Admin All-Access 2026

Follow us on social media

Welcome!

Mandy Boldt, mboldt@northstarmls.com

Our Tools. Your Perspective.

Tim Dain, tdain@northstarmls.com



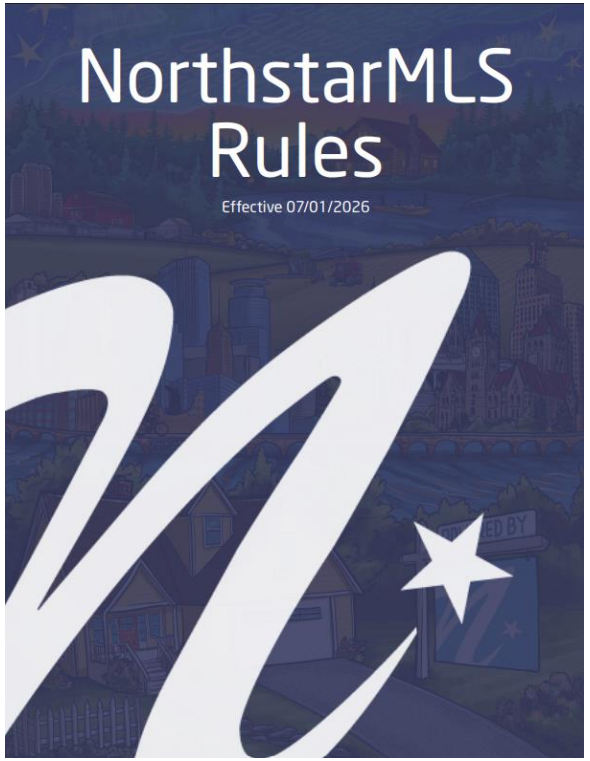
Take the Annual Survey!

Compliance Updates

Tricia Henchen, rules@northstarmls.com

New MLS Rules Framework

- **Effective July 1:** NorthstarMLS adopted the CMLS Model MLS Rules framework
  - Modernized rules structure improves organization, readability, consistency and future adaptability
- Does not change how users conduct business or compliance enforcement
  - Certain procedural requirements will move from the Rules to Compliance Guidelines
- Creates a stronger foundation for innovation
- Maintains local market standards and data integrity



