Paragon Customer Toolkit - Release 5.970-5.973

## **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 5.970-5.73: 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 5.970-5.973**

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/5.97/5_97_Release_Notes.docx)

## **Administration Configuration Options**

**Admin –** View multiple board-level Homepage Messages

**Action Item:** None

This enhancement fulfills a customer request to expand visibility of board-level homepage messages to those offices with multiple board affiliations. Previously, a user could only see the MLS-level homepage message and the homepage message for their office’s primary board. This enhancement allows users to see homepage messages for any board their office is affiliated with. When selected, the Board button on the homepage messages toolbar opens a series of tabs for all boards with an active homepage message. The default is still the user’s office primary board message.

A screenshot of a computer

Description automatically generatedNote: This does not impact customers that do not have multiple boards in their Paragon system.

## **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 5.970-5.973 Member Email](https://pahelp.paragonrels.com/ReleaseNotes/WordDocs/5.97/5_97_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 5.970-5.973 release! If clicking on the image does not open the video, please [click here](https://vimeo.com/863291921) to open the video.

[](https://player.vimeo.com/video/863291921?app_id=122963)

## **Example Home Page Announcements**

Paragon Connect now allows users to modify Photo Labels and descriptions in bulk. Photo labels and descriptions are a great way to provide details for marketing listings. The photo maintenance section of Paragon Connect was just upgraded to offer a convenient option for setting or modifying labels and descriptions for all the photos for a listing in a single view.

A screenshot of a home

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After selecting to edit listing photos, the overflow menu includes a new option called “Bulk Labels”. From this Bulk Labels page users will see any label and description options enabled for their system and will be able to easily set values for one or all photos at one time.