Mercado
The Marketplace for California Real Estate

MetroList® is pleased to introduce *Mercado,* the Marketplace for California Real Estate!

Search MLS Listings Statewide And Use World Class Marketing Materials

A new real estate marketing system
combining the best features of MLSAlliance and powerful web based CMA, BuyerTour, and Flyer applications.

Search listings statewide
from participating MLSs throughout California.

Mercado enables MetroList Participants
and Subscribers to provide their clients with world class marketing materials.

The ideal web based marketing tools
to compliment your MLS system. SSO interface provides transparent integration with existing systems.

Best of all
Mercado is included in your MetroList subscription *with no additional cost.*

Mercado Is Simple And Easy To Use

Log onto **Prospector**

Locate the **Single Sign-On** *module on the home page*

Select **Mercado** *and start searching listings and preparing your professional marketing materials*

At MetroList we're working hard every day to bring you the best value and the most MLS data.

MetroList®
Unleash The Power!

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Getting Started

powered by eNeighborhoods

Start Page

Search listings from MLSs throughout California and quickly produce high-impact listing presentations, CMAs, buyer presentations, property flyers, postcards, and brochures.

The Start Page provides easy access to helpful links like sales training materials, news feeds and information on support and training.

Property Search

Included are all the great features from MLSAlliance including Client Alerts, Neighborhood and School Information, Financials, and Map Search. Search all statuses, multiple property types, across MLS boundaries. The property search is also the fastest and easiest method of getting listing information into CMA's and Buyer Tours.

CMA

Easy to generate personalized listing presentations and CMAs, combining listings from multiple MLSs. The Mercado CMA includes neighborhood and school information in the overall market analysis, giving your clients a more accurate depiction of the true market value of their home. Automatic adjustments, customized net-sheets, intelligent price calculator, and dozens of high impact design themes.

BuyerTour

Combine listings from multiple MLSs into personalized buyer presentations. Choose from dozens of professional design themes. Consumers today have more direct access to property information than ever before. The eNeighborhoods BuyerTour combines property information, neighborhood demographics, loan scenarios, and school information into powerful buyer presentations branded with your personal information.

Flyers

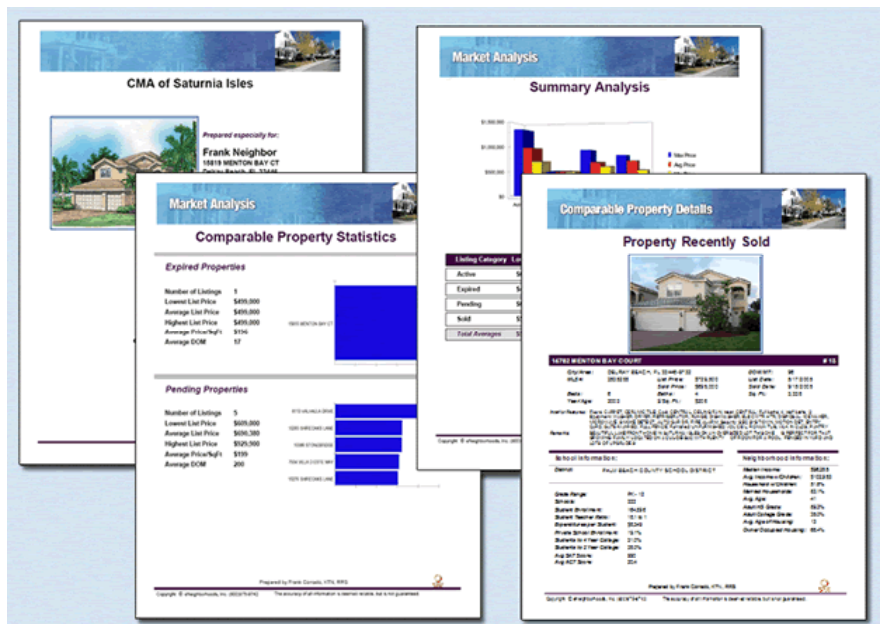Generate high-quality flyers, postcards, and listing brochures. Choose from dozens of preformatted design themes and professionally written titles, property features, and remarks. Build your marketing materials quickly, selecting from menus of creative copy.

Save flyers and brochures as .pdf files to post on your website. Include neighborhood and school information on your marketing materials.

Reports

Reports, reports, and more reports that enable real estate professionals to more effectively market their services to clients. Select from dozens of design themes for CMA and buyer presentations, all of which are personally branded to the agent. Includes not only MLS oriented reports but multiple pages of marketing and sales content.

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Unleash The Power!

Frequently Asked Questions

What is Mercado™?

Mercado™ is a new marketing system combining the best features of CA MLSAlliance and powerful new web based CMA, BuyerTour, and Flyer applications, that will allow MetroList Participants and Subscribers to search MLS listings statewide and use world class marketing materials.

How do I access and use Mercado?

Log onto Prospector and select Mercado from the Single Sign-On module on the home page.

What is the cost to use Mercado?

Mercado is included in your MetroList subscription.

Can I still access CA MLSAlliance and Prospector PowerTools?

Mercado is a brand new real estate marketing system that replaces both the CA MLSAlliance and Prospector Powertools. Mercado adds robust new marketing functionality that will allow MetroList Participants and Subscribers to search listings throughout the state and quickly produce high-impact listing presentations, CMAs, buyer presentations, property flyers, postcards, and brochures.

I use Alliance all the time and have saved searches and Client Alerts, will these be moved over to Mercado?

Yes, all of your saved searches and Client Alerts will be converted from CA MLSAlliance to Mercado. Following the cutover to Mercado on June 30, any saved searches or client alerts created in MLS Alliance will not show up in Mercado.

Can I search in Prospector and create a CMA or Buyer Tour in Mercado?

Absolutely, just like previous versions of our products, you can search in your Prospector for listings and then export them into Mercado and create a CMA or Buyer Tour with one click.

Where does the list of Cities and Areas in the search menu come from?

Cities and areas are defined by the source MLS. Mercado is a mirror image of each participating California MLS system.

How accurate and up to date are the listings on Mercado?

In most cases, the Mercado web server synchronizes with each MLS host system automatically. Once a property listing is posted on one of the participating California MLS systems, it usually becomes available in Mercado within one hour. In some cases, however, where automated server synchronization isn't established, it may take up to few hours or even a day before the listings are available on Mercado.

Can the public access Mercado?

There is no direct public access to Mercado. However, you can email listings in appropriate report format to your clients. Your clients will receive your email with a link to the Mercado server where they can view only the listings that you have sent to them. The listing reports contain real time data; and are viewable for 30 days. Any changes made on a listing, such as price change, listing status change, etc., will be reflected on the listing reports for your clients.

Am I required to accept the Mercado End User Agreement?

Yes, you are required to accept the Mercado End User Agreement before you can access Mercado.

What's the minimum browser requirement?

Mercado is optimized for Internet Explorer 6.0 or higher browsers. Certain features in Mercado are not supported in older versions of Internet Explorer.

Can I access Mercado from a Macintosh computer?

No, unfortunately Mercado isn't supported in Macintosh computers. You need to have a PC with the above-mentioned minimum browser requirement to access Mercado.