



MLSListings Update of Products, Services & Our Market

Karl Lee
Chairman, MLSListings

February 18, 2019

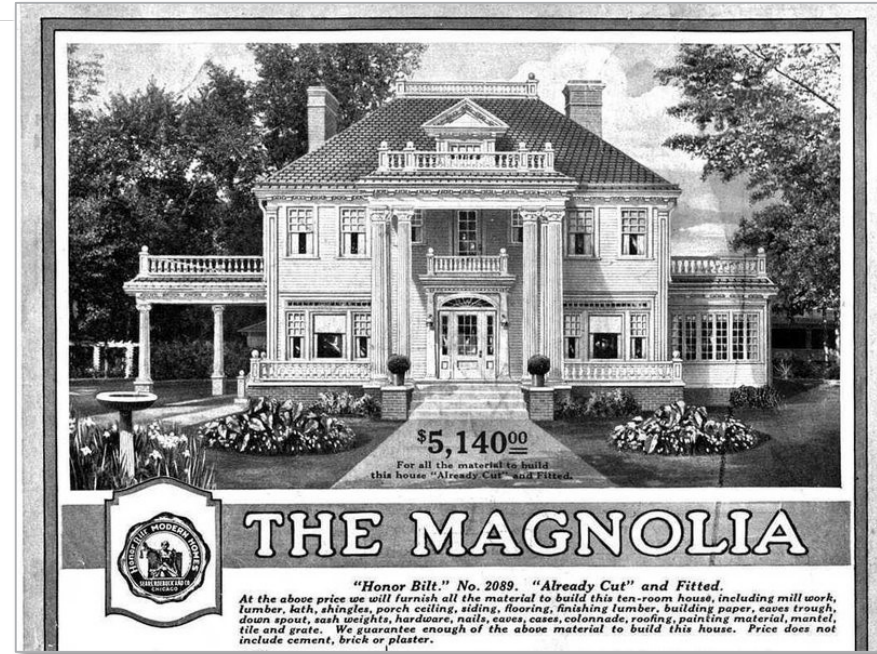
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Fun Fact! *The Sears Modern Homes Catalog* Debuted in 1908



Customers could buy the material and blueprints to build a house. The pieces that arrived in the mail were meant to fit together. Buyers could build the houses themselves or hire contractors.

Sears is estimated to have sold between 70,000 and 75,000 houses before the program ended in 1940.



The MLS Listings Mission & Values



We exist to support your business

**To empower real estate
professionals with tools,
technology, and service
as the world's best MLS.**



Update from the Tech Team

Flexibility & Choice

The Front End of Choice Advantage: Matrix & Paragon



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

NCAR

Nevada



Shared Data

MLSListings

San Mateo
Santa Clara
San Benito
Monterey
Santa Cruz

East Bay

Alameda
Contra Costa

CRMLS

Los Angeles
Riverside
San Bernardino
Orange

Leads from MLSListings (consumer website)



MLS LISTINGS Buy Sell Rent Map Search Find An Agent Media Center About Us Sign Up / Sign In

Home > Find An Agent > Nazi Shishido

Nazi Shishido
Alan Final Realtors
License # 91361000
Phone: 408.416.9284 | Office: 408.741.1111 | Website: www.nazishishido.com

Current Listings Recent Transactions Share Profile

About Nazi Shishido

Summary
Are you selling, buying or renting a property? With my intimate insights and knowledge of specific neighborhoods and their market conditions, I can help you guide you through this complicated process with your best interests in mind. Get assistance in determining current property value, crafting a competitive offer, writing and negotiating a contract, and much more. Contact me today.

Specialties
Luxury Properties, Buyers Agent, Listing Agent

Properties

Current Listings (0) Recent Transactions (7)

1878 Adelia Pl, San Jose, CA 95128
\$1,749,000 • Sold on Jun 22, 2018
Single Family Residence
1616 sq ft | 4 Bed | 2 Bath | 1892 Sq Ft
7,378 Sq Ft Lot | 2 Garage | 1987 Year Built

470 San Benito Ave, Los Gatos, CA 95030
\$1,575,000 • Sold on Jun 18, 2018

Contact Agent

Full Name *
Email Address *
Phone Number *

Hello Nazi Shishido, I saw your profile on MLSListings.com and would like to schedule a time for us to talk. Thank you.

Submit

NETGEAR SWITCHES
Best Value for Smart IT

318 Pacheco Ave, Santa Cruz, CA 95062
\$1,195,000 • Active Single Family Residence
Get Your 3 Credit Scores

5 Beds 3 1/2 Baths 3,012 Sq Ft 6,752 Sq Ft Lot 1999 Yr Built

NEW

Contact Agent

Pete Cullen
Baily Properties
License # 01375721
Phone: (311) 816-1602

Listing Agent
Full Name *
Email Address *
Phone Number *

I would like to know more about 318 Pacheco Ave, Santa Cruz, CA 95062. Thank You!