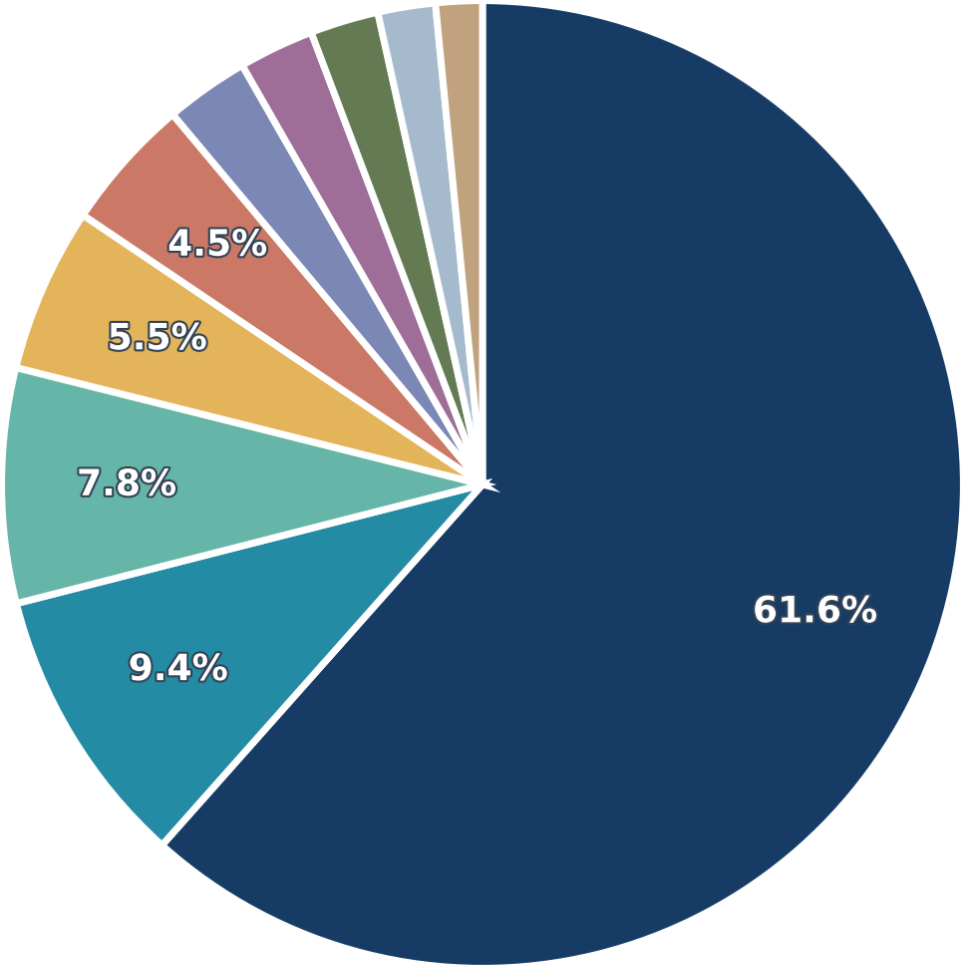
FAQs + Things to Know

- Can I virtually stage property photos?
- Can I use AI to paint the walls and add flooring?
- Where can I disclose virtual staging/AI enhancements?
- Can I take a photo of a home that I am taking my buyer through?



- Can I share another agent's photos on my social media sites?
- What do I need to do when sharing another agent's photos/listing?

Q3 2026 Violation Statistics



NOTICE TYPE	COUNT	SHARE
Pending Status	2,168	61.6%
Late Listing	332	9.4%
Public Remarks	276	7.8%
Style / Stories	194	5.5%
Finished Square Feet	157	4.5%
Status Incorrect	99	2.8%
Late Photo	89	2.5%
Bedroom Non-Conforming	81	2.3%
Driving Directions	68	1.9%
Photo	55	1.6%

3,519 notices in the top 10

85.5% of all 4,115 Q3 notices

NorthstarMLS Mandatory Service Area

NorthstarMLS requires all listing in conformity with the categories found in section **3.1.1**

- Must be added to the MLS within **2 business days** (excluding state or federal holidays) of a fully executed contract
- If the property falls within the Mandatory Service Area: **All of MN, ND, Counties in WI (Buffalo, Pepin, Pierce, Polk, and St Croix).**

  See **Section 3** of the policy manual for the full policy.



Late Listings

All listings in accordance with **Section 3.1.1** must be entered into the MLS, regardless of active, coming soon, or withheld status, within **2 business days of the listing contract date or after all signatures are obtained, whichever is later**.



Late Listings

Example 1:
If a listing contract shows the listing start date of 12/01/2026 but all signatures are not obtained

- The listing would not be added to the MLS until all parties have signed the contract
- The signing date has now become the List Date

Example 2:
If all signatures have been obtained

- The listing would need to be input in the MLS as withheld, coming soon, or active within two business days of the listing start date



Late Listings: A Note about Incompletes

- Incomplete is NOT an accepted status for this rule
- Incomplete listings are not be compliant and will get flagged for late listing when going coming soon or active
- Move the listing from incomplete to withheld when the sellers have signed the withhold form and wish to have their listing in the withheld status.
- Adding listings in a timely manner ensures cooperation between all subscribers



Withheld Listings

- What it means
  - The property is under a valid listing agreement, but the seller has chosen not to make it visible to NorthstarMLS subscribers or the public
- Requirements
  - Valid listing agreement
  - Signed Withheld Form
  - Expiration date kept current
- If the agreement is extended, update the expiration date—or the listing is deleted at expiration and cannot be retrieved.

VISIBILITY RULE

NO PUBLIC MARKETING

Not visible to NorthstarMLS members or the public.

Clear Cooperation Policy

Section 1.01 – Clear Cooperation

Within 1 business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public. (Adopted 11/19)

