

How to put your listing on the Rancho Bernardo / Carmel Mountain Ranch Caravan

Market Area

The Rancho Bernardo/Carmel Mountain Ranch Caravan, (Tour #26), is only for properties in the following market areas.

Zip code **92128** is east of Interstate-15.

In 92128, only Rancho Bernardo and Carmel Mountain Ranch are included. Sabre Springs is not included. Sabre Springs is included in the Poway Tour #64.

Zip code **92127** is west of Interstate-15.

In 92127, only the actual Rancho Bernardo communities of Westwood, High Country West, and Camino Bernardo are included. (Bernardo Springs, 4S Ranch, Del Sur, Santaluz, and Santa Fe Valley are not included. They are included in the new 92127 Tour #27.)

Properties anywhere in the Poway Unified School District may be pitched at the Broker Meeting, but only properties in the above Market Area will be included on the caravan list.

Deadlines

The deadline for submission is 10:00 am on Wednesday, the day before the Caravan. To be on the printed Caravan List, you'll need to meet this deadline.

Submission for the Caravan is only done through Paragon. Different people take the tour information from Paragon to create the Caravan List, the Caravan map, and the PowerPoint show for the meeting.

Please do not call to ask for a delay in the deadline. We are not able to make exceptions in this process.

The good news is that if your listing does not appear on the list, you will still be able to announce it as an "Add-On" at the meeting.

Requirement to Pitch the Listing

You do not need to be a member of the Rancho Bernardo Brokers Group to put your listing on the RB Broker Caravan.

But, you do need to be a licensed agent, and you need to pay \$1 at the door to support our charity drawing.

Your property must be in the Market Area defined above and it must be pitched at the meeting.

A licensed agent must appear at the Broker Meeting to pitch the listing.

If the listing is not pitched at the meeting, it will be scratched from the Caravan List.

The Broker Meeting is at 9:00 A.M. each Thursday morning at St Bartholomew's Episcopal Church at 16275 Pomerado Road.

For a printable flyer describing the RB Broker Meeting and Caravan, please visit our website at RanchoBernardoBrokers.com

Rules for re-Touring a listing.

Normally, a property may not be re-toured for a six month period.

However, under any of the following circumstances, a property may be re-toured in less than six months:

- 1.) The property has been re-listed by a new agent.
- 2.) The property has a significant price reduction (10% or more).
- 3.) There is a major change in the condition of the property (for example, if it has undergone significant upgrades, remodel, or staging).

Paragon Procedures

A Step-by-step guide – How to submit your listing for the Caravan.

Step 1 – You must first activate your listing in the MLS with Paragon.

Step 2 – Locate your new listing by doing a Search in Paragon.
In this example, we have located the new listing on Senda Acantilada.

The screenshot displays the Paragon MLS interface. At the top, there are browser tabs for 'San Diego Real Estate, Rancho ...', 'Sandicor', and 'Paragon 5'. The address bar shows 'paragonmls.sandicor.com/ParagonLS/Default.mvc#1,1,2'. The main navigation bar includes 'SEARCH', 'HOME', 'LISTINGS', 'CMA', 'CONTACTS', 'FINANCIALS', 'TAX', 'MEMBERSHIP', and 'RESOURCES'. Below this, there are tabs for 'Home' and 'Inventory'. A search bar is present with the text 'SEARCH'. The main content area shows a listing for a detached home. The listing details are as follows:

Detached	Status: ACTIVE	List Price: \$579,000	DOMLS 2
MLS #: 150000129	Short Sale: No	Orig Price: \$579,000	MT 2
APN: 272-453-08-00	COE Date:	Sold Price:	
Addr: 12630 Senda Acantilada		List Date: 1/1/2015	LP/SqFt: 324.19
City,St: San Diego, CA	Zip: 92128	Mod Date: 1/1/2015	SP/SqFt:

Additional details for the listing:

Bedrooms: 2	Full Baths: 2	Parking Garage Spaces: 2
Optional BR: 0	Half Baths: 0	Parking Non-Garaged Spaces: 0
Total: 2	Total: 2	Parking Spaces Total: 2

Other listing details:

- Est. SqFt: **1,786** Year Built: **1977**
- Community: **RANCHO BERNARDO**
- Neighborhood: **Oaks North**
- Complex:
- Restrictions: **CC&R's**
- View: **Evening Lights, Mountains/Hills, Pano...**
- Pool: **Community/Common**
- MandRem: **None Known**
- Patio: **Brick, Covered**
- Pets: **Y**
- Age Restrictions: **55+**
- Stories: **1 Story**
- Listing Type: **ER**

REMARKS AND SHOWING INFO
Don't miss this single-story spectacular view home in Rancho Bernardo's 55+ community of Oaks North. Large Rooms include living room with fireplace, dining room, and family room. Newer windows, with central heating and air conditioning. Enjoy the spectacular panoramic views of scenic mountains and hills from several room in the house, and from the covered patio. The oversized 2 1/2 car garage has room for your Golf Cart or Workspace. Very low fees for full privileges at the Oaks North Community Center.

