



MLSListings Update

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President and CEO, MLSListings

November 30, 2017

IT'S ALL ABOUT THE SERVICE



The background of the slide features a stylized city skyline. The upper portion shows a grey silhouette of a city with various building shapes against a dark blue sky filled with colorful gears in shades of blue, purple, 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 houses and buildings, some with blue window patterns.

What's happening in the marketplace ...

Total Residential Listings in MLS by County

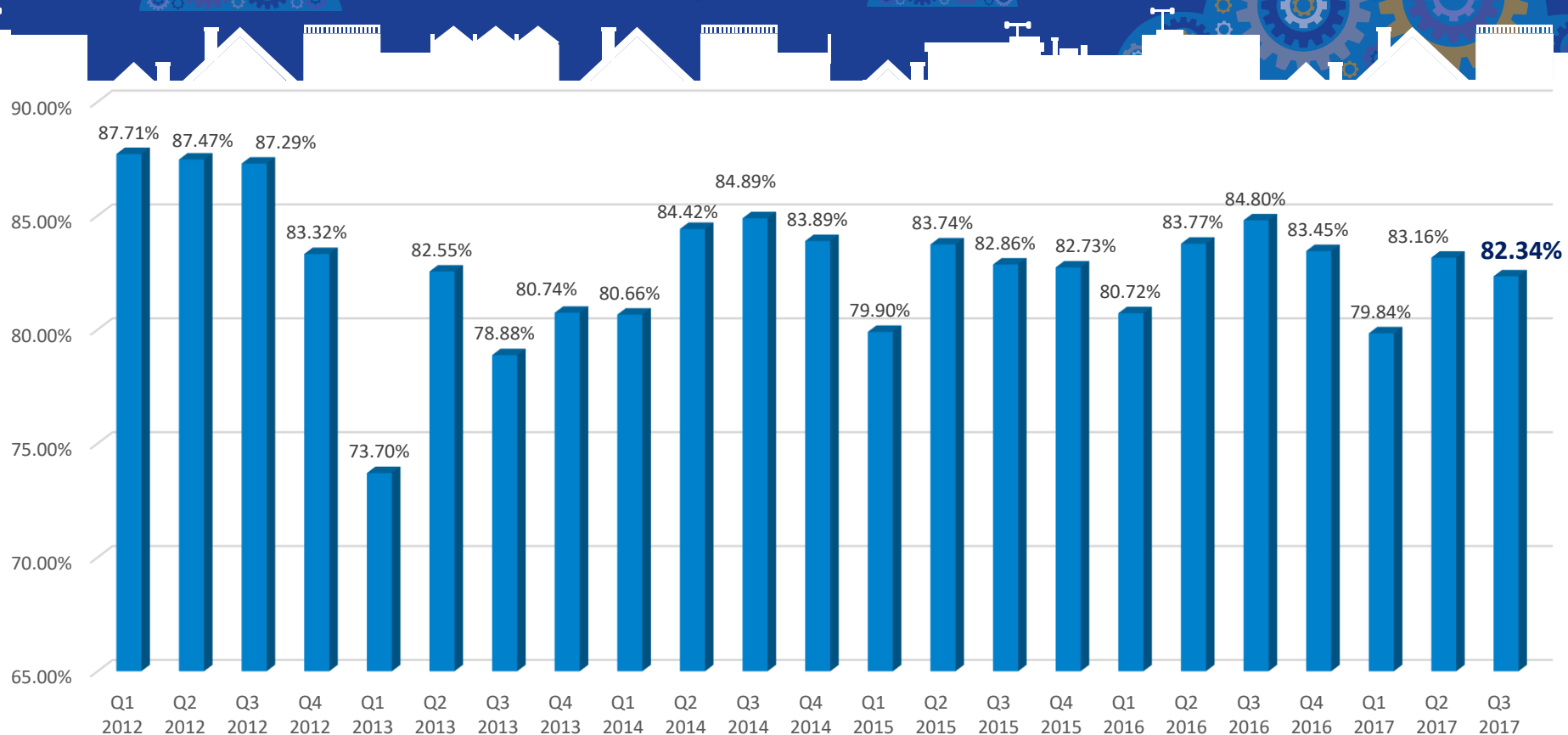
	Active, Contingent, Pending*
Santa Clara County	1,754
Monterey County	1,116
San Mateo County	777
Santa Cruz County	591
San Benito County	201

