



# Configuring an MLS Flyer Template in Integrated Design Studio

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## Overview

This guide provides detailed, step-by-step instructions for configuring an MLS-integrated flyer template in MAXA. It assumes you already know how to use MAXA’s admin dashboard. It includes the processes for both creating or editing a flyer design and configuring MLS merge fields within that design.

## Creating or Editing a Flyer Design

You can either start from scratch or modify an existing design. The steps below apply in either scenario.

### Step-by-Step to Create or Open a Design

1. Log in to MAXA and navigate to the admin dashboard.
2. In the top navigation menu, click **Designs**.
  - To create a new design, click the **New Design** button.
  - To edit an existing design, locate it in the list and select [...] → **Edit Master Template**.



ADMIN / Designs

[New Design](#) [Import File](#) [Bulk Export](#) [Template Analytics](#)

All [Design Actions](#)

Thumbnail	Title	Design Type	Height	Width	Is Template	User	Compliance?	Downloads	Updated At	Actions
	Just Listed/Lease Properties	2 Sided Flyer	1000	2500	No	MacKenzie Corbett	No	169	June 04, 2025	Actions
	DEMO - Just Listed	2 Sided Flyer	1000	2500	No	MacKenzie Corbett	No	0	June 04, 2025	Actions
	Gray of Listing Field Textline	2 Sided Flyer	1000	2500	No	MacKenzie Corbett	No	0	June 04, 2025	Actions
	Open House Flyer	1 Sided Flyer	1000	2500	No	MacKenzie Corbett	No	0	June 04, 2025	Actions
	Yard Sign Test	Open House Sign, 24" x 36"	7000	7000	Yes	Angie DeBevoise	No	0	June 04, 2025	Actions
	Mr. Gubins Postcard	Postcard 8.5" x 5.5"	1000	2500	No	Sibbie Adams	No	0	May 21, 2025	Actions
	Michael Govey Test, 528	1 Sided Flyer	1000	2500	No	Michael Govey	No	0	May 26, 2025	Actions

**Filters**

TITLE

SLUG

DESIGN TYPE

THIS

IS CATEGORY

TOP ASSIGNED TO CATEGORIES

CATEGORY GROUP

USER

USER PROFILE STATE

USER LICENSED IN STATES

Dashboard

[My Designs](#)

[Compliance](#)

[Scheduled](#)

[Marketing Packages \(BETA\)](#)

[Most Popular Templates](#)

[Admin](#)

[Staging Environment](#)

[Staging Environment](#)

[Edit Master Template](#)

[Duplicate Master Template](#)

[Rename Master Template](#)

[Quick Use](#)

[Download](#)

[Copy Website Link](#)

[Copy Create Design Link](#)

[Details](#)

[Delete Master Template](#)

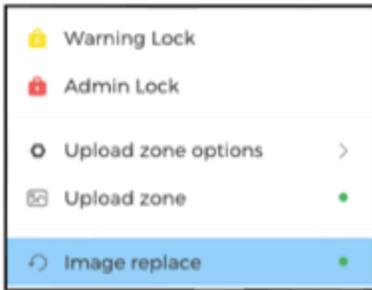
3. If you are creating a new design:
  - a. Enter a title (for example, **Open House Flyer**).
  - b. Select **1 Sided Flyer** for the format.
  - c. Enable the **Is Template** option.
  - d. Assign a category (for example, **Open House Flyers**).
  - e. Click the **Save** button to enter the editor.



