suite'. The background is dark blue. The text 'Your Success Suite' is in large, white and yellow font. Below it, it says 'This is your My Florida Regional MLS login screen for multiple login urls.' in white. Then, 'Please note the below login urls:' is followed by two bullet points: '• Matrix – Direct Access: http://mfr.mlsmatrix.com' and '• Login Portal: www.mfrlogin.com'. A note below says 'Note: Above urls are active links. Same login screen for each url.' There are two input fields: 'Member ID:' with the value '123456789' and 'Password:' with a masked value '\*\*\*\*\*'. A red arrow points to the Member ID field, and another red arrow points to the Password field. Below the fields is an 'ENTER' button. At the bottom, there are links for 'Forgot your password' and 'Change your password', and a button for 'NRDS ID Lookup Click Here'.

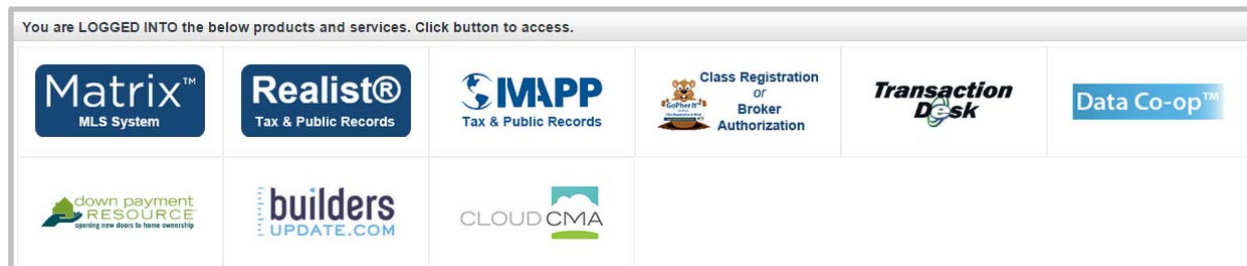
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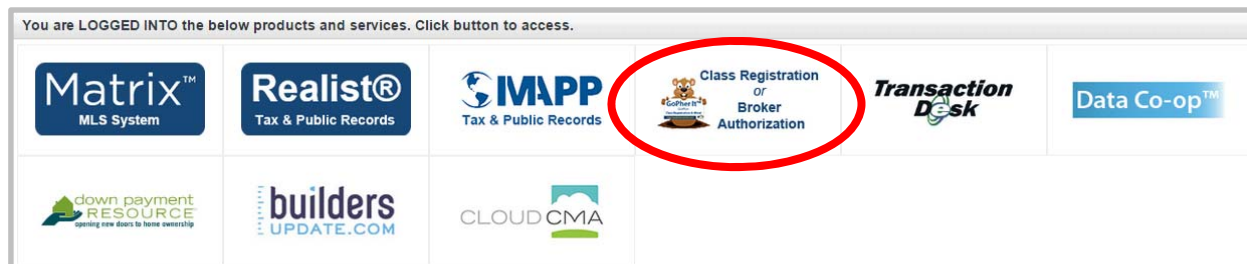


Now you'll see the MFR Dashboard.

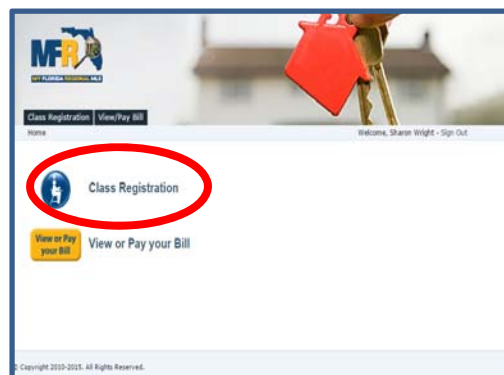
**Note:** By using the URL [mfrlogin.com](http://mfrlogin.com), you gain single sign-on access to a number of member benefit products and services including all of the products below.



Next, click on  the GoPher It Class Registration or Broker Authorization button.



Click on 'Class Registration'.



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Now, click on the drop down arrow in the Class Name field.

Class Registration View/Pay Bill

Home > Class Registration Welcome, Sharon Wright - Sign Out

Current Enrollment (0) Course Catalog (234) Class History (3)

Note, for detailed class information click on the class name.  
Upcoming Class Schedule : Displaying 234 of 234

Class Name All Location All  
Start DateTime All Instructor All

Search Reset Click here to view list of course descriptions.