**Data as of November 29, 2017*

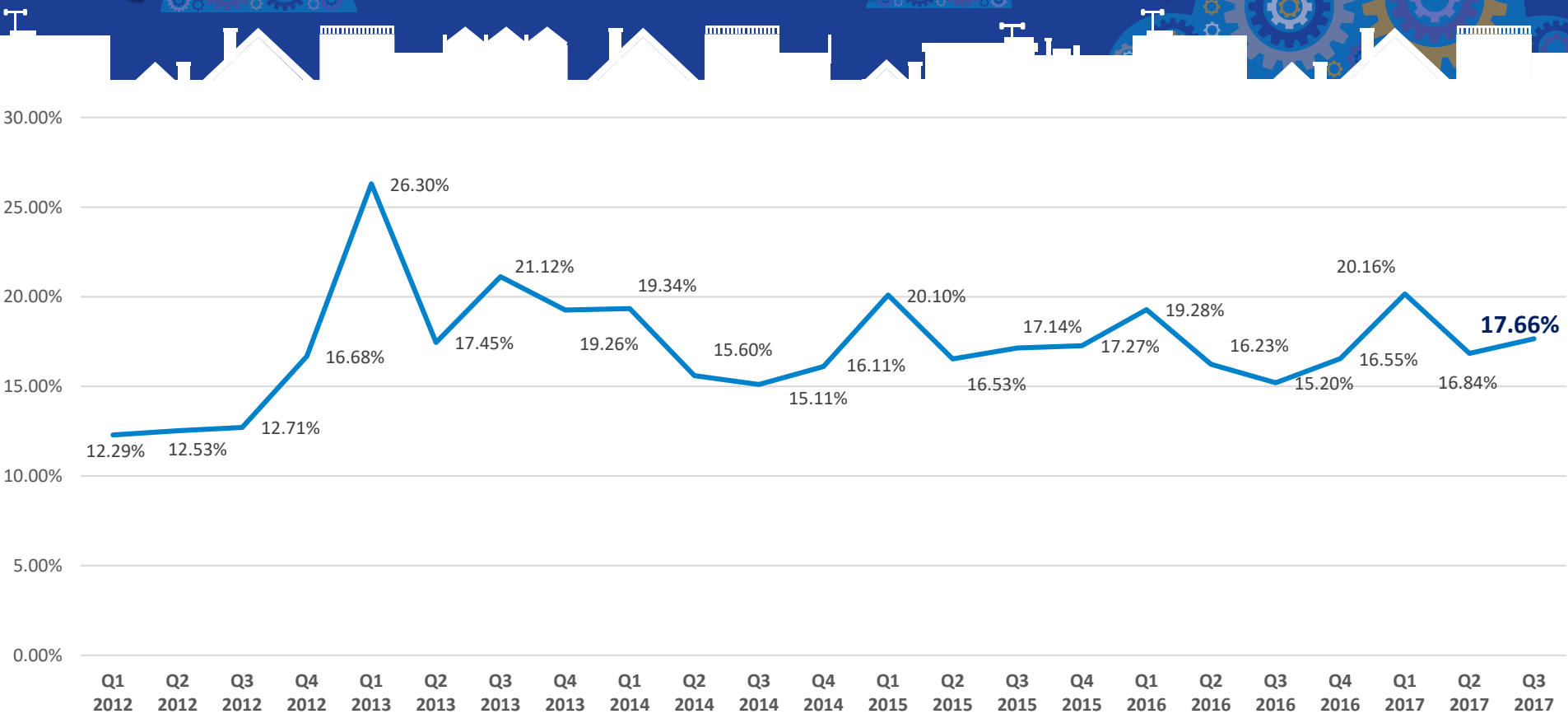
Inventory remains the story and the challenge



Q3 On MLS Sales (Percentage of All County Sales)