Step 3 – Under “Actions”, select “Maintain Listing”, as shown below.

The screenshot shows the Paragon MLS interface. The top navigation bar includes Home, Search, Listings, CMA, Contacts, Financials, Tax, Membership, and Resources. The main content area displays a listing for a detached home at 12630 Senda Acantilada, San Diego, CA. The listing is active and has a price of \$579,000. The 'Actions' dropdown menu is open, showing options such as Criteria, Toggle Stats, PDF, HTML, Add to CMA, Maintain Listing, Driving Directions, Listing Slideshow, and Cloud CMA. A red arrow points to the 'Maintain Listing' option.

Listing Details:
 Detached
 MLS #: 150000129
 APN: 272-453-08-00
 Addr: 12630 Senda Acantilada
 City, St: San Diego, CA Zip: 92128
 Bedrooms: 2 Full Baths: 2
 Optional BR: 0 Half Baths: 0
 Total: 2 Total: 2
 Est. SqFt: 1,786 Year Built: 1977
 Community: RANCHO BERNARDO
 Neighborhood: Oaks North
 Complex:
 Restrictions: CC&R's
 View: Evening Lights, Mountains/Hills, Panoramic
 Pool: Community/Common
 MandRem: None Known

REMARKS AND SHOWING INFO
 Don't miss this single-story spectacular view home in Rancho Bernardo's 55+ community of Oaks North. Located in a beautiful setting with scenic mountains and hills from several room in the house, and from the covered patio. The oversized 2 1/2 car garage has room for your Golf Cart or Workspace. Very low fees for full privileges at the Oaks North Community Center.

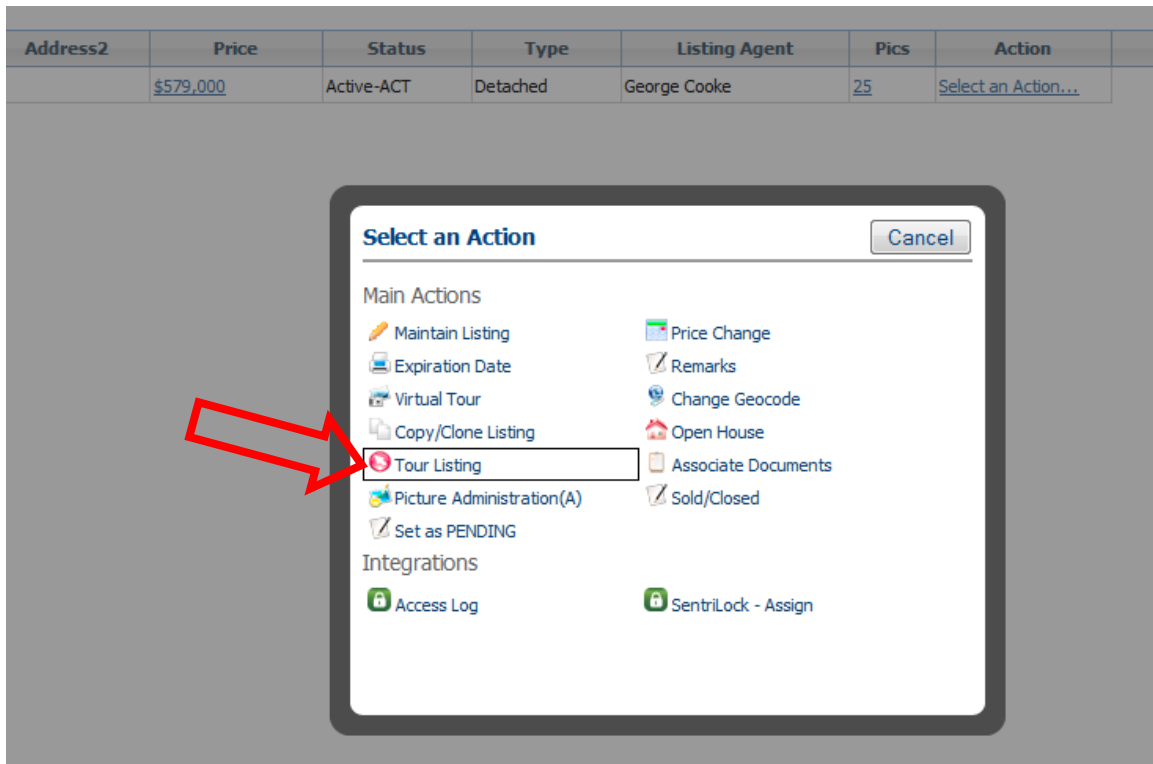
Step 4 – Now, click on “Select an Action”, as shown by the red arrow below.

