Paragon Customer Toolkit - Release 5.950-5.955

## **Communications Plan Overview**

Welcome to the Paragon release communication Toolkit. The intention of this kit is to help you with communicating the release information to your membership.

In this kit you will find the following:

* Link to Release Notes for Paragon 5.950-5.955: the notes include any configurations and administration items that you will need to know about.
* Administration Configuration Options: What changes you may need to decide on
* Agent level Communication Plan: a link to an editable Customer Communication, and homepage notifications.
* Social Media: a post that you can use for Facebook, Instagram, or other sites with a video of the release features.
* Example Home Page Announcements: You can cut and paste into your Homepage.

The goal is to make everyone aware of all the great Paragon enhancements to boost the way Members do Business!

## **Release Notes for Paragon 5.950-5.955**

Listed below is a link to the full release notes for the MLS. These release notes are for the Association/MLS. The Agent Level changes in this document are included in the e-mail template that you will want to send out to your members.

**Link:** [Release Notes](https://pahelp.paragonrels.com/ReleaseNotes/WordDocs/5.95/5_95_Release_Notes.docx)

## **Administration Configuration Options**

**Admin – Statistical Reports – Pending/Under Contract Report**

**Action Item:** Contact your SSM to change the security level on the reports.

The new Pending/Under Contract reports returns the listings with a Contract Date in the specified date range. Property data includes Contract Date, Current Status, and Current DOM, total number of listings, total volume, and average DOM. The report can be run by Agent, Office, Firm, or MLS.

The Pending/Under Contract reports are set to security level 7; please contact your SSM to change the security level.

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**Admin – LIM – Specify Market Geocode Boundaries**

**Action Item**: Notify your SSM if you want to set up geocode boundaries for listing input and maintenance.

Per customer request, specific geocode boundaries can be set for your market area, to assist users with correctly geocoding listings on input. By specifying the latitudes and longitudes of your general market area, a field rule will check the pin placement on the listing when the listing is saved or re-geocoded. If the pin placement is outside any of the geocode boundaries, a warning will display.

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**Admin – Views and Reports – Tour and Open House Report Elements**

**Action Item:** To enable these features, add the elements to any custom report view.

Two new report elements are available in the Custom Views report editor. Upcoming Open Houses (Listing View) and Upcoming Tours (Listing View) allow you to add the next three tours or open houses to any custom report view. The elements can be formatted with all the usual tools in the custom views editor.

Clicking on the data in the report opens the same modal as the Tour and Open House action icons, so all upcoming events can be viewed or printed.

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## **Agent Level Changes Communication Plan**

The following link is to the e-mail template that you can copy and paste from to send out to your members keeping them informed on the release.[Paragon Release 5.950-5.955 Member Email](https://qa1-pahelp.paragonrels.com/ReleaseNotes/WordDocs/5.95/5_95_Email_to_agents.docx)

This is a word document that you can edit so if you **do not** have certain functionality, for example in this release there are three optional items, Statistical Reporting – Year-to-Year Report and the Month End Report and for Paragon Connect the Listing Add, you can remove those sections first before sending. Also, in the first sentence you will want to add **your MLS name** (it is in red), so that it is being sent from **your** organization to **your** members.

To ensure that your members are always informed about the latest and greatest enhancement to their MLS System, please announce the enhancements to your membership, post to Social Media sites, include them in your newsletters and post notices to your homepage and login messages.

## **Social Media Post**

Copy and paste the following into your social media and the picture below will display with the video. Encourage your membership to like our Facebook page @ParagonMLS. Check out the exciting new features of the Paragon 5.950-5.955 release! If clicking on the image does not open the video, please [click here](https://vimeo.com/829187864) to open the video.

[](https://player.vimeo.com/video/829187864?h=086050d94f&app_id=122963)

## **Example Home Page Announcements**

The Market Activity by Zip and Month report has been upgraded to allow the results to display by State/Province, Area, City, or Zip/Postal Code. A new Display By dropdown on the criteria page allows the user to select their preferred display of the results. On the report results, the former Zip/Postal Code column will display the selected Display By option. The report has also been renamed to Market Activity by Location and Month.

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