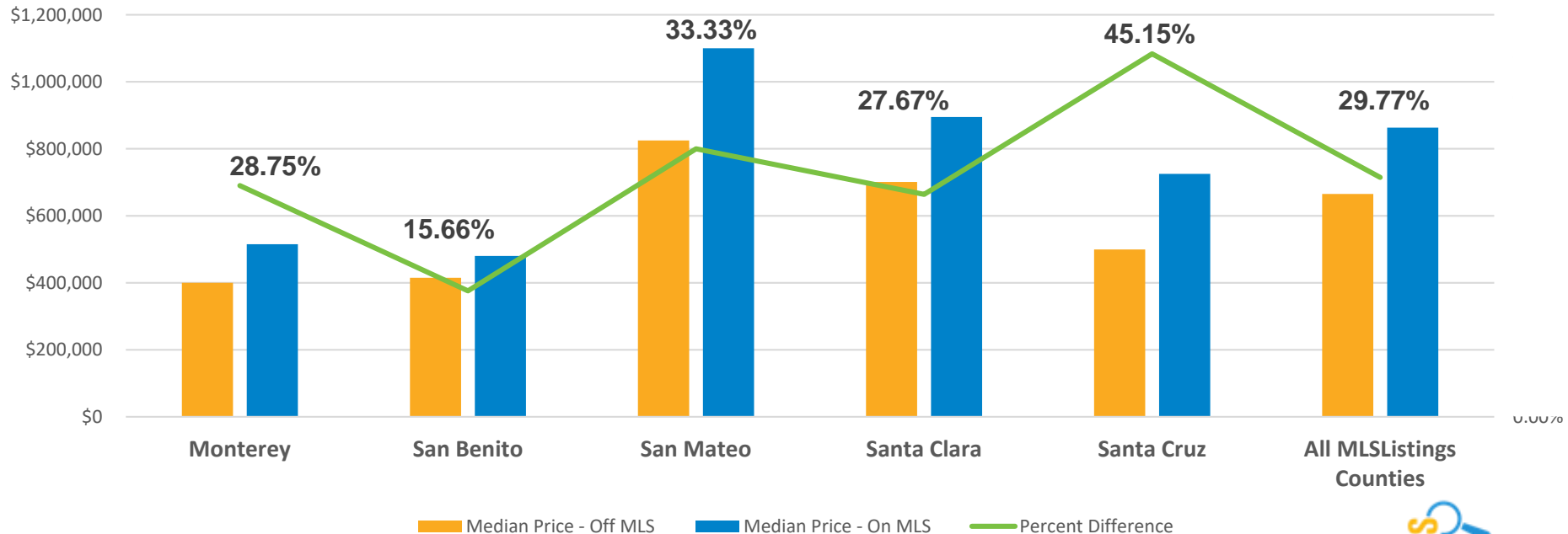


Q3 Off MLS Sales (Percentage of All County Sales)



Difference by Median Price by County

In 2016, On MLS homes commanded on average nearly \$190,000 higher selling price!



Santa Clara County YoY Market Activity

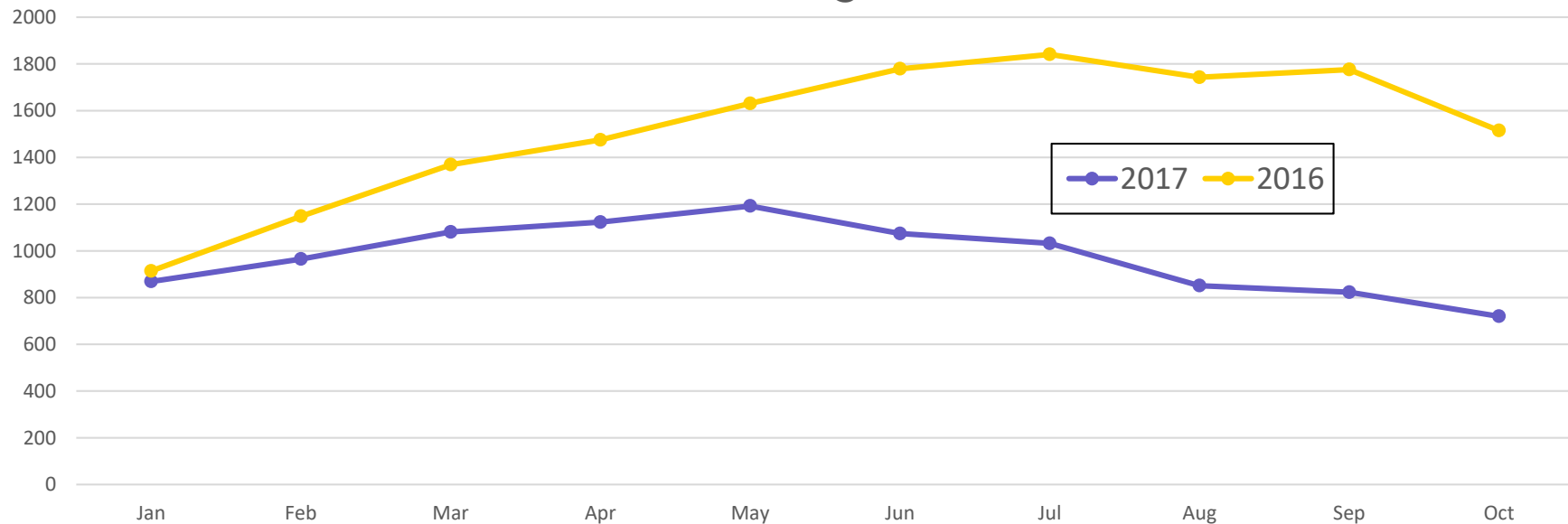


Santa Clara	2017	2016	Δ
Number of Sales	9,229	8,793	5%
Median Sale Price	\$1,150,000	\$1,025,000	12%
Average Sale Price	\$1,421,695	\$1,296,417	10%
Median DOM	10	13	-23%