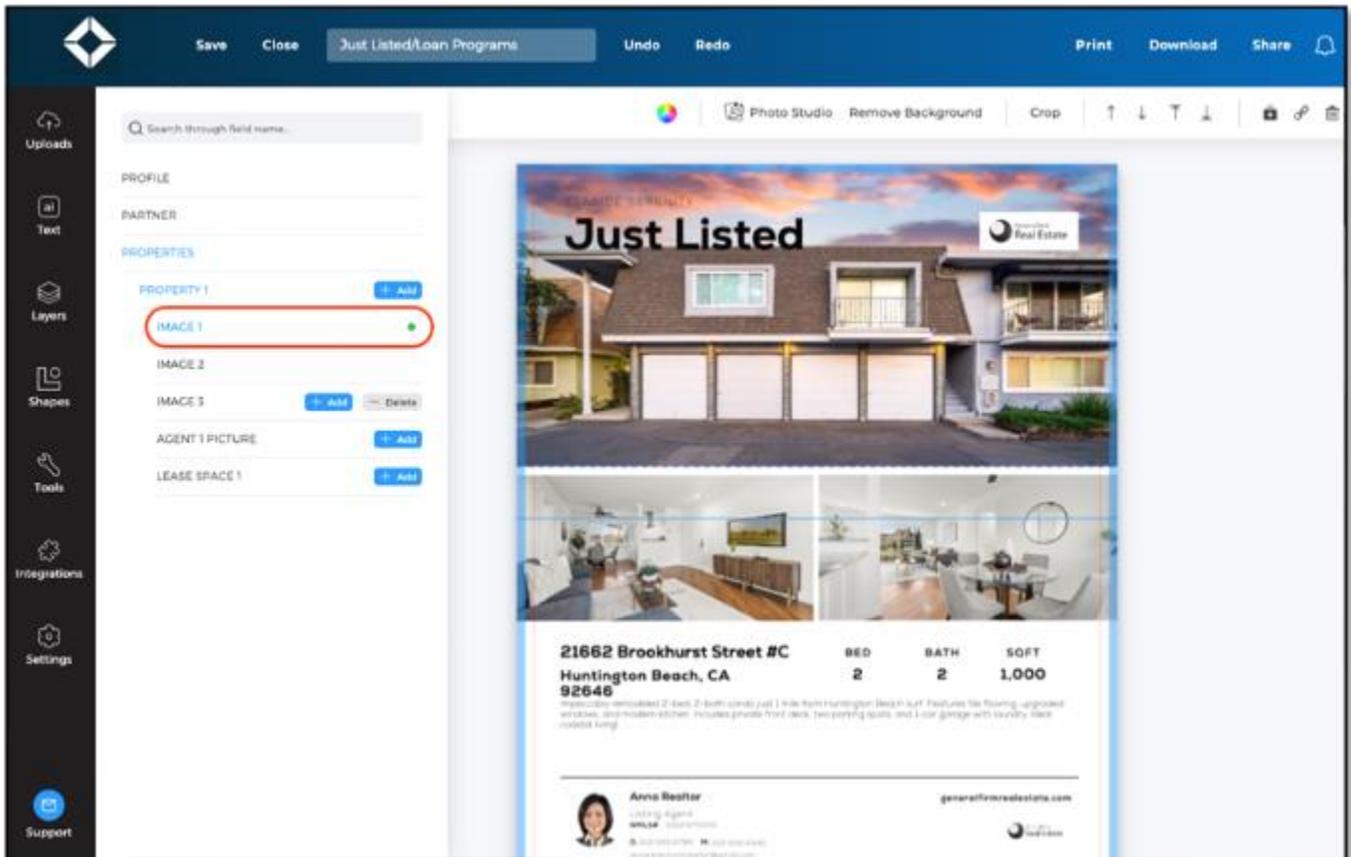
# Adding and Editing Design Elements

## Adding Images and Linking to MLS

1. In the editor, click the **Uploads** tab.
2. Insert placeholder images where MLS photos should appear.
3. Right-click on the image and select **Image replace** from the context menu.



4. In the Properties panel:
  - a. Expand **Properties** and then **Property 1**.
  - b. Select the desired image from the list.

