

The New Construction project provides several benefits:

- Members have been requesting better information about new construction and floor plans. Integrating this information into Matrix, and eventually REcolorado.com, allows us to provide that information and helps members to better serve their clients who are interested in buying new construction.
- It will help the appraiser community by providing more and better information on new construction.
- Builders and developers will become partner companies of REcolorado, helping brokers and builders to work together.
- Adding new construction to REcolorado.com in phase 2 will help build the inventory on that site, driving more potential leads for brokers to the site.

There are several new items being added as part of this project:

- Partnership accounts for Builders and Developers. This includes Matrix access to enter New Home Plans (both builders and developers) and New Home Communities (developers only). Partners will also receive company and individual profile pages on REcolorado.com, along with the ability to purchase optional advertising packages for additional visibility on REcolorado.com.
- By becoming partner companies, builders and developers have to agree to a specific [partnership agreement](#) that defines rules regarding updating of data on plans/communities, compensation for cooperating brokers, and other items.
- There are two new property subtypes being added as part of this project: New Home Plans and New Home Communities. New Home Plans are designed for entering floor plans of new construction that has not yet started being built. New Home Communities will allow community developers to provide information about new developments that are planned or under construction.
- New Matrix input forms are available for New Home Plans and New Home Communities. The Residential Detached, Residential Attached, and Land input forms have been updated with additional fields for New Construction.
- Searches and displays within Matrix have been modified to support New Home Plans and Communities information.
- Currently, New Construction information will display only within Matrix. Phase 2 will include display of New Home Plans and New Home Communities on REcolorado.com.

Marketplace Updates for New Construction

In Marketplace, there is a new “Builder/Developer” section under MLS Membership:

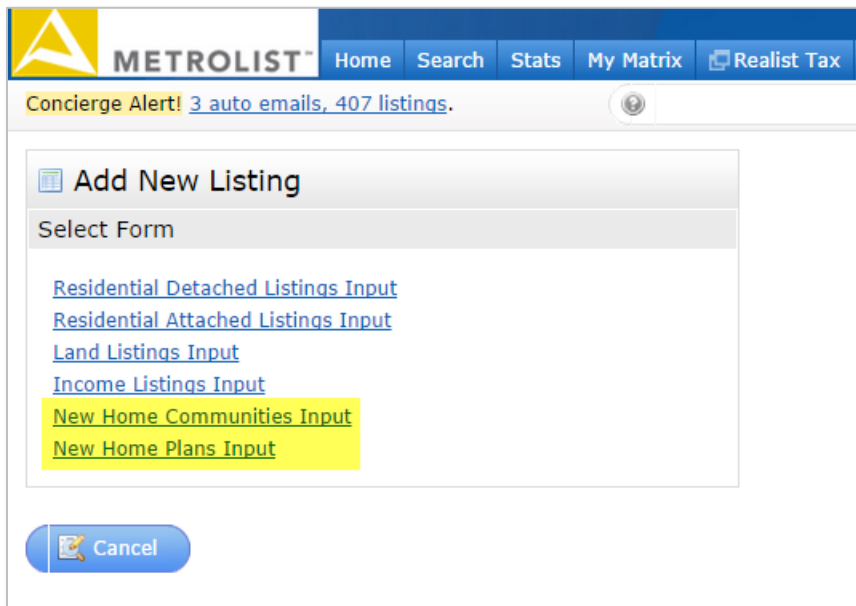
<http://marketplace.recolorado.com/MLS-Membership/Builder-Developer>. Within the Builder/Developer section, there are 2 items that will be used by our builder and developer partners to request a new account or to sign up for one of the advertising packages:

- **Builder/Developer Partner:** Each builder and developer needs to have a partnership account. The partnership account has been simplified so there is only a single account type.

- The first account sets up both the company in our system and includes an individual user, with each additional user being an additional setup fee and monthly charge.
- The partner account includes a company profile page, My REcolorado Profile pages for each user, and ability to input plans and communities (developers only) into Matrix.
- See the [Marketplace Product page](#) for more details.
- **Advertising Package:** There is an optional advertising package available for builders and developers. They must have a company partnership account to purchase the advertising package.
 - The advertising package includes banner ads, social media posts, and visibility as a featured builder/developer on REcolorado.com.
 - See the [Marketplace Product page](#) for more details.

Matrix Updates – Listing Input

When you start entering a new listing, there will be two new options available. Visibility to the input forms will depend on your Matrix role.



New Home Plans Input: This option will be available to builders, developers, and brokers. This option should be used to enter floor plans that are not associated with a specific piece of property.