**Data for SFH Jan - October 2017*

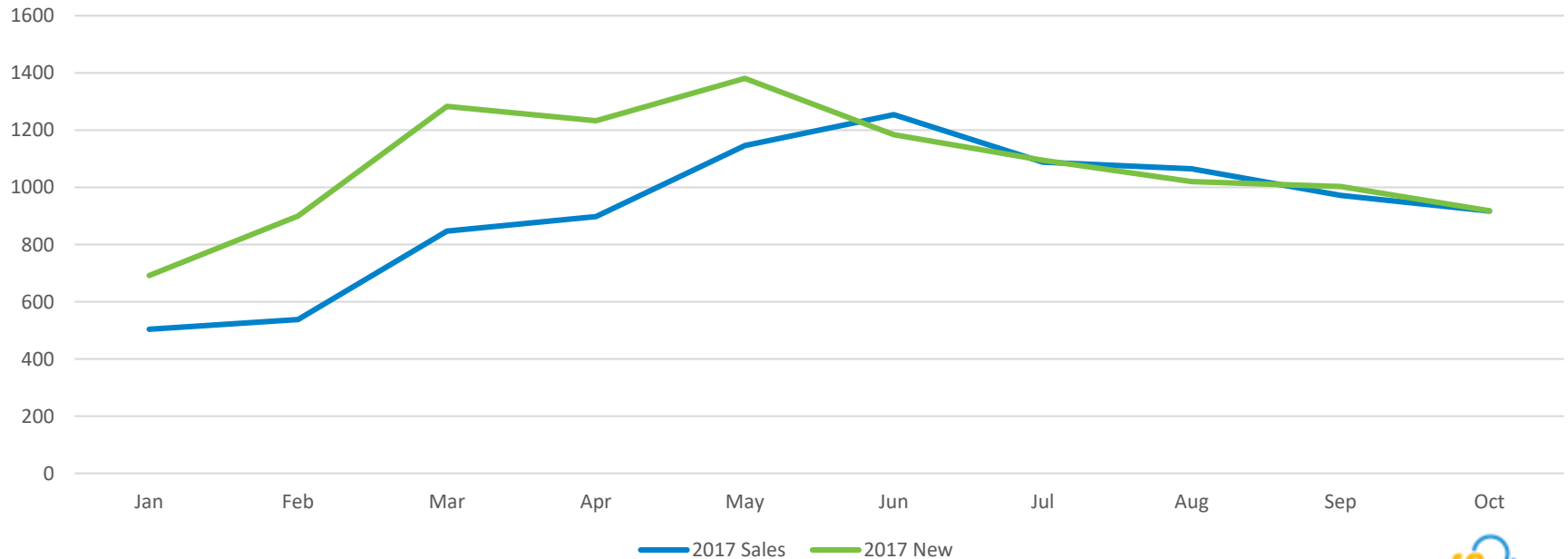
Santa Clara County Active Listings by Month

SFH Active Listings



2017 Sales vs. New Listings

SFH Sales vs. New in Santa Clara County 2017



The background of the slide features a stylized city skyline. The buildings are represented by various shades of grey and purple silhouettes. Above the skyline, there are several large, colorful gears in shades of blue, purple, and yellow, some of which are partially obscured by the buildings. The text "What's happening at MLSListings..." is centered over the purple buildings.