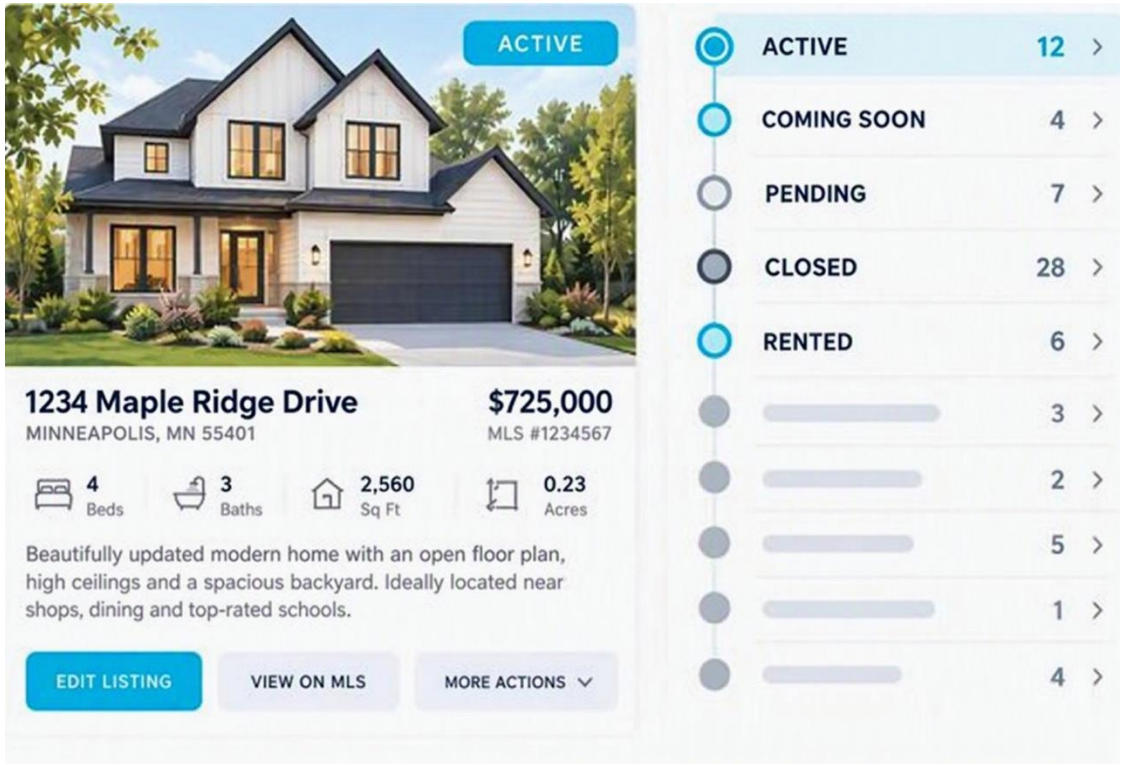
Clear Cooperation Policy Key Points

- No public marketing during Withheld
  - One-to-one, Broker to Broker communication does not trigger CCP if it falls under the guidelines found under Section 1.2 (h) (I)
- NorthstarMLS must wait 1 business day before sending a CCP violation
- NorthstarMLS cannot send a CCP fine without proof of violation



Got Statuses?

- Active
- Cancelled
- Closed
- Coming Soon
- Comp Sold
- Incomplete
- Pending
- Rented
- Temporarily Not Available for Showing (TNAS)
- Withheld