When you locate the class you wish to attend, click on the corresponding class name.

Next, select the board or association where you wish to attend the selected class by clicking on the drop down arrow in the 'Location' field.

Class Registration View/Pay Bill

Home > Class Registration Welcome, Sharon Wright - Sign Out

Current Enrollment (0) Course Catalog (234) Class History (3)

Note, for detailed class information click on the class name.  
Upcoming Class Schedule : Displaying 234 of 234

Class Name All Location All  
Start DateTime All Instructor All

Search Reset Click here to view list of course descriptions.

*This is the only information you NEED to enter. If you wish, you may also search for your favorite Instructor by clicking on the drop down arrow in the 'Instructor' field, but this is not required. Likewise, it is not necessary to search in the 'Start Date Time' field.*

Once you have selected the class and location, now click on the 'Search' button.

Current Enrollment (0) Course Catalog (234) Class History (3)

Note, for detailed class information click on the class name.  
Upcoming Class Schedule : Displaying 234 of 234

Class Name CMA Tools Location Englewood /  
Start DateTime All Instructor All

Search Reset Click here to view list of course descriptions.

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*In the example shown above, the selected class is CMA Tools and the selected location is Englewood Area Board of Realtors.*

You will now see the class name you have selected at the location you chose.

Next, click on the 'Register' button.

Class Registration | View/Pay Bill

Home > Class Registration

Welcome, Sharon Wright - Sign Out

Current Enrollment (0) | Course Catalog (234) | Class History (3)

Note, for detailed class information click on the class name.  
Upcoming Class Schedule : Displaying 1 of 237

Class Name: CMA Tools | Location: Englewood / | Start Date/Time: All | Instructor: All

Search | Reset | Click here to view list of course descriptions.

Class Name	Location	Start Date/Time	Duration	Available Seats	Instructor	Register
CMA Tools	Englewood Area Association of Realtors : 3952 North Access Rd. : Englewood, FL 34224	6/25/2015 9:00:00 AM	3h: 0m	29	Sharon Wright	Register

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A pop-up box will appear. Verify the class name, date & time of the class and duration of the class, and then click on 'Enroll in Class'. If you decide not to enroll in the class, click on the 'Close' button.

Enroll in Class | Close

Class Name: CMA Tools

Instructor: Sharon Wright

Class Location: Englewood Area Association of Realtors : 3952 North Access Rd. : Englewood, FL 34224

Website Address: N/A

Language Spoken: English

Class Date/Time: 6/25/2015 9:00:00 AM

Class Duration: 3h: 0m

Enrollment Status: Not currently enrolled

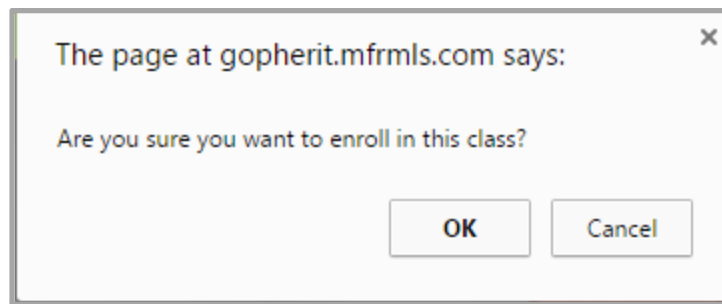
Available Seats: 29

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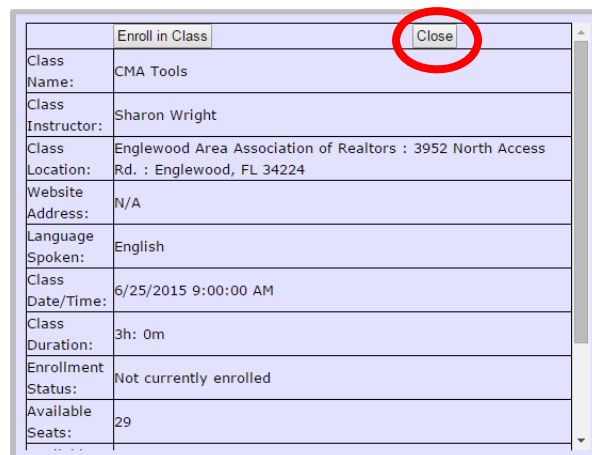
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A pop-up box will appear, asking you if you are sure you want to enroll in this class. You may now click on 'OK' to finalize your enrollment or you may click on 'Cancel' if you choose not to enroll in the class.