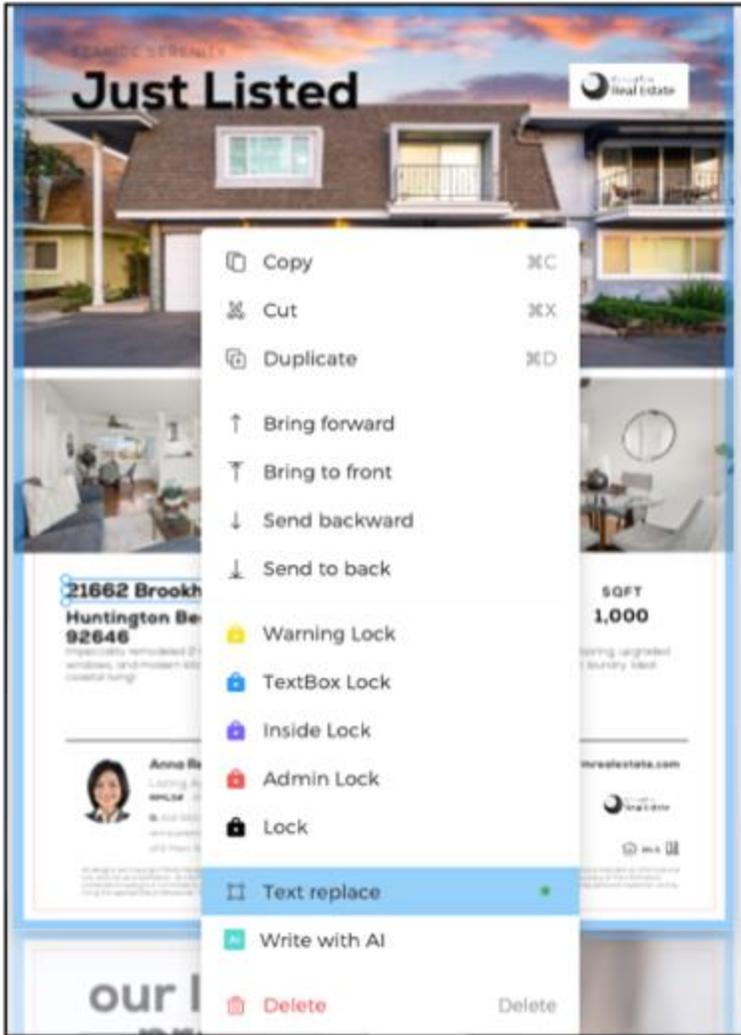


5. (optional) Enable the **Upload Zone** option to allow users to replace the image.



## Adding and Mapping Text Fields

1. Click the **Text** tab.
2. Type a placeholder, such as `1234 Main Street`, and click **Add Text**.
3. Resize and style the text box as desired.
4. Right-click the text field and select **Text replace**.



5. In the Properties panel:
  - a. Expand **Properties** and then **Property 1**.
  - b. Select the desired MLS field (such as **STREET**) from the list.



The screenshot shows the Total Expert software interface. At the top, there are buttons for 'Save', 'Close', 'Just Listed/Loan Programs', 'Undo', and 'Redo'. Below this is a search bar with the text 'Search through field name...'. The main area is divided into two columns. The left column contains a sidebar with icons for 'Uploads', 'Text', 'Layers', 'Shapes', 'Tools', 'Integrations', and 'Settings'. The right column contains a form with the following fields: 'PROFILE', 'PARTNER PROFILE', 'PROPERTIES', 'PROPERTY 1' (with a '+ Add' button), 'AGENT 1' (with a '+ Add' button), 'DESCRIPTION 1' (with a '+ Add' button and 'Max Length 500'), 'TITLE', 'PRICE', 'UNIT NUMBER', 'STATE', 'STREET' (highlighted with a red circle), 'CITY', 'CITY STATE', 'CITY STATE ZIP', 'PRICE PER SQFT', 'STREET CITY STATE', and 'STREET CITY STATE ZIP'. To the right of the form is a preview of a listing page for 'Just Listed' property at '21662 Brookhurst Street #C, Huntington Beach, CA 92646'. The listing page includes a large photo of the house, two smaller photos of the interior, and a table with the following data:

21662 Brookhurst Street #C	BED	BATH	SQFT
Huntington Beach, CA 92646	2	2	1,000

Below the table, there is a section for the listing agent, 'Anna Reuther', with her profile picture, name, and contact information. The listing page also includes a 'Just Listed' badge and a 'Leafy Estate' logo.

**Note**

Some agent-related fields (like name, email, and phone number) can come from either the MLS listing data (as Agent 1 fields under PROPERTY 1) or from under PARTNER PROFILE, depending on the setup or your preference.



Search through field name...