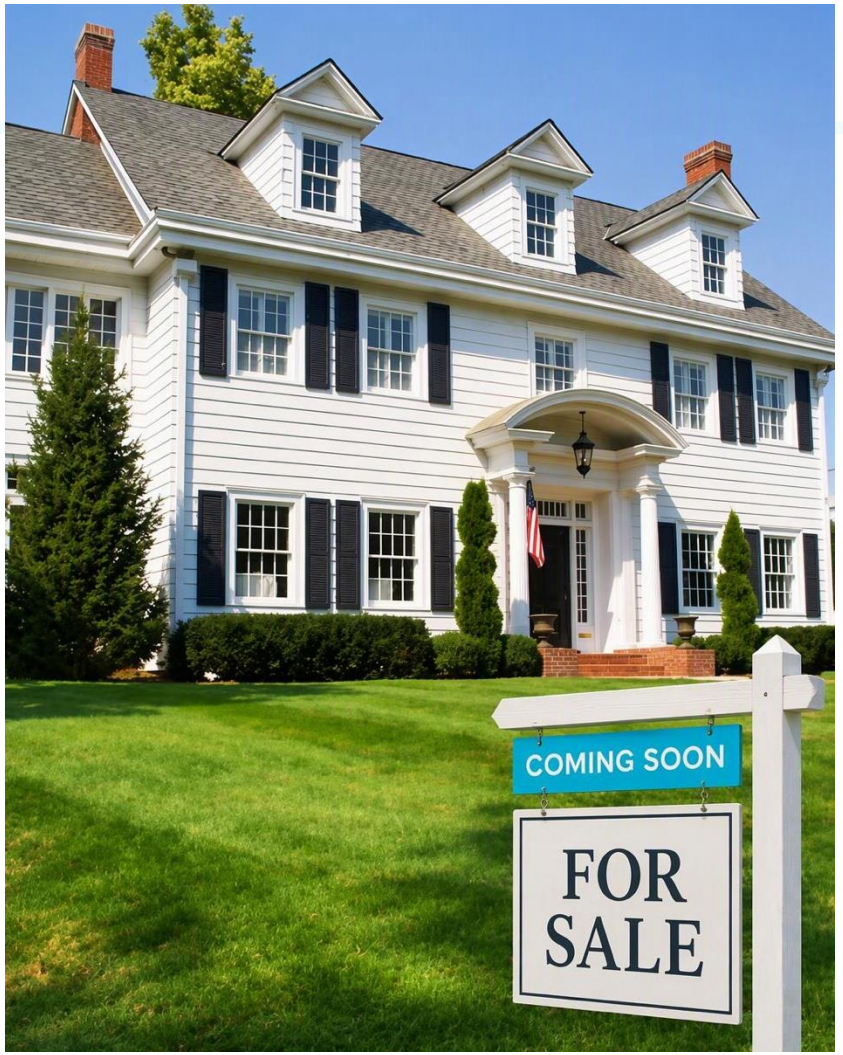
Coming Soon

- The property is being prepared for sale but is not ready for showing
- **NO** showings, open houses, broker open houses or virtual showings allowed
- Marketing **IS** allowed
- Listing may remain in Coming Soon status for no more than 21 days
  - After which it will automatically convert to Active status (or sooner, depending on the Availability Date you set in our Add/Edit system)



Coming Soon Timelines

- A completed and signed Coming Soon Listing Authorization Form must be uploaded in Add/Edit
- If a listing in Coming Soon has an accepted offer, it is no longer eligible for Coming Soon status
  - Listing must be moved to:
    - Active with a Contingency
    - TNAS with a contingency
    - Pending

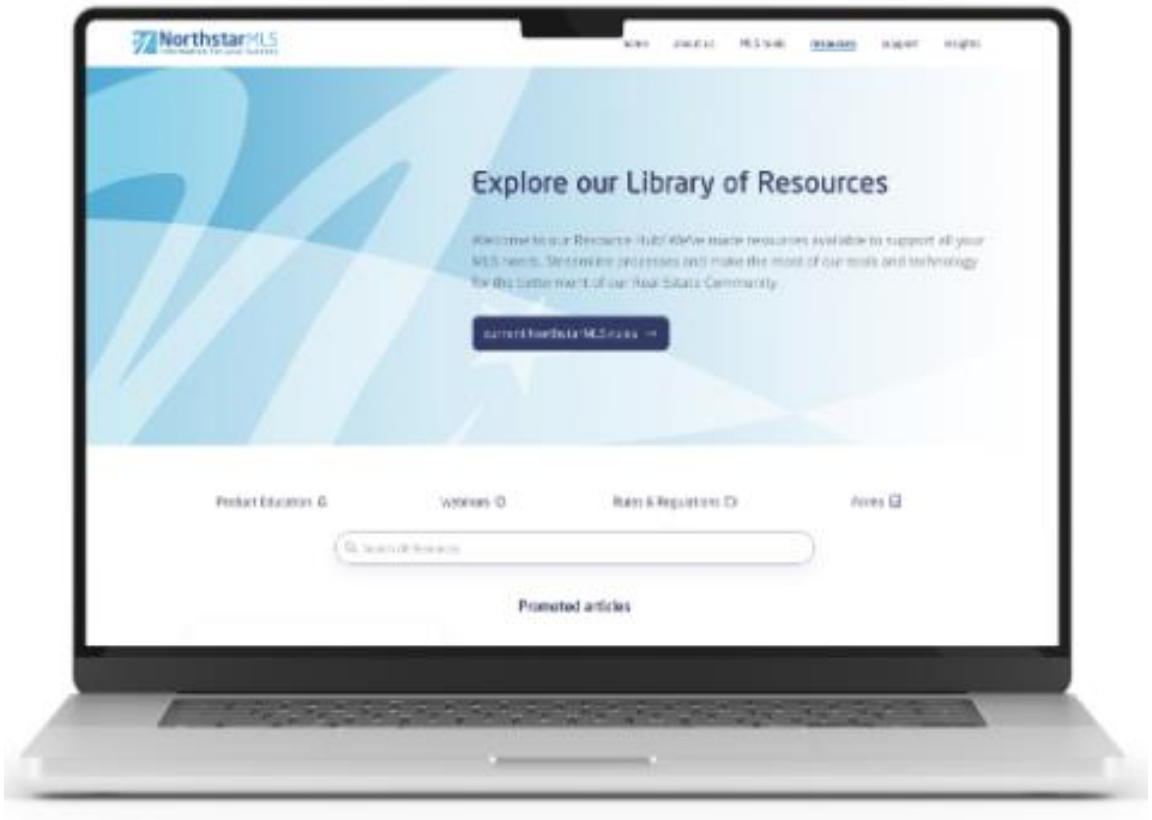


NorthstarMLS Resource Center

Resources.northstarmls.com

Your go-to place for:

- Rules & Regulations
- Product Education
- Webinar Recordings
- Forms



Questions?