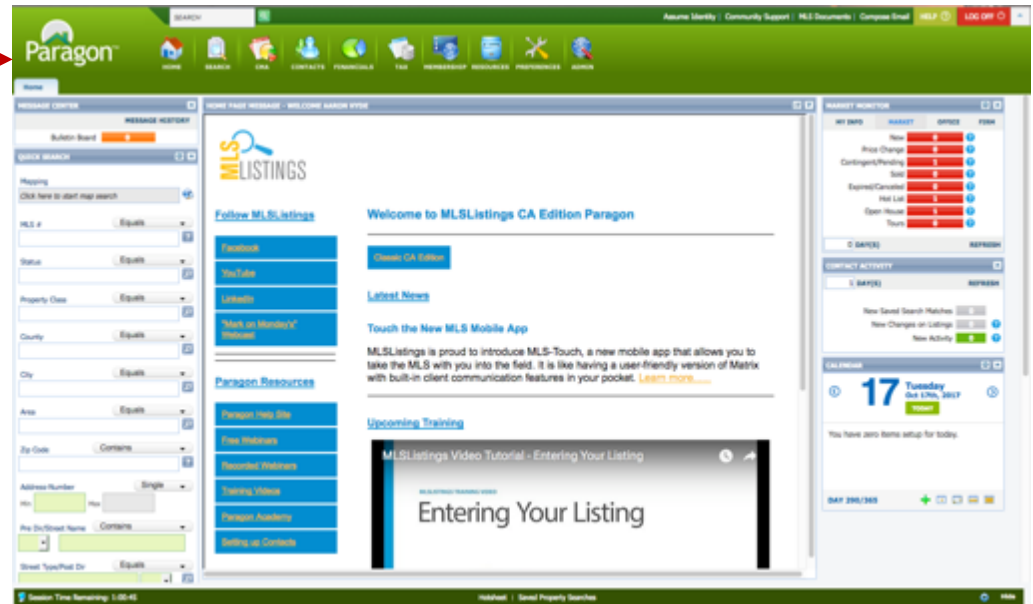
What's happening at MLSListings...



The background of the slide features a stylized city skyline. The buildings are represented by grey and purple silhouettes. Above the skyline, there are blue clouds containing various sized gears in shades of blue, purple, and yellow. The text "CA Edition Paragon is Live" is centered in a white, bold, sans-serif font.

CA Edition Paragon is Live

CA Edition Paragon on Pro Portal



Useful Features

- Create CMAs
- Find exclusive neighborhood, demographic, and school reports
- Quickly manage your contacts and preferences
- Easily work with the new, brandable client portal - impress your clients with the reports you send
- Conduct multiple searches at one time
- Work from any computer and mobile device

**** Old CA Edition will sunset on January 31, 2018***



See All the Inventory on the Market

Aggregated Data

MLSListings

San Mateo
Santa Clara
San Benito
Monterey
Santa Cruz

East Bay

Alameda
Contra Costa

CRMLS

Los Angeles
Riverside
San Bernardino
Orange

SFAR

San Francisco

BARIES

Marin
Napa
Sonoma
Mendocino
Lake

MetroList

Yolo
Sacramento
Stanislaus
San Joaquin
Merced
Placer
El Dorado

Nevada

County AOR

The screenshot shows the MLSListings Inc. website dashboard. At the top, there's a navigation bar with links like Home, My Listings, My Products, Store, News, My Info, and Pay My Bill. Below this, there are several sections: 'Combined CA Listings' with a link to 'CA Edition Paragon', 'MLSListings CA Edition', and 'Regional Services' including 'SAREIS MLS', 'CRMLS', 'East Bay MAXEBRO', 'MetroList', 'NCAR', 'SFAR MLS', 'Guest User Access', 'CLAW MLS', and 'Sandicor'. On the right side, there are buttons for 'Matrix Dashboard', 'Agent Search', 'Office Search', 'Listing Book', 'Matrix Search', 'Manage Listings', 'Reset M', 'RPR Records Search', 'Zillow Records Search', 'ListTrac WAM', 'MLS Apps Store', 'New Home Source Pro', 'RE Technology', 'Academy Edge', and 'Training'. A central section titled 'MLS Announcements' and 'My Messages' displays several 'MLS SUBSCRIPTION EXPIRATION REMINDER' messages. At the bottom, a large blue banner reads 'Matrix Has Remodeled!' with sub-points: 'Stunning New Client Portal', 'Housefax', 'Google Maps', 'Notifications of Portal Activity', 'New Agent Headers and Footers', 'eProperty Watch', and 'ListTrac Integration'. The HomePath logo is visible in the bottom right corner of the dashboard.