The screenshot shows the Paragon MLS interface with the 'Listings' tab selected. The 'Listings' dropdown menu is open, showing options for Maintain, E-mail, and Print. The main content area displays a table of listings. A red arrow points to the 'Select an Action...' link in the 'Action' column of the listing table.

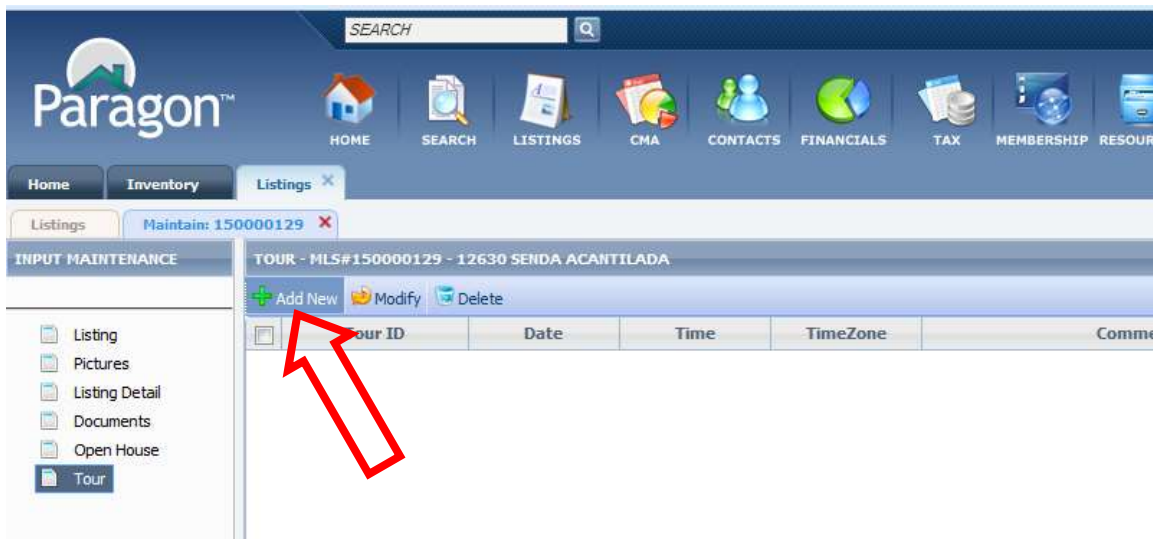
MLS #	ADDRESS	CLASS	STATUS	LISTING OWNER
150000129	12630 Senda Acantilada	All	All	My Listings

ID	Address	Address2	Price	Status	Type	Listing Agent	Pics	Action
150000129	12630 Senda Acantilada		\$579,000	Active-ACT	Detached	George Cooke	25	Select an Action...

Step 5 – The Action to select is “Tour Listing”, as shown by the red arrow below. (Please note that we are entering a Tour for our listing, and NOT an Open House.)



Step 6 – Click on “+ Add New”, as shown by the red arrow below.



Step 7 – Fill in the Required Fields and Tour Information.

Schedule the tour for a Thursday morning from 9:45 to 12 Noon.
Specify Tour Number 26 (G26-Rancho Bernardo & Carmel Mtn Ranch).

The screenshot shows the 'Add New' form in the Aragon CRM. The form is titled 'Add New' and has a 'Save' button in the top right corner. A red arrow points to this button. The form contains the following fields:

- Tour Group: G26-Rancho Bernardo & Carmel Mtn Ranch
- Date: 01/08/2015
- Time Start: 9 : 45 AM
- Time End: 12 : 00 PM
- Time Zone: Pacific Time
- Comments: Drawing (248 characters left)
- Refreshments Y/N: Y (2 characters left)

Date will be the next Thursday.