Help Desk: help@northstarmls.com
Rules & Regulations: rules@northstarmls.com



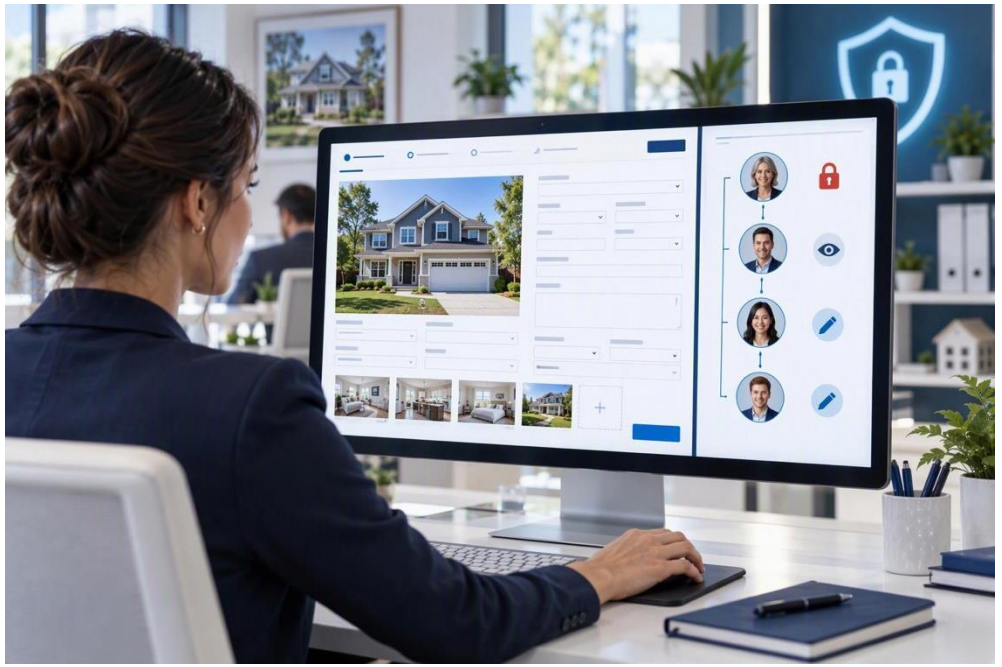
Product + Technology Updates

Hannah Zimprich, hzimprich@northstarmls.com

David Zimmerman, dzimmerman@northstarmls.com

Add/Edit Permissions

- Permission Levels
  - Head Broker
  - Office Broker (most of you)
  - Agent Edit
  - Agent Edit Limited
  - Agent Subscriber
- Additional Office Memberships
- Teams
  - Toggling in Matrix
  - Edit permissions in Add/Edit
- Account management best practices
  - User access management
  - Security responsibilities