PROFILE

PARTNER PROFILE

PROPERTIES

PROPERTY 1

AGENT 1 + Add

AGENT 1 FULL NAME

AGENT 1 FIRST NAME

AGENT 1 LAST NAME

AGENT 1 EMAIL

AGENT 1 TITLE

AGENT 1 OFFICE PHONE •

AGENT 1 MOBILE PHONE

DESCRIPTION 1  
Max Length: 475

DESCRIPTION 2  
Max Length: 500 + Add - Delete

TITLE

Nexa Extra Bold 28 Format Gradient Drop Shadow

MLS

Listing URL

Full MLS attr

Short MLS attr

Unit Number

City State

City State zip

Price per sq ft

Street City State

Street City State Zip

Street with unit

Street Name

Street Number

Neighborhood

Lot Size

Taxes

Fees

Call 999-999-9999 Today!

Agent Full Name  
LOAN OFFICER  
www.companysite.com  
COMPANY LOGO HERE

Search through field name...

PROFILE

PARTNER PROFILE

FULL NAME

ADDRESS

ADDRESS CITY

FIRST NAME

LAST NAME

EMAIL

TITLE

CITY

OFFICE PHONE •

MOBILE PHONE

WEBSITE

LICENSE NUMBER

COMPANY LICENSE

COMPANY ADDRESS

HTML DISCLAIMER

ADDRESS 1

Nexa Thin 8

COMP LOGO

\$499,999

Just Listed

Agent Full Name  
AGENT 1  
UNLISTED



### Note

The Headline field in the property search box corresponds to the TITLE field in the design editor. When you enter a headline, it populates any text fields mapped to TITLE. If you leave the headline empty, the template will show its placeholder text (for example, **Just Listed**). To ensure professional results, always set meaningful default placeholder text.

**Create Design**  
Choose what information you would like to populate into your template.

**Partner**   **Property Search**

Your MLS may have compressed your property images. It is recommended that you upload photos from your computer provided by your media team.

**Headline**  
Price Reduced

Street: 7614 S Shore Drive   City: Chanhassen  
State: MN   Zipcode: 55317

**Selected Design**

Search through field name...

