



July 2003 Updates

Commercial Property Exchange (CPE) Update & Tips:

There are now 97 participants in the Maine Commercial Property Exchange. Changes to the program, and tips for using the CPE are printed on the reverse of this page.

An updated roster of all MCAR members and affiliates is included with this mailing.

Name the CPE:

The MCAR Board of Directors would like to find a better name than "Maine CPE". If you have thoughts, please email them to cindy@mainerealtors.com by Thursday, July 31. If your suggestion is adopted, MCAR will provide you with a ticket to the MARPAC Raffle.

Upcoming Education Program:

Register now for the "Procuring Cause" (for commercial real estate) course being held on Tuesday, September 23, from 8:30 – 11:30 at the Doubletree Hotel in Portland. The cost is \$30/MCAR members or \$45/others. Register by September 15 for lowest pricing. The course is approved for 3 hours continuing education credit. Learn the factors used to consider arbitration awards in a commercial real estate dispute. Enclosed is a registration form that includes additional information.

Commercial REALTOR® of the Year:

If you would like to nominate a member of MCAR to be its 2003 REALTOR® of the Year, please email that name, and the reason for your recommendation, by July 30 to MCAR President Tom Moulton - tmoulton@dunham-group.com.

Participate in MARPAC:

MCAR leads the state in member participation in the REALTORS Political Action Committee (MARPAC), with 80% of its primary members contributing in 2003. Thanks to all commercial brokers who understand the importance of political involvement. Enclosed is a flyer to encourage a contribution.

Focus of the MCAR Board of Directors:

The MCAR Board recently formed task forces to look at developing a standard Exclusive Right to Lease Listing Agreement; and to determine how to address concerns when towns adopt policies that harm commercial real estate.

Annual Meeting:

MCAR's Annual Meeting will be later in the year in conjunction with a commercial education program. The date has not yet been determined.

CPE Tips from MCAR Representative Matthew Cardente:

The committees and directors of CIBOR have been making modifications to mainecpe.com so that the system will become as efficient as possible. Following are several changes that I think you will find very interesting and beneficial.

Broadcast Emails - Initially when someone sent a broadcast email and clicked the "other" box in their state's submarket list, the email would go to all CIBOR members in every State. A lot of local brokers began blocking emails that came for other regions to cut down on the amount of unnecessary emails they were receiving. This function has now been changed. If the "other" box is clicked, the email will only go to the submarkets in that particular State. If you have blocked outside broker emails in the past, you may want to eliminate your current filter. There are times when an out-of-state broker has a lead or a property that is very relevant to the Maine market. I think you will find that the amount of emails that you receive will be significantly reduced now that this has been changed.

Discovering Your Hit List - There is now a way to track how many "hits" you get on each of your properties listed on CIBOR. When you enter into your personal account, click on "My Listings". On the right hand side of the screen there should be a column labeled "Hits". The numbers of hits represents the number of times someone has viewed your listing in the current and previous month. If you are curious who has been looking at your properties, single click on the individual hit numbers. It should provide you with a list of the CIBOR participating brokers who have viewed your property. If the viewer is a non-CIBOR member than it will only give you their IP address and the date and typed that they viewed your property.

From the Vendor -- Commercial Search – Information about CPE changes since June 2003

1. New Additions for Broadcast Email

Include a property brochure

Include your personal photo (the default is "yes").

(Including your personal photo only appears if the member has purchased a Business Card from us.)

2. New Feature - Traffic Tracker on Update Listings

Members can VIEW THE NUMBER OF HITS on their listings, who was viewing it, when it was viewed and how to contact them if they are a member. The total number of hits combines the previous month with the current month. If the person who viewed the listing is a member, their name, phone number and email address will be displayed. The Time, Date and User IP address are indicated. If the web site address displays as CommercialSearch, then the visitor was viewing your listing from our public web site. Members just need to click on the Properties or Personal tab and then on "My Listings" to view the changes on the page where they update their property listings. Instructions are provided on the "My Listings" page.

3. New Feature - Sort on Update Listings

Members can sort the lists by the column headings for easy updating!

4. New Feature for Office Admins

You can now EASILY LOGIN AS THE BROKER by clicking on their name located under the Broker column.

Office Admins also have both the Traffic Tracker and the Sorting features on Update Listings. Office Admins just go to the Properties section/tab and click on "Update" or "My Listings" to view these changes.

5. Help Information for Property Submittals

An updated HELP item was added to the page where members submit the property address.

Additional HELP items will be included on subsequent pages through the submittal/update process.

6. Property Searching - Change the Number of Properties to View

Added the option to change the number of properties to be displayed on the Search Results pages.

It can be 25, 50, or 100 (default is 25). This option currently displays at the bottom of the Search Results.