

Frequently Asked Questions



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A. General Information about MarketLinx Wireless

i. What is MarketLinx Wireless?

MarketLinx Wireless is a mobile website that enables real estate professionals to search and retrieve MLS data from a wireless handheld device and provide that information to their prospects and clients anytime and anywhere there is cellular coverage.

ii. Is MarketLinx Wireless the same as MLXchange

MarketLinx Wireless is NOT a replacement for MLXchange, it is a separate website designed specifically for wireless handhelds allowing instant access to MLS information while in the field.

iii. When I register for MarketLinx Wireless, am I registering my device with SEF Shared MLS Database?

When you register for MarketLinx Wireless, you are validating your membership with SEF Shared MLS Database. In other words, you are not registering your device. This is a benefit to you because this means that you have the flexibility to change or upgrade your mobile device **without** having to re-register for the wireless MLS service.

iv. What do I need to get started with MarketLinx Wireless?

You need:

1. To register for MarketLinx Wireless, open the Internet browser on your desktop computer or laptop and go to: <http://sef.mlxwireless.com/register/>. Fill out the online form and click the submit button to complete your registration.
2. MarketLinx Wireless works on mobile devices that has access to the web/Internet including phones, however MarketLinx Wireless provides the **best end-user experience** on mobile devices with QWERTY keyboards such as:
 - i. BlackBerry® handhelds
 - ii. Apple® iPhone™
 - iii. Windows Mobile® cellular devices
 - iv. Palm® handhelds
 - v. Data Capable Phones (e.g. BlackJack™, Shadow™)

v. Is my wireless device compatible with MarketLinx Wireless?

MarketLinx Wireless runs on *any* mobile device that supports HTML Internet browsing, but is **ideally suited** for handheld devices with built-in, full keyboards (commonly known as a "QWERTY" keyboard).

vi. Do I need to install software or sync my wireless handheld to run MarketLinx Wireless?

Because MarketLinx Wireless is a website, this means there is absolutely no software to install or download onto your handheld device, and no synchronizations are necessary to run MarketLinx Wireless.

You can immediately use MarketLinx Wireless after you register. To access MarketLinx Wireless, open the Internet browser on your handheld device and go to the MarketLinx Wireless website, <http://sef.mlxwireless.com/>

vii. Can't I just access MLXchange on my wireless handheld?

MLXchange is designed to be displayed on full-sized laptop or desktop computer monitors, and therefore will not display properly on wireless handhelds.

MarketLinX Wireless is the wireless extension of MLXchange. It is a separate and unique user interface to your MLS database, specifically designed to display MLS data on the smaller display screens found on wireless handheld devices.

viii. Which carrier/wireless service provider is MarketLinX Wireless compatible with?

MarketLinX Wireless is carrier independent and works with all the major carriers across North America.

ix. What is the pricing for MarketLinX Wireless?

SEF Shared MLS Database is proud to make MarketLinX Wireless available to members **free of charge**, with no additional set up fees or contracts to sign.

Your MLXchange account includes access to the MarketLinX Wireless website, online support documents, and toll-free and e-mail technical support.

MarketLinX Wireless does not include wireless hardware or subscription to a data access plan.

x. Where can I purchase a wireless handheld device and data plan?

Please visit a wireless service provider, such as AT&T, Sprint or Verizon for your wireless hardware and data plan needs.

xi. How much data does a listing search typically take up?

The average size to retrieve 1 MLS listing, including one property photo is approximately 30-50 kb.

xii. How up-to-date is the MLS data from MarketLinX Wireless?

Each search is executed live and in real-time. You'll be able to access up-to-the-second MLS data as your real estate board updates the database.

B. Registration Information

i. How do I register for MarketLinx Wireless?

Registering for MarketLinx Wireless is a simple and easy process. Open the Internet browser on your desktop computer or laptop and visit <http://sef.mlxwireless.com/register/>. Complete the form and click "Submit".

Once you have successfully registered, you can immediately use the service on your mobile device. Try it out!

ii. How do I unsubscribe from MarketLinx Wireless?

You can unsubscribe to MarketLinx Wireless at any time you wish. To cancel your subscription to the MarketLinx Wireless service, go to the registration page at <http://sef.mlxwireless.com/register/> and click the "Unsubscribe" link found at the bottom of the "Wireless Resource Center".

C. Using MarketLinx Wireless

i. How do I access MarketLinx Wireless from my device?

Open the Internet browser on your wireless handheld and go to <http://sef.mlxwireless.com>

NOTE: There may be two types of web browsers on your handheld device, a “WAP” browser, and an “HTML” or an “Internet” browser. Be sure to use the HTML/Internet browser, as opposed to the WAP browser to successfully access MarketLinx Wireless.

ii. Why can't I view property photos on my device?

If you still cannot view the property photos, please check to see that your device supports picture viewing and that the option to view web page images is turned on. Many devices have an option to disable viewing of photos to speed up web page downloads. This feature may have been set to disabled from the manufacturer as the default option.

iii. Am I required to logout of MarketLinx Wireless after each session?

Be sure to logout after each MarketLinx Wireless session. Closing the browser to exit the application may result in a 5 minute delay before being able to login for a new session.

To logout, click on the **Top Menu** link at the bottom of the page and select '**Logout**'. For your convenience, the **Top Menu** link is located at the bottom of each page within the MarketLinx Wireless website.

iv. What is the Today's Hotsheet?

The Today's Hotsheet enables you to quickly view all recent changes in the MLS from **midnight the previous day**.

v. What are wild card searches?

Each search type in MarketLinx Wireless, whether you are conducting searches using the '**Quick Search**', '**Full Search**' or '**Roster Search**' method, defaults to a wildcard search.

For example, if you were to enter a street name of “Maple” you would see results such as:

123 Maple
456 Maple St
789 Maple Boulevard
222 Mapleton Rd

vi. Can I view multiple property photos for a listing?

Yes. MarketLinx Wireless displays multiple property photos, if available in your board's database. By requesting more photos, please note that it may take longer to download the pictures to your device.

D. Troubleshooting

i. Why can't I register for my MarketLinx Wireless account?

- a. If you receive an error messaging reporting that your "Account already exists",
 - You have previously registered for MarketLinx Wireless.
 - You can immediately go to the MarketLinx Wireless website at <http://sef.mlxwireless.com> and login with your MLXchange User ID and Password.
- b. To register for your MarketLinx Wireless account, you must be an active real estate agent in good standing with SEF Shared MLS Database

ii. Why can't I login to MarketLinx Wireless?

To troubleshoot your issue, review the following steps:

- a. Ensure your wireless handheld device supports HTML Internet browsing. If you can access <http://sef.mlxwireless.com> and see the MarketLinx Wireless logo, then your wireless device is compatible with MarketLinx Wireless.
- b. Be sure that you have registered for MarketLinx Wireless.
- c. If you still cannot login to MarketLinx Wireless, contact MarketLinx Wireless Support via toll-free 1-877-460-2550 or e-mail at mlxsupport@mosthome.com. MarketLinx Wireless Support hours are from **8:00 AM – 5:00 PM PST**.
- d. You also have 24x7 access to MarketLinx Wireless support materials online at <http://sef.mlxwireless.com/register>. Under the "Wireless Resource Center", you'll find a variety of support materials including a Tutorial on MarketLinx Wireless, a White Paper on how to select a wireless device and data plan, and more.