After you click on 'OK', you will be registered for the class. Now you may click on the 'Close' button.



You may only register for one class at a time. If you wish to enroll in multiple classes, simply follow the above steps to enroll in each class you would like to attend.

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To cancel a registration for any class, click on the GoPher It Class Registration



icon from the mfrlogin.com dashboard. Then select the 'Current Enrollment' tab at the top of the screen. Locate the class you wish to cancel and click on the 'Cancel Enrollment' button on the right side of the screen, as seen below.

**Class Registration** | **View/Pay Bill**

Home > Class RegistrationWelcome, Tamara Waters - Sign Out

**Current Enrollment (1)** | Course Catalog (177) | Class History (4)


Note, for detailed class information click on the class name.

Currently Enrolled in Classes

Class Name	Location	Start Date/Time	Duration	Instructor	
Advanced Matrix	Realtors Assoc of Lake & Sumter Counties : 3001 SR 19 : Tavares, FL 32778-1005	06/30/15 09:00 AM	2h: 0m	Israel Malavet	Cancel Enrollment

Classes on Waiting List

Not on the waiting list for any event





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If you experience any technical difficulties while registering for classes, please reach out to our Call Center.

### Call Center

The support at My Florida Regional MLS is second-to-none. Whether you need technical or administrative assistance, we are here to help. Our skilled Call Center Representatives are available seven days a week. Simply [CALL](#), [EMAIL](#) or [CHAT](#). We also offer Remote Support.

#### Call Center Hours:

Monday–Friday: 7:30 a.m. – 7 p.m.

Saturday: 8 a.m. – 6 p.m.

Sunday: 9 a.m. - 2 p.m.

**Toll Free: (800) 686-7451**

**Local: (407) 960-5300**

*Select "Option 1" in the phone menu to be connected to the Call Center.*



You may reach the Call Center at the above referenced Toll Free number, or navigate to [mfrmls.com](http://mfrmls.com), under the 'Member Support' tab, select 'Call Center'. Here, you may click on the [EMAIL](#) link, to email the Call Center, or you may click on the [CHAT](#) link, to chat with the call center from your computer.





## Class Names and Descriptions

### MLS Basic - 3 Hours

*This is a required class for all new members and must be completed within 60 days of joining. This is also a great refresher course for existing members.*

This class will teach both new and existing members the basic functionality within Matrix, the MLS System, including personalizing Matrix, searching in Matrix and automating your contacts in Matrix. This class also covers additional resources available to you as an MFR MLS member. *Bringing your on computer is optional.*

### MLS Compliance 101 - 1 ½ Hours

*This is a required class for all new members and must be completed within 60 days of joining. Existing members must complete this course every two years.*

Review of MFR MLS Rules and Regulations, including proper procedures for accurately listing properties in the MLS. *No computer is needed for this class.*

### MLS Adding & Editing Listings - 1 ½ Hours

*This class is required for all members who wish to add and/or edit listings in the MLS.*

Learn how to correctly add & edit listings in the MLS, including adding photos and attachments. *No computer is needed for this class.*

### Advanced Matrix - 2 Hours

Learn advanced techniques in navigating the Matrix MLS system, including customizing your search criteria and using 'Wild Cards', using the 'Speed Bar' and creating Speed Bar shortcuts, Refining search results, multi-level sorting, exporting results from Matrix, using 'Carts', auto emails, setting up Market Watch and Hot Sheets.

### Automating Your Contacts in Matrix - 1 ½ Hours

This class provides a comprehensive overview on setting up and managing auto emails in Matrix, using Concierge emails, reviewing the customer portal, and tracking portal activity.

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#### Branding in Matrix - 1 ½ Hours

This course will take you through a hands-on setup for your branding in Matrix. Bring your laptops or tablets! This course will go over setting up your contact information so your customer sees it in the way YOU wish them to. This course will also cover customizing a banner, setting up your mobile header, setting up your default CMA Cover Sheet, your portal information, and your email signature as well as enabling your MFRMLS provided Agent Web Page and custom branded link for the myfloridahomesmls.com website.

