What is the Unlock Opportunity campaign?

"Unlock Opportunity" introduces exciting updates coming to your Matrix MLS system on Feb. 25. These improvements will provide updates to the Add/Edit input, Client Portal, and CMA experiences for all Matrix users and their clients. They are designed to bring the most efficient and robust MLS technologies to your system to strengthen the value of your Unlock MLS subscription.

What Matrix Updates are launching?

The following components of the Unlock MLS Matrix system are being updated:

- **Listing Manager (Add/Edit)**—The Add/Edit experience is getting an overhaul to bring you Listing Manager, which allows listing agents to manage and input their listings in ways never before possible in Matrix. The core components of Listing Manager are:
  - Mobile-friendly input forms,
  - The ability to edit a full listing from the Unlock MLS mobile app,
  - AI-powered photo captions, remarks, and data entry,
  - A more efficient auto-population process, and
  - Listing validation as you input your listing,
  - As well as a visual "home" screen to manage all of your listings!

- **OneHome (Client Portal)**—Your client's MLS Client Portal experience is being updated to the OneHome platform, which provides an overhaul to the UI/UX of the Client Portal. Your clients will be able to still use the core MLS Client Portal functionality, including all collaboration and communication you need in a Client Portal, but will now be able to use advanced features like AI-photo search, the Planner feature, and a modern, mobile-friendly interface.

- **Matrix CMA**—The native Matrix CMA tool will be overhauled to maximize usability and efficiency and includes features like:
  - Sortable views,
  - Auto-suggested subject properties,
  - Gallery view for comparing photos.
  - It also allows for personalized CMAs with live previews and a new visual pricing tool.

When are the Matrix Updates launching?

The updates listed above will go live in Matrix on **Tuesday, Feb. 25**.

Why are we making these changes to Matrix?

Software must evolve to stay relevant and deliver to you the best possibly solutions for your business. Unlock MLS is embracing this new technology on behalf of our subscribers to bring you solutions with improved data quality, decreasing the time it takes to input a listing, and provide you and your clients with the modern experience we all expect in 2025.

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What new features will be found in Listing Manager?

We're thrilled to introduce our first AI-driven features tied to Matrix and listing input. At launch on Feb. 25, Listing Manager will use AI to add photos captions and Public Remarks to your listings, as well as tag the Room Type for each photo and add specific listing data points based on the details clearly seen in your photos.

You will also be able to fully input a listing from ANY device and not just a desktop computer. Unlock MLS also ensures the ability to edit listings from your phone will be in place through your Unlock MLS mobile app.

How can I learn more about all the changes going into effect?

We got you! Every week in Q1, we'll have a training opportunity to show you how to embrace the changes and hit the ground running on Feb. 25. After launch, we'll continue those live trainings through the end of March! We'll also have a house of resources available online for access at any time and below:

- **Unlock MLS Quick Tip Video: Preview of New Add/Edit: The New Listing Manager**
- **Unlock MLS Quick Tip Video: Introducing OneHome**
- **OneHome (for Agents) CoreLogic Training Video Playlist**
- **OneHome (for Clients) CoreLogic Training Video Playlist**
- Much more to come as we launch the updates on Feb. 25!

Where can I find a live training to attend?

You can find an upcoming weekly MLS Power Hour or in-person training on the **Unlock MLS Events & Classes page**.

Will I be required to use the updates in my Matrix system?

Yes, for both Listing Manager (new Add/Edit) and OneHome (new Client Portal), the changes are made for <u>all</u> Matrix users. There will be no ability to use the classic Add/Edit input module or Client Portal. However, for the new CMA, you will be able to revert to Classic mode to use the legacy Matrix CMA tool.

If I have listings on the market or drafted in Incomplete status, will they carry over as Listing Manager launches?

Yes! Your current, on-market listings, as well as any Incomplete listings, will automatically carry over to Listing Manager as the changes go live on Feb. 25. No listing data will be lost during this transition; once live, you will use Listing Manager to edit current listings and add new listings.

Do I have to verify any settings or make any changes in preparation for the updates to the Client Portal?

There are no specific actions required to prepare for Feb. 25. Best practice is to ensure your contact information and agent photo are up to date and accurate for your clients.

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Will there be any impact to my saved searches or auto emails?

There will be no impact to other aspects of Matrix as these updates are launched. Saved searches and auto emails you have set up in the current Client Portal will be found in OneHome automatically.

What should I do to prepare for Feb. 25?

We're so glad you asked! We recommend attending one of our weekly training sessions before Feb. 25 and once the updates are live, attend another one to further connect the dots. If you have ANY feedback or questions around the updates, please reach out to our Unlock MLS support team via support@unlockmls.com.

How can I prepare my clients for the new OneHome Client Portal update?

We recommend sending them the CoreLogic **YouTube playlist for OneHome** to show them how OneHome operates from their perspective. The updates they'll see in OneHome should be in line with the modern home-search experience they get from most websites today.

Is there any cost to use these new features of Matrix?

There will be no additional costs to use these updated and modern Matrix features.

At launch, how can I provide feedback and any issues I'm seeing?

We're all ears! Send your feedback to our Unlock MLS support team at **support@unlockmls.com** or 512-454-7636. If you have something for us to visually review and provide more assistance, please do your best to capture any screenshots or videos to send to our support email address.

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