PROFILE

PARTNER PROFILE

PROPERTIES

PROPERTY 1

AGENT 1 + Add

DESCRIPTION 1 Max Length 300

DESCRIPTION 2 Max Length 1500 + Add - Delete

**TITLE** •

PRICE

UNIT NUMBER

STATE

STREET

**Nexa Extra Bold** 35

**B I U** **Text** **Align** **Background**

**Price Reduced** 7614 S SHORE DRIVE

**\$999,900**

5 4 4,840

9251.00

Agent Profile

COMPANY FOOT HERE

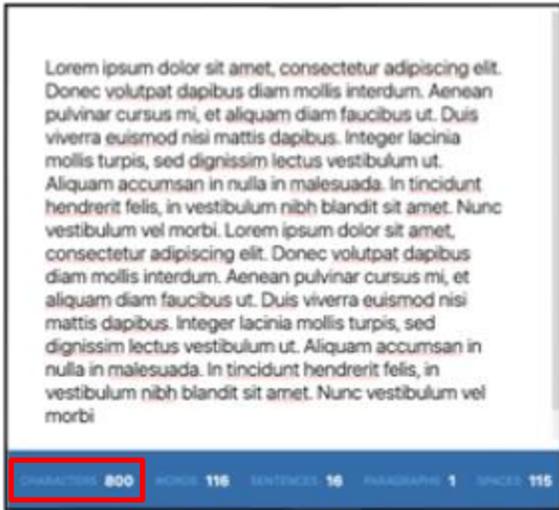
First-Time



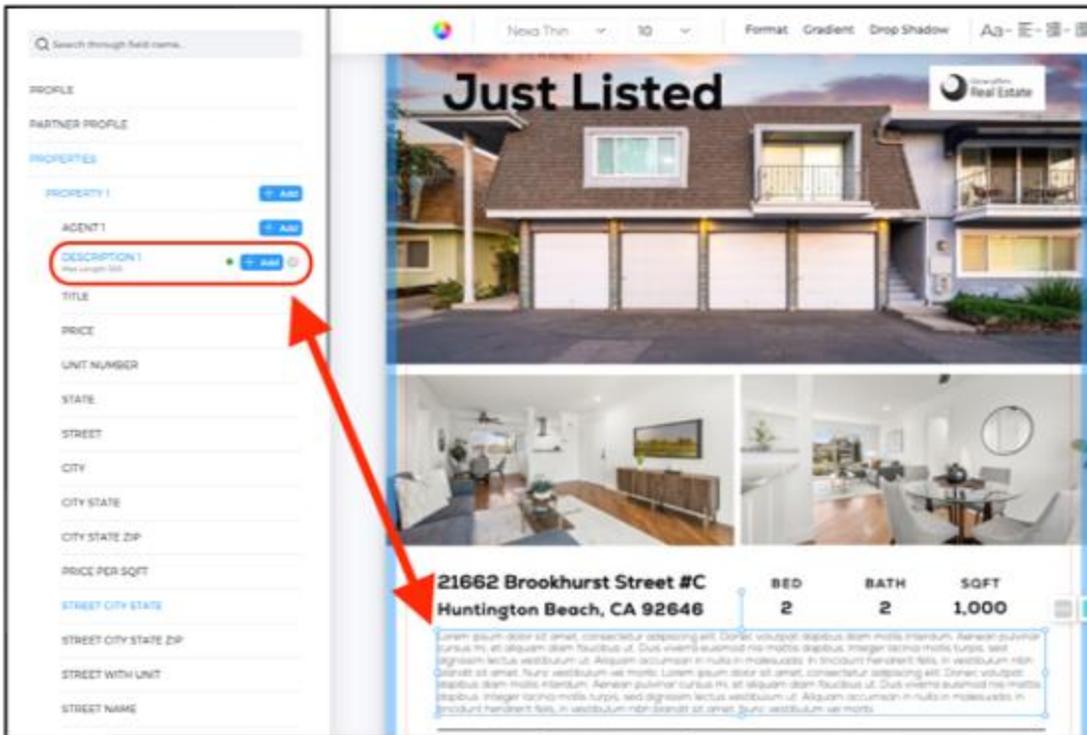
# Adding MLS Property Descriptions with Character Limit

MAXA does not display character counts natively for merge fields like property descriptions. To ensure proper layout, follow these steps (TE recommends using [CharacterCountOnline](#) for counting):

1. Add a placeholder paragraph that has approximately fills the available space.
2. Copy the text and paste it into an online counter, such as [CharacterCountOnline](#).
3. Record the character count.



4. In MAXA, right-click the text box and select **Text replace**.
5. In the side panel, expand **PROPERTIES**, then **PROPERTY 1**.
6. For DESCRIPTION 1, click the **settings** button (gear icon).



- In the options box, enter the maximum character count based on the count you recorded earlier and click the **Submit** button.

## Merge Field Reference Table

Use this table to determine which MLS listing fields from Total Expert are supported in MAXA, how they display, and whether they are appropriate to use in marketing templates.

### Column definitions:

- TE MLS Field (Source)** – The data field provided by Total Expert's MLS feed.
- MAXA Field (Displayed in UI)** – The label or field name as seen by administrators and users in the MAXA interface.
- Template Use** – Provides guidance on how the field can be included in a template design:
  - ✓ Safe – Field is supported by the TE MLS feed and can be mapped. Data availability may vary by listing.
  - ⓘ OK – Field can be included if entered by the user. Requires manual input.
  - ✗ Do not use – Field is not supported by TE MLS and should be excluded from templates.

TE MLS Field (Source)	MAXA Field (Displayed in UI)	Template Use
mls_number	MLS	✓ Safe
listing_url	LISTING URL	✓ Safe
–	FULL MLS ATTRIBUTION	✗ Do not use
–	SHORT MLS ATTRIBUTION	✗ Do not use
–	OPEN HOUSE DATE	✗ Do not use
–	OPEN HOUSE START TIME	✗ Do not use
–	OPEN HOUSE END TIME	✗ Do not use
–	OPEN HOUSE TIME INTERVAL	✗ Do not use
–	OPEN HOUSE DATE AND TIME INTERVAL	✗ Do not use
public_remarks	DESCRIPTION 1	✓ Safe
–	TITLE	ⓘ OK
list_price	PRICE	✓ Safe
–	UNIT NUMBER	✗ Do not use



