



Cloud CMA Quick Reference Guide - 2023 Update

You can find a library of helpful videos on the Cloud Agent site [here](#) and support articles [here](#). To get to the site in the correct way to connect your account to your Aland website account, please follow the steps below:

1. Log in to the Aland Realty website:
alandrealty.com > 'Login' or 'Admin' (if you are logged in) in top right
2. You can access the Cloud CMA tool in 2 places on the website:
 - a. Click the box/grid icon near your profile picture, then scroll down to the SSO > Cloud CMA key icon and follow the link to the tool from there
 - b. Go to the Listings tab then click on the Cloud CMA button, fill out the form and click Create Report - you can always edit these details later (they aren't all required)

Fill out the form as best you can, at least the address, and see the options at the bottom of the page to either manually enter listings via their MLS #'s, or use the "quick and dirty" tool to let the system find comp listings for you. It may take some playing around with the tool to get the results you're happy with.

A few recommended resources include:

- [How to create a Cloud CMA report](#) (video)
- [How the quick and dirty method works](#) (video)
- [Edit or delete a custom page](#) (e.g. resume, testimonials, cover page, etc). (article)

It's pretty user friendly but there are a few things to note

You can only work within 1 MLS system at a time. Once you type in the address and click through to the Cloud CMA platform, you will want to check to see that the MLS selected matches the state that your property is in.

Click on the circle with your initials at the top right of the page and click Account Settings:

CMA Buyer Tour Property Flyer Homebeat



On the left sidebar, click on **MLS Credentials**. It should have either Maine or NH selected (the State dropdown might have another state listed randomly).

If you need to switch MLS systems, you will need your MLS ID# and password:

****This is not your login username, but rather the numerical code in your profile in the MLS. You can find your profile info by searching for your name in the MLS search bar (if you need help let Nicole know). You can also find it in the 'edit profile' section of your Aland website account.** After updating, you may need to X out and go back into the CMA tool to see the updated listings.

(more)

Also while under settings, you will want to visit the Custom Pages tab (on the left sidebar)

This is where you will want to edit the customizable pages that you can include in the CMA.

- Be sure to edit your Agent Resume (you can copy and paste your bio from our website) - the other ones are optional but you may want to remove them from your CMA if you don't customize them. See the following page for a write up you can use in the Marketing Plan & Our Company section

** I strongly suggest reading through all the material to determine what you want to keep, edit or get rid of. It's important to make sure whatever you include in your CMA reflects the process correctly and has the right information outlined.

COPY AND PASTE THE SECTIONS BELOW INTO THE CORRESPONDING CUSTOM PAGES - PLEASE BE SURE NOT TO COPY ALL OF THE TEXT BELOW ONTO THE COMPANY PAGE, THESE ARE DIFFERENT SECTIONS.

Our Company

Aland Realty is a locally-owned, non-franchised, independent brokerage. We provide professional real estate brokerage services in Southern Maine, Seacoast New Hampshire and Northshore Massachusetts with offices in Ogunquit & Kittery, Maine, and Portsmouth & Dover, New Hampshire. We proudly represent all buyers, sellers, investors, developers and business owners with real estate interests in the area.

The Aland Realty team is comprised of talented, knowledgeable, local professionals who embody the Aland brand and philosophy. Each agent brings unique experiences and backgrounds to the group, while sharing a common passion for helping others. Our diverse skill set allows us to tailor our services to the unique needs of any client. Whether you are selling a personal property or buying your dream home, the professionals at Aland Realty are ready to help.

Marketing Action Plan

Below are a few of the services we can provide as part of the marketing of your home.

- Schedule the property photos & video tour (as needed).
- Discuss/schedule showing times and open house options
- Enter listing into the MLS system.
- Put up a yard sign.
- Notify marketing department, who will send an email blast & post your listing on social media
- Reach out to our agent network
- And more!