+ New Home Plans Input

Status Agent Info General Info Building & Site Info New Home Info Interior Info Remarks Matrix Testing Flag

Listing Agent / Builder Contact

| | | |
|---|-----------------------------|---------------------------------|
| Listing Agent / Builder ID* ADDAIR Refresh | Name Jennifer Addair | Office Name METROLIST EMPLOYEES |
| Find an Agent | Email jaddair@metrolist.com | Office ID MLIST |
| | Direct Phone (303) 333-6666 | Office Phone (303) 850-9576 |

Co-Listing Agent / Builder Contact

| | | |
|--|--------------|--------------|
| Co-Listing Agent / Builder ID ? Refresh | Name | Office Name |
| Find a Co-List Agent | Email | Office ID |
| | Direct Phone | Office Phone |

Showing Info / Builder Contact Info

| | |
|------------------------------|------------------------------|
| Showing / Builder Phone ? | Showing / Builder Email ? |
| Showing / Builder Notes ? | |

New Home Communities Input: This input form will only be available to community developers. This option will be used to provide information about new communities being developed.

+ New Home Communities Input

Status Agent Info General Info Community Info Site Info Remarks Matrix Testing Flag

Listing Agent / Builder Contact

| | | |
|---|-----------------------------|---------------------------------|
| Builder / Developer ID* ADDAIR Refresh | Name Jennifer Addair | Office Name METROLIST EMPLOYEES |
| Find an Agent | Email jaddair@metrolist.com | Office ID MLIST |
| | Direct Phone (303) 333-6666 | Office Phone (303) 850-9576 |

Co-Listing Agent / Builder Contact

| | | |
|--|--------------|--------------|
| Co-Listing Builder / Developer ID ? Refresh | Name | Office Name |
| Find a Co-List Agent | Email | Office ID |
| | Direct Phone | Office Phone |

Showing Info / Builder Contact Info

| | |
|------------------------------|------------------------------|
| Showing / Builder Phone ? | Showing / Builder Email ? |
| Showing / Builder Notes ? | |

New Home Tab: This tab will be added to the existing input forms for Residential Attached and Detached listings.

Residential Detached Listings Input

Status Agent Info General Info Building **New Home Info** Interior Info Rooms Site Parking Community Info Remarks Horse Facilities

Building Information

Model Name/Elevation Name* Time of completion from groundbreaking

Construction Details

Community Details

Community Name Community Website

MLS # of New Home Community Listing MLS # of Associated Land Listings

Lot #

Available Options

Characters Remaining: 1000
[Check Spelling](#)

Current Promotions

Other Input Updates

- The Construction Details field in Residential listing input will be updated to only include the “Under Construction” and “New Home”. The “To Be Built” option will only be available on the New Home Plans input form.
- The label for Sold status is being updated to “Sold/Closed”. When a community is fully built-out, or a particular floor plan is no longer available for sale, these listings will be changed to the “Sold/Closed” status.
- The “Fill from Realist” option will still be available when starting New Home Plans and New Home Communities input even though you would likely not use this option for plans or communities.
- New Home Plans and New Home Communities cannot be changed to Under Contract, Expired, or Withdrawn status.
 - When a plan or community is in Incoming status, it can be changed to Active status.
 - After a plan or community has been submitted to Active status, it can only be changed to Closed status. There is a new “Change to Closed” status change form that is only available for New Home Plans or New Home Communities.

Residential Detached Listings Input

Status Agent Info General Info Building **New Home Info** Interior Info

Building Information

Model/Elevation Name Time of completion from groundbreaking

Construction Details

New Home
CO Under Construction

Community Name Community Website

Change to Closed Status

Listing Information

CO

MLS#: 1655428 List Agent: [REDACTED]
 Status: Sold/Closed List Office: [REDACTED]
 Status Date: 06/16/2014
 List Date:
 List Price:

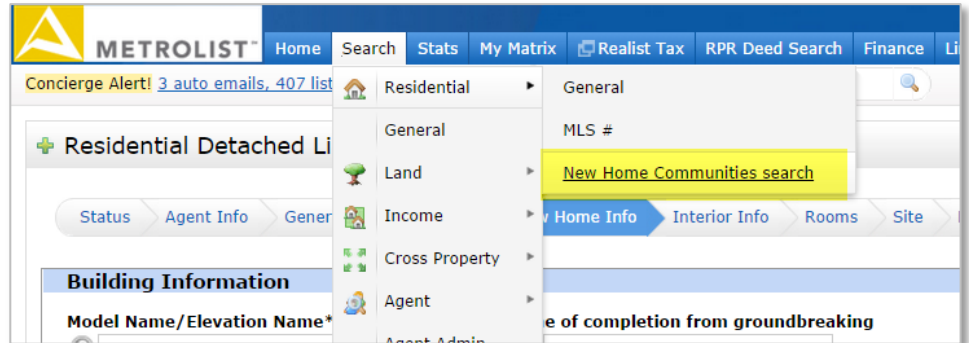
Change to Closed

Closed Date:

Matrix Searches & Displays

New Home Communities Search:

Under the Residential search menu, an option “New Home Communities” will be added. This will take you to a search form that is specific to communities.