Shared Data

MLSListings

San Mateo
Santa Clara
San Benito
Monterey
Santa Cruz

East Bay

Alameda
Contra Costa

CRMLS

Los Angeles
Riverside
San Bernardino
Orange



Aggregated vs. Shared Data Sets

Active / SFR + Condo + Townhome

Matrix *Shared Data*

205

12

40

29

25

13

San Jose

South SF

San Mateo

Palo Alto

Daly City

Milpitas

CA Edition Paragon *Aggregated Data*

219

+14

20

+8

44

+4

30

+1

39

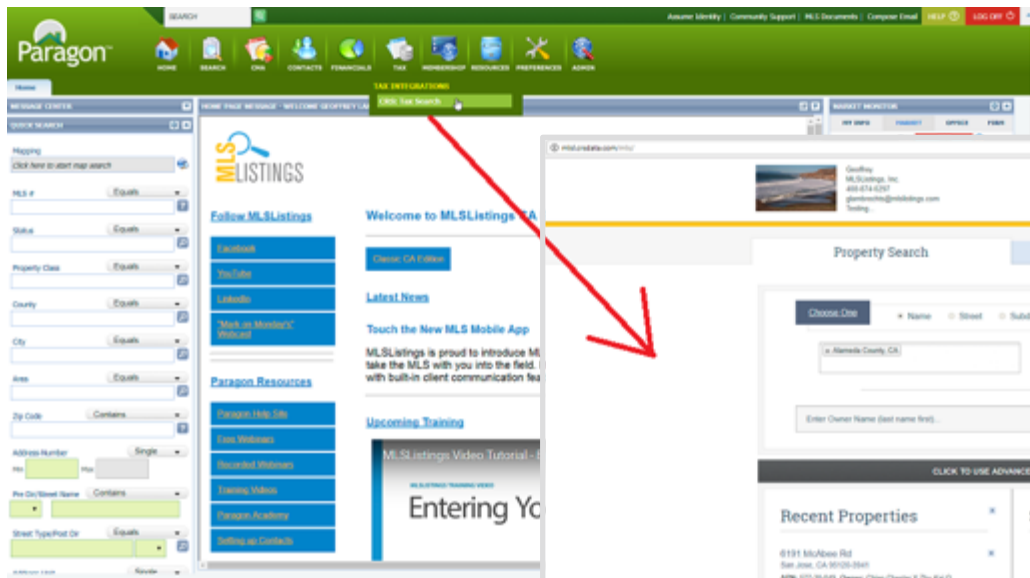
+14

13

-

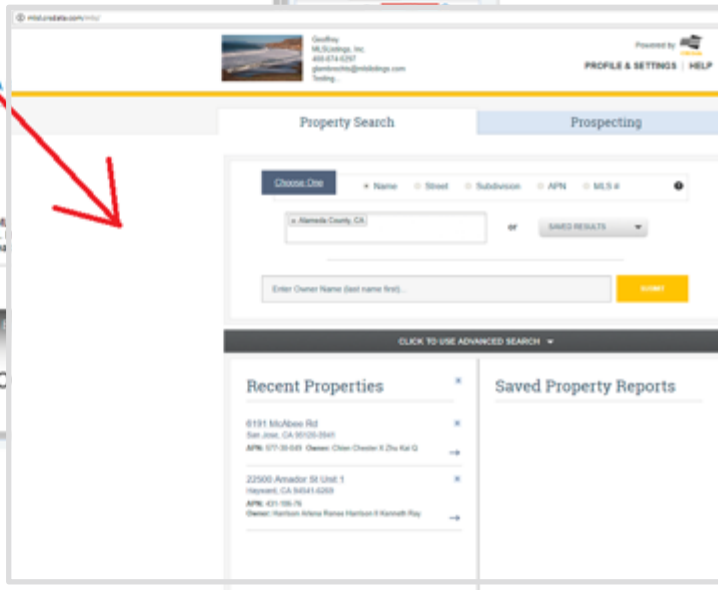
*Data as of November 28, 2017

CRS Tax Data



Updated look and functionality

Working on distressed property data

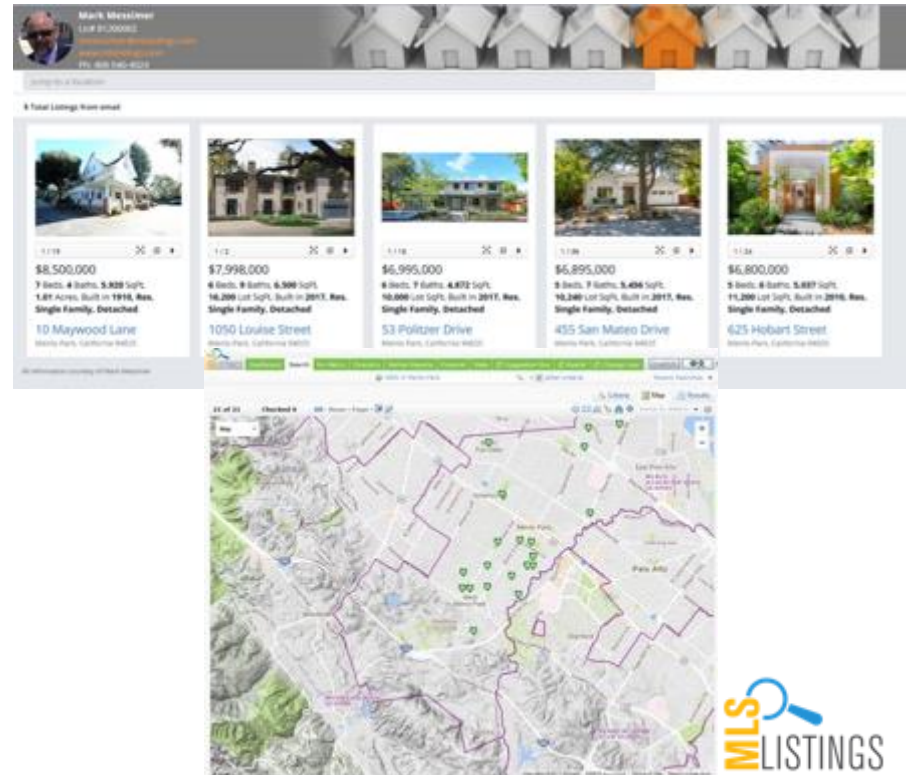


The background of the slide features a stylized city skyline. The buildings are represented by grey and purple silhouettes. Above the skyline, there are blue clouds containing various sized gears in shades of blue, purple, and yellow. The text "Matrix 7.0 is Live" is centered in the middle of the slide, overlaid on a purple shape that resembles a stylized building or a cloud.

Matrix 7.0 is Live

Matrix 7.0 is Live

- No changes to search and report
- Text/email alerts when your clients access portal
- Map upgraded to Google
- New client portal
- New banner options
- New custom signature options