Submit

Property Details
Neighborhood Map | View Virtual Tour | Build

About this Property
Just Listed! Lovingly cared for charming Craftsman style home on a quiet tree lined street in prime Banana Belt location. The cozy front porch leads into an inviting main living area with a versatile floor plan creating a comfortable and welcoming space. Fantastic commute location and a short walk to the restaurants and shops of Upper Seabright. Interior features include beautiful cherry and fir cabinetry, fir floors and gleaming natural grain wood trimmed windows and doors. The kitchen door leads out to a landscaped back yard with ally access and a permitted accessory dwelling unit with high end finishes and vaulted ceiling. Open House Saturday 1-4 & Sunday 11am-3pm

MLS Listing Information

MLS #	MLS Source
ML1129719	MLS

Days on Site
7

Interior Features

Kitchen	Dining Room
Dishwasher, Exhaust Fan, Hood Over Range, Oven Range - Gas, Refrigerator, Exhaust Fan	Eat in Kitchen, No Formal Dining Room
Family Room	Fireplace
No Family Room	Gas Log, Insert
Flooring	Cooling
Carpet, Tile, Wood	None
Heating	
Central Forced Air - Gas	

95062 Market Overview

\$949K
Median Sale Price

\$747
Avg Price / Sq Ft

26
Median Days on Market

Statistics based on 67 sales of all residential properties over the last 90 days.

Powered by ACULIST

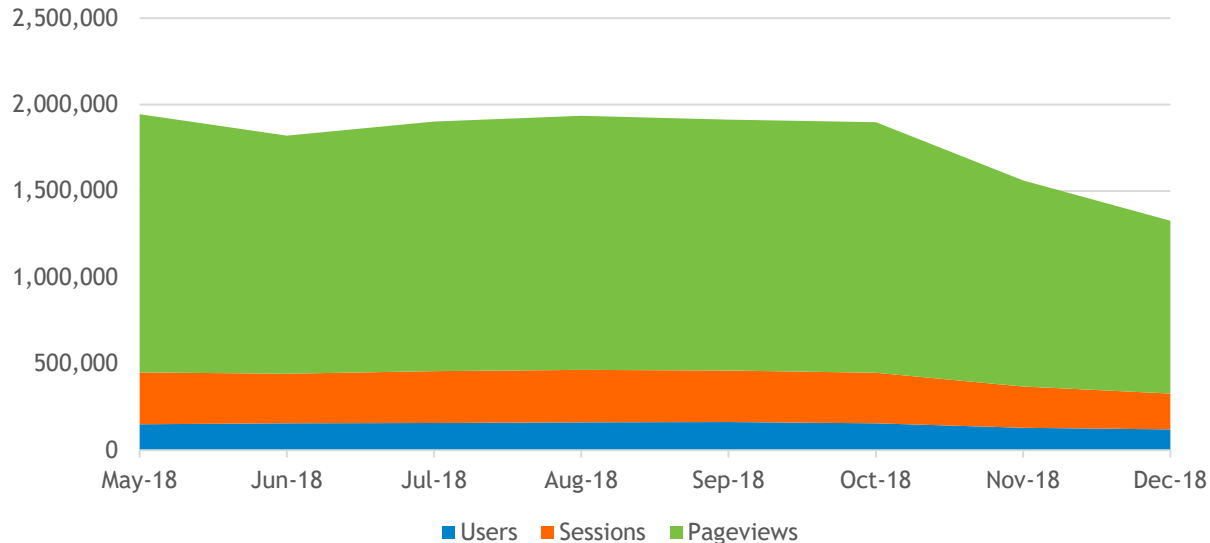
Leads from our consumer site go direct to agents
Leads come from two areas:

- Listing agent for active listings
- “Find an Agent” area

Leads from MLSListings (consumer website)

8,425 Leads sent to Listing Agent in 2018

MLSListings.com - Visitor Traffic 2018



Month	MLS Leads
Jan-18	74
Feb-18	309
Mar-18	757
Apr-18	710
May-18	838
Jun-18	755
Jul-18	810
Aug-18	835
Sep-18	1,018
Oct-18	904
Nov-18	698
Dec-18	717
YTD	8,425

MLS-Touch Mobile App - Free to MLSListings Subscribers



New in Q1:

- **Agent Stats** - see your fellow agents' Active, Sold, and Expired listings, as well as the property types they sell most and other info
- **Market Stats and Comps** - view area stats and market comps, as well as lowest and highest price listings
- **Enhanced Google Map Search**
- **Map, List, and Stats** moved to the top of each screen

Core Features:

- 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



Update from the Services Group

Business Support

Local Customer Support - *Virtual Assistance*



- Status changes
- Listing input assistance
- Uploading photos
- Clone listings
- Tour corrections
- DOM issues
- Map assistance
- Missing office information
- Open house information
- Recip assistance
- Syndication help and clarification
- Virtual tour issues

Responsive Training - *Making the MLS Work for You*



Our training topics come from your feedback. Curricula is updated annually.