#### CMA Tools - 3 Hours

This class reviews all of the MFR products and services that can be useful to agents when searching for comparable properties or compiling CMAs. Topics include CMA options in Matrix, Cloud CMA, Realist, iMapp, and Data Coop, along with the Market Conditions Report. This class focuses on CMA products, not CMA techniques.

#### Customer and Broker Reports - 1 ½ Hours

Matrix offers a variety of report displays. Additionally, there are multiple links on the top of property reports offering agents valuable information from products such as Realist, Data Coop, Down Payment Resource, etc. This class will help agents gain familiarity with the various reports available to them along with all of the information that is linked to listing reports in Matrix.

#### iMapp – 2 Hours

This class provides a comprehensive overview of the iMapp tax system. Through iMapp, agents can find a wide variety of information (including tax information, permits, characteristics, comps reports, market data, and neighborhood demographic information) on any property in the state. Agents can also run a search for properties based on a variety of fields from tax data, MLS data or foreclosure data. iMapp then allows agents to quickly generate mailing labels based on their search results.

#### Listing Tools - 2 Hours

This class reviews key features of adding listings to Matrix and delves into more advanced techniques to market a listing. Topics include adding open houses to Matrix, reverse prospecting, Showing Time, virtual tour products such as Real Biz Media and Property Panorama, and using Realist or iMapp to generate mailing labels to market a listing.



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#### Realist - 2 Hours

This class provides a comprehensive overview of the Realist tax system. The first half of the class covers the various reports available on a particular property. The second half of the class is devoted to searching in Realist. Topics include the various search forms available, customizing search forms, specifying criteria and generating mailing labels, looking up distressed properties in a given area, and utilizing the various map tools.

#### Stats in Matrix - 1 ½ Hours

While the word Statistics can invoke fear and bad memories of past math classes, My Florida Regional MLS gives members easy access to a wide variety of market statistics. This class removes anxiety about statistics, and shows members how to set up custom exports, use statistical presets through Matrix, generate customized statistical reports in Matrix, and navigate the rbi Stats IQ product.

#### The Mobile Agent - 1 ½ Hours

The real estate profession is becoming increasingly mobile, and it is becoming critical for agents to be able to conduct business from any device. This class reviews the mobile tools that My Florida Regional MLS offers its members. This class will explore all of the functions of the My MLS App. The class will also show how to use the Showing Time mobile app and the Doc Box feature of Transaction Desk. *Bringing your tablet or other mobile device is recommended, but not required.*

#### Transaction Desk – 2 Hours

Transaction Desk is powerful tool for agents to manage forms, documents, and files. Through Transaction Desk, agents can populate a wide variety of forms and contracts, create transaction templates, store documents, and track tasks for any transaction. Through Authentisign, agents can collect electronic signatures on forms and contracts through email. This class will go over the various functions of Transaction Desk and Authentisign and show agents how they can use these tools to maximize their business and eliminate the need for paper files.



# MEMBER SUPPORT

## How can we assist you?

### TECHNICAL ISSUES ACCOUNT QUESTIONS

### BROKER VISITS IN-DEPTH TRAINING

#### CALL CENTER

The Call Center is your front-line support for technical issues and account questions.

Phone: (Toll-Free) 1-800-686-7451 (Option #1)  
(Local) 407-960-5300 (Option #1)

Email: [Support@MFRMLS.com](mailto:Support@MFRMLS.com)

Hours: (M-F) 7:30am – 7pm;  
(Sat) 8am – 6pm;  
(Sun) 9am – 2pm

#### MEMBER RELATIONS

The Member Relations department is where our talented, knowledgeable TRAINERS and MEMBER ADVOCATES work.

#### Classes & Webinars

Want to dive a little deeper into how Matrix can help with your business?  
Want to know more about all of your MFR products and services?



Class & Webinar Registration:  
[www.gopherit.mfrmls.com](http://www.gopherit.mfrmls.com)

#### Broker Visits

Let one of our Member Advocates visit your office and customize training for your agents.

To request a Broker Visit:  
[www.mfrmls.com/broker-visit](http://www.mfrmls.com/broker-visit)



MEMBER ADVOCATES work closely with MFR associations and members to ensure that questions are being answered and the best possible membership experience is being delivered.

What is a "Member Advocate?"