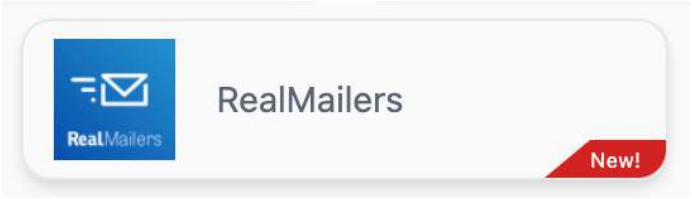
COMING SOON: Homebuyer Wallet

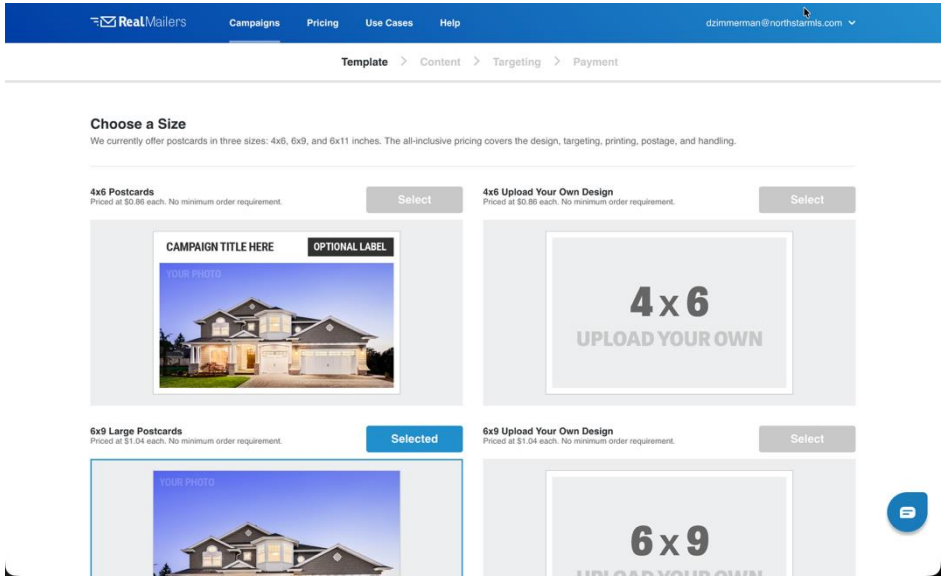
- New MLS vendor partner
- Funding programs, down payment assistance, grants and local incentives.
- More to come later today!

Homebuyer Wallet

RealMailers Integration

- Available within Realist
- NOW on NorthstarMLS Dashboard
  - Fully integrated with listing data and photos
  - Search for listings





RealMailers

RealMailers Integration

- How it Works:
  - **Target**: Use Realist's map-based search and property data or RealMailers targeting tool to identify homeowners.
  - **Design**: Select a postcard template or upload your own design.
  - **Send**: RealMailers handles printing, postage and delivery in 4–6 business days.
- Key Benefits
  - Target specific neighborhoods and homeowners.
  - No separate mailing lists or manual mailing required.
  - Promote listings, build awareness and generate leads.

CubiCasa

- Use CubiCasa to add a floor plan to every listing!
  - Agents can add collaborators
- Floor plans available in 24 hours
  - 6-hour rush service available
- Upgrades available for detailed 2D and 3D options



