



A little of this and a little of that...



by Lin McIntosh,
President HIS

HawaiiInformation.com

Integration ... With a great deal of effort and a lot of patience on your part, the integration of mlshawaii.com into hawaiiinformation.com was completed during August. As a result of the integration and the decision to host the website in-house rather than host the data on Real-Net's servers in Chicago, your listings are now available to the buying public immediately rather than the next day, or several days, later, more services are now available to make your listings more appealing to the viewer, and you can now make all of your internet advertising choices with one telephone call to Hawaii Information Service. Previously some services were offered via Real-Net Advertising and others were offered via Hawaii Information Service.

All of the services available through our previous host, Real-Net

Continued on Page 6

HIS Talk service inaugurated New no-charge service links users

HIS Talk .. How we hope we can all communicate with each other

A new no-charge service called HIS Talk started operations in late August when HIS Talk messages began arriving at the email addresses of Kauai and Big Island HIS subscribers.

HIS Talk creates a long-needed forum for member and customer discussion of HIS databases, information delivery and advertising options and for the airing of concerns and suggestions. Members and customers participate in HIS Talk in either of two ways: 1) actively, by posting HIS Talk messages which initiate or reply to inquiries or which raise topics of discussion or 2) passively, by simply reading the messages and replies of active participants.

Passive participation enables users to 'listen in' on the exchanges which active participants have with one another and which they have with the HIS management and staff. Passive participants also see the tips and service usage techniques which active participants post.

The service automatically distributes HIS Talk messages to all individuals on the HIS Talk subscriber list via email. As with all email, these messages can be read, printed or deleted.

This service is a type of bulletin board communications (list) device that allows any listed subscriber to communicate with the entire list. The service has many possible uses. HIS, for example,

can post a message to the list that tells about new features of the system, or, alternatively, a member or customer can initiate the communication by posting a message to the list asking for help.

If someone is having difficulties with printing, for instance, he or she can post a query to the list which asks if anyone else has had, and hopefully solved, the same problem for the printer in question. Any responses will then be posted so the entire list can benefit.

All Kauai and Hawaii Island HIS subscribers were enrolled in HIS Talk at the end of August. Notification of the service's startup included instructions on how to be removed from the list. Anyone wishing not to receive HIS Talk emails may also call our Technical Support Department to be de-subscribed.

HIS Talk Hints among the early messages which were shared with the membership include how to use the grantee search function to find all owners rather than the tax owner, how to print successfully from WebREsearch, and how to successfully search for owners.

HIS Talk messages will deal only with topics related to the problems, benefits and possibilities of member and customer services. Messages which advertise listings, announce open houses, or which otherwise relate to the marketing of specific properties will not be distributed to HIS Talk subscribers. Suggestions about adding bulletin board areas to provide these and other services are, however, welcome on HIS Talk.

Data distribution policies seek widest exposure

Kauai, Kona and HIBR board members have the most net options in the state

A year ago the Board of Directors of Hawaii Information Service made a policy decision that calls for the distribution of your listing data to the widest possible audience. Rather than participating in alliances meant to limit distribution of data to only Realtor.com in exchange for stock options, etc., the directors chose to recognize what they felt was a fiduciary responsibility to the listing agent and the seller to gain the widest possible audience for the listing data.

In line with this policy HIS currently distributes to Realtor.com, HomeAdvisor.com, Cyberhomes.com, and HawaiiInformation.com. Test data has been sent to Yahoo!, and we will begin transmitting data as soon as we receive confirmation to proceed.

The last "hit" report HIS received from Realtor.com indicates that mlshawaii.com/hawaiiinformation.com are receiving as many hits as Realtor.com and that visitors are

staying as long and viewing as many properties as they do in Realtor.com.

HawaiiInformation.com is registered with all major internet search engines and should appear in searches for hawaii real estate. The original registrations for mlshawaii.com remain in place. (Searches for hawaii real estate that previously found mlshawaii.com still find mlshawaii.com. Now, however, the visitor is referred to HawaiiInformation.com.)

Newly installed software will gather statistics on the source of visitors, properties viewed, etc. Regular reports will follow as meaningful statistics become available.

