The Flexmls MCP server connects your AI assistant (like ChatGPT or Claude) directly to your Flexmls account, allowing you to retrieve MLS listing data using natural language. Once you have the data, AI can help you analyze it, summarize it, or turn it into client-ready marketing materials.

Before You Begin: Connect to the Flexmls MCP Server

If you haven't already, follow these steps to connect the Flexmls MCP server to an AI assistant.

Prompt Ideas to Get You Started

If you're new to using AI with the Flexmls MCP server, the easiest way to get great results is to think in two steps. First, retrieve the data you want. This gives you great control over the data and allows you to eliminate data you don't want to use. The second step is to let the AI work with the data, generating reports, social media content, listing presentations, and more.

Step 1: Retrieve the MLS data.
Use natural language to tell the MCP server exactly what listings or market data you want. Some examples are:

- Show me active listings for the last twelve months for [location]. Include active listings, new listings, pending listings, sold listings, median list price, median sold price, average days on market, sale to list price ratio, absorption rate, and inventory volume. Present the results in a table.
- Find [number] bedroom, [number] bath homes under $[price] in [city/county] that were built after 2016. Display the results in a table and don't analyze them yet.
- Compare active listings in [county A] and [county B]. Include price, square footage, days on market, and price per square foot.
- Based on comparable sales in [neighborhood] over the last six months, suggest a competitive listing price range for my [number] bed [number] bath, [square feet] listing.

Step 2: Let the AI work with the data.
Once you have the information you need, ask your AI assistant to explain it, summarize it, or turn it into something useful for your clients or business. We've given you different

prompts depending on what information you asked for in step 1 and what you'd like to do with the data.

Understanding the Market

- Using the statistics above, create a professional realtor market report for consumers, including an executive summary. Include a summary at the beginning that tells me everything in the report. Include: inventory analysis, pricing trends, buyer insights, seller insights, market outlook, and key takeaways.
- Based on these statistics, identify any submarkets, neighborhoods, or price bands within this area that are outperforming or underperforming the overall trend.
- Based on the statistics above, explain whether home prices are increasing, decreasing, or remaining stable.
- Summarize today's market conditions using the statistics above so I can explain them during client conversations.
- Compare this month's statistics to the same period last year and flag anything that has changed direction or accelerated.

If you plan to share any of the above reports with clients, you can request that the report be branded by adding brokerage colors or your headshot. You can also request that AI call out any values that look unreliable.

Client Conversations

- Explain the current housing market, and compare it to a "normal" or historically balanced market, so a first-time homebuyer understands whether this is a good time to buy.
- Based on current inventory and pricing, explain what buyers should realistically expect in this market.
- Based on the current days on market and sale-to-list price ratio, what negotiating strategies may work well for buyers?
- Write an email explaining today's market conditions to active buyers.
- Write an email encouraging homeowners to schedule a home value consultation. Pull from actual market data so the pitch has real substance behind it rather than generic marketing language.
- Based on this market data, generate ten common questions homeowners are asking, along with concise answers.
- Based on current days on market and sale-to-list ratio, draft talking points for a seller whose home has been sitting on the market for 60+ days without offers.

Then, write a listing price adjustment recommendation I can send to a seller, including the reasoning behind it.

Content Generation

- Turn these market statistics into a monthly email newsletter for homeowners.
- Create a 700-word blog post explaining what's happening in the local housing market.
- Write a two-minute video script summarizing this month's market trends.
- Turn these market statistics into a seven-slide Instagram carousel with engaging headlines.

More Than Listing Searches

The Flexmls MCP server can do more than retrieve listing and market data. It can also help you learn how to use Flexmls and, if your MLS has enabled it, answer questions about your MLS's rules and policies.

- How do I create a CMA in Flexmls?
- How do I set up a saved search in Flexmls?
- How do I text my client a listing in Flexmls?
- What are the MLS rules on how long I have to enter a new listing after signing?
- What are my MLS's photo requirements for a listing?