



MLSListings Update



IT'S ALL ABOUT THE SERVICE



The background of the slide features a stylized city skyline. The upper portion shows a dark blue sky filled with various sized gears in shades of blue, purple, and yellow. Below the sky, a grey silhouette of a city skyline is visible. The middle section is a solid purple band containing the text. Below this, a white silhouette of a city skyline is shown, with some buildings having blue windows. The bottom of the slide is a solid dark blue bar.

What's happening in the marketplace ...

YoY Market Activity Across MLS Listings Counties

San Mateo	2016	2015	Δ
Number of Sales	4188	4320	-3.2%
Median Sale Price	\$1,299,500	\$1,250,000	3.8%
Average Sale Price	\$1,657,695	\$1,596,570	3.7%
Days on Mkt (DOM)	26	22	15.4%

Santa Cruz	2016	2015	Δ
Number of Sales	1749	2014	-15.2%
Median Sale Price	\$785,000	\$720,000	8.3%
Average Sale Price	\$888,110	\$797,644	10.2%
Days on Mkt (DOM)	41	42	-2.4%

Monterey	2016	2015	Δ
Number of Sales	2725	2705	0.7%
Median Sale Price	\$515,000	\$478,000	7.2%
Average Sale Price	\$786,119	\$754,331	4.0%
Days on Mkt (DOM)	53	54	-1.9%



Santa Clara	2016	2015	Δ
Number of Sales	10342	10869	-5.1%
Median Sale Price	\$1,020,000	\$950,000	6.9%
Average Sale Price	\$1,291,841	\$1,245,655	3.6%
Days on Mkt (DOM)	27	24	11.1%

San Benito	2016	2015	Δ
Number of Sales	607	554	8.7%
Median Sale Price	\$495,000	\$465,000	6.1%
Average Sale Price	\$533,461	\$519,269	2.7%
Days on Mkt (DOM)	41	44	-7.3%

Listings Activity Across MLS Listings Counties

	Active, Contingent, Pending Total*
<i>Santa Clara County</i>	<i>2,756</i>
Monterey County	1,436
San Mateo County	1,042
Santa Cruz County	702
San Benito County	254

**Data as of February 9, 2017*



The background of the slide features a stylized city skyline. The sky is dark blue and filled with various-sized gears in shades of blue, purple, and yellow. The city buildings are represented by silhouettes in grey and purple. A large, white, angular shape, resembling a torn piece of paper or a stylized cloud, is positioned on the left side, partially obscuring the skyline. The text "What's Happening at MLSListings..." is written in a bold, yellow, sans-serif font across the middle of the slide, overlapping the white shape and the purple buildings.

What's Happening at MLSListings...

Data Sharing Update



- **Agreement signed with The MLS and Palm Springs Regional MLS**
 - Full data share
 - 32,000 additional real estate professionals seeing your listings
 - Data mapping beginning next
- **Contract signed with Bay East**
 - Working with Black Knight (Paragon) to map data
 - Beta testing begins this quarter
 - Targeting early 2017 for go live



Latest Platform Updates: Listing Management

- Created SCCAOR tour for Campbell area
- Modified listing creation workflow to reduce number of steps
- Fixed listing creation on iPad now available
- Enhanced prominence of address and MLS# on screen to ensure people are editing the correct listing
- Corrected issue with Sold properties appearing on tour sheets
- Added ability to manage Supra Keybox from within LM

Latest Platform Updates: Matrix

- **Cool!** Matrix now in Simplified Chinese
 - All fields will be fully translated in next few weeks – watch for more info
 - Send your clients localized auto-emails
 - Spanish language localization coming next
- New "Agent Thumb W History" report automatically adds property history
- Modified listing export from 1,000 to 3,000 listings for improved custom area analytics
- Fixed comp-only listings to include the last status record in history
- Increased photo gallery for properties from 25 to 100 photos
- Added Hotsheet search for new listings to the dashboard



New Theo App

- Accurate and customizable broker tour info
- Property status change notification within five minutes
- Mobile and multi-family home search
- Only app that understands MLS areas

Visit myTheo.com and find the app in the Apple App Store

Free for all MLSListings Subscribers!