You may also link your listings on the HIS public site to your own webpage for a onetime fee of \$50. If you do this, a visitor to your personal webpage can click on a hyperlink button to view all of your listings (and only your listings) which are posted on the HIS public site.

The information which this hyperlink brings up is always current. This is because the changes which you make in REsearch MLS Entry mode automatically update the HIS public website. This means that everytime a visitor activates the HIS hyperlink button on your personal webpage, he or she receives all of the latest listing information that you have entered in REsearch MLS.

In addition, if you want a custom background for the data that includes your own logo where HawaiiInformation.com usually appears, we can work with your web designer for a onetime fee of \$100.

Jeanine steps up!

Jeanine Cloyd, a member of the HIS Customer Support Team, has agreed to accept increased management responsibilities. In addition to managing the training program for the HIS subscribers statewide, she has agreed to manage the Customer Support Team as well as manage the marketing efforts.

With an ever-increasing number of products to sell, Jeanine's responsibilities have increased dramatically.

She is assisted in marketing and customer support by Jerry Lau, Marlette Lowrey, Brett Kingman, and Jim Makagon.

Jeanine joined HIS eleven years ago as a secretary/receptionist and was soon a jack-of-all-trades around the office. She soon added customer service to her list of responsibilities and moved into marketing in 1990. She describes her training in marketing the database as "on the job". The first question she asked a customer used to be "do you have a modem?", and she remembers being handed an internal modem, still in the box, by one of her first customers.

Her response? "Well, this is how I'm going to learn."



Jeanine spent several years dedicated to marketing, training, and servicing the TMK database to Oahu and Maui customers before expanding her knowledge to include the MLS database last October when she started training WebREsearch statewide. Her success in marketing has been remarkable – the customer base has increased dramatically under her leadership.

In her spare time, Jeanine goes to school, working towards a degree in Zoology. She also spends a lot of time outdoors hiking, kayaking, and cycling.

We distributed the contents of the following article as a Manual Supplement with the March 1999 issue of InfoCurrents . We apologize for the redundancy, but the volume of questions we receive about sending photos suggests that a reprint will not be old news to some members.

How do I send photos to Hawaii Information Service?

- *Photo should be in color*
- *Photo should be taken horizontally*
- *4" x 6" is the preferred size, although other sizes will be accepted*
- *Please do not cut the photograph*
- *Fill out a Photo Label (more may be obtained by e-mailing your request for more labels to info@HawaiiInformation.com) and place the label on the back of the photograph (The SEQUENCE NUMBER represents the order in which multiple photos for the same property should display)*
- *Please do not write directly on the back of the photo, as the pen often makes impressions on the photo*
- *If you would like us to return the photos to you, you MUST enclose a stamped, self-addressed envelope*

Via Diskette...

- *JPG format is required*
- *Scan your photo to 600 pixels wide by 400 pixels high, 75 pixels per inch*
- *Name the file using this naming convention: MLS# SEQUENCE#.filetype (ex. 7542601.jpg)*
- *Mail diskette to Hawaii Information Service*

Via e-mail...

- *Open e-mail program*
- *Type photos@HawaiiInformation.com in the address box*
- *Provide both the MLS# and the taxkey in the subject line*
- *Use "attach" function in your e-mail program to attach the 600 x 400, 75 pixels/inch, jpeg format photo you wish to send to HIS. If you are using "Outlook" or "Outlook Express", the programs that come with Windows 98, click on "Insert" in the menu bar, click on "File Attachment" and click on the file you wish to send.*
- *Repeat "attach" function to send up to 5 photos in one e-mail*

How do I name the photos I send?

Let's assume your MLS number is 54321 and you have three photos to send. The first five digits of the number are the MLS number (54321) and the next two digits are the number of the photo in the order you wish them to appear (01,02,03, etc. up to 99).

If you have three photos to send, the file names would be

5432101.jpg

5432102.jpg

5432103.jpg

(continued on Page 4)

Photos make a difference—

Read what visitors to Hawaii Information.com are saying about "No Photo Available"

Letter Number 1

Let me voice an annoyance regarding the MLS internet listings:

Can't you do something to get your Realtors to stop posting "No Photo Available?" My feeling is the photos ARE available but only if the listing agent is not too lazy to go take the pictures and post them with the internet listing. Using the internet like a classified ad, i.e., brief text and no picture, is a waste of resources. Also, pictures need to be good, i.e., not like some which look like a silhouette because the entire front of the house is in shade.

