

“Local” is Global, Data Shares Keep You Relevant

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Chairman, MLSListings Board of Directors

Remember when the mantra, “real estate is local,” meant your neighborhood, your city, or if you were a mover and shaker; your county? Today, whether you practice beyond your MLS borders or not, access to border-free property data keeps you relevant to clients for whom an MLS border is non-existent. ***MLSListings now has more data share agreements than any other MLS in northern California providing opportunity for exposure to more the 100,000 agents in northern and southern California.***

MLSListings is pleased to announce a landmark benefit to you and your business; after many years working to make these broker and agent advantages a reality, we have inked an agreement with our neighbors to the east to share real estate listing data.

Our agreement includes data shares with Bay East Association of REALTORS®, Contra Costa Association of REALTORS® and the East Bay Regional MLS (Oakland, Berkeley). This agreement brings your listings to more than 30,000 real estate professionals in northern California. And with the added 81,000 brokers and agents in our current data share with CRMLS of Southern California, more than 100,000 California real estate professionals can view your listings as you will have access to their property listings for your clients. By late summer, we will add data from The MLS of Los Angeles and the Palm Springs Association of REALTORS to our platform which will also add to your portfolio of information.

Your access to data means:

- The ability to compare the peninsula homes to East Bay listings if asked.
- Enhancement of your tool kit! The full use of many of your vendor tools (according to your vendor selections)
- The ability to remain the first source of information to your clients, even if you ultimately refer them to a peer. You can sit with a client and run market comparisons!
- Listings exposure to hundreds of thousands of buyers, sellers and browsers throughout the state

And as your market territory has expanded, you will continue to receive the benefits of MLSListings, such as;

- Nationally certified, award winning customer service and care, lowest hold times in the industry
- Customer service is available by Chat and email
- Local tech support for rapid response to your technology needs
- Customized training designed to support your business and professional development
- Coordinated user groups to ensure your voice is heard by the staff and leadership of MLSListings

The advent of non-industry, internet-based real estate information entities made boundary-free data available to buyers and sellers, and served to shine a shameful light on a tired tradition. It is our hope that you will quickly experience the advantages of access to data beyond your MLS to better serve your clients and build your business.