The background features a dark blue sky filled with stylized clouds and various sized gears in shades of blue, purple, and yellow. Below the sky is a grey silhouette of a city skyline with several buildings and chimneys. The lower portion of the image is a solid purple shape that tapers from the left, creating a large white triangular area on the left side. The title 'Listing Management Enhancements' is centered in this white area.

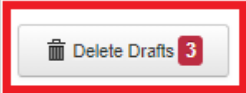
Listing Management Enhancements





Convenience in Draft View

Select Multiple Listings in Draft Mode

Makes it easier to delete multiple listings instead of clicking each one individually

12 Draft Listings

 Delete Drafts 3

Address	Entered
 ..	<input checked="" type="checkbox"/> Friday, ..
 180 Kehoe CT, SAN JOSE, CA 95136	<input checked="" type="checkbox"/> Thursda
 ..	<input checked="" type="checkbox"/> Thursda
 3717 Tigara CT, SAN JOSE, CA 95136	<input type="checkbox"/> Friday, ..

New Date Column in All Statuses

See Dates for Your Listings

Makes it easier to find listings when there are many (in this example, you can see when listings expired)

2 Expired Listings

[View Recent Listings](#)

Address	Expiration Date	Action
+ zz90000213 188 Kehoe CT , SAN JOSE, CA 95136	11/5/2014	Select an Action
+ zz90000267 193 Kehoe CT , SAN JOSE, CA 95136	11/1/2014	Select an Action

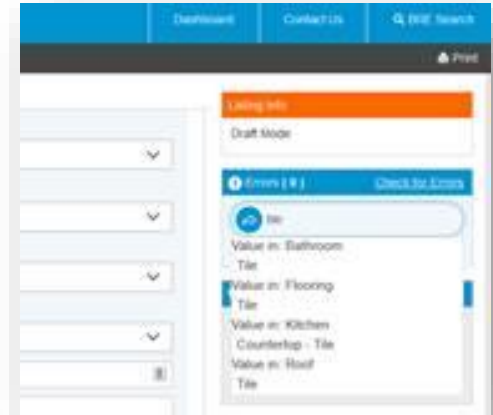
New Options in Standard View

Keyword Search

Ability to search by keywords for both fields and values.

Expand All Pick Lists

Ability to search by keywords for both fields and values.