Time will be 9:45 AM to 12:00 PM.

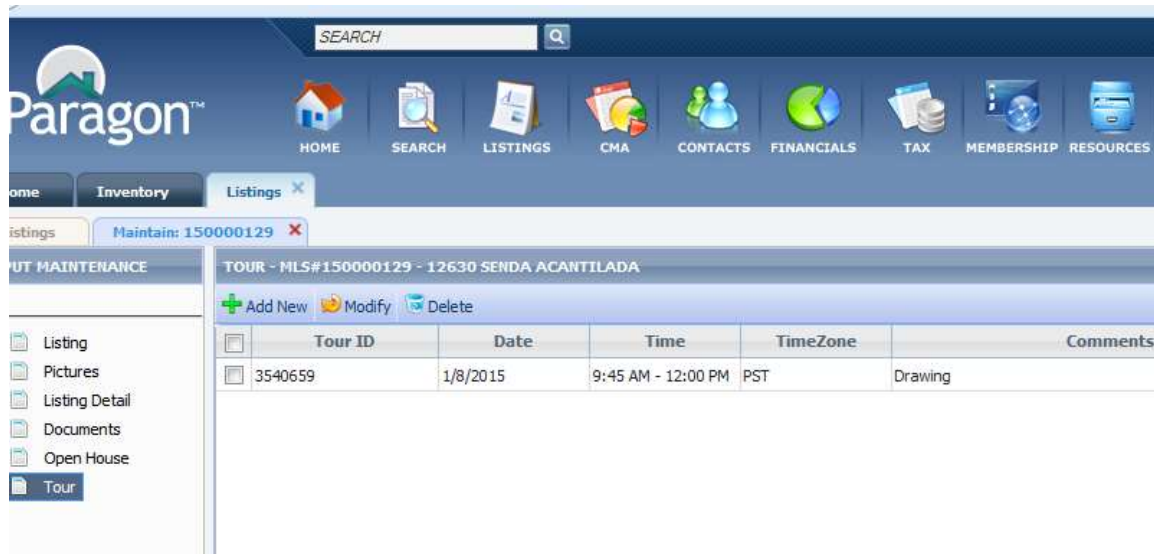
Time Zone defaults to Pacific Time.

Enter some Comments. (Not a description of features, but mention your enticement to make the agents want to see your property.)

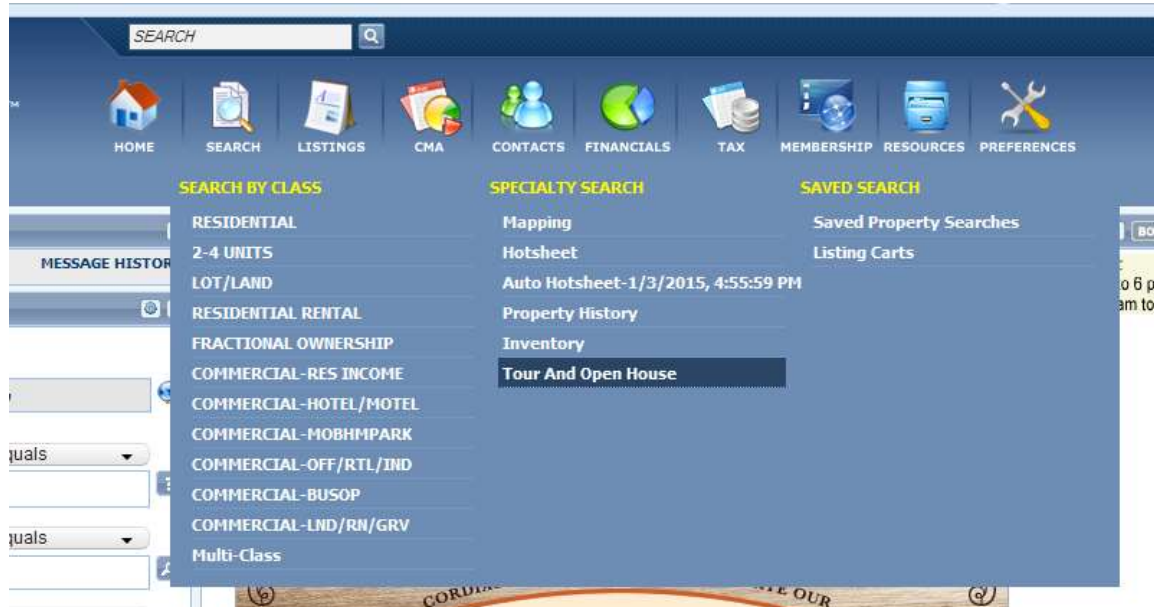
Refreshments?: Y or N

Step 8 – When you are done, be sure to **Click the SAVE button.**

Step 9 – When you are done, your Tour will show on a Tour List.