TE MLS Field (Source)	MAXA Field (Displayed in UI)	Template Use
state_or_province	STATE	✓ Safe
address, else, street	STREET	✓ Safe
city	CITY	✓ Safe
city+state_or_province	CITY STATE	✓ Safe
city+state_or_province + postal_code	CITY STATE ZIP	✓ Safe
list_price /sq_ft	PRICE PER SQFT	✓ Safe
address + city+state_or_province	STREET CITY STATE	✓ Safe
address + city+state_or_province + postal_code	STREET CITY STATE ZIP	✓ Safe
—	STREET WITH UNIT	✗ Do not use
street	STREET NAME	✓ Safe
street_number	STREET NUMBER	✓ Safe
city_region	NEIGHBORHOOD	✓ Safe
sq_ft	BUILDING AREA	✓ Safe
lot_size	LOT SIZE	✓ Safe
bedrooms_total	BEDROOMS	✓ Safe
bathrooms_half	HALF BATH	✓ Safe
bathrooms_full	FULL BATH	✓ Safe
bathrooms_total_integer	TOTAL BATH	✓ Safe
tax_annual_amount	TAXES	✓ Safe
—	FEES	✗ Do not use
agent_full_name	AGENT 1 FULL NAME	✓ Safe
agent_first_name	AGENT 1 FIRST NAME	✓ Safe
agent_last_name	AGENT 1 LAST NAME	✓ Safe
agent_email	AGENT 1 EMAIL	✓ Safe
—	AGENT 1 TITLE	✗ Do not use
—	AGENT 1 OFFICE PHONE	ⓘ OK
list_agent_preferred_phone, else, list_office_phone	AGENT 1 MOBILE PHONE	✓ Safe

## End User Interaction & QA Checklist

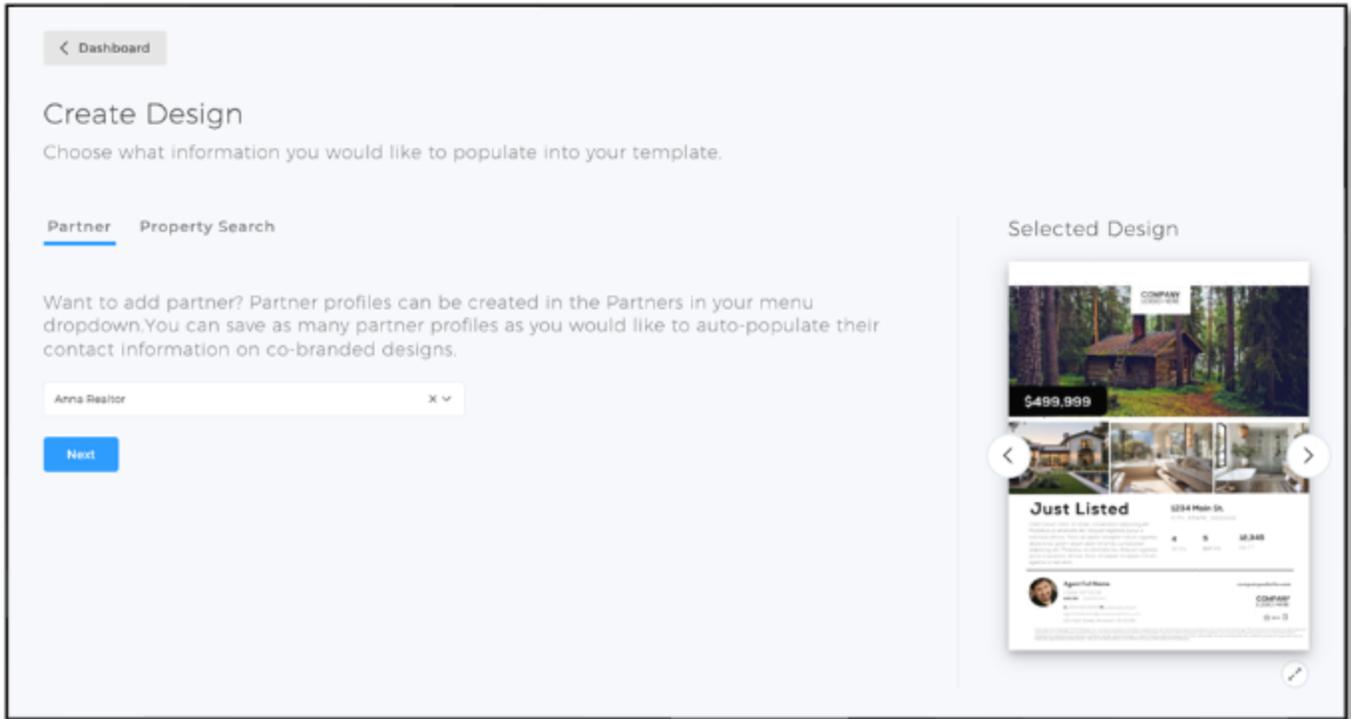
This section describes the steps an end user must take to generate an MLS-based flyer and outlines Quality Assurance (QA) points that administrators should confirm prior to publishing a template.