When I mentioned my concerns about 'No Photo Available' to one Realtor, he told me, "It doesn't matter because no one ever bought a house from a picture." Maybe not, but I and other people I talk to, do not even browse the "no photo" listings.

Letter Number 2

*Hi,
You don't know me, but you should. This "No photos available thing. Blow it. Get those pictures. Min. 1 per property, 3 to sell.*

HIS advises— Make time to take a Photo

Vacant Land?

*How about an aerial?
How about a copy of the plat map?
How about a photo of the frontage?
How about a photo of the neighborhood?*

www.HawaiiInformation.com

Sending photos to HIS

(continued from page 3)

If you wish to send 2 more photos later for the same MLS#, you would name the files

5432104.jpg

5432105.jpg

If you wish to replace one of the photos at a later date, you would give the new photo the same file name as the photo you wish to replace. If the photo you wish to replace is #4, the new file name would be 5432104.jpg

We will replace the old photo with the new photo.

As always, if you have questions, please send us an e-mail at photos@HawaiiInformation.com or call us toll-free at 1-800-628-3121.

Foto FSBO

Got some great new ideas for using technology in our listing and selling presentations. Another idea that has worked very effectively for me is the use of Top Producer in my work with For Sale By Owners. I use my digital camera when driving by the home and snap a quick photo - Print the photo on the outside of the envelope - Print the envelope with a "fun" font and include my letter to introduce myself. They just have to open that letter when they see the photo of their own home and at least I get the call- That color photo on the outside of the envelope really opens the door! This technique has helped me list more in my farm area than ever! - Anyone else using some good FSBO stuff?

Terri Murphy <Terri@TerriMurphy.com>

Our Mission:

"To develop, promote and provide the highest quality real estate information, products and services at the lowest possible cost to our Members."

Print photos without a CD-ROM

Storing photos on CD-ROM has cut the processing time for printouts which include pictures. Viewing a listing when a CD-ROM containing photos is mounted causes the photo to be downloaded from the CD-ROM rather than from the database.

Not all users, however, have computers with CD-ROM drives. They can still include photos in their printouts because REsearch will automatically download the photo for a listing when it recognizes that no CD-ROM is mounted. REsearch stores the downloaded photo in the RESEARCH directory on the user's hard drive.

You must view the listing for the photo to be stored. Therefore, be sure to view any listing for which you later want to print a photo.

You insert the photo in the listing while using Microsoft Word for Windows (preferably version 6.0)

Step 1

- 1) *Open Word for Windows and create a new document.*
- 2) *Go to INSERT, and in the dropdown menu, select PICTURE*
- 3) *A box will open allowing you to select a file. Go up to DIRECTORIES and find C:\RESEARCH.*

Step 2

- 1) *Locate the listing photo in the PHOTOS directory—typically, by double clicking on it or*

highlighting it and clicking OK. It will then process for a second or two and appear in your word document.

- 2) *While in your desktop publisher you will have the ability to crop, resize, etc.*
- 3) *To size: Click on the picture to select it. You should see a box appear with crop marks around your photo. These marks allow you to resize the photo. The bottom right corner of the image is the best area to size from, as it will size proportionately.*

- 4) *After sizing, you can also add your text and create your brochure.*

What a Year! (So Far)

Hawaii Island



Volume	1/1/98 to 7/31/98	1/1/99 to 7/31/99	Change	% Change
CND	304	337	33	10.86%
RES	617	785	168	27.23%
LND	700	863	163	23.29%
Total	1,621	1,985	364	22.46%

\$ Volume	1/1/98 to 7/31/98	1/1/99 to 7/31/99	Change	% Change
CND	58,106,059	62,206,407	4,100,348	7.06%
RES	118,849,643	169,511,859	50,662,216	42.63%
LND	50,862,383	88,549,767	37,687,384	74.10%
Total	227,818,085	320,268,033	92,449,948	40.58%

