



Team ROCC- REcolorado Update Message #3

REcolorado had the pleasure of meeting with nearly 40 agents, brokers, and appraisers this week from areas including Alamosa, Crestone, Antonito, Del Norte, Fort Garland, Monte Vista, and Salida. They asked great questions! So, this Team ROCC-REcolorado Update will be devoted to sharing those questions, along with the answers. Take a look at some photos from our visits below!

Q: How much will my ROCC membership be once the 6-months free period has ended?

A: You will continue to pay ROCC for both your Association and MLS fees. The ROCC board of directors is in the process of determining exactly what that total fee will be, but they know it won't be more than \$46 per month. Additionally, with regard to fees, CREN users will no longer need to pay \$250 per firm, per year for a Zillow feed.

Q: When should I sign up for REcolorado?

A: You can sign up for REcolorado now by clicking on the appropriate link below. If you sign up today, you will not be charged. Your 6-months free will begin October 1.

- **Managing Brokers:** [Click here](#)
- **Associates:** [Click here](#)

Q: Will I have to re-enter my listings into the REcolorado Matrix MLS?

A: No. We have received a data feed from CREN that includes your listing data – current and historic. You will be able to take a look at this data toward the end of September. REcolorado will be looking for your feedback to ensure your listing data was imported correctly.

Q: How will I be able to access all of the listing data in the area?

A: Here are some options for accessing listing data in addition to the data you access in the REcolorado Matrix MLS.

- [REcolorado.com](#) is REcolorado's public-facing website that contains more than 30,000 listings from throughout the state. These listings come from REcolorado members as well as from a partnership program called "Your Listing Your Lead" that REcolorado has put in place with Grand County, Steamboat, Royal Gorge, Telluride, and Vail. **REcolorado has offered "Your Listing Your Lead" partnerships to all Colorado REALTOR Associations, including CREN, Grand Junction, and Summit. Those offers still stand.** REcolorado will continue to reach out to these Associations and MLSs in hopes of expanding REcolorado.com to include all of the listing data you need.
- **RPR** is another resource you can use. And, you'll be able to quickly access RPR from your REcolorado CONNECT Dashboard. This [RPR-Del Norte, CO Market Report](#) shows listings with REcolorado, ROCC/CREN users, and those listings of the other agents that have moved to PSAAR/CREN for Del Norte. This market report can be shared with your customers, on your Facebook page, and more.
- You can also use **Realtor.com** to access listings from agents throughout the area by performing a search on the site. As you will note when you view [this link](#) it contains all the active listing data for agents from other MLS's outside of ROCC's jurisdiction of the San Luis Valley.

Q: Will we still be able to syndicate listings to all of the same sites they go to now?

A: Yes, you will be able to syndicate your listings to the same set of syndication channels you have available now. You will have the option to choose where you want your listings to be syndicated every time you enter a listing in the REcolorado Matrix MLS. There are no additional fees for syndication.

Q: Will I still be able to have IDX on my website?

A: Yes. When you register for your REcolorado membership, please include the name of your IDX provider and your IDX website URL so we can reach out to your IDX provider to ensure they know your data will be coming from REcolorado once the conversion is complete.

We will have answers to additional questions in our next message to you. In the meantime, feel free to contact your ROCC-REcolorado Specialist – Nathan Reker – at 303.804.2628 or nreker@REcolorado.com.

Have a safe and wonderful Labor Day weekend!

Thank you to everyone who attended our Meet REcolorado Events!!