MLSListings CEO James Harrison named as one of the real estate industry's most powerful, influential leaders in Swanepoel Power 200 report and Inman's Real Estate Influencers of 2017



“MLSListings members will benefit from improved MLS data access with faster updates and results, as well as increased security.”

-- Real Estate Standards Organization (RESO)

**Also RESO Platinum
Certified for Data Dictionary*



Professional Development



Webinar option added for key courses:

- MLSListings Essentials: Required Training
- Matrix 101: Start Selling with Matrix
- Matrix 201: Matrix for Maximum Momentum

More online classes in development!

portal.mlslistings.com > Training > Training Calendar



In the Works: Fields Project

- Started in January 2016
- Reviewed LM form field-by-field with Super Users and Review Groups (SURG), by county
- Took each iteration of changes back to SURG for validation and feedback
- Secured consensus in October
- Back-end implementation began Q1
- Roll out targeted for Q2

The screenshot shows a web form titled "Listing Details". At the top, it asks the user to indicate the listing status upon completion. Below this are several input fields: "Listing Status" (a dropdown menu with "Active" selected), "List Date", "List Price", "Expiration Date", and "Special Listing Conditions" (a dropdown menu with "Select..." selected). There are "Previous Step" and "Next Step" buttons. Below the input fields are sections for "Interior Features", "Exterior Features", "Community Info", "Marketing & Photos", and "For Agents", each with a text area for input.

The background of the slide features a stylized city skyline. The upper portion shows a grey silhouette of a city against a dark blue sky filled with various sized gears in shades of blue and yellow. Below this, a large purple shape, resembling a stylized cloud or a city block, contains the main text. At the bottom, there are white and blue silhouettes of various buildings, including houses and a multi-story office building, set against a white background.

What's Happening on the National Scene...

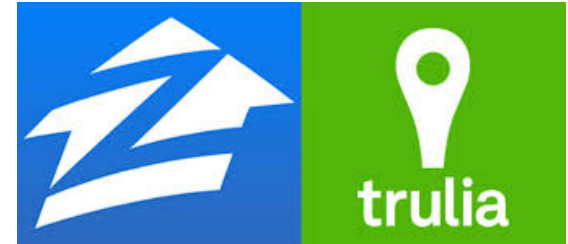
Disruptor: Project Upstream

- Broker initiative designed to standardize and simplify the process of uploading and distributing home listings
- Partnering with NAR subsidiary RPR, to build a data entry and collection platform that will function as a middleman between real estate firms and the recipients of their data, which include both MLSs and technology vendors
- Several pilots in the works
- Didn't get endorsement from Realogy, largest real estate franchise in the U.S.
- Watching Zillow's acquisition of Bridge Interactive carefully



Disruptor: Zillow

- Rewrote the rules with respect to the purpose, value, and application of basic data and information
- Created new approach to the consumer relationship and with it, a new consumer experience
- Early Aug, closed acquisition of Bridge Interactive
- Early October, announced Premiere Agent program
- Early November, released revolutionary Housing Trends Report for 2016



Disruptor: Broker Public Portal Project (BPP)



- The concept of forming a company to explore launching a national MLS consumer-facing website with broker governance
- Partnering with Homesnap and Black Knight to offer Homesnap Pro to all Paragon MLS customers
 - Also collaborating on new mobile functionality within Homesnap Pro that integrates seamlessly with Paragon MLS
- MRED (Chicago area) became first MLS to launch BPP through Homesnap's various consumer and real estate professional offerings



A light blue silhouette of the state of California is centered on a dark blue background. The map is surrounded by decorative elements: stylized clouds with gears in shades of blue, purple, and yellow at the top, and a row of colorful houses (white, purple, and grey) with blue windows and doors along the bottom left.

Thank You

support@mlslistings.com