CubiCasa Floor Plan Packages



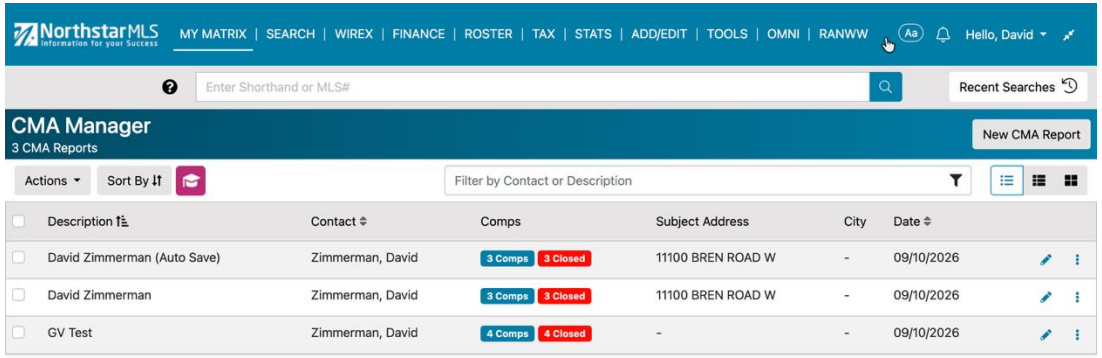
LITE
$0

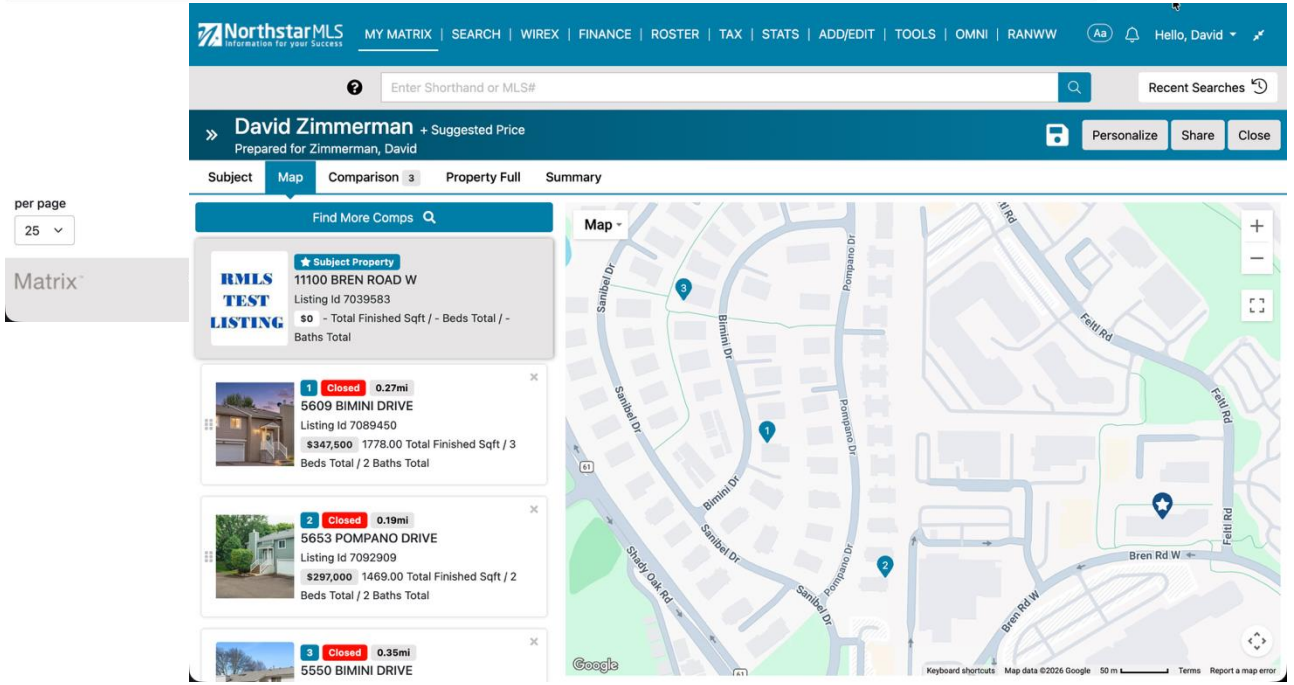
PLUS
$15

PLUS 3D
$65

Updated Matrix CMA

- Toggle to "New" Matrix dashboard and then can access the updated CMA builder
- Matrix CMA Manager FAQ





Matrix™
Powered by Cotality™

CMA Tools Available

- Matrix
  - CMA builder
  - Quick CMA report
  - MLS-Touch
    - Comparables button
- Flexmls
  - CMA builder
- RPR
  - Create CMA
  - Mobile CMA report
- Cloud CMA
  - Brokerage paid subscription



Mobile Solutions

- Several Mobile applications available
- On-the-Go, In-the-Know Webinar

MLS-Touch®

RPR®

CUBICASA®

onehome™

TUESDAY

cribio

Flexmls

ShowingTime®

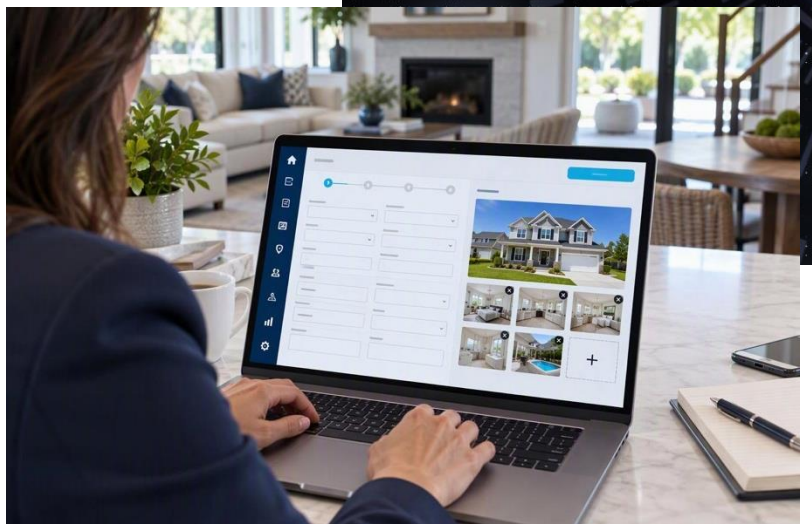
HomeSpotter®

TransactionDESK®

Enhanced Add/Edit

- AI-driven image functionality
- Photo-assisted listing entry
- AI-generated remarks
- Streamlined workflow