- Farming using the MLS
- How the MLS can show you profitable zip codes
- Search and advance search on each platform
- How to maximize Matrix and Paragon
- How to maximize your technology in sync with the MLS

PROFESSIONAL DEVELOPMENT & BUSINESS SUPPORT

Advance your skills using the MLSListings toolset.
Find business solutions that will separate you from the competition.

New **New Courses**

Courses in this track will lay your MLSListings learning foundation, and provide you with the mandatory proficiencies needed to effectively list, search, report and communicate with clients.

Pro **Pro Courses**

The Pro track offers skills to fine tune your MLSListings experience with customized, streamlined search and report options to support your most frequent business activities.

Power **Power Courses**

Advance your skills by taking classes in the Power track. Learn how to mine MLS data for listing opportunities and market performance tracking. Develop your social media sites and content including video capture and publishing courses.

www.MLSlistings.com



Market Overview

A Few Surprises

Santa Clara County YoY Market Activity for Single Family Homes



Santa Clara	December 2018	December 2017	Δ
Inventory	788	396	99%
Closed Sales	575	729	-21%
Median Sale Price	\$1,150,000	\$1,297,000	-11%
Total Dollars	\$820,100,256	\$1,128,433,702	-27%
Median DOM	26	9	189%

Santa Clara County YoY Market Activity for Condo/Townhouse



Santa Clara	December 2018	December 2017	Δ
Inventory	350	52	573%
Closed Sales	225	261	-14%
Median Sale Price	\$790,000	\$802,902	-2%
Total Dollars	\$196,138,079	\$234,496,061	-16%
Median DOM	27	8	238%

Silicon Valley Trends

Q4 Closed Sales by County for Residential - Single Family class for Last Five Years





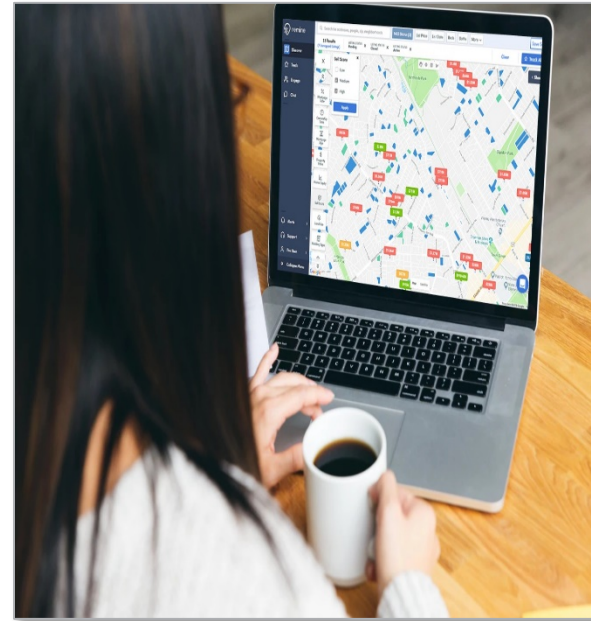
Free Market Reports from MLSListings

Every MLSListings Subscriber can request
3 Free reports each month!



Coming Soon: Remine, A Search Intelligence Tool

- Find out where the next listing will be
- View home equity estimates
- Search schools, places and people



Social Media Boot Camp

- Did you know that social media is one of the prime ways to get referrals? Learn how to leverage your social media to gain new clients at our upcoming social media boot camp. Six dates to choose from and registration is free. Space is limited! Go to pro.mlslistings.com to register!



A promotional banner for a Social Media Boot Camp. The banner has a dark blue background with various social media icons on the right side, including a heart with '100', a smiley face, a star, a globe, a play button, a speech bubble with a Wi-Fi symbol, a heart, and an '@' symbol. On the left, there is a white speech bubble containing the text 'SOCIAL MEDIA BOOT CAMP'. To the right of the speech bubble, the 'eLeVate' logo is displayed above the 'MLS LISTINGS' logo, which includes a magnifying glass icon. Below the logos, the text reads: 'The #1 Social Media Boot Camp for real estate professionals is coming to San Jose area!' and 'CLICK HERE TO LEARN MORE AND REGISTER!'.

SOCIAL MEDIA
BOOT CAMP

eLeVate
MLS LISTINGS

The #1 Social Media Boot Camp for real estate professionals is coming to San Jose area!

CLICK HERE TO LEARN MORE AND REGISTER!

Thank You!



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