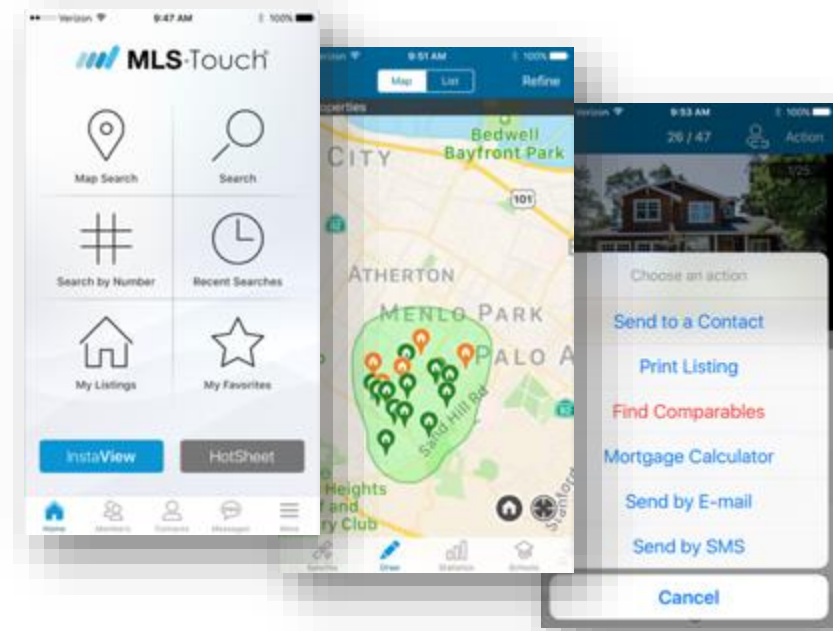


The background features a dark blue sky filled with various sized gears in shades of blue, purple, and yellow. Below the sky is a grey silhouette of a city skyline. A large, diagonal white shape cuts across the middle of the image, creating a white triangular area on the left and a purple trapezoidal area on the right. The text 'MLS-Touch New Mobile App' is centered within the purple area. Below the purple area is a white silhouette of a city skyline.

MLS-Touch New Mobile App

Are You Using MLS-Touch Yet?

- Full MLS search
- Live market stats
- Ability to save and view all your recent searches
- HotSheet notifications (inventory, price changes)
- Create your own branded app in seconds and share it with your clients
- Facebook publish tool
- Track the properties your clients save



Hot New Features Coming Soon

Watch for Updates in Early 2018

- Agents Stats
- Mobile Listing Edit (price, private and public remarks, open house and tour dates)

The background of the slide features a stylized city skyline. The buildings are represented by grey and purple silhouettes. Above the skyline, there are blue clouds containing various sized gears in shades of blue, purple, and yellow. The text "Aculist 3 Free Promotion" is centered over a dark purple horizontal band.

Aculist 3 *Free* Promotion

What is Aculist?

- Our in-house start-up
- Provides agents, brokers, and associations with critical, up-to-date customized business analytics solutions
- Gives you get an edge in this highly-competitive industry



Your Numbers Nerd

You have your *lender, stager, landscaper, photographer, handyman, etc.*

How do you get the most up-to-date market data?

We got you.

Think of Aculist as “**your numbers nerd.**”



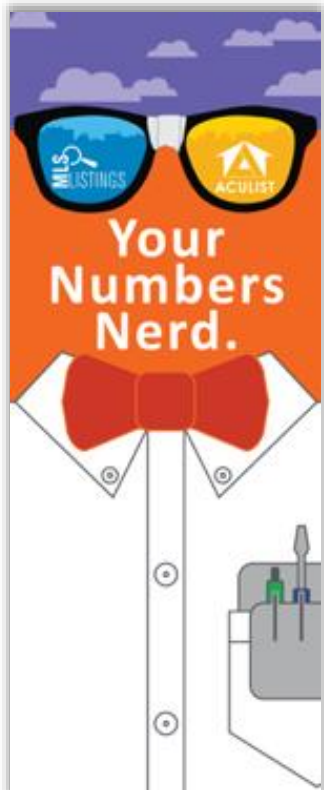
Types of Reports

11 options, including:

City, Zip Code, Elementary School District, High School District, or MLS Area



3 FREE



**Exclusively for MLSListings Community –
3 Free reports each month**

+

***Special Offer: Unlimited Reports until
December 31***

pro.mlslistings.com



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What's happening in the industry...

Project Upstream Update

- Continuing to be an official pilot MLS
- Working closely with Upstream's vendor (RPR)
- Upstream working to support RESO standards
- Lots of work still to do to finish pilot



The background is a solid dark blue. In the top corners, there are clusters of stylized clouds containing various sized gears in shades of blue, purple, and yellow. In the bottom left corner, there are stylized houses in white, purple, and grey with blue windows and doors. A large, light blue silhouette of the state of Georgia is centered in the background.

Thank You

support@mlslistings.com