### How End Users Select and Populate an MLS Flyer

1. From the dashboard, locate and select an MLS-enabled flyer.
2. For the flyer you want to personalize, select **Create Design**.



3. In the **Partner** tab, select your co-marketing partner.



4. Click the **Next** button. The box advances to the Property Search tab.

#### Note

Currently, only active listings from the selected co-marketing partner will populate automatically. If you need to reference a sold listing, use the MLS ID search instead.

5. Active listings associated with the co-marketing partner you selected on the Partner tab automatically populate. This is the preferred and most reliable method for populating flyer content. If the desired listing does not appear automatically, search by MLS ID using the **Search by MLS ID** field.



[← Dashboard](#)

## Create Design

Choose what information you would like to populate into your template.

Partner Property Search

Search and populate a property's information into your design here.

Enter Address or MLS # here

- 4970 Grandview Avenue, Minnetrista, MN 55364 (Sold, \$679900)
- 2331 Driftwood Lane, Mound, MN 55364 (Sold, \$1485000)
- 6580 Olive Lane N, Maple Grove, MN 55311 (Sold, \$265000)
- 6955 190th Street, Lester Prairie, MN 55354 (Sold, \$200000)
- 4140 Standish Avenue, Minneapolis, MN 55407 (Sold, \$269900)

[Back](#) [Create](#)

### Selected Design

**Note**

Searching by address is unreliable and likely will not return expected results.

6. If the description exceeds the character limit, trim it down directly in the editable field.
7. Review and confirm all fields (address, price, agent name, and so on). What you see here is what will populate your flyer. Edit the information for formatting or accuracy as needed.



Partner Property Search

Your MLS may have compressed your property images. It is recommended that you upload photos from your computer provided by your media team.

Headline  
Enter headline

Street: 4970 Grandview Avenue City: Minnetrista

State: MN Zipcode: 55364

Description 1  
Beautiful Red Oak 2-Story situated on a 1 acre lot just a few blocks from Lake Minnetonka. The main level features an open floor plan great for entertaining, gourmet kitchen with SS appliances, large center island, quartz counters and hardwood floors. The upper level has 4 Bedrooms, laundry and a master suite with a large walk in shower. The finished basement adds a bonus living room, 5th bedroom and tons of storage. This is the biggest lot in the development and offers privacy while enjoying the beautiful deck, grilling with family and friends. The garage is fully finished and heated. Orono school bus stop 1 block away.

Write with AI Shorten Expand 479 characters max 634

Selected Design

- Once you select an MLS listing, its available photos are shown. Select the ones you want to include on the flyer.

**Note**

You can check the **Upload All Pictures** option to make the entire gallery available in the design editor. However, this will not automatically populate the image fields in your flyer. If you do not select any individual photos, your flyer will display placeholders instead.

[x]



### Tip

The order in which you click the images determines where they are placed on the flyer. The first one you click replaces Image 1, the second one replaces Image 2, and so on. To avoid confusion, select only the number of images your template supports, and click them in the exact order you want them placed.

9. Check the property listing authorization option to confirm that you are allowed to use this listing.
10. Click the **Create** button.
11. Make any additional user-permitted changes (text, images, formatting). Then download, print, or share the final flyer.