New Home Communities search

Status - Date or Range

Active
 Sold/Closed

School District

Academy 20
 Adams
 Adams 12
 Adams 14
 Adams-Arapahoe 28J

Or Not

Map Search: No Map Selected

Within 0.25 miles of My Location

OR

| Street # | Street Dir | Street Name | Street Type | Unit # | Zip |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

City **Locale**

Agate
 Agullar
 Akron
 Alamosa
 Allenspark

Or Not

Price (000s)

Community Status

Coming Soon
 Completed
 Under Construction

? matches

Additional Fields [Add](#)

- The Residential General search form will receive updates for New Home Plans and Communities.
 - The Type field will be updated to include New Home Plans and New Home Communities as options.
 - Attached Single Family and Detached Single Family will be selected by default on Residential searches.
 - All new fields that have been added for New Construction will soon be available as addable search fields to Residential and Cross Property searches.
- The Residential Full display and Cross Property display will be updated to provide a customized view for plans and communities.
- Additional updates to displays/reports or customized displays/reports for New Construction will be made based on customer feedback.
- The Residential Stats search will be updated to include the Type field. Attached Single Family and Detached Single Family will be selected by default when generating new statistics.

The image shows a screenshot of the REColorado 'General' search form. The 'Type' dropdown menu is highlighted in yellow, showing 'Attached Single Family' and 'Detached Single Family' as selected options. Other visible fields include 'Status - Date or Range' with checkboxes for Active, Under Contract, Sold/Closed, Withdrawn, and Expired; 'Status Conditions' with a dropdown for Court and radio buttons for Or/Not; 'Map Search' with a distance filter; 'City' with a dropdown list including Agate, Aguilar, Akron, Alamosa, and Allenspark; and 'Total Parking Spaces'.

FAQs

Can builders/developers add active listings?

Active Residential, Land, or Income listings can only be listed by a licensed real estate agent. Builder and developer partners that are not licensed can only enter New Home Plans or New Home Communities.

Why are you making this change?

Members have been requesting better information about new construction and floor plans. Integrating this information into Matrix, and eventually REcolorado.com, allows us to provide that information and for members to better serve their clients who are interested in buying new construction. It will also help the appraiser community by providing more and better information on new construction. Adding new construction to REcolorado.com will also help build the inventory on that site, driving more potential leads for brokers to the site.

Will builders have the same access in Matrix that I do?

Builders will have restricted access in Matrix. They will be able to search, view statistics, and enter plans or communities. They will not have access to use the Auto Email or Export feature or Realist Tax. Builders/developers will not be able to enter Residential, Land, or Income listings unless they are a licensed real estate agent.

Can my clients see the plans and communities in the Client Portal?

Yes, your clients will be able to see plans and communities in the Client Portal. You'll be able to email these to your clients, as well as setup Auto Emails that include plans or communities as part of the search criteria.

When plans and communities are available on REcolorado.com, will consumers be able to contact builders directly?

The search results and details pages for plans and communities will not include contact forms. Instead, they will include a link to the Find Agent search to allow consumers to search for a real estate professional to assist with their new home purchase. Builders and Community Developers will be available on the Find a Builder and Community Developer pages.

Do builders and developers have to follow the same rules as brokers?

Builders and developers have a specific agreement that they must sign when starting their partnership with REcolorado. The partnership agreement can be viewed [here](#). Any information entered on their plans and communities must be accurate and updated.

Will the New Home Plans be entered as real listings?

We recommend that once a plan for a specific property is Under Contract, has a designated address, or has been permitted, that these properties be entered as Residential Attached or Residential Detached listings. These listings can be entered by a broker with whom the builder has a relationship, or by a cooperating broker that is representing

the buyer for that property. This will help ensure that new construction inventory is fully represented within Matrix for use as comparables.

On New Home Plans input, there is a field “MLS # of Associated Land Listings”. How is this used?

This field would likely be used by custom home builders who have marketing arrangements for a specific plan that could be built on several different land lots. Adding the MLS # of the Land listings makes it easier to find specific pieces of land that could be used for that plan. It also helps ensure that plans are not entered incorrectly as Residential Detached or Attached listing, or under the Land property type. Once a plan is permitted for a specific piece of land, this could be entered as a Residential listing.