Lone Wolf Technologies

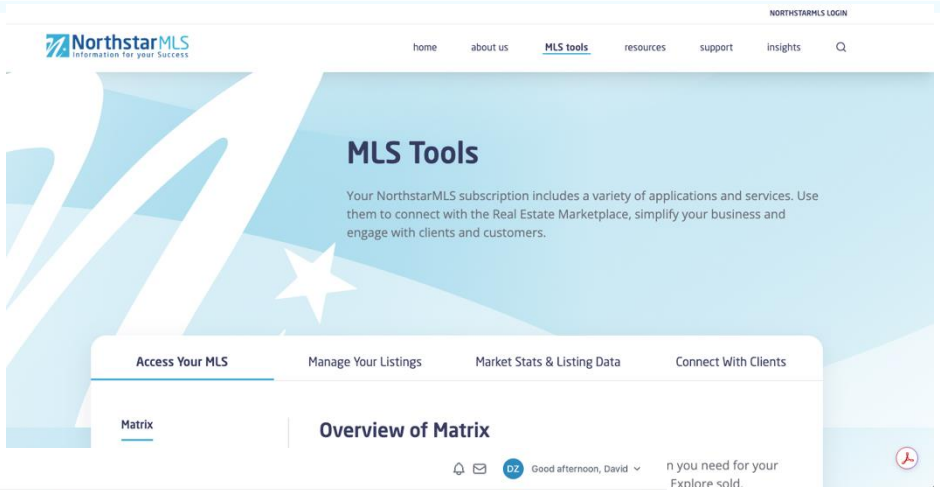
- TransactionDesk/Transact
- Minnesota Realtors® vendor (state association)
- Transact Training (MNR) and forms updates
- Upcoming webinar planning

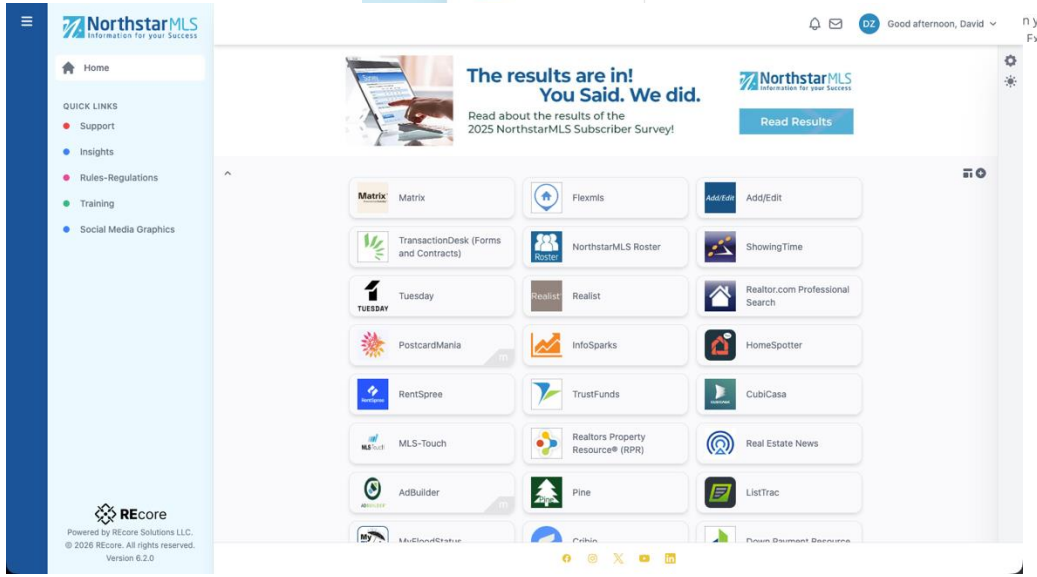
LONE WOLF
TECHNOLOGIES

NorthstarMLS Tools

Several ways to access products and services:

- www.northstarmls.com
- NorthstarMLS Dashboard
- Within MLS systems
  - Matrix
  - Flexmls





Introducing Homebuyer Wallet

Kameron Kang, kam.kang@homebuyerwallet.com

Help your agents do more business.

Five ways to support your agents with one introduction.

Homebuyer Wallet

1. Build Buyer Pipeline
2. Support Buyer Decisions
3. Support Listing Marketing
4. Win Listing Presentations
5. Explore Buyer Assistance

Homebuyer Wallet

Email us and copy your agent.

kam.kang@homebuyerwallet.com

steven.hlavac@homebuyerwallet.com

hello@homebuyerwallet.com

YOUR INTRODUCTION

“Meet [Agent Name], copied here. They’re working on [specific goal]. Please connect with them directly.”

Our team handles the research, materials and follow-up directly with the agent.

Thank You for Coming!