Step 10 – You can do a “Specialty Search” of “Tour and Open House”, to ensure that your Listing has been added to the Tour G26 for the correct date and time.



Step 11 – Enter your search parameters for the date, Tour, and Tour Group, etc. to ensure that you will be on the list.

The screenshot displays the Paragon real estate search interface. At the top, there is a navigation bar with the Paragon logo and a search bar. Below the navigation bar, there are several icons representing different sections: HOME, SEARCH, LISTINGS, CRM, CONTACTS, FINANCIALS, TAX, MEMBERSHIP, RESOURCES, and PREFERENCES. The main search area is titled "Tour and Open House" and includes a "Criteria (Default)" section with a "New Search" button. Below this, there are options to "Load Search", "Save Search", "Open All", and "Close All". The search criteria are as follows:

- Date Range: Begin 01/03/2015, End 01/10/2015
- Tour/Open House Status: T
- Tour - Tour Group: G26-Rancho Bernardo & Carmel Mtn Ranch

Additional criteria include Class, Zip/Area, Listing Office, and Price (Low and High). On the right side, there is a "CRITERIA SUMMARY" section showing the search parameters and a "Count" of 2. Below this, there is an "Available Reports" section with options for "Default View", "Tour/Open House Thumbnail", "Favorites", "All Fields Detail", and "Bing Map".

Step 10 – The results will also show you what other properties have already been scheduled for the Tour.

The screenshot shows the Paragon real estate website interface. At the top, there is a search bar and a navigation menu with icons for HOME, SEARCH, LISTINGS, CMA, CONTACTS, FINANCIALS, TAX, MEMBERSHIP, and RESOURCES. Below the navigation, there are tabs for 'Home' and 'Tour and Open House'. The main content area displays search results for 'Tour/Open House Thumbnail (2 Records for 2 Listings)'. Each listing includes a thumbnail image, a '1 of 25' indicator, and a table of property details.

MLS #:	Class:	Event Date:
150000129	RESIDENTIAL	1/8/2015
Status: ACTIVE	List Price (H): \$579,000	Event Start Time: 9:45 AM PST
Address: 12630 Senda Acantilada	County: San Diego	Event End Time: 12:00 PM PST
City: San Diego	Zip: 92128	Event Type: Tour
Map Coordinates: 1150C7	Bedrooms: 2	Event Group:
Baths Full: 2	Baths Half: 0	

Comments:
Drawing
Refreshments Y/N:
Y

MLS #:	Class:	Event Date:
140065808	RESIDENTIAL	1/8/2015
Status: ACTIVE	List Price (H): \$1,000,000 - \$1,250,000	Event Start Time: 9:30 AM PST
Address: 12326 FAIRWAY POINTE ROW	County: San Diego	Event End Time: 12:00 PM PST
City: SAN DIEGO	Zip: 92128	Event Type: Tour
Map Coordinates: 1170B5	Bedrooms: 4	Event Group:
Baths Full: 3	Baths Half: 1	

Comments:
Stately & elegant 2-story home w/fabulous floor plan. Prestigious gated Fairway Point community. Expansive 1st level MB w/FP, private patio & spa. 2nd floor MB w/FP, 2 BD & office w/wet bar. Incredible mountain views from nearly every room.
Refreshments Y/N:
N

Step 11 – CONGRATULATIONS!

You have successfully scheduled your listing for the Rancho Bernardo Brokers Caravan.

Now, you MUST show up at the Broker Meeting at 9:00 am to PITCH YOUR LISTING.

(If you, or another licensed agent, do not pitch the listing at the meeting, it will be scratched from the tour.)

Please Note:

No membership is required to attend the meeting.
A \$1 fee is collected at the door to enter the drawing and support our charities.

Do NOT park in the upper lot, and be sure to turn off your cell phones during the meeting.

Do you need more information?

Visit our website at RanchoBernardoBrokers.com