Kauai



Kauai Vol	1/1/98 to 7/31/98	1/1/99 to 7/31/99	Change	% Change
CND	169	211	42	24.85%
RES	173	230	57	32.95%
LND	100	128	28	28.00%
Total	442	569	127	28.73%

Kauai \$ Vol	1/1/98 to 7/31/98	1/1/99 to 7/31/99	Change	% Change
CND	28,565,270	34,913,440	6,348,170	22.22%
RES	63,922,118	73,719,837	9,797,719	15.33%
LND	42,828,000	36,363,286	(6,464,714)	-15.09%
Total	135,315,388	144,996,563	9,681,175	7.15%

The Sales Volume and Sales \$ Volume figures reported above are based on the Sale Recordation Date. In its previous issues, 'HIS infoCurrents' reports of sale were based on the Status Change Date, i.e. the date on which the listing agent changed the status of the listing from its previous status to 'S'.

HIS ran the search of Hawaii Island and Kauai MLS records which produced the figures above late in August. The 3 to 4 week time differential between the date of the search and the last day of the reporting period should yield results that are stable and reproducible, or perhaps, more accurately, relatively stable and approximately reproducible.

Remember when...

MLS meant a shoe box full of filecards? Those shoe boxes were good, really good-

- true flat screen technology
- no calls to technical support
- upgrade when and how you wanted to
- MLS participation fees never greater than the cost of file cards and shoes
- matchless handwriting recognition
- no fines for untimely reporting
- everything literally at your finger tips (watch out for paper cuts)

So you bought a digital camera ...

...and messages from photos@HawaiiInformation.com say that your photos are not correctly named! You need to change the name of the file before emailing it to HIS.

*Open Windows Explorer
Locate the file for your digital camera
Locate the photo you wish to transmit to HIS
Right-click on the name of the file
A menu will pop up
Left click on "Rename"
The file name will change color
Type in new file name (see How to label photos)
Hit 'enter'*

Without the proper name, Photos@ has NO idea where to place your photos!

New courtesy account dial-up number announced for Kauai

Kauai members and customers will now dial 246-2800 to access REsearch™ and WebREsearch™.

The prompts also have changed. The choice of 1) or 2) no longer appears. Instead the word Login: comes up followed by Password:.

If you are using Hyperterminal or a similar communications program to access REsearch, at login: type research4, and at password: type mlshawaii.

If you are using a dialer to access WebREsearch, at login: type webresearch4, and at password: type mlshawaii.

This and That (continued from Page 1)

Advertising, are also available through HawaiiInformation.com. These services include the Agent Gallery (Choose a Real Estate Professional), the Vacation Rental Company Gallery (Choose a vacation rental company), the "view my listings" button on your personal website, and a custom background for your listing data on your listing site if you would like the search results to appear with no reference to Hawaii Information Service.

New services to be offered include virtual reality walk thrus, Property Manager Gallery, Rental Manager Gallery, plus galleries for other property services the buying public would require when buying and selling property in Hawaii. Watch for details in future mailings and check "News and What's New" on HawaiiInformation.com!

Our goal is to become the leading source of information on Hawaii. As the site becomes more attractive, more buyers will visit the site and choose to visit your listings. We are hearing more and more stories about sales of real estate directly attributable to the Internet, and we believe the internet must be integrated into the marketing plans for every product, including real estate information.

Communication. The "new" HawaiiInformation.com will also change the way we communicate with you. In addition to the conventional mail, fax, email, newsletter we will also be placing all newsletters, notices, training manuals, etc. on HawaiiInformation.com. Hopefully, you will be able to find the answers to your questions quickly and easily

on line.

Forms on-line. Have you looked at the log-in page recently?

HIS Forms and Agreements. You'll now find all of the forms needed to do business with Hawaii Information Service on line, including data input forms. These "smart" forms allow you to input listing data without printing the form and putting it into a typewriter. You can then copy and paste the entire form into a email for transmission to a client. In the future this data input sheet will be your actual data input with auto fill from public record.

HAR forms. When a licensing agreement with HAR and a shareholder board can be worked out and technical difficulties solved, all